

RASCO AUTOMOTIVE SYSTEMS PVT. LTD.

ACCELERATING INNOVATION IN AUTOMOTIVE
SYSTEM DESIGN WITH SOLIDWORKS



With SOLIDWORKS 3D design solutions, RASCO Automotive Systems has streamlined its development process, enabling the company to quickly respond to customer demand for faster delivery times.

Challenge:

Respond to customer demand for accelerated development while simultaneously streamlining the design of new products.

Solution:

Implement SOLIDWORKS design software.

Benefits:

- Doubled revenue in just two years
- Reduced design cycles by 40 to 50 percent
- Shortened time-to-market by 40 to 50 percent
- Innovated three-wheel vehicle for African market

RASCO Automotive Systems Pvt. Ltd. is a leading provider of automotive and mechanical engineering design services to original equipment manufacturers (OEMs), Tier 1 and 2 suppliers, and aftermarket product developers. Founded in 1953 as the Radiator Supply Company, the company incorporated as RASCO Automotive Systems in 2004. With offices throughout India, China, and the United States, RASCO has experienced dramatic growth, which has helped it establish a global presence and extend its market reach.

With capabilities for providing services ranging from product digitization to die design, RASCO handles all aspects of digital product development. In addition to developing systems for the automotive market, such as shock absorbers and complete suspensions, RASCO is a leading service provider to the mechanical manufacturing industry, offering services such as machine design, fastener analysis, exploded assembly views, bill of materials (BOM) generation, and fabrication drafts.

Until 2012, RASCO used a combination of Unigraphics® and Solid Edge® design tools. According to Managing Director Aman Bir Singh, a client asked RASCO to deliver design data for a specific project in the SOLIDWORKS® design format. "We initially acquired SOLIDWORKS to satisfy a customer request," Singh recalls. "However, once we began working with SOLIDWORKS, we discovered that it is better suited to the work we do, represents a better value, and supports our growth objectives. That experience prompted us to standardize on SOLIDWORKS for mechanical and large assembly design, and we now use SOLIDWORKS for all of our major projects."

RASCO standardized on SOLIDWORKS design software because it's easier to use, includes advanced large assembly capabilities, and generates product development efficiencies, all of which support RASCO's productivity goals. "With SOLIDWORKS, it takes less time to generate a model," Singh explains. "The software is much more direct and intuitive, and the commands are brilliant. We were fortunate that our customer referred us to SOLIDWORKS because it has helped us to double revenues in just two years and streamline our development processes."

SATISFYING CUSTOMER NEEDS MORE QUICKLY

Since implementing SOLIDWORKS design software, RASCO has both reduced design cycles and shortened time-to-market by 40 to 50 percent. These productivity gains, and the smooth transition to the SOLIDWORKS platform, have enabled the company to respond to growing customer demand for shorter lead-times through increased throughput and the development of innovative concepts.

"Our market is extremely competitive, requiring on-time delivery and high levels of quality," Singh stresses. "We have a strong Technical Team, but we still need to be fast, thorough, and cost-effective to succeed consistently. Using SOLIDWORKS software, we are able to quickly develop and deliver systems that meet and exceed customer requirements. SOLIDWORKS is so easy to use that it hardly requires training, which contributed to our smooth transition and success with the software."



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— Aman Bir Singh, Managing Director

TAKING ADVANTAGE OF ASSEMBLY TOOLS

RASCO has realized its most dramatic efficiencies with SOLIDWORKS in mechanical design and the development of large assemblies. The company develops and supplies a wide range of components for car manufacturers, such as shock absorbers used by OEMs, and relies on SOLIDWORKS tools to create and deliver designs more efficiently.

"The large assembly capabilities in SOLIDWORKS are the best that we've seen," Singh notes. "We make extensive use of the software's collision detection tools, which enable us to quickly locate and resolve interferences. Other SOLIDWORKS tools that are extremely beneficial include the mirror box and robust mating options. By taking advantage of the robust mechanical design and large assembly tools in SOLIDWORKS, we now supply 30 different types of components to our automotive customers."

INNOVATING A MARKET-SPECIFIC THREE-WHEELER

Increased productivity has allowed the company to develop new approaches to automotive vehicle design. For example, working with an industrialist in Nigeria, RASCO has created an innovative three-wheel vehicle that not only is based on the unique specifications of the African market, but also incorporates a new double-cab design that supports a new mode of transport.

“While three-wheel vehicles are very popular in India, China, and Asia, Africans are much bigger and heavier,” Singh explains. “With SOLIDWORKS, we’ve developed a low-cost three-wheel vehicle specifically for the African market that features a longer lifespan and more flexible usage, with passengers and cargo in the same vehicle. This innovative three-wheeler was our first development of a complete vehicle. Because we are more efficient using SOLIDWORKS, we can take important steps like this to continue to grow our business.”



SOLIDWORKS software has not only accelerated RASCO’s work on customer projects but has also allowed the company to create innovative concepts, such as this unique, dual-cab, three-wheel vehicle design.

Focus on RASCO Automotive Systems Pvt. Ltd.
VAR: IRIS Hightech Pvt. Ltd., New Delhi, INDIA

Headquarters: 134-135 LGF World Trade Centre
Barakhamba Lane
New Delhi - 110 001
INDIA
Phone: +91 11 2341 1356

For more information
www.rascoindia.com

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