

SELL MORE PRODUCTION SOLUTIONS WITH 3D MANUFACTURING SIMULATION

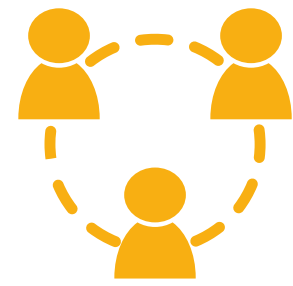


Manufacturing – An evolving landscape

The manufacturing landscape is evolving quickly. Shorter product development cycles, global competition, and advancements in industry 4.0 technologies, are leading manufacturers to aggressively look at how they can optimize and improve their production. For system integrators, projects are growing in complexity, intensity, and competitiveness.

While competing for new projects might feel like an uphill battle, and consume a lot of resources, it's a requirement of doing business. Luckily, we can help. In this eBook, you will learn how 3D manufacturing simulation can help your proposal teams to work faster, smarter, and win more projects.

What are some of the main challenges system integrators face trying to win projects?



Increased competition

The systems integration business in manufacturing has always been competitive. As many manufacturers have expanded globally, so have solution providers. Many system integrators now compete for projects on a global stage.



Lack of resources

Responding to RFPs/RFQs and selling projects is almost a full-time job, usually taken on by staff working other projects. Although this work is critical to ensuring a sales pipeline, most system integrators lack dedicated resources for this task.



Shorter response times

Schedules for new production projects are getting more aggressive, and the proposal requirements more intensive. There's not a lot of forgiveness for missing key deadlines or milestones.

How can 3D manufacturing simulation help?

1. **Improve response time**
2. Reduce mistakes
3. Streamline communication
4. Get ahead of the competition
5. Make your case faster

1 IMPROVE RESPONSE TIME

Streamline your RFQ/RFP response workflow with 3D manufacturing simulation. Save time on tasks such as designing and updating layouts, performing analysis, and creating content for your proposals.

Build layouts

- Design fully functional 3D layouts quickly using intelligent components from the Visual Components eCatalog, which includes a library of 2,200+ models of robots, machines, conveyors, and other equipment.
- Create your own simulation-ready components by importing your CAD data directly into the software.

Perform analysis

- Fast and accurate results for a range of analysis you may need to perform on your production design, such as reachability and collision studies, throughput analysis, equipment utilization, and more.

Create content

- Export presentation-ready content for your proposals – such as 2D drawings, interactive 3D PDFs, 4K videos, and high-resolution images – directly from the software.
- Share and experience your simulations to run on our mobile and virtual reality applications.

“ It is possible that the customer requests 3 to 7 different versions just to get the feeling of how the robot really works, with no regard to technical details. 3D Simulation will save a lot of time in the pre-sales phase.

Justin Hulst

Head of Marketing Service,
EROWA

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2 REDUCE MISTAKES

Reduce costly mistakes that cause you to overbid on projects or under-deliver on customer expectations. Design your production solutions with confidence.

Work faster without sacrificing quality

- Software that's purpose-built for designing manufacturing and production solutions and performing heavy simulation and analysis.
- Easy-to-use software makes it possible for sales teams to produce high-quality simulations without technical support.

Avoid making expensive mistakes

- Avoid making careless mistakes that lead to cost overages, schedule delays, lost opportunities, and damaged reputation.
- Design accurate solutions and generate competitive proposals that exceed customer expectations.

“ The Visual Components tool makes sales meetings much more effective with a quick way to visualize solutions. Definitely a boost for business.

Kyösti Soini
Director, Electronics
Business Line

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3 STREAMLINE COMMUNICATION

Eliminate knowledge gaps and communication barriers that keep deals from closing. Communicate your work in a format that everyone can understand.

Visualize your data

- Let your customers visualize the many layers of data in your design; easily present complex information and make a more compelling case.

Ensure significant information isn't overlooked

- Ensure project stakeholders understand key assumptions, data sources, and other significant information used to design your production solution.

Improve internal communication

- Data visualization improves communication in project proposal teams, leading to fewer delays and mistakes, faster response times, and higher customer satisfaction.

“ There is a huge difference between a layout in the usual PDF format compared to a 3D PDF. The client can zoom into any detail in the layout and, more importantly, they can actually see the plan in action!

Mika Laitinen

Sales Manager, Robotics,
Fastems

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4 GET AHEAD OF THE COMPETITION

Differentiate your offering from the competition. Create marketing grade content with engineering grade accuracy that highlights your capabilities and sells your vision.

