

Multi-industry

Sapience TechSystems

Using the virtual twin as a launch pad to success

Product

NX

Business challenges

Create a niche in the tough CAM market

Improve customer satisfaction with rapid implementations

Retain old clients and win new ones to grow business

Keys to success

Invest in improving the team's skill in building machine tool support kits for OEMs

Build OEMs' trust and confidence

Use digital twin to demonstrate machines in operation to machine tool OEM prospects

Results

Secured new customers and high-value orders

Recognized by Siemens as a specialized partner

Differentiated from the competition by building advanced capabilities

Sapience secures new customers and high-value orders by developing niche capabilities

Turnkey solutions for engineering organizations

Sapience TechSystems (Sapience) was founded by industry experts with over a decade of experience in computer-aided design (CAD), computer-aided manufacturing (CAM), computer-aided engineering (CAE), product lifecycle management (PLM) and knowledge-based engineering (KBE). The company focuses on providing turnkey solutions to engineering organizations so they can automate processes, enhance designs,

achieve manufacturing excellence and improve productivity. Sapience offers flexible and variable onsite and offshore services to a range of businesses in automotive and off-roading vehicles, aerospace and defense, industrial machinery sectors and a complete range of Tier 1/Tier 2 suppliers of original equipment manufacturers (OEMs) across industries.

Investing in the team's skills to promote business growth

Sapience has invested significant time, effort and money to enhance the skills of its core team members. The Sapience strategy was to differentiate themselves from the competition by building advanced capabilities to help

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Nishant Bhonge
Director
Sapience TechSystems Pvt. Ltd

their customers grow their businesses and save money and time.

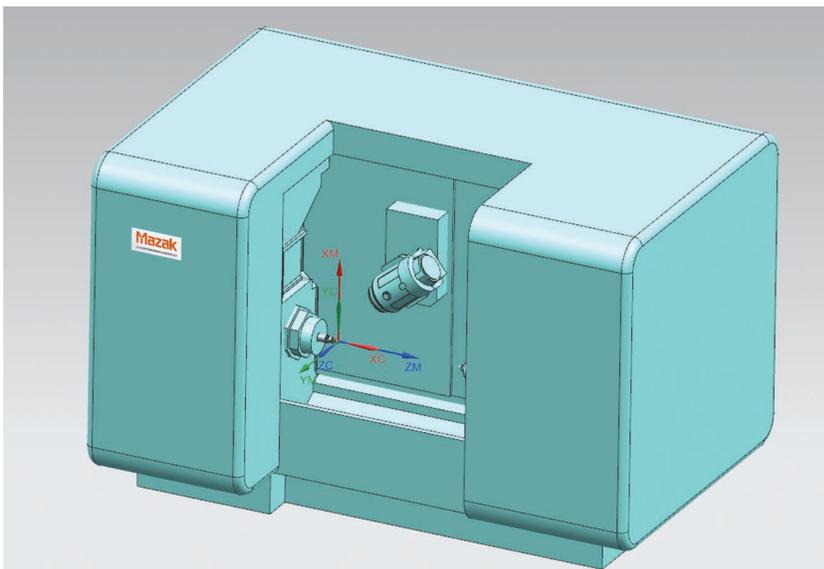
It has invested in developing the team's expertise in building machine tool support kits (MTSKs) within NX CAM. The kit consists of a postprocessor, exact machine model and correct machine kinematics. Sapience built close relationships with machine tool OEMs by fine-tuning the NX CAM output by building kits for their complex machines. By using the MTSKs, the machine tool OEMs were able to showcase their machines in

operation to their prospects as digital twins. As a result, the customer got an impeccable solution that could help them begin cutting metal almost immediately after machine installation without the need for any trial-and-error, which in some cases can go on for months.

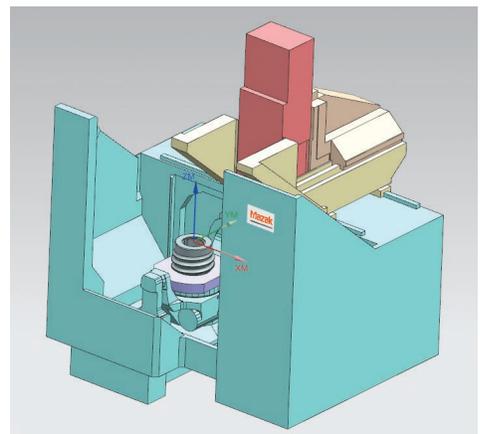
Another excellent benefit of the digital twin is it helps customers to achieve greater precision in manufacturing components with optimum efficiency and finish without worrying about rework or scrapping expensive raw materials. Raw material costs can run into thousands of dollars, and cause delays that disrupt project schedules. The digital twin shows accurately, in advance, the machining time and ensures smooth physical running of the machine. Thus customers can get more from their capital investment increasing their profits and allowing for additional business capacity without the need to increase capital expenditure.

Leaving the competition far behind

The MTSKs helped Sapience to create a differentiator for themselves in the tough CAM market so they could take on the



Pictured is the digital twin of the machine.



competition. By using NX™ software, customers received accurate virtual representations and simulations, which enabled them to realize the maximum value on their investment. This in turn meant a happy customer, leading to good referral sales and more repeat business. Sapience leveraged the Siemens sales team's expertise to build the customer's confidence during the initial stages of the sale and implementation. Siemens' brand enhanced the credibility of the Sapience offering in the market and enabled them to realize a greater reach, and capture a bigger market share. This strategy of investing in learning the MTSK technology, working closely with the machine tool OEMs to win their trust and confidence, and presenting potential return-on-investment (ROI) to customers paid off in a big way.

Sapience secured many high-value orders due to MTSKs and now has many partners in India that rely on their support for complex postprocessing. The company has also been recognized as one of the contributors on the NX CAM Post Hub.

Bharat Fritz Werner (BFW) is one of India's leading machine tool manufacturers and has been in existence for nearly six decades. The company serves all manufacturing industries with a wide range of products for the domestic and export markets. Sapience works closely with BFW and supports them in providing a complete solution to their customers. Mr. Suresh Jambhulkar who is Manager of Applications at BFW says,

"Our association with Sapience has been very fruitful and BFW is now ready to face the era of digital manufacturing, IoT and multifunction and multitasking machines. The Sapience and Siemens teams have always supported BFW in generating and closing new sales leads by helping us position our machines as end-to-end solutions for the manufacturing requirements of our customers."

In India, Sapience has developed a mutually beneficial relationship with one of the leading machine tool manufacturer in the world – Mazak. By building digital twins of their popular complex machines, Sapience

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Solutions/Services

NX

www.siemens.com/nx

Customer's primary business

Sapience provides turnkey solutions to engineering organizations to help them automate processes, enhance designs, achieve manufacturing excellence and improve productivity.

www.sapience-group.com

Customer location

Pune, Maharashtra
India

have provided Mazak an option to offer a ready and tested solution to their customers. How well the relationship has been fostered is clearly evident from the statement here. "We thank Sapience for their extended support on various projects, which enables us to provide better solutions to our customers," says Prashant Ghughare, manager of applications at Yamazaki Mazak India Pvt. Ltd. "We now use various CAM strategies to optimize our timelines, and our in-house trials have become more efficient with the use of NX CAM and training."

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