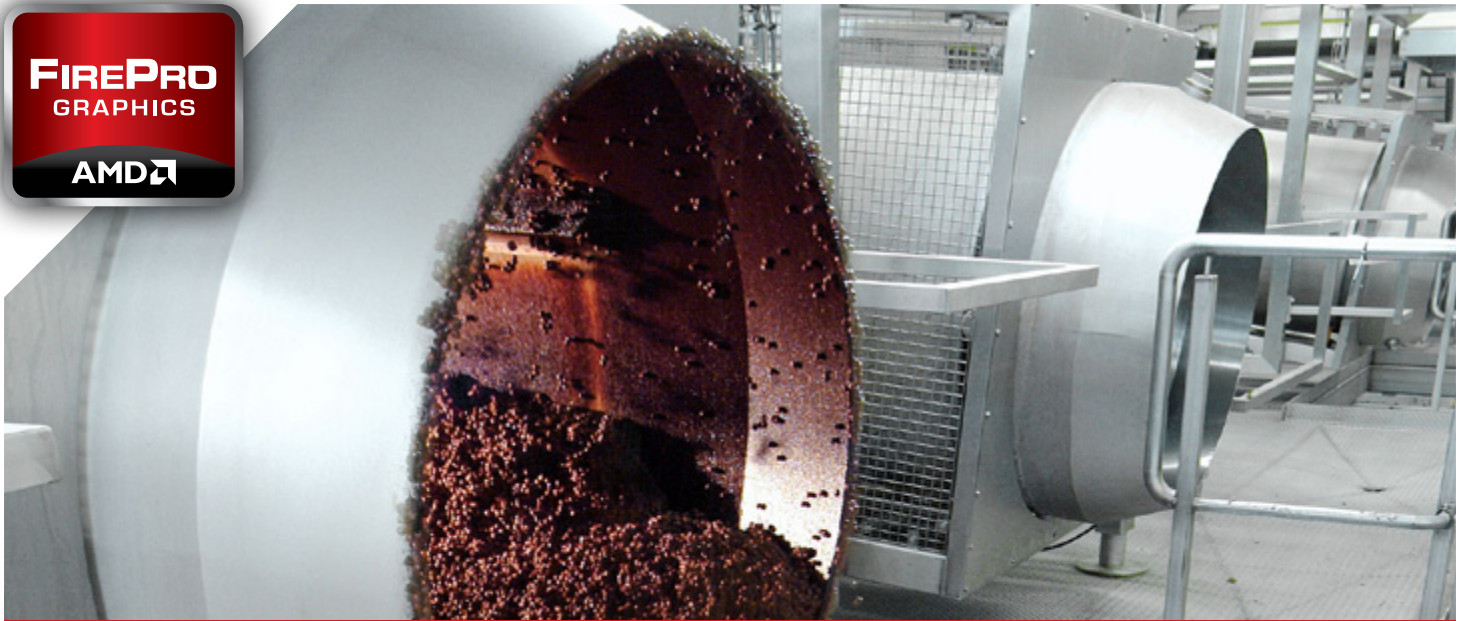


**FIREPRO**  
GRAPHICS

AMD



## Fast forward food

Baker Perkins uses AMD FirePro™ professional graphics for speedy manipulation of CAD files for its food processing machines

### Customer:

Baker Perkins Limited  
www.bakerperkinsgroup.com

### Industry:

Food processing equipment

### Business opportunity:

- Optimise the benefits of an upgrade of NX CAD software from Siemens PLM
- Ensure engineering design productivity as users adjust to enhanced software

### Solution:

- AMD FirePro™ V5900 professional graphics on Dell T1500 Workstations

### Business impact:

- 22% to 68% reduction in rendering time
- Immediate improvement in the personal productivity of engineers
- Easy graphics upgrade without disruption

***“With AMD professional graphics and support from TEAM Engineering we were able to optimise a major engineering software upgrade.”***

*Matt Boyle, Systems Administrator, Baker Perkins*

### Mixing, molding and cooking

If you enjoy cookies, confectionery, cereal or snacks then you have probably eaten something that was made on equipment supplied by Baker Perkins. Many of the world's leading brands rely on technology supplied by this independent company, which operates in the UK and the USA.

With over 100 years of process expertise and engineering excellence, Baker Perkins designs and manufactures machines that enable its customers to produce eye-catching and tasty food items: from hard candy to breakfast cereals and savoury snacks.

Robust and long lasting, these products have given the company a reputation for quality and exceptional customer support. Some of the ovens that the company installs are over 100 meters long and Baker Perkins will supply replacement parts for any machine unit that is still in use, no matter how old it is.

With such a commitment to customer service, Baker Perkins has a substantial amount of legacy data to maintain at the same time as it is introducing new models. The engineering department relies on CAD and product data management software from Siemens PLM (Product Lifecycle Management) and in late 2011 the Peterborough site in the UK upgraded this software.

### Software on a slow setting

Matt Boyle, Systems Administrator picks up the story. “We were moving 35 design and production engineers to NX 7.5 and Teamcenter 8 from earlier versions of each so this was a major project but we had the support of our Siemens partner TEAM Engineering. In the previous year we had updated to Dell T1500 Workstations and in anticipation of the software upgrade we had added more memory. However within the first week we realised that our hardware was not good enough, in particular the graphics capability. Assemblies were slow to render and it was clear that we were not really getting the maximum functionality from our new software.”

Baker Perkins sought advice from TEAM Engineering as well as undertaking its own market research. “It became apparent that the AMD FirePro™ professional graphics offered the best match in terms of compatibility and price-performance so TEAM Engineering lent us an AMD FirePro™ V5900 card with 2 gigabytes of onboard memory. This helped us to build our business case for further funding because we were able to compare the performance of the cards in our live environment.”



# AMD FIREPRO™ V5900 PROFESSIONAL GRAPHICS



### Clear reductions in rendering times

The design team chose three typical CAD assemblies and monitored rendering times. In each case the improvement was dramatic: from two minutes to 55 seconds; from one minute 52 seconds to one minute 27 seconds and from one minute to 30 seconds. "We calculated that the improvement was between 22% and 68%," reports Matt, "and our engineers are undertaking this type of process five or six times per day."

Armed with these results he compiled a business case and submitted a request for further funding. "Like any company we have to justify all expenditure and given that we had just spent money on a major upgrade it was a relatively big ask. However there was a clear immediate need with an obvious increase in personal productivity to be gained." The budget request was granted and in January 2012 Baker Perkins took delivery of AMD FirePro™ V5900 professional graphics cards, installing them on 25 Dell Workstations."

### AMD FirePro™ Professional Graphics Fast Facts

- AMD FirePro™ V5900 - first graphics card in its class with 2 GB memory and AMD Eyefinity for 3 displays



For more information, visit [www.amd.com/firepronextgen](http://www.amd.com/firepronextgen)

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