**PRESS RELEASE**

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**Baker Baynes Earns Autodesk Prodsmart Specialisation - Empowering South African Manufacturing Companies with Cutting-edge Production Management Technology**

Baker Baynes, an Autodesk Gold Reseller, is proud to announce its recent specialisation as an authorised reseller and training facility of Autodesk Prodsmart, a revolutionary production management software. This strategic specialisation allows Baker Baynes to provide South African manufacturing companies with a key tool to enhance their productivity, efficiency, and overall competitiveness in the market.

As an Autodesk Prodsmart Specialised partner, Baker Baynes offers expertise in delivering and supporting this industry-leading solution developed by Autodesk. Prodsmart is tailored to meet the unique challenges faced by today's manufacturers, providing real-time tracking and analysis of production activities for seamless information flow across the production line.

**Key Features of Autodesk Prodsmart Include:**

* **Real-Time Data:** Autodesk Prodsmart provides live updates on all aspects of the production process, from raw material inventory to work-in-progress, enabling managers to make informed decisions on the spot.
* **Shop Floor Control:** Manufacturers gain complete visibility into their shop floor operations, optimising resources, improving scheduling, and reducing downtime through Prodsmart's comprehensive shop floor control capabilities.
* **Mobile Accessibility:** The Prodsmart mobile app empowers workers to log data directly from the production floor, eliminating paperwork and streamlining data collection for improved efficiency.
* **Quality Control:** Prodsmart's quality management tools help manufacturers maintain high product standards by identifying issues early in the production cycle and implementing prompt corrective actions.
* **Performance Analytics:** Powerful analytics and reporting features provide actionable insights, enabling continuous improvement and better resource allocation.

Why Autodesk Prodsmart is Essential for South African Manufacturing Companies:

South African manufacturers face unique challenges in today's dynamic manufacturing landscape, including supply chain disruptions and compliance requirements. Autodesk Prodsmart offers a comprehensive solution to address these challenges effectively.

By leveraging Autodesk Prodsmart, South African manufacturing companies can:

* **Improve Operational Efficiency:** Prodsmart optimizes production processes, reduces waste, and enhances resource management, resulting in improved overall efficiency and reduced production costs.
* **Enhance Quality and Traceability:** With Prodsmart's real-time tracking and quality control features, manufacturers can maintain stringent quality standards and track products from raw materials to final delivery, ensuring compliance with regulatory requirements.
* **Increase Agility and Flexibility:** Prodsmart's mobile accessibility empowers workers and managers to make quick decisions, respond to changing demands, and adapt to market fluctuations swiftly.
* **Foster Data-Driven Decision Making:** Access to real-time data and performance analytics enables manufacturers to identify bottlenecks, make informed decisions, and continuously improve production processes.

As an Autodesk Prodsmart Specialised partner, Baker Baynes is committed to providing unparalleled support and guidance to South African manufacturing companies during their digital transformation journey. Baker Baynes' team of experts is well-equipped to tailor Autodesk Prodsmart to each company's unique needs, ensuring seamless integration and maximum benefits.

"We are thrilled to be recognized as an Autodesk Prodsmart Specialised partner," said Richard Smedley-Williams, CEO at Baker Baynes. "This specialisation allows us to empower South African manufacturers with cutting-edge technology that will revolutionise their production processes and drive sustainable growth."

**About Baker Baynes:**

Baker Baynes, an Autodesk Gold Reseller, is a renowned niche consulting company at BB-BEE Level 1, representing leading technology brands in South Africa's manufacturing industry. With an unwavering commitment to excellence, they have earned a reputation for delivering top-notch products and services that cater to the evolving needs of their clients.

At Baker Baynes, their mandate is clear: to drive digital transformation and solve customer problems through innovative solutions. By harnessing the power of cutting-edge technology like Autodesk Prodsmart, they help their clients design and create a better world.

To explore more about Baker Baynes and their transformative offerings, visit <https://www.bakerbaynes.com/> or <https://tools.bakerbaynes.com/>. Embrace the future of manufacturing with a partner that is leading the charge in innovation and digital transformation.

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