



Ballard Power Systems, Inc.  
Burnaby, British Columbia,  
Canada  
www.ballard.com

#### Industry:

Industrial Manufacturing

#### Annual Revenue:

US\$65.53 million

#### Employees:

485

#### Oracle Products & Services:

Agile Product Collaboration  
Agile Product Quality Management  
Hyperion Planning  
Hyperion Analyzer

**“At Ballard Power Systems, we are on the cutting edge of clean energy. As the fuel cell industry really takes off, we need to be prepared with a scalable, flexible system to meet the demands of significant product volume increases. We trust Oracle’s Agile applications will enable us to meet those demands.”** – Paul Louw, Manager, Design Services & Configuration Management, Ballard Power Systems, Inc.

### Ballard Power Systems, Inc. Streamlines Product Management to Accelerate Time-to-Market

Ballard Power Systems, Inc. is a world leader in the development, manufacture, sale, and servicing of hydrogen fuel cells. Ballard’s products and services are used today in various markets, from materials handling to residential cogeneration, backup power, and transportation. As an innovator in the clean energy industry, Ballard works to accelerate fuel cell product adoption.

#### Challenges

- Remain on the leading edge of the fuel cell industry and foster market adoption
- Improve operational efficiency to reduce costs and accelerate time-to-market for fuel cell products
- Position the company for significant product volume growth

#### Solution

- Implemented Oracle's Agile Product Lifecycle Management solutions to create one central repository for product data
- Streamlined the end-to-end process from product design through manufacturing, accelerating time-to-market
- Increased access to product data and improved data accuracy and currency
- Enabled users to create product change requests directly, accelerating the approval process and reducing delays
- Increased the company’s ability to react to changing markets by enabling it to modify or create new products quickly to meet market demands
- Created a new workflow to more efficiently handle product fixtures and prototypes, enabling the company to react quickly to problems with products in the field or to customer change requests
- Enabled fixtures and prototypes users to purchase new parts or send drawings to vendors without clogging the material requirements planning (MRP) system
- Ensured appropriate approvals and documentation control, without stalling the product manufacturing cycle