

3D & Layout Models as Sales Enabler: For Project Based Company Dealing With Customer Specific Design of a Product

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Abstract

In context to the project based company which are generally dealing with the customer specific projects of a single or multiple product it's always difficult to get same type of projects thus they always have a same product with different requirements which always take large amount of engineering and Technical time, also from the commercial point of view it takes time for project initialization, screening, pre-feasibility and feasibility studies and looking at the project management side as its new type of project so it will involve new types of planning, resources allocation and creating work breakdown structure and many more things so it's always a costly affair. Now the focus of companies is to catch up the project of standard type, but how to get standard orders, how to communicate sales and project, how to communicate customers all these are the big questions. On other hand market is not just confined to the company's sales force regions as now we are dealing with a broader prospective, so the author in this paper came up with how to increase the sales force and getting click on the standard orders using Internet sources.

Keywords

Product Combination Layout, 2D CAD drawings, 3D CAD models, Inbound Marketing, Project Management, Sales Enabler, Sales Lead, Industrial Marketing

I. Introduction

In project based companies which are dealing with customer specific project for a product or certain number of product, they are coming up with standardizing design solutions based on their experience and technological knowledge of process design to cope up with the present scenario of large number of project in hand with specific and different design requirements, doing this will lower down the cost of process of project handling and execution as every things will be more over standard.

As per the current situation every project follow a particular flow path from project initiation in which the project team is put together to define preliminary budget proposal which assist in performing an end of phase study for getting a GO or No GO decision, then it moves on project planning which requires skilled resources and several session of brainstorming with experts and developers, then after project planning it move on to the project development which have many inputs to it like project feasibility study, preliminary project evaluation, project proposals etc and based on this program design specification and system design specification is prepared then it moves on to the project implementation in which the actual work starts which involves a big list of task to be completed form managing required resources and vendor development and many more things, this all process takes lots of time, lots of resources, lots of cost & over all less profit margin. All this time, resources & cost can be saved by having standard project, but the issue is with getting the same order or the standard order as every customer have their specific design and layout requirements.

For small machines and small machine combinations it's not a problem as they can be easily accommodated among the customer layout designs or needs, opposite to this for bigger products and product combinations is not easy, as the companies are developing a bit of standard product or standard product combinations for a process they do have some standard layout which is best suited for their process parameters, but the issue in this is that how layout is communicated to the customer in the way they are designed? Is the data for the standard product or product combination are easily available to the customers? And more importantly at what state the information of the product layout or product combination layout is available to them? Is the information is available to all the present and future customers? There is a simple concept the information which are readily available is mostly considered. Further we will have a look how the easily available data can help customers to select the available best alternative which is advantageous for both the parties and also increases orders due to the viability of sharing data.

II. Analysis of Present Scenario and Literature Survey

In the present world which is fully connected with the networking or the internet it is easy to access data from any part of world at any time and in terms of data availability of design and layout. If we compare with companies which are having fully standard product are using the online CAD data availability and are generating sales through it.

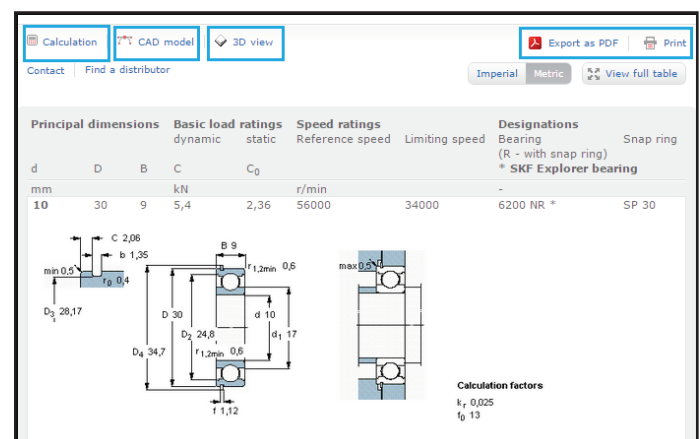


Fig. 1: Online CAD Data Availability

(Source: SKF Bearing)

Fig. 1 Shows a view from the site of SKF bearing, this is a standard bearing form SKF, all the data including the CAD and calculation are easily available for the customers to have a look and have a check if it matches with their specification or not, and also designers design their assemblies to suit the standard bearings using the CAD data available online, not just SKF there are many companies which are sharing the CAD and the layout information and generating sales

Manufacturers usually want their industrial marketing to generate leads that result in orders as quickly as possible. Inbound marketing tactics like promoting a company through blogs, podcasts, video, eBooks, newsletters, whitepapers, SEO, social media marketing, and other forms of content marketing which serve to attract customers do fill the top of their sales funnel but converting leads to sales opportunities takes too long for their liking. Think of 3D CAD models and 2D CAD drawings then as supercharged content assets for moving leads closer to the order stage much quicker than any other type of content resource [1].

