



- **Who We Are**

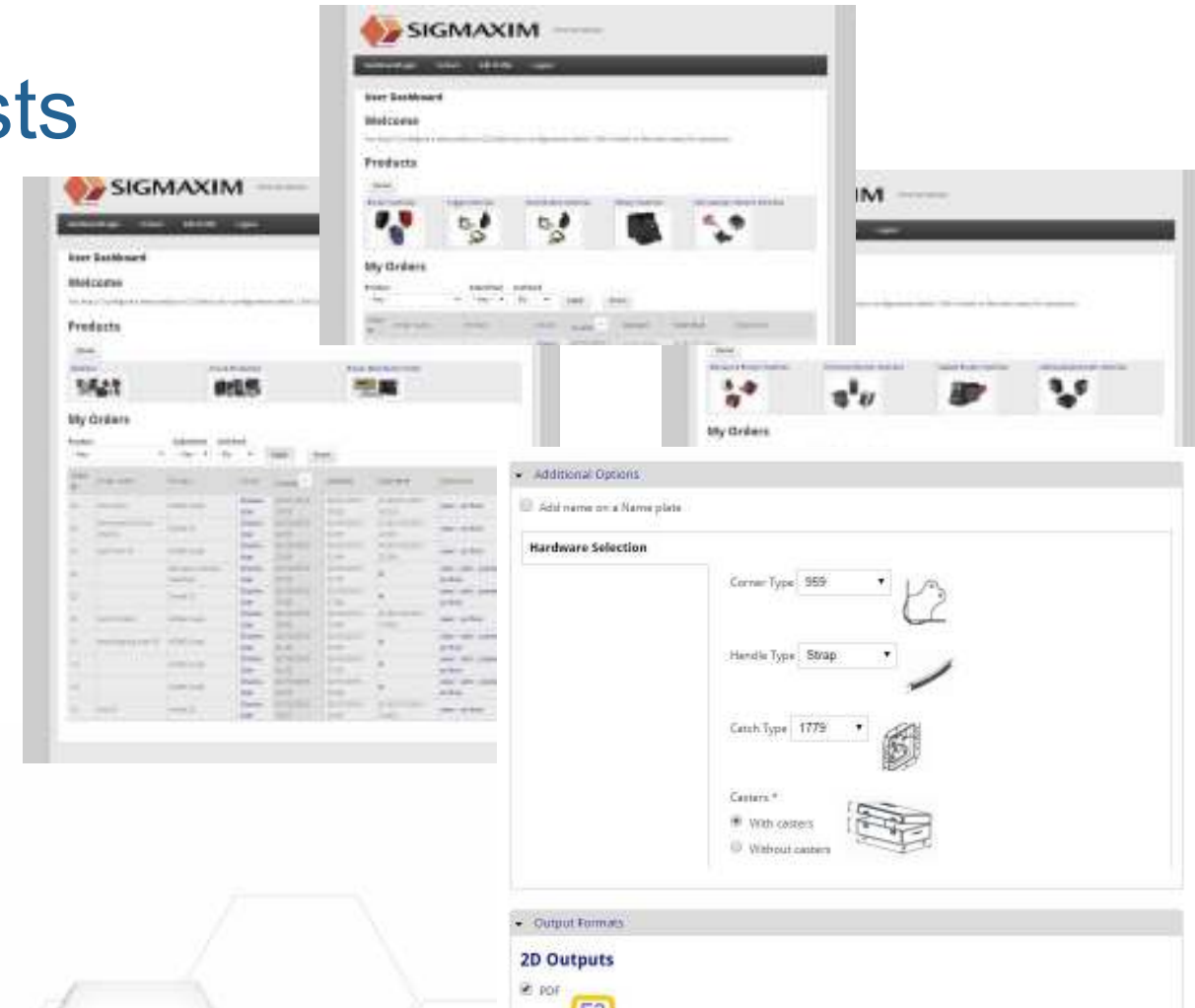
- Since 2001
- Headquarters in Boston, MA - USA
- Operations in Europe and Asia
- Global Client Base
- PTC Partner

