

1. Record Nr.	UNINA9910346933703321
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Titolo	Holistic integration of product, process and resources integration in the automotive industry using the example of car body design and production : product design, process modeling, IT implementation and potential benefits
Pubbl/distr/stampa	KIT Scientific Publishing, 2008
ISBN	1000008181
Descrizione fisica	1 electronic resource (XVIII, 204 p. p.)
Collana	Reihe Informationsmanagement im Engineering Karlsruhe / Hrsg.: Universität Karlsruhe (TH), Institut für Informationsmanagement im Ingenieurwesen (IMI)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	To increase competitiveness and sustainability, automotive companies have to formulate new business strategies that improve the intelligence, flexibility and re-configurability of the product creation process. The goal is to introduce platforms in which each product is produced in a highly integrated and cost-efficient process. This thesis proposes a new comprehensive methodology based on intelligent features and template-based modeling using the example of car body modeling and manufacturing.