Set your offering apart

- Stand out from your competitors by presenting your customer with a high-resolution simulation video or interactive 3D PDF of your solution. Make it more realistic by using a 3D point cloud model of your customer's facility in your layout.

Sell the Vision

- Take your customers on a virtual tour of your solution. Export a VR model of your simulation in seconds and let your customer experience your design.

Improve win rate

- Increase your workload capacity and consistently deliver proposals that distinguish you from your competition.

“ Other suppliers are opening catalogues and print brochures to showcase their products. LMP is now able to show a detailed animation of how the shooter wagons work in a manufacturing environment. It's easy to see which method is more effective and impactful for the customer.

William Falkenström
Consultant, Assembly and
Production Flow team,
Virtual Manufacturing

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5 MAKE YOUR CASE FASTER

Build credibility by presenting your customer with high-quality animated simulations of your proposal. Win their confidence and trust in your ability to deliver.

Prove you can deliver

- Demonstrate that your solution is technically and financially feasible.
- Present your customer with visual proof on your ability to deliver on their requirements – especially helpful for large, unique, or more complex projects.
- For projects where you lack experience, build credibility faster and demonstrate your capabilities.

Show what's possible

- Walk your customer through key tradeoffs in equipment selection, layout design, production performance, and more, by presenting them with different simulation scenarios.

“ We get much faster responses from our customers. Also, the customers trust us more as they are able to see their layout in operation.

Meng-Shen Chen
Assistant Manager
FFG Feeler

SUCCESS STORIES

Learn more about how leading system integrators are using Visual Components to accelerate their sales and win projects:

VIRTUAL manufacturing.

Key benefits realized:

- Visualization: Easier to communicate concepts and their benefits
- Interactive sales tools: Ability to present interactive and 3D animations of offerings on mobile devices
- Trendsetting: Helps to profile the company as a market leader

“ Visual Components Experience makes it **so much more fun and informative to show potential customers a 3D animation of the product**, and how it moves and functions without building a real-world prototype. It's easy to create, show, and navigate the 3D animation, and it's a very convenient alternative if you don't have your laptop.

William Falkenström
Consultant, Assembly and Production Flow team, Virtual Manufacturing

8760 Fastems

Key benefits realized:

- More proposals: 5 times more proposals being delivered than before
- Time savings: Saves layout planning time compared to traditional CAD tools
- Visualization: Customers can see the plan in action in 3D

“ The collaboration has provided Fastems with many valuable benefits, the most remarkable of which is the **increase in sent proposals**. In the past we were able to make 50 proposals a year. Today, Fastems makes 200–250 proposals each year.

Mika Laitinen
Sales Manager, Robotics, Fastems

JOT automation

Key benefits realized:

- Boosting business: Making sales proposals 7 times faster than before
- Customer commitment: Easier communication means faster commitment
- Easy-to-use: Sales not dependent on CAD tools or engineering department

“ You don't need long descriptions of how things work — the customer can see the layout in action! We find that, especially in an international business context, this **makes communicating the ideas critically simpler**. Chances of being somehow misunderstood are narrowed down to a minimum.

Kyösti Soini
Director, Electronics Business Line, JOT Automation Ltd.

IAS

Key benefits realized:

- Efficiency: Improves the marketing and sales workflows
- Credibility: Builds customer-confidence
- Versatility: Supports different project phases from sales to engineering

“ Getting a layout and budget together quickly **gives both parties a solid point of reference to build upon** as the sales cycle continues and helps maintain that knowledge when the project begins the more in-depth engineering phase.

Kyle Weise
Marketing Director, IAS

KAUFMAN ENGINEERED SYSTEMS

Key benefits realized:

- Shorter sales cycle: Demo preparation time reduced from 4 weeks to less than 1
- Easy-to-use: Sales team doesn't need technical help to use the software
- Accuracy: Ability to provide an accurate demonstration of the solution

Being able to respond more quickly and accurately to sales requests has enabled Kaufman to be more competitive in the early engagement stage of the sales process, improving their win ratio and the profitability of the projects they take on.

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If you'd like to learn more about how **Visual Components** can help you to accelerate the sales of your production solutions, contact us to schedule a free, personalized demonstration!

GET A DEMO

Learn more about the benefits of simulation for manufacturing at www.visualcomponents.com