

BUSINESS GROWTH SERVICES

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GROWING CAPITAL REGION MANUFACTURING AND TECHNOLOGY COMPANIES SINCE 1981

CEG CLIENT CASE STUDY: BUSINESS GROWTH SERVICES

Automated Dynamics expands with CEG Business Growth Services

Company Profile:

Automated Dynamics Corp. (ADC) of Schenectady, NY was founded in 1984. ADC manufactures advanced composite structures and high performance composite processing equipment. Through the development of innovative processes—automated fiber placement and automated tape laying—the company delivers strong, lightweight structures that solve complex problems for clients in the aerospace, automotive, defense, oil field, and other commercial/industrial markets. ADC has produced tens of thousands of composite structures for clients around the world and has machines in 17 countries.

Situation:

ADC was in need of assistance in improving processes and increasing manufacturing capacity in order to achieve growth goals. In addition, the company desired to identify other growth opportunities in order to further develop a long-term growth pipeline rooted in innovation. As such, they partnered with a New York State NIST MEP Center, the Center for Economic Growth's (CEG) Business Growth Services.

“Over the past year, we have immersed ourselves in training for efficiency and growth techniques with the help of the CEG. These efforts have had noticeable impact on our business, and we expect will continue to have impact in future years. Along with a rebound in the economy, these programs have unmistakably had a positive impact on our business success, and we are relying on them to continue to play a role in our future.”

*-Robert Langone, President
Automated Dynamics Corp.*

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Solution:

CEG guided ADC through the application process for the National Grid Manufacturing Productivity Program (MPP), which through matching grants provides assistance to manufacturers undertaking growth and productivity-oriented activities. CEG proposed a suite of services to ADC encompassing:

- AS9100 — Aerospace certification to complement ADC's ISO certification
- Lean and Training Within Industry (TWI)—to optimize manufacturing production and to create the capacity for growth
- Innovation Engineering—new product identification and development

The National Grid MPP was developed in partnership with the New York NIST MEP program; access to these critical services at this important juncture for ADC is a key component for the company to realize their growth plans.

Results:

ADC has experienced short-term growth thanks to the combined productivity and growth-oriented training with CEG Business Growth Services. Several especially notable impact points include:

- Creation of 107 new growth ideas for the ADC innovation pipeline
- ADC is prioritizing and evaluating the benefits versus the costs of four new products or improvement suggestions; this method has been extended into other areas of ADC and is valuable to determine what the company should pursue as a business
- Sales (bookings) have increased by 74% from 2009 to 2010
- Revenue is forecasted to rise by over 30% from 2010 to 2011
- ADC's administrative forecast is to add 5 full-time permanent employees in 2011 to a company that has 35 employees right now

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