



Singapore Manufacturers'
Federation
新加坡製造商联合会



MANAGEMENT SEMINAR: Highest Productivity through MS Dynamics® & MES HYDRA® Value-Add without Wastage

Date: 20. April 2011, Wednesday

Time: 1.30pm – 5.30pm

Venue: 2 Bukit Merah Central, SPRING Singapore Building, Level 8

Fees: FOC for SMA members, S\$40 nett for non-members

NOTE: *This seminar specifically addresses top level management & decision makers (CEO's, MD's, GM's, Directors of Operation, CIO's, IT Directors, QA-Directors)*

The Singapore government is driving efforts for productivity-increase nationwide, in all but every industry sector. "Increased Productivity" is **the** buzzword today – especially in Singapore's local **manufacturing** organizations of small- to medium size (SME's). Without any question, for Singapore's manufacturing industry increased productivity is vital, today and in future, in view of increased competition from abroad along with rising location cost.

Singapore manufacturers are encouraged by government campaigns & subsidies to upgrade their entire business environment for increased productivity, be it in the office or on the actual production shop floor; be it through implementation of new processes, getting external advise & training/consulting, installation of new hardware and new innovative software systems. However, there is also a **certain level of resistance and doubt of local SME managements** towards the entire "Productivity Increase" campaign:

Sentiments often heard are:

"It seems we are caught in a rat race!"

"This is a never ending cycle, where should it lead to?"


"There is only so much that I can meaningfully automate in my processes, and I have reached the limit!"

We agree – "over-automation" is not meaningful! However, every manufacturer has an incredible productivity improvement potential in their daily processes - especially on the shop floor! How to tap into the existing improvement potential?

First, by starting to get a firm grip of the actual production performance, and then to see how good (or how bad?) the actual production performance really is – **based on production data with highest data integrity.**

Unfortunately, many SME's still manage their production shop floor with massive amounts of paper ("job travelers") that originate from countless MS Excel spreadsheets. Furthermore, a lot of telephone-activities & walking-around activities dominate the daily actions "deadline hunting" and "error fixing" of the production controllers. **This kind of information management infrastructure does not allow a better job, and available data for planning purposes and from production execution is often questionable!**

Changes to the better can be done rather easy: The state-of-the-art & winning approach today is to look at the symbiosis of an **ERP-system** together with an **MES (Manufacturing Execution System)** for real-time integration of the company's business level with the company's shop floor level, and to resolve the typically persisting shop floor issues of "pencil & paper", time-offsets/delays and questionable data integrity from the shop floor once and for all.

 Microsoft Dynamics as an ERP-system offers a comprehensive business management solution that gives your business the flexibility to adapt to new opportunities & growth, including available integrated interface to HYDRA.

HYDRA as an MES offers a comprehensive shop floor management solution that gives your production managers and supervisors the flexibility to effectively control the highly dynamic shop floor environment, including available integrated interface to the MS Dynamics products suite. The MES **HYDRA®** provides unmatched information transparency for the operational areas of **PRODUCTION, PERSONNEL** and **QUALITY** in your discrete manufacturing environment - simply to make your life easier in reliable planning, capturing, viewing and evaluating your production shop floor, along with powerful and comfortable human interfaces for shop floor supervisors/operators and direct machine connectivity interfaces to any machine such as state-of-the-art SMT Machines, Injection Molding Machines, CNC Work Centers, Ovens, Presses, Coil Slitting Lines or simply manual operator fixtures.

Key Benefits Summary:

- Integrate & optimize your business processes in the office all the way from “from PO to DO”
- Perform powerful & flexible Material Requirement Planning (MRP) and generate production orders
- Optimize machine/workplace efficiency and effectiveness (OEE)
- Stay in control with reliable figures / KPI's about labor times, machine times, yield/reject rates
- Get a firm grip on all quality issues and stay in control
- Improve real life capacity planning along the shop floor and improve delivery times
- Optimize WIP and control material movement along the shop floor, for perfect Product Genealogy
- Support your business level ERP-system with real time information from the shop floor
- Reduce paperwork and manual data collection efforts and have satisfied employees

⇒ *There is no better IT infrastructure support to achieve highest productivity in your environment !*



HR Finance/Accounting Purchasing Production Planning Warehouse/Inventory Sales Marketing



Programme Agenda:

- 1:30pm : Registration
- 2:00pm : Company introductions – Tectura (S) Pte Ltd & MPDV Asia Pte Ltd
- 2:15pm : Tapping into the existing process improvement potential through IT, by MPDV Asia Pte Ltd
- 3:00pm : Manage your business with the ERP system: MS Dynamics NAV & AX, by Tectura (S) Pte Ltd
- 3:45pm : Tea Break / Refreshment
- 4:00pm : Make your shop floor lean and efficient: Increased Productivity with MES HYDRA, by MPDV Asia Pte Ltd
- 4:45pm : The ERP+MES integration approach: Joint demonstration of ERP-MES workflow
- 5:15pm : Q&A, open end ...



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| Please tick ✓ <input type="checkbox"/> Complimentary for SMA member <input type="checkbox"/> S\$ 40 nett Non-SMA member <i>Fee includes reception and GST</i> | Please revert to: Michelle Fuan Singapore Manufacturers' Federation (SMA) Tel : 6826 3050 Fax : 6826 3068 Email : michellefuan@smafederation.org.sg |
| PARTICIPANT DETAILS | |
| Company : | |
| Address : | |
| PCD : | |
| Tel : | Fax : |
| Website : | |
| Nature of Business Activities : | |
| Name of Participant (1) : | |
| Designation : | |
| Mobile Contact : | Email : |
| Name of Participant (2) : | |
| Designation : | |
| Mobile Contact : | Email : |
| Name of Participant (3) : | |
| Designation : | |
| Mobile Contact : | Email : |
| Name of Participant (4) : | |
| Designation : | |
| Mobile Contact : | Email : |
| METHOD OF PAYMENT (only for Non-SMA Member) | |
| Kindly issue crossed cheque payable to : "Singapore Manufacturers' Federation" | |
| Cheque Number : _____ Amount : _____ | |
| 2 Bukit Merah Central, SPRING Singapore Bldg, #03-00 S159835 | |
| Attention : Ms May Fang, Membership and Industry Development | |
| <i>Please indicate name of participant and name of event behind your cheque.</i> | |

Notes : No cancellations is allowed. A confirmation note will be sent 3 days before the event via fax. However replacements are welcome. No shows will be billed at \$40. All bookings will be taken as confirmed and will be billed accordingly unless otherwise notified. SMA reserves the right to change/cancel any part of the programme.