**PTC®** PartnerAdvantage



- **Engineering & Sales Configuration Specialists**

- Product & Order Configuration
- Design Automation
- Engineering and Sales Deliverables
  - Fit and Function (shrinkwrap – IP protection)
  - Multi-formats (STEP, IGES, STL, etc.)
  - Engineering Models
  - Costing and Quotes
  - Manufacturing Data



- Maintain product rules
- Set limits on product options
- Configure products quickly



- They are designed for Sales and Marketing
  - Disconnected from Engineering
  - Don't consider the Engineering processes
  - Value of Configurator stops at Sales



- Salespeople have limited engineering product knowledge
- Difficult to know which options are feasible
- Result is misquote of time and costs

...but

**Sales Configurators do not extend their value to Engineering**

Engineers simply get a form or text file and have to act on it



- **Standard product orders processed automatically**
  - No interaction needed
  - Rules are controlled by Engineering
  - All deliverables created automatically
  - Non-value work eliminated
- **Custom product orders sent to engineering**
  - Partially configured
  - Creo components created
  - Critical design work completed by Engineering

- Products are too complex
- Too many variations to be prepared ahead of time
- Too much time to implement
- Difficult to make changes – most solutions are not scalable
- Keeping Sales and Engineering configuration data current and coordinated is time consuming



## SmartDesignServer serves the company's strategy!

- **Customers & Sales Friendly**
  - always up to date: thanks to a widely adopted technology, easy to keep the solution alive
- **Engineering Friendly**
  - limiting to existing choices, might open limited backdoors for specials
- **Sourcing Friendly**
  - by allowing specific selected references, or by allowing easy references changes among the product life
- **Manufacturing/assembling friendly**
  - known references, no surprises, no last minute sourcing requirements, well known delivery process...



