



Digitalization with Augmented Reality at SaarGummi Neo

Innovation platform at the SaarGummi Group speeds up and optimizes the introduction of innovations with TeamViewer Assist AR



In the automotive supplier industry, continuous improvements to products, materials, and processes are key to business success. SaarGummi Neo GmbH, a subsidiary and the innovation platform of the SaarGummi Group, uses TeamViewer Assist AR for its global offices, fueling the group's digitalization efforts toward Industry 4.0.

Initial Situation: High Pressure for Suppliers to Innovate in the Automotive Sector

In the automotive industry, technological progress advances at high speed. Extremely short development cycles, increasing competitive pressures, and ongoing customer demand all affect the supplier industry, which must reinvent itself quickly again and again to keep pace with the evolution of the automotive sector. As a result, the complexity of the products and machinery that produce these solutions is growing enormously.

Challenge

- ⌚ Shortening production times
- ⌚ Implementing improved processes and new materials
- ⌚ Developing custom-tailored solutions

The SaarGummi Group, a specialist in sealing systems with some 7,000 employees, is no exception to this. From concept to implementation and serial production, from small batches to mass production: The solutions from SaarGummi have become more and more demanding, in parallel to the trend in the automotive sector. Its complex sealing systems meet the highest demands for water management, sound insulation, and vibration avoidance under a wide range of climatic conditions, making a key contribution to the traveling comfort of vehicle occupants. It constantly strives for innovation, to ensure it will maintain its technology leadership in the future as well.

Many of these innovations originate at SaarGummi Neo GmbH, the renowned automotive supplier's innovation lab: It designs and develops new products and processes for its parent company's 17 locations worldwide. The lab concentrates on innovations aimed at shortening production times, implementing improved processes and new materials, and developing custom-tailored solutions in response to changing customer requirements in the automotive sector, among other applications. Its innovations also focus on the global megatrends Industry 4.0 and digitalization. The latest technologies, like artificial intelligence and robotics, support the innovation lab in implementing individual developments and continuously improving the Group's products and services.



Solution: Real-Time AR Remote Support

In a major step in digital communications, SaarGummi Neo developed a proprietary software solution for remote support in 2017. It facilitates the exchange of information between the plants, company headquarters, and the innovation team, making it faster, more efficient, and less expensive. After initial positive results from the technology, the deployment and rollout of [TeamViewer Assist AR](#) followed in 2020, starting a new chapter at SaarGummi Neo. Since then, the augmented reality-based remote support solution by TeamViewer has set new standards when it comes to rolling out innovations in the plants. "In the past, implementing a new innovation meant that our experts and the responsible technicians always had to travel to our plants to provide local support," says Sven Müller, Managing Director at SaarGummi Neo. "This wasn't very efficient, because it tied down a significant amount of our innovation experts' time and also incurred high costs."

“ **Augmented reality is an important component of our digitalization strategy. We use TeamViewer Assist AR to keep our processes at the state of the art and ensure our capacity to innovate in the face of growing market demands.**”

Sven Müller, Managing Director, SaarGummi Neo GmbH



Result: Faster Implementation of Innovations

Thanks to TeamViewer Assist AR, the company is now able to set up live sessions with video transmissions between the experts at headquarters and the technicians in the other locations. A mobile device – a tablet PC or smartphone – is all that is needed. If a local technician has problems or questions, they can share their live camera image with the experts at SaarGummi Neo, who – in turn – can project annotations and markers directly in the technician's field of vision, thanks to AR (augmented reality). "The virtual markers can be placed precisely on the real objects, enabling effective, accurate communication," says Sven Müller.

Instructions can be provided visually for specific installation and use, for example, and problems can be solved quickly – almost as if the experts were there in person. What's more, the quality of prototype parts can be inspected immediately via live video.

“ **TeamViewer Assist AR is the best suited to our use case. This is true of the user friendliness and stability, as well as the highly robust global transmission quality.**”

Sven Müller, Managing Director, SaarGummi Neo GmbH

For these reasons alone, TeamViewer Assist AR has become a major component of the digitalization and innovation strategy at SaarGummi. In addition, the true strengths of video-based remote support with AR features were fully revealed during the pandemic, when borders were closed and travel restrictions prevented the global experts from visiting the remote sites. TeamViewer Assist AR enabled the employees to implement process innovations seamlessly and without business interruptions, thanks to augmented reality technology.

TeamViewer Assist AR has moved the many, globally distributed offices closer together – at least virtually. “Of all the comparable products available on the market, TeamViewer Assist AR is the best suited to our business case,” says Sven Müller. “This is true of the user friendliness and stability, as well as the highly robust global transmission quality.”

“The new solution is now an integral part of the company,” Sven Müller added. “The AR technology enables highly precise, efficient communications between our innovation experts on one end and our worldwide locations on the other. AR is an indispensable tool on SaarGummi’s path to Industry 4.0.”

