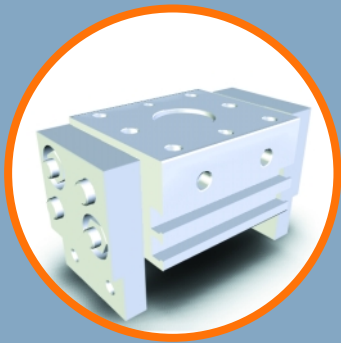


## SMC CORPORATION OF AMERICA

→ CASE STUDY

COMPONENT MANUFACTURER INCREASES ONLINE SALES LEADS MORE THAN 30 PERCENT WITH 3D PARTSTREAM.NET



SMC increased sales and lowered support costs by offering configurable 3D models of its products for viewing and downloading online.

SMC Corporation of America is the world's largest manufacturer of pneumatic automation products. Steve Hoffer, group leader for SMC's E-Tech website, explains that the company decided to investigate Internet technologies for automating customer access to 3D models of its products online.

"For years, our customers used paper catalogs to identify components for inclusion in their designs," Hoffer says. "We have over 9,200 distinct product series, available in millions of potential configurations. After locating the right components, customers had to model them, a process that could take from several hours to a few days. To eliminate that time-consuming process, we wanted to give our customers the ability to configure components online and immediately receive a 3D CAD model that matched the part number they had configured. Easy access to free 2D and 3D models helps get our components 'designed in,' which is a distinct competitive advantage."

### Online CAD builds customer loyalty

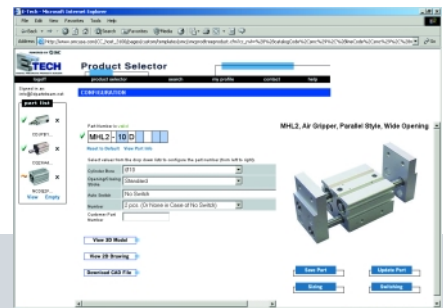
The combination of configurable products and real-time CAD model generation was a complex challenge. SMC's solution combines Content Studio from Technicon Systems and 3D PartStream.NET® technology from SolidWorks Corporation. "SolidWorks is a CAD company that really knows how to handle CAD data," Hoffer explains. "We created the 3D models, SolidWorks provided the CAD interface and stored the models on its servers, and Technicon Systems created the configurable data interface for our website."

SMC's E-Tech website provides registered users with access to 3D models in all major CAD formats, which makes it exceptionally easy for customers to select and integrate SMC components. "From an engineer's perspective, when you're deciding between a similar component from two different suppliers, you're most likely going to select the product that makes your job easier. What would a time-starved engineer rather do: spend five hours modeling a component or a couple minutes downloading the model? Superior products combined with 3D PartStream.NET technology make our components the obvious choice," Hoffer adds.

### Fully configurable components

Sam Rizzotte, a mechanical engineer with Beckman Coulter, a leading manufacturer of biomedical instruments, concurs. "We use SMC's E-Tech website extensively. The time-savings it provides over modeling a component from scratch are obvious. But the real advantage is the ability to look at several different configurations of a component as they impact our designs. We can look at 10 to 15 different actuators in a half-hour and choose the one that works best, giving us the ability to optimize the design before we order parts," Rizzotte says.

SMC's E-Tech website provides users with convenient access to 3D models in all major CAD formats.



→ SMC Corporation is the world's largest manufacturer of pneumatic components, which are used in a variety of markets, including the transportation, medical, semiconductor, packaging, and automated assembly industries. Based in Indianapolis, Indiana, SMC Corporation of America is a subsidiary of SMC Corporation, which is headquartered in Tokyo, Japan. The company's guiding principle is "contributing to automation labor savings in industry." SMC's commitment to providing customers with the benefits of automation is evident in the company's new E-Tech online catalog, which enables customers to configure and download 3D models of SMC products for inclusion in their product designs.

3D PartStream.NET®

- Registered over 90,000 users in two years
- Achieved 25,000 CAD model downloads per month
- Reduced engineering support costs by \$205,200 annually
- Improved sales by \$500,000 in annual revenue at a single company

- SMC Corporation of America is the world's largest manufacturer of pneumatic automation products. To provide customers with automation cost-savings, SMC developed an online catalog that enabled customers to configure and download dimensionally accurate 3D models of SMC components, which engineers can include in their designs.
- To achieve this objective, SMC turned to 3D PartStream.NET technology from SolidWorks Corporation. Since implementing 3D PartStream.NET two years ago, SMC has registered more than 90,000 customers on its E-Tech website, and now provides customers with 25,000 downloadable CAD models each month. SMC has increased online sales leads by 30 percent, decreased engineering support costs by \$205,200 annually, provided better customer service by making configurable online components available, reduced its cost-per-lead ratio, and increased sales.

3D PartStream.NET leverages the configuration capabilities of SolidWorks® 3D mechanical design software. "Our products are highly configurable to meet specific customer needs. Some of our actuators are available with 15 different strokes in 10 different bore sizes, have 2 different rod ends, and include 35 types of autoswitches," Hoffer points out. "The real-time interface to 3D PartStream.NET enables our customers to select the exact configuration they need for their application, when they need it."

#### Sales leads grow, costs reduced

In just two years, 3D PartStream.NET has generated over 235,000 model downloads for more than 90,000 users. One company increased its annual business with SMC by over 42 percent. The main reason, according to SMC salespeople and engineers, is the easy access to 3D models via 3D PartStream.NET. This resulted in more than \$500,000 in annual business for the company. SMC has increased online leads by over 30 percent, and customers download 25,000 models per month on average, 60 to 70 percent of which are unique configurations, Hoffer says. That performance translates into monthly sales lead growth of 8 percent.

SMC also offers these capabilities via 3D ContentCentral<sup>SM</sup>, a free online directory from SolidWorks Corporation that provides downloadable 2D and 3D CAD parts from leading component manufacturers. Users can access 3D ContentCentral via the Internet or directly from SolidWorks software. With over 350,000 design engineers using SolidWorks software, 3D ContentCentral gives SMC immediate exposure to the largest and fastest-growing community of mainstream design engineers in the world.

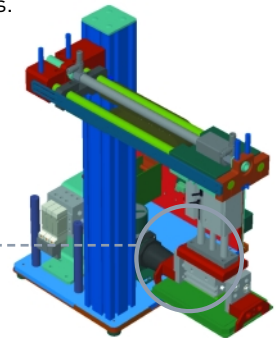
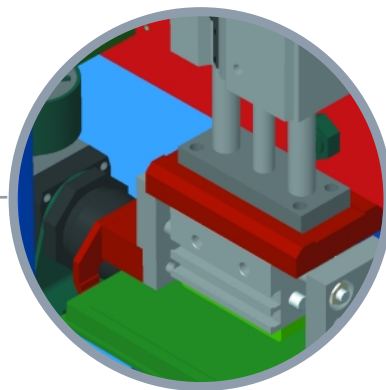
"SolidWorks users represent more than 23 percent of the more than 90,000 users registered to our website. 3D ContentCentral offers an easy way to increase the exposure of our products to the SolidWorks community and provides high-quality leads, which directly impacts sales," Hoffer says.

3D PartStream.NET sales leads carry the lowest cost-per-lead ratio of any SMC marketing activity, Hoffer says. The implementation of 3D PartStream.NET also helped SMC decrease annual customer support costs in two different departments — engineering by \$205,200 and customer support by 2,340 hours.



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**Beckman Coulter saves time by using the SMC E-Tech website to evaluate multiple component configurations prior to purchasing SMC products.**

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