

Case Study

# High Tech – Sensor Technology





**Company**

Blast Motion

**Location**

Carlsbad, California

**Industry**

High Tech

**Business Challenges**

- Collaboration barriers
- Miscommunication amongst dispersed supply chain
- Inaccurate product information

**Solutions**

Arena PLM BOMControl  
Arena Projects

**Business Benefits**

- Enhanced collaboration processes
- Heightened process visibility
- Facilitated synchronization across disparate teams

**ROI Results**

- Reduce shipping delays by 50%
- Lower manufacturing errors by 75%
- Eliminated design confusion

# How did Blast Motion Reduce Errors 75%?

## BUSINESS CHALLENGES

Blast Motion has developed an innovative approach to maximizing athletic potential. According to Blast Motion Records Manager Gary Kepp, the company, which has relationships with the NFL, MLB and Apple, is using innovative motion capture sensor technology to “change the face of sporting.” “The sensor traces movement, captures video and feeds it directly to our app,” said Kepp. “Our technology helps users increase performance athletically, whether that be their baseball swing or golf putt. So, if you run, jump or spin — it captures all that motion for you.”

Currently, most of the company’s manufacturing is done onsite at Blast Motion’s Carlsbad location. In anticipation of their growth, Kepp worried that the company’s change control issues could worsen.



Blast Motion’s paper-based ECO procedures did not provide the real-time visibility into the efforts of a globally dispersed engineering team nor assuage the critically important needs of the operations team. This lack of transparency resulted in continued miscommunications, conflicting revisions, product errors and launch delays. “We really didn’t have a system that combined everything collaboratively so that we could all see what was going on and have visibility to the product itself and its multiple rapid changes,” said Kepp. “Being a startup company, we have a lot of changes that weren’t being tracked at all.”

Like many modern OEMs, Blast Motion needed a product lifecycle management (PLM) solution that would allow the company’s globally distributed workforces to collaborate efficiently to ensure; product quality standards, shipping deadlines and cost targets were met. “We had to collaborate with so many different vendors and doing it over email or phone calls caused problems for us,” said Kepp.

Unfortunately, the company continued to rely on archaic tools, such as Excel spreadsheets, that prevented their dispersed manufacturing and engineering teams from sharing accurate information. This led to frustrating versioning control problems, product errors and costly launch delays which ultimately became untenable.

“Because we’re working with partners overseas in different time zones, I have people who are fifteen, sixteen, eighteen hours either in front or behind us,” said Kepp. “These teams needed the ability to go in and look at the BOM and see if changes had recently been made or — if there was a last minute tooling change in manufacturing — they needed to let us know.”

## SOLUTIONS

For Blast Motion, Arena BOMControl eliminated product design confusion by removing the collaboration barrier and increasing real-time supplier communication with a centralized cloud-based solution. This revision-controlled product information repository facilitated synchronization across the company’s global supply chain team.

“Having change control in place and allowing everyone to know what the change was helped us tremendously to reduce errors.”

— Gary Kepp, Records Manager, Blast Motion



“Being able to have our suppliers, who do the PCB board, go into Arena BOMControl and see up to the minute BOM changes and collaborate with us really streamlined the process and allowed us to take weeks off of what we were doing,” said Kepp.

Unlike on-premise solutions, Arena’s cloud-based PLM solution removed the need for lengthy implementation delays, allowing Blast Motion to go live in days. “Arena is really intuitive,” said

Kepp. “The system has been easy to get up and running with all of our stuff loaded. And your support has been really good. I can make a phone call or send out an email to Arena and I get responses within the hour.”

Arena’s cloud-based solution also allowed for easy integration with other systems. “We do not have onsite servers, so everything we’re using is in the cloud environment,” said Kepp. “We use SharePoint and — because Arena BOMControl is also cloud based — we are able to utilize both in a way that’s really helped us.”

In addition to Arena PLM BOMControl, Kepp uses Arena Projects to connect the project schedule directly to the product record to increase change visibility and drive efficient, accurate development. Kepp made the change from Microsoft Project to Arena Projects after seeing how Arena Projects “tied everything together.” “Arena Projects allowed everybody to know what’s going on, setting tasks and milestones while enabling everyone to be pinged on updates. It was huge,” said Kepp.

## BUSINESS RESULTS

According to Kepp, Arena BOMControl helped reduce shipping delays by 50% and lower manufacturing errors by 75%. “Having change control in place and allowing everyone to know what the change was helped us tremendously to reduce errors,” said Kepp.

## NEXT STEPS

Kepp recalled a recent incident in which a vendor had introduced a faulty part into his product designs. The unpleasant surprise was so severe, Blast Motion had to immediately switch vendors at the eleventh hour to narrowly escape the devastating effect a bad part could have on product design.

What was the problem?

Blast Motion lacked clear communication processes to all of its supply chain participants; because of this, Kepp was unable to ensure everyone was in sync and make sure the right parts/assemblies were in place to meet their product launch deadlines. Blast Motion is now exploring the adoption of Arena Exchange, which offers OEMs greater visibility across the supply chain as well as a secure, flexible environment to initiate collaboration with multiple users, at all differing supplier levels.

“If we had Arena Exchange in place, maybe that would have prevented the problem,” said Kepp.

Additionally, Kepp is also looking to adopt Arena API to develop lightweight and flexible integrations from their enterprise application infrastructure and custom interfaces to Arena PLM.

“Moving forward we are going to be utilizing more of Arena’s products,” said Kepp. “For the simple fact that the products are dynamite.”

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Find out how Arena can help you achieve success and take your company from chaos to calm. Sign up for a demo at [www.arenasolutions.com/plm-demo](http://www.arenasolutions.com/plm-demo)