

A CUSTOMER SUCCESS. SEE FOR YOURSELF.



### CUSTOMER CHALLENGE:

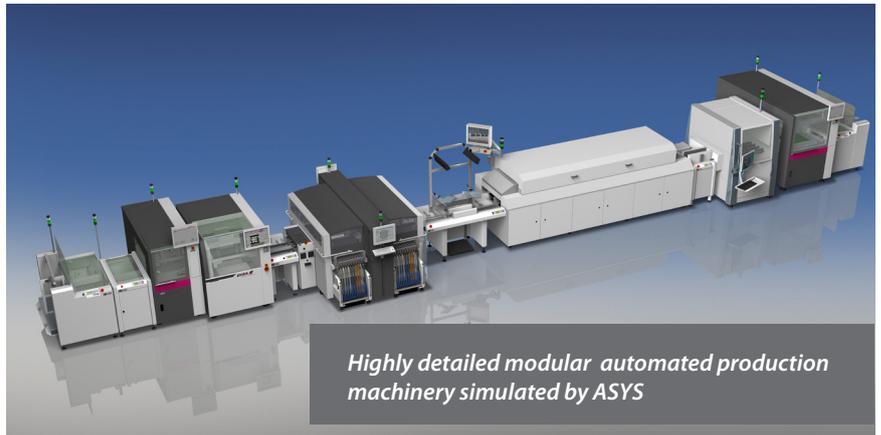
- Reduce time and money spent on producing sales material
- Create 3D modeling capabilities in house
- Time consuming altering of customer proposals
- Dispersed set of engineering and sales tools

### BENEFITS ACHIEVED:

- More than 80% improvement in sales response time
- Major financial savings and competitive advantages
- Rapidly create marketing material
- Easily create animated customer videos
- Central library of digital models for all ASYS group members
- One engineering and sales tool for the whole ASYS group

## Factory simulation helps ASYS win new business

The worldwide marketing, sales, engineering and manufacturing resources of the ASYS group of companies, plus its external business partners, are gaining major financial savings and competitive advantages by using cost-effective, 3D factory simulation software from Visual Components.



### Major benefits in marketing, sales and manufacturing

More than an eighty per cent improvement in sales response time has been achieved and the software is now deployed throughout the German company's global marketing and sales network, including its business partnerships. One of the most important benefits to date has been experienced in the marketing department, using Visual Components as a means to rapidly create all kinds of material, such as graphic displays and literature for trade shows, advertisements for magazines, or marketing information such as data sheets and brochures.

### Convincing sales material

Before, to produce a high-quality 3D illustration for marketing or sales presentations was costly and time-consuming. It meant commissioning an external industrial design studio to produce the artwork. The industrial designers manually developed an illustration for an existing machine or system from a 2D CAD layout and other images supplied by ASYS.



**Customer:**

ASYS Automatisierungssysteme GmbH

**Location:**

Dornstadt, Germany

**Expertise:**

- modular and automated production machinery for electronics and solar industry
- screen printers, process machines, handling systems, special purpose equipment

**Internet:**

[www.asys.de](http://www.asys.de)



"Now, once we have presented a proposal, if a customer wishes to

see additional 3D layouts, we can adjust the existing configuration within a few minutes and e-mail back a PDF graphics file of the modified production line configuration. In this case we can save even more time, up to ninety per cent, compared to what we did before." says

**OEM Business Manager  
Klaus Bronner**



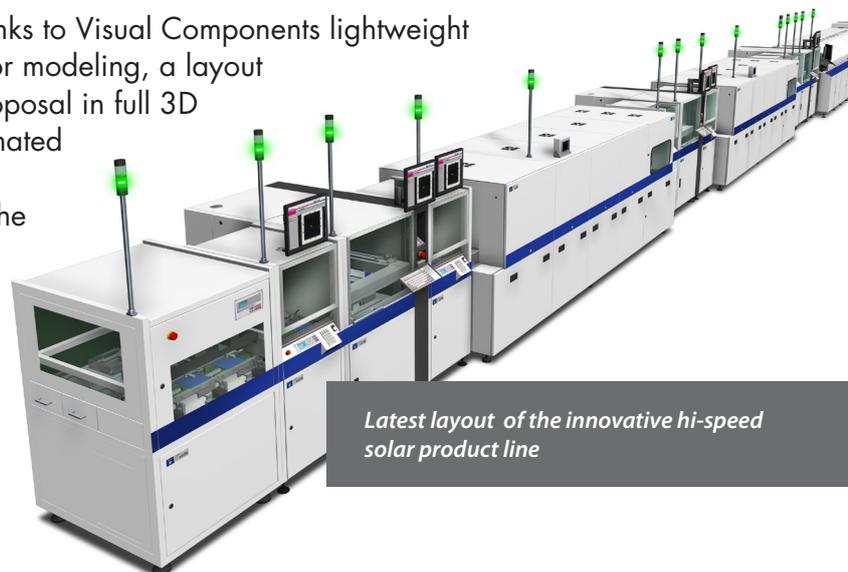
*Component models from the ASYS equipment library*

An illustration for a new machine relied on a CAD drawing and close dialogue with the company's engineers. If a variant, option or radical change was requested a totally new illustration had to be produced. Not being linked to a CAD database, the existing illustration could not be re-used.

**One solution package for all needs**

In 2004 the company purchased all three packages within the Visual Component's software suite. OEM Business Manager Klaus Bronner, based at ASYS group's Dornstadt headquarters near Ulm in Germany, said: "Today, we have one database - one central library of digital models - which is accessed by all our sales resources around the world. They have this cost-effective, flexible and portable tool to show prospective customers in 3D the latest ASYS product portfolio, with the additional feature of highly realistic and dynamic animation," said Bronner. "It is both a powerful marketing and sales tool, but also greatly helps our engineering and manufacturing departments as well."

In addition, thanks to Visual Components lightweight data structure for modeling, a layout showing the proposal in full 3D simulation, animated if required, can be e-mailed to the customer and viewed on the suite's free-to-use simulation package.



*Latest layout of the innovative hi-speed solar product line*