

A CUSTOMER SUCCESS. SEE FOR YOURSELF.



CUSTOMER CHALLENGE:

- Speed up proposal creation for sales process
- Fast creation of different layout scenarios
- Layout creation without expert or programming knowledge necessary

BENEFITS ACHIEVED:

- Significant cost and time savings
- Show all possible configurations and benefits right in front of the customer
- Dynamic visualisation with performance and behavior check
- 3D simulation creation without expertise knowledge

A PICTURE TELLS A THOUSAND WORDS FOR MOTOMAN

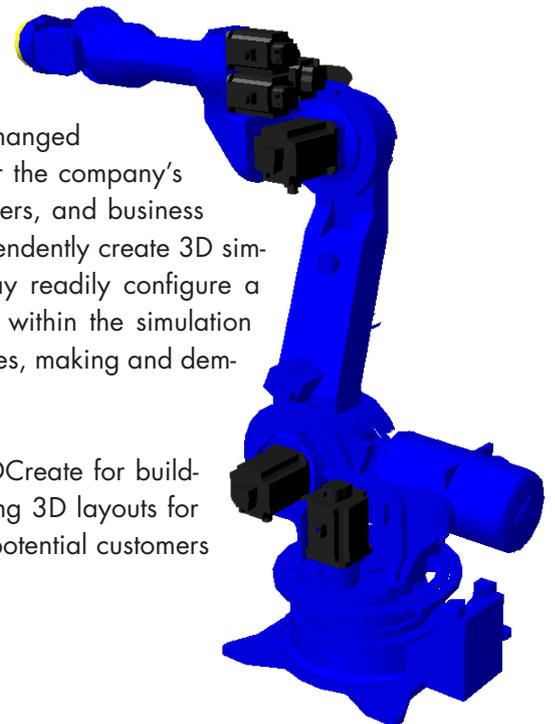
The European division of Motoman is using Visual Components 3D simulation software to enhance its sales processes and win important new business. Significant savings in time and cost have been achieved by sales and applications engineers. Through advanced techniques, they can quickly and easily show potential customers robot and production line configuration options, dynamic visualisations, performance and behaviour checks, and clearly communicate ideas and recommendations.

Speed up sales process

Prior to investing in Visual Components Motoman had experienced barriers to achieving efficient sales. The 3D graphics software used to help potential customers understand proposals required special expertise to run it. Whenever a sales or applications engineer wanted to build a digital model to support a new business bid it meant going to an expert. This delay risked losing the sale to a competitor.

Flexible layout design

Installing Visual Components changed all that. Now it is possible for the company's sales and applications engineers, and business partners, to access and independently create 3D simulations themselves. Users may readily configure a layout from a product library within the simulation



suite and e-mail pictures or a video to potential customers, or visit their offices, making and demonstrating any required changes on a laptop in real time.

The company purchased the full Visual Components toolset comprising 3DCreate for building simulation products; 3DRealize for configuring components into working 3D layouts for simulation, analysis and presentation; and 3DVideo, a free tool enabling potential customers to interactively view proposed layouts.

Customer:

Yaskawa Motoman

Location:

Worldwide locations

Expertise:

- Robotic automation solutions
- Complete application specific work cells

Internet:

<http://www.motoman.eu>

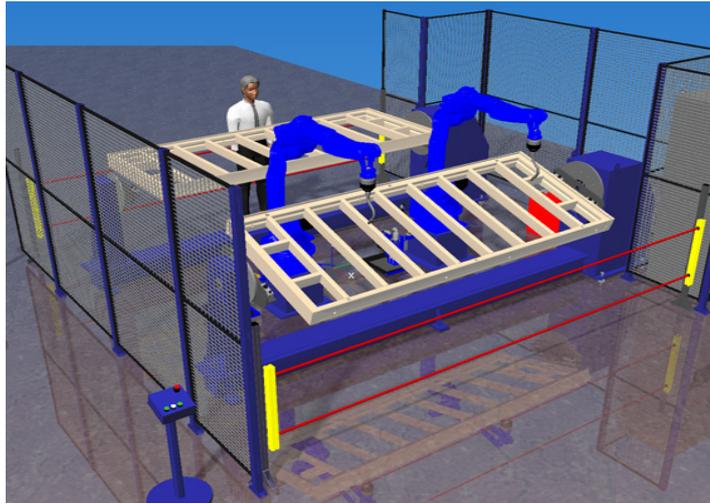


"In summary, Visual Components is an excellent sales tool and provides a lot of

scope to communicate robot solutions in an easily understood way. You don't have to be an expert to use it." concludes **Johnny Jarhall, Sales Director, Motoman Robotics Europe**

Flexible layout design

A simulation produced on Visual Components contains much intelligence. "We can substitute or add a robot, conveyor or actual parts to be processed, stop and start the production line and see how the system behaves. We can check reachability and collision risk, examine a processing point, identify bottlenecks, and adjust flow rates, so it's a highly realistic simulation," said Mr Johnny Jarhall, sales director for Motoman Robotics Europe. Bespoke applications may be added to the software, providing sales features unique to the company.



"We and our business partners can rapidly import the customer's details, dynamically simulate robot sequences, and show how the as-built system will work. If you estimate a cycle time of two minutes, you can demonstrate it to the customer. That provides a lot of benefits for both sides," said Mr Jarhall.