## SmartDesignServer is a COMPLETE Solution!

- **Front-End Interface**

- Web GUI for the selector
- For Sales and Engineering



- **Back-End Server**

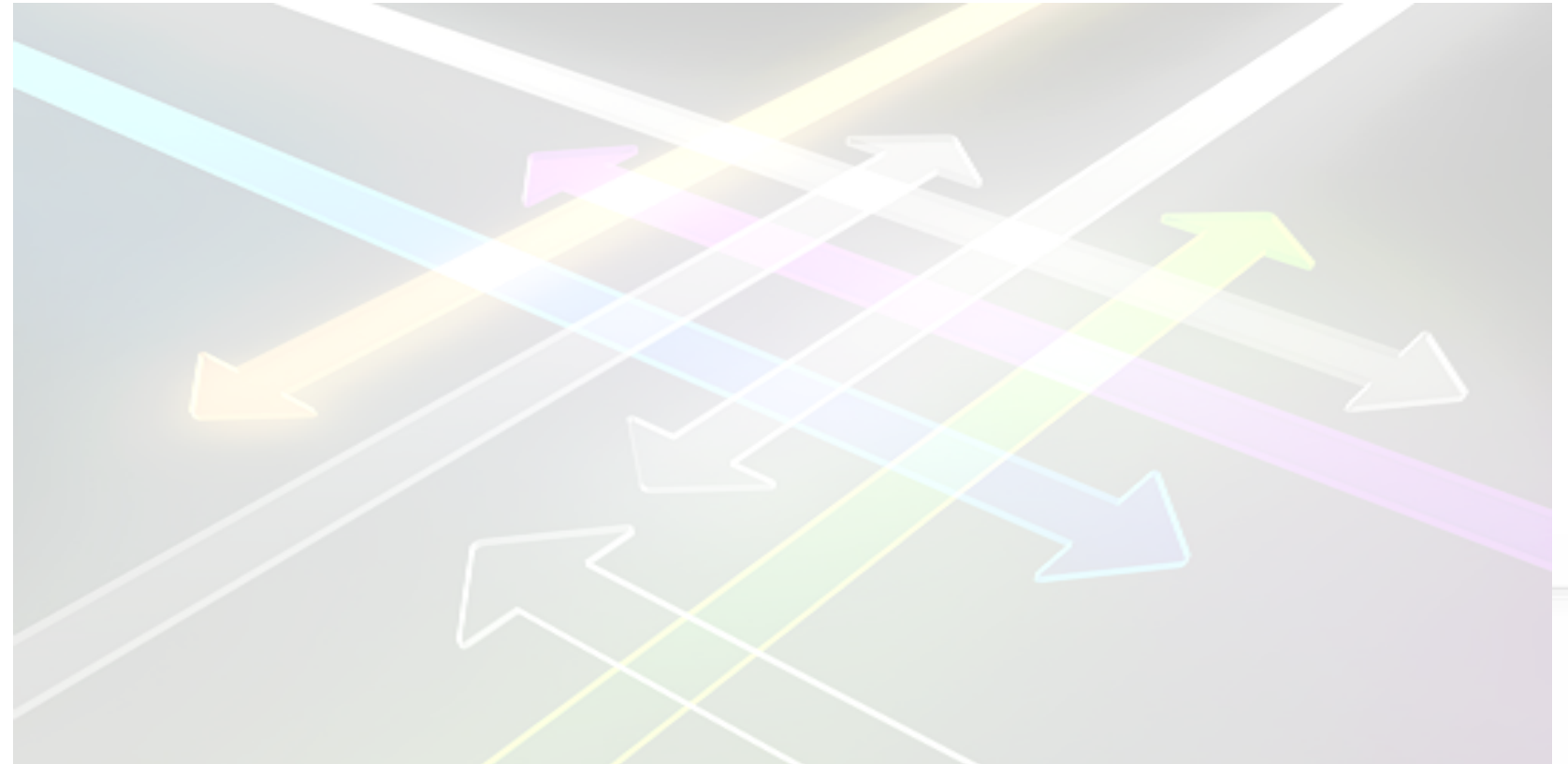
- Manage traffic
- Configure Creo components
- Interact with Windchill
- Build varied deliverables
- Route deliverables to internal and external users

- You don't need to become a software company
  - SmartDesignServer manages all the complexities and presents users with simple GUIs
- Infrastructure
  - Database-driven Web Platform
- Easily created and modified orders, user authentication and products
- All information is stored for Sales and Engineering
  - Replicates your existing look and feel
  - Customizes user interface based on user type
    - Customer
    - Vendor
    - Sales
    - Engineering
  - Directly Connected to Engineering Automation



- Deliverables for every customer

- Quotes
- CAD Models
- Drawings
- PDF files
- BOM's
- Mfg Routing
- Pricing
- Images
- Other types of information



- Automatically integrated with Creo and Windchill

- Easy integration with ERP and other platforms



- **Fully Integrated with Creo**
- **Drives Engineering Data**
  - Ability to work with complex products
  - Easy to strip IP from models
  - Engineering models are automatically generated
- **Purpose Built Software**
  - Re-uses existing data
  - Configuration rules are easily understood by Creo users
- **Builds On the Fly**
  - No overblown, unmanageable assemblies
  - Models adhere to engineering rules



***DEMO***



- **Start with a single product**
  - Execute through the complete process
- **Consider needs of internal and external customers**
- **Design your system for maintainability**
  - Through software versions and product design evolutions
- **Can develop in-house talent**
- **Call for a demo or quote**
  - We offer turn-key solutions



- Your feedback is valuable
- Don't miss out on the chance to provide your feedback
- Gain a chance to win an instant prize!
- Complete your session evaluation now



# PTC<sup>®</sup> Live Global