



Roulunds Braking Accelerates Growth With Autodesk PLM 360

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FARNBOROUGH, England, May 07, 2012 (BUSINESS WIRE) -- [Roulunds Braking](#) -- one of the world's leading manufacturers of braking products to the automotive industry -- has been successfully using [Autodesk PLM 360 lifecycle management software](#) from [Autodesk, Inc.](#) (NASDAQ: ADSK) as its central source of information for the expansion of the company's manufactured products business.

Unlike traditional [product lifecycle management](#) (PLM) systems, Autodesk PLM 360 is a more affordable, instant-on, cloud-based PLM solution capable of integrating and adapting easily with existing systems.

"It's the only product of its kind. The ability to rapidly deploy the system and provide all users with access to real-time data has significantly minimised development errors and improved development time. Using Autodesk PLM 360, I'm able to configure the system to work just how we want it, with no software development experience and little or no outside consulting help," said Mark Lawrence, development engineer at Roulunds Braking.

At Roulunds, Autodesk PLM 360 manages new product development data across the globe, providing approximately 50 users with access to the latest design schedules and modifications. Autodesk PLM 360 helps streamline workflow, keeping all stakeholders informed of the work done by others through automatically generated emails. Roulunds then migrates the relevant design release data to a company-wide enterprise resource planning (ERP) system.

"Our customers tell us they prefer being able to help themselves to our most current design information and request changes while proceeding with their designs. The ability to use Autodesk PLM 360 to selectively reveal up-to-date product engineering data was a major selection criteria for us," said Mark Lawrence.

Roulunds Braking has expanded rapidly over the past few years and now supplies original equipment manufacturers (OEMs) as well as the after-sales market.

About Autodesk

Autodesk, Inc., is a leader in [3D design](#), engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries -- including the last 17 Academy Award winners for Best Visual Effects -- use Autodesk software to design, visualize and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit www.autodesk.co.uk.

About Roulunds Braking

Roulunds Braking is one of the world's leading manufacturers of high quality friction materials to the automotive industry, with sales and customers worldwide. The company's product portfolio now includes flexible brake linings, brake pads, brake shoes, brake discs and brake shoe kits, for passenger car and light commercial.

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