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Rapid, simple implementation

of innovations thanks to video-based remote support in real time



Robust AR solution

with clear practical benefits for engineers and technicians



Significantly lowered travel expenses

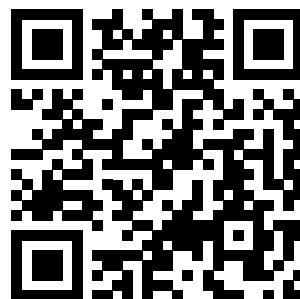
for specialists in the worldwide locations



High level of process reliability and efficiency



Component of the Industry 4.0 strategy



Watch the video

About TeamViewer

As a leading global technology company, TeamViewer offers a secure remote connectivity platform to access, control, manage, monitor, and support any device – across platforms – from anywhere.

With more than 600,000 customers, TeamViewer is free for private, non-commercial use and has been installed on more than 2.5 billion devices. TeamViewer continuously innovates in the fields of Remote Connectivity, Augmented Reality, Internet of Things, and Digital Customer Engagement, enabling companies from all industries to digitally transform their business-critical processes through seamless connectivity.

Founded in 2005, and headquartered in Göppingen, Germany, TeamViewer is a publicly held company with approximately 1,400 global employees. TeamViewer AG (TMV) is listed at Frankfurt Stock Exchange and belongs to the MDAX.

About SaarGummi Group

The SaarGummi Group is one of the leading manufacturers of innovative, technologically high quality sealing systems for the automotive industry. With its around 7,000 employees, the company operates in 17 locations in Europe, North and South America, and the Asia-Pacific region. www.saargummi.com

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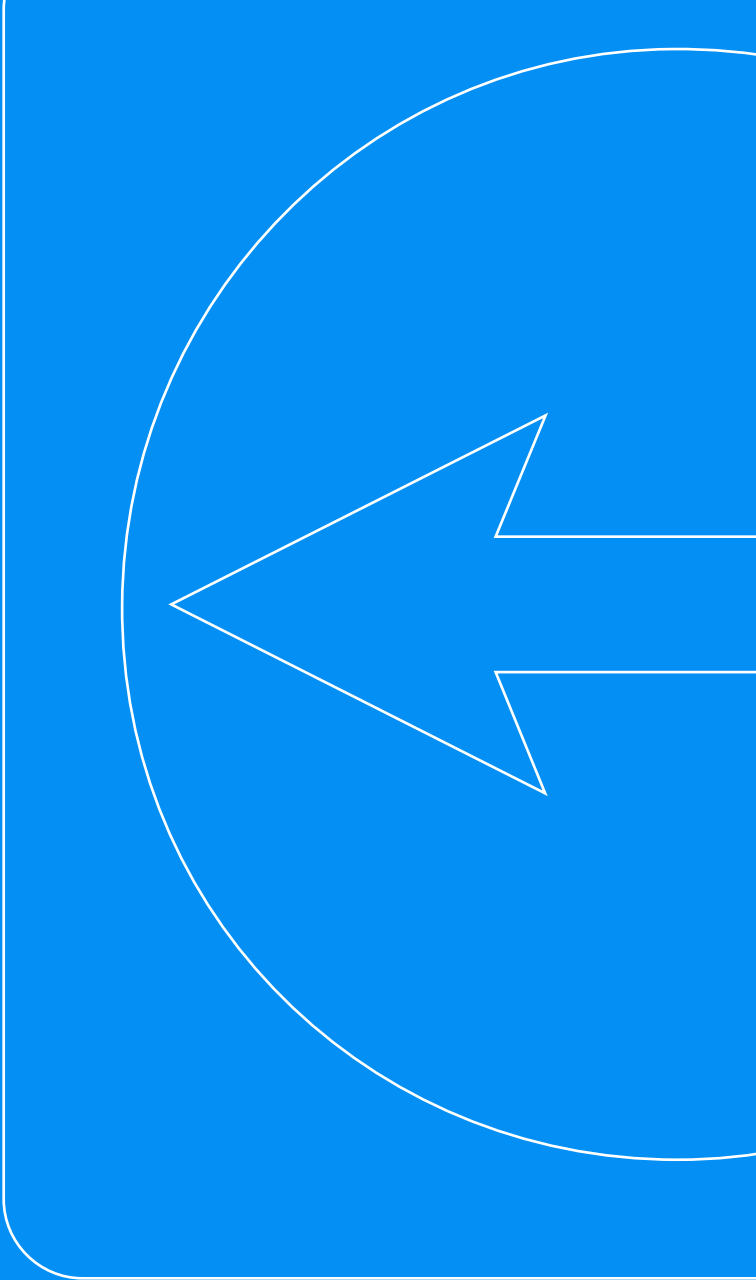
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