

mehrere Entwicklungen von Modulen oder ergänzenden Funktionalitäten vorzuweisen. Als Beispiel sei die jüngste Entwicklung von Alphacam Swiss Lathe genannt, die es insbesondere ermöglicht, den CN-Code von komplexen Vorgängen für alle Decolletagemaschinen rasch zu erstellen. Ein weiteres Beispiel ist das Modul EDU NC, das für Lehrlinge bestimmt ist und ermöglicht, das Erlernen des CN-Codes im Rahmen von Schulungen zu simulieren. Außerdem werden programmbezogene Postprozessoren intern entwickelt, die auf die Maschine, den Kundenbedarf und die jeweiligen Programmiergewohnheiten abgestimmt sind.

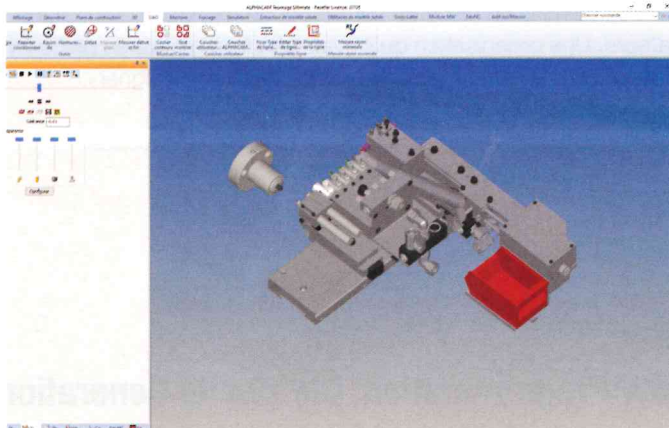
Das Unternehmen veranstaltet jedes Jahr Demonstrationstage, um seinen Kunden zu ermöglichen, stets auf dem neuesten Stand zu sein. Dieses Jahr wird die Veranstaltung vom 4. bis 6. November stattfinden, es nehmen mehrere Dutzend Kunden regelmäßig daran teil. Am 25. November 2020 wird ein Demo-Tag in der Deutschschweiz stattfinden, der auf den spezifischen Bedarf dieser Kunden ausgerichtet sein wird. Darüber hinaus werden gelegentlich Präsentationen an den Polymechniker-Lehrlingsschulen angeboten.

### Erweiterung der Produktpalette

Ende 2018 brachte Alphacam die Software NCSIMUL auf den Markt, die zur Überprüfung und Simulation von NC-Codes für alle CNC-Maschinen dient. MW Programmation ist seit 2020 der offizielle Wiederverkäufer von Alphacam, was selbstverständliche zahlreiche Verpflichtungen im Hinblick auf Support und Schulung der

Mitarbeiter beinhaltet. Die entsprechende Organisation musste bereits vor zwei Jahren eingerichtet werden, als die neue Software «Designer» auf den Markt gebracht wurde.

Eines steht fest: Die neue Geschäftsleitung hat keine Angst vor Herausforderungen!



Module Alphacam pour le décolletage.

Alphacam-Modul für Automaten-dreherei.

Alphacam module for bar turning.

## ENGLISH

### MW Programmation: the second generation takes up the torch

After 33 years at the head of the company they founded, Marcel and Eliane Weber have decided to enjoy a well-deserved retirement. Pauline Zuccoli-Weber and Michaël Weber are now responsible for the continued activities of these Alphacam representatives employing twenty-two people.

Ideally located in the Bernese Jura, the cradle of microtechnology where a CAD/CAM program was likely to interest many companies, MW Programmation has built up a large portfolio of customers over the decades. Today, there are about a thousand of them in Switzerland, Austria and neighbouring France.

#### A smooth transition

The takeover of the company has been prepared for a long time, allowing the new generation to move forward in familiar territory. Pauline Zuccoli-Weber took her first steps in the company in 2009 by taking over the implementation of an ERP system. She then left to gain experience elsewhere, while supporting her parents for a few hours a week, until her return in 2019, when she took over the administrative management. Michaël Weber joined the company in 2012. Since then, he has assumed several functions, including software development monitoring in England, internal development and customer contacts.

#### Ensuring a presence in Switzerland, strengthening it elsewhere

The company's priority has always been to offer quality customer service. The new management intends to continue building on this strength. To this end, it has increased its sales and consumer service by hiring a sales representative as of May 1. At the same time, it wants to create a larger sales structure in Austria, another country which it officially covers and where sales activities are carried out only by independent resellers. The quality of service also depends on the company's ability to work in the customer's language. Today, several employees are perfectly bilingual French-German and Ticino is covered by an Italian-speaking employee.

#### Adapting the computer program to local needs

MW Programmation achieves most of its turnover in Switzerland, with mechanical workshops, screw-cutting workshops and watch



manufacturers. This led her to enter into talks with the parent company in England in order to have a little more leeway and thus be able to participate more actively in the development of the Alphacam software. Michaël Weber: *"On the one hand, Swiss industry has specific demands that a standard program does not fully meet. On the other hand, the software publisher has little interest in automatically integrating these specificities which only concern a part of its customers"*. Today, discussions are taking a positive turn and the English publisher seems to agree with the principle of "opening the heart" of the software. The long and fruitful collaboration with Malleray's company is certainly no stranger to this situation. *"MW Programming was the first Alphacam reseller, our father was behind many reseller implementations and our company alone accounts for a quarter of the turnover of the 35 reseller structures,"* notes Michaël Weber.

### Numerous internal developments

MW Programmation does not just resell software. The company also has to its credit several developments of complementary modules or functionalities. One example is the recent development of Alphacam Swiss Lathe, which in particular makes it possible to quickly obtain the CN code for complex operations for all bar-turning machines. Or the EDU NC module for trainees, which simulates the learning of NC code during training courses. The program-related postprocessors are also developed in-house

according to the machine, customer requirements and programming habits.

In order to keep its customers up to date, the company organizes demonstration days every year. Regularly attended by several dozen customers, these days will take place from 4 to 6 November this year. A special day for German-speaking Switzerland will take place on the 25th of the same month. In addition, presentations are occasionally given at polymechanics apprenticeship schools.

### The range of products is expanding

At the end of 2018, Alphacam launched NCSIMUL, an NC code verification and simulation software for all CNC machines. MW programming became the official reseller as of this year 2020, with all that this implies in terms of setting up support and staff training. An organization that had already had to be set up 2 years ago with the arrival of the new "Designer" software.

Clearly, the challenges do not frighten the new management.

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