Some of the other benefits include:

1. Influencing the influencer to reach the final decision maker
2. Saving customers time and shortening their time to market
3. Sales lead is the prospective consumer of a product or service that is created when an individual or business shows interest and provides his or her contact information this is done automatically as it request for log in & detail before downloading is done
4. CAD data works for 24 hours and is accessible to any person at any time, as nowadays most are the requirements are see through internet.
5. It is best way to reach to new customer

III. Suggested Module

As from the above section we have seen, how the project based companies are managing their project duration from the feasibility studies to the final closeout of the project, for project to maximize the profit companies have to minimize the time for all the project activities.

Also we have seen the present scenario of the utilization of the CAD data as an important Sales enabler for any company, all the companies which are using the CAD data are particularly associated with the product which are standard or have a specific sets of same products, the suggested module in this paper says for the implementation of the online CAD data for some of the product which are generally non standard but suited for specific applications, we can have Product layout for a product or some of the specific product combination layout based on the experience and technical knowledge, online data will include the image of product with the product description , a standard neutral format 3D model , foot print layouts or the AutoCAD file for the dimension and layout of the product

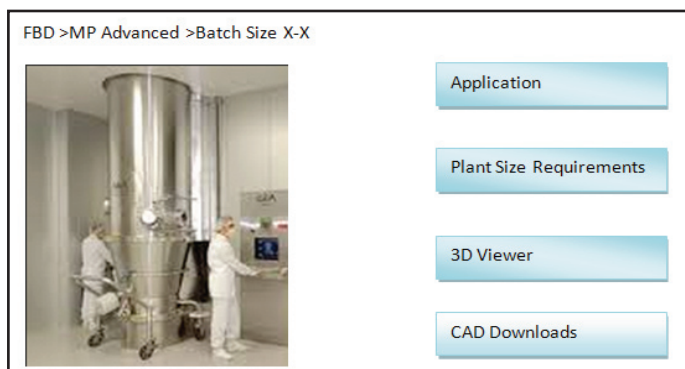


Fig. 2: Schematic for the Product CAD layout (Source: GEA.com)

Fig. 2 shows the idea for the CAD Description online for a Specific product which includes all the important parameter for a particular product, the division of the machines are usually done on the parameter of the product line or range. The figure shows that for

pharma applications it is done on the basis of batch capacity thus for different batch capacities we will have different machines CAD data, thus the customer as per their requirement will selects the best suited machine for them. The data will allow the customer to have a look to the machine and also they can have the layout of the machine form the CAD data so it will be easy for them to check it by fitting the machine layout to their Plant layout thus it will make the process much quicker and easier for both the parties.

It also beneficial for the sales people to show the customer the process or the product line which are standard and thus can fetch more standard machines orders.

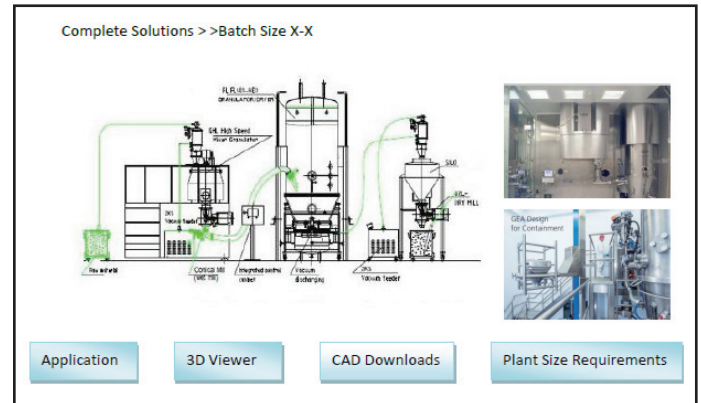


Fig. 3: Schematic for the Product Combination CAD layout (Source ytengineering.com & GEA.com)

Fig. 3 shows the idea for the standard product combination layout and data same as the product layout it deals with bigger order for full process line, the figure shows typical Granulation line combined with the Fluid bed and the dry mill combined with storage containers, thus this line serve manufacturing of final processed batch directly for the raw material, so we can have CAD data for different such layouts which will act as the Standard Product combination for particular capacity or application, this will be very useful to the customer seeking for the complete solution or the complete line also will be beneficial to the company as it will give a big order consisting of different machines all of same company, further going on this we can also have CAD enable catalog which is a recently growing concepts and the Online tick-sheets which are generally used in electronics goods but the overall concept in this paper is about how to utilize CAD data to have standard set of orders and to boost sales and project profit margin.

IV. Conclusion

In this world of competition where the cost reduction is the main motto of all the companies so as to be competitive all the time, in this for the project based companies the pressure is always on the Project team and the engineering team to reduce the hours for the development and execution but after a level this directly dependent on the type of project orders, same type or a standard orders as its already proven technology it takes less time, thus CAD data for some standard product or some standard product combination helps the companies to get clicked on the Standard or similar order and some proven product line orders which is beneficial for both customer and companies, also the Online CAD data availability will contributes in exploring new customers and increase in sales. Further going on the same track online catalog, CAD enabled catalog and online tick-sheet can be developed this all will finally contribute to increase sales for the standard design options and attract new customers.

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