Controlling the costs of your product just became more simple

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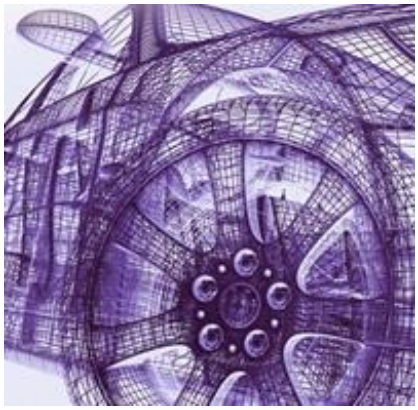
Castle Donington, UK (RPRN) 04/13/12 — Midlands-based software re-seller Applied explain how cost management software aPriori is reshaping the product design market and why it is an essential addition to the manufacture design process.

aPriori's Product Cost Management software platform is a flexible and powerful costing engine that is able to instantly and precisely determine the cost of a part or product from a CAD model, based on the manufacturing process, materials to be used and the factory or region where it will be produced. aPriori is used by designers, cost engineers, sourcing professionals and suppliers to get precise, real-time cost assessments that help companies attack cost at the point of origin. As design changes are made or new product specs are introduced, aPriori automatically re-assesses product cost and provides an updated estimate quickly and easily. Using this new level of cost knowledge, companies can make more informed design and production decisions and significantly reduce product costs throughout the entire product lifecycle.

aPriori works seamlessly with any CAD or product design software; it works with exchange rates and a dedicated team of researchers to ensure that the cost given is a real-time estimate. This level of detailed cost management has not been available before now, and it is revolutionising the

product design industry.



The scale of cost savings aPriori has to offer is depicted by AGCO, global farming equipment manufacturers and parent company of Massey Fergusson. AGCO's original week long aPriori pilot involving 11 parts accumulated cost savings of $222,622, which gave an average saving of 25.3% per part. Another example is that of Polaris, an all-terrain vehicle manufacturer. They cut their design cycle by 50% and saved over $800,000 on their first project product

costs, demonstrating that aPriori is valuable throughout the complete product development process.

Applied pride themselves on offering solutions that add proven business value to their customers within the Engineering industry. Their ability to combine key software technologies with industry knowledge and technical skills is likely to be the reason they have grown their customer base consistently over the last decade. Shaun Clark, Managing Director of Applied, explains: "aPriori is fantastic software that has proven to aid cost management, time and time again. It provides a unique forward-thinking solution for companies who want to minimise manufacturing cost during NPI (New Product Introduction) and reduce costs in the manufacture of existing product lines, and we are delighted to bring it to our customers the UK."

For businesses who are looking to reduce and control the cost of manufacture, aPriori is a must.

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