BAKER Drivetrain relies on SOLIDWORKS Composer software to more effectively communicate technical information to the growing number of casual motorcycle riding enthusiasts.
“With fast, easy-to-create exploded views, we can communicate more effectively with customers, dealers, and production staff,” Friar says.

PRODUCING HIGHER QUALITY TECHNICAL COMMUNICATION MATERIAL FASTER

Even though BAKER still uses Microsoft Word in the development of documentation and installation instructions—to produce hard-copy documents for three-ring binders and PDF files for web download—SOLIDWORKS Composer automates the creation of illustrations, supporting views, and technical images. Because engineers can more easily develop visual content, BAKER has cut its documentation development time in half while simultaneously elevating the quality of its technical communication materials.

“It takes roughly 50 percent less time to create a 20-page set of product assembly or installation instructions with SOLIDWORKS Composer,” Friar stresses. “The response to the new documentation from our dealers and customers has been incredibly positive, and we routinely get compliments regarding the improvements that we have made.

“Everyone can understand visual depictions more readily than written descriptions,” Friar adds. “With SOLIDWORKS Composer, our illustrations are super clear, crisp, and user-friendly, and the software helps us bring products and supporting documentation to market faster.”

REDUCING CUSTOMER SUPPORT CALLS

Since implementing SOLIDWORKS Composer software, BAKER has also realized a significant reduction in the number of telephone support calls from customers. “Because we have really good instructions, our engineers get fewer support calls,” Friar notes. “When we do get calls, they tend to be short because we can point the customer to the exploded view of the product and walk them through it.

“The improved documentation also makes it simpler for customers who want to order replacement parts,” Friar continues. “It’s easier to identify a particular part number because it’s right there. Our call volume has gone down by at least 10 to 20 percent, which gives us more time to design cool products.”
QUICK AND EASY MARKETING IMAGES

In addition to improving BAKER’s documentation effort, SOLIDWORKS Composer software is helping the motorcycle accessory manufacturer market its growing product set more efficiently and effectively. The SOLIDWORKS Composer implementation coincided with the launch of the new BAKER website. Users can download rendered images created with SOLIDWORKS Composer, which highlight hidden technical features, thus supporting marketing and sales.

“We are evolving from a company that sells to customers who can rebuild an engine to customers who don’t go much past changing their own oil,” Friar says. “With SOLIDWORKS Composer, we can create some real whiz-bang imagery that communicates more effectively and matches the evolution of our products.”

Focus on BAKER Drivetrain, Inc.
VAR: DASI Solutions LLC, Pontiac, MI, USA

Headquarters
9804 E. Saginaw
Haslett, MI 48840 USA
Phone: +1 517 339 3835

For more information
www.BAKERdrivetrain.com

Our 3DEXPERIENCE platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes’ collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.