

AGCO Gains Speed & Flexibility to Simulate Real World Conditions with aPriori

THE AGCO AND APRIORI STORY

Let's get to the business reason AGCO works with aPriori. For several years aPriori solutions have helped AGCO to better understand how we can be more innovative, profitable, sustainable and bring our products to market quicker than the competition. aPriori solutions help AGCO confidently make more informed product design, sourcing, and production decisions.

DIGITAL TRANSFORMATION IS A STRATEGIC IMPERATIVE

Sam Freesmeyer, VP of Engineering, stated "Like many companies, AGCO is going through a digital transformation of our own. It's only natural that we would look to our manufacturing and purchasing processes and investigate how can we best put those into the digital world, so that they can be simulated and optimized. This is where the aPriori software comes in. aPriori gives us the ability to simulate the manufacturing process we're planning to use before we ever get the design finished, and use that to optimize the cost of the products that we plan to design."

Scott Eyman, Director of Operational Excellence, values the speed aPriori provides, saying "We're trying to 'commonize' the designs and make available options of our conveyors. With several thousand new part numbers, aPriori has helped us to cost these parts rapidly – making what would have been the impossible, possible, from the sheer time it would take to cost these parts. We would have shied away or changed our strategy if we didn't have a solution like aPriori to help us."

AGCO + APRIORI – MOVING FORWARD TOGETHER

"From the design side, we're using aPriori's Cost Insight Generate software to effectively design our products, aPriori allows us to run multiple scenarios against our existing manufacturing processes to make sure that we're truly as cost-competitive as possible," says **Chad DeMars, Global Director of Grain and Seed**.

Daniel Nemeth, Engineering Manager, observed "One of the greatest outcomes of using aPriori is the ability to release parts from our design software without the additional step of passing it through process engineering. Our process engineering team is then able to create routings, and then basically the costing of the part. It is a big opportunity to making our processes faster and optimize the entire process."

Interested in learning more about how aPriori can fit into your job function at AGCO? You can [request a demo here](#) or contact your manager – who will get in touch with an aPriori representative – to arrange a demo.



"aPriori helps us overcome limited insight and visibility of manufacturing cost drivers during the concept design phase. Additionally, aPriori has allowed us to provide accurate and consistent costing estimates very quickly saving us weeks of design time within new product development."

JEFF DONEGHUE
Engineering Site Lead