

## OUR CUSTOMER STORY

# aPriori Fosters a Collaborative Approach at AGCO

### THE AGCO AND APRIORI STORY

AGCO has been using aPriori's digital manufacturing simulation technology for several years to quickly identify the most efficient approach to manufacture products, achieve competitive pricing from suppliers, consistently deliver products on time with greater performance at lower cost, and improve profit margins.

By leveraging the digital twin with aPriori's digital factories, aPriori automatically generates Design for Manufacturability (DFM) & Design to Cost (DTC) insights for AGCO and enables teams to **collaborate across the product development and manufacturing process to make better design, sourcing, and manufacturing decisions and create higher value products in less time.**

### TRANSFORMING THROUGH COLLABORATION

**Sam Freesmeyer, VP of Engineering**, said "AGCO has realized improvements in communications and interactions between Product Engineering, Manufacturing Engineering and Finance. aPriori's digital simulations at the design stage provide manufacturability and cost details to the engineering team. Once the design moves over to manufacturing, aPriori's simulations provide the manufacturing team with better knowledge about how to route a part through the factory to achieve that cost.

**Daniel Nemeth, Engineering Manager**, sees aPriori as a liaison between teams; engineering now has an estimate of the cost to design a part, and manufacturing has access to the same information. "There's a consensus on the handoff from engineering to manufacturing that doesn't have to be debated" he observed.

"With aPriori, AGCO has access to auditable data and one platform to see how an item was costed, how it was routed, and who approved it," says **Scott Eyman, Director of Operational Excellence**. "These are all details that we had some means to track previously, but it was an inefficient process.

### AGCO + APRIORI – MOVING FORWARD TOGETHER

Innovation is a key competitive imperative for AGCO and aPriori to continue to explore ways to leverage today's technology to produce the best products and results. The right digital manufacturing simulation software is required to compile the data necessary to make a wide variety of decisions across your product development teams.

If you would like the opportunity to evaluate how aPriori can fit into your job function at AGCO, contact your manager – who will get in touch with an aPriori representative – to arrange a demonstration.



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