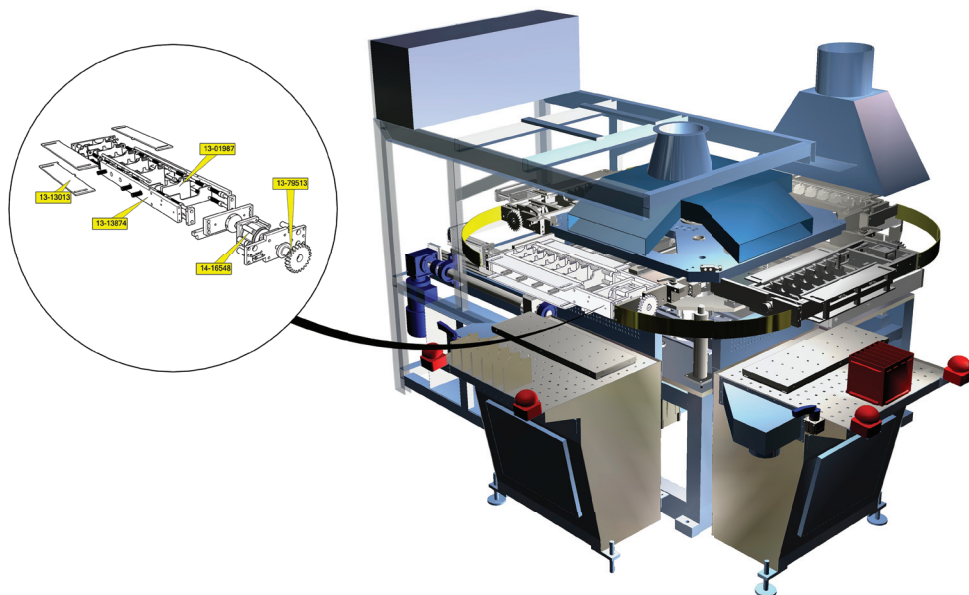


ZESAR TECHNOLOGY FOR BATTERIES

Boosting battery equipment production with 3DVIA Composer



3DVIA Composer enables Zesar to cost-effectively demonstrate its battery production technology, extending its ability to attract new business.

Winning new business in a global economy can be difficult for small, family-owned manufacturers like Zesar. The Turkish company competes in a highly competitive niche market: developing custom machinery for battery production. Zesar's machines automate the production of batteries for both automotive and marine use.

The company's success depends on advancing its technology and improving the efficiency of its design and manufacturing operations. However, Zesar faces the added challenge of having to show its strengths and the effectiveness of its technology without the deep resources of its larger competitors.

Historically, battery machine manufacturers have had to invest in building demonstration units to win the confidence of prospective customers. This type of expenditure represents a real burden for a company like Zesar, which had sound technology, competitive prices, and a satisfied customer base, but lacked the means to attract the attention of new customers.

According to Foreign Trade Manager Yavuz Sariçam, Zesar decided in 2008 to upgrade its AutoCAD® 2D design software to a 3D system to accelerate product development. Zesar chose the SolidWorks® 3D development platform on the recommendation of Teknolojik Yazilimlar, its SolidWorks reseller in Turkey, and saw the potential for using SolidWorks visuals to illustrate its technical capabilities.

"My father, Zeki Sariçam, has been working in this field since he was 12 years old, and is a bit cautious about investing in new technologies," Yavuz Sariçam notes. "He wants to invest in the business where it makes sense. And he became convinced that upgrading to SolidWorks software would help put us in a position to move the business forward."

After implementing SolidWorks design and SolidWorks Enterprise PDM product data management software, Zesar representatives discovered 3DVIA Composer™ documentation and animation software while attending a seminar sponsored by Teknolojik Yazilimlar.

Challenge:

Grow the company's custom battery machine business by demonstrating the functionality and benefits of its technology without incurring the costs of building an actual machine.

Solution:

Add 3DVIA Composer documentation software to supplement the company's SolidWorks product development platform.

Results:

- Reduced time-to-market by 66 percent
- Cut design time by 70 percent
- Decreased development costs by 60 percent
- Used 3DVIA Composer animation to win €700,000 contract

"We immediately understood that 3DVIA Composer could help us obtain the global reach and technical credibility we needed to grow the business," Yavuz Sariçam recalls. "Showing animations of how a custom machine will operate, rather than having to actually build it, is more cost-effective and gives us the flexibility to demonstrate our technology anywhere in the world."

Winning business by demonstrating technology

Zesar had its first opportunity to test the validity of this strategy when it received a tender for the production of a large battery cell factory in the Middle East, one of the largest battery production facilities in the region. The company decided to use 3DVIA Composer to develop an animation from its SolidWorks design model that would help it stand out from the competition and show the value of its proposal.

Working with its reseller, Zesar created an animation that demonstrated how its machine would work, and highlighted the benefits of its technology. Three weeks later, Zesar won the contract. "Without 3DVIA Composer and this animation," notes General Manager Zeki Sariçam, "it would have been very hard for us to win this €700,000 contract."

Increasing efficiency with SolidWorks

In addition to helping Zesar attract more business, the combination of 3DVIA Composer documentation and animation software with SolidWorks design software provides the productivity improvements the company needs to manage and sustain growth. Zesar has reduced its design cycles by 70 percent and has cut its development costs by 60 percent.

"Before we moved to SolidWorks software, our development process was based on a trial-and-error approach. We weren't able to simulate how the machine would operate, so we could miss interference and clearance issues during the design process," Yavuz Sariçam explains. "Because we can now observe and evaluate how the machine will perform, we save time and avoid costly mistakes."

Condensing sales cycles, speeding time-to-market

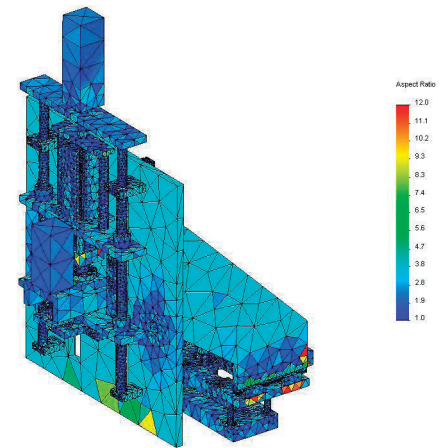
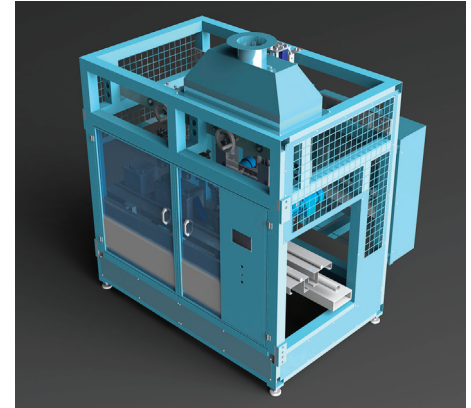
SolidWorks software and 3DVIA Composer software are also helping Zesar shorten its sales cycles and accelerate time-to-market. With 3DVIA Composer, Zesar plans to create animations for all of its bids and proposals. This will result in a shorter, more effective sales cycle and in faster machine delivery.

"In the past, we'd have to design and build the machine to win the business, and that took about 90 days for a new machine," Yavuz Sariçam points out. "With SolidWorks software and 3DVIA Composer, we can quickly design and show how the machine operates. Then the client accepts the design, and we build it. This process takes about 30 days, so we have cut our time-to-market by about 66 percent—and that's no exaggeration."

Zesar realizes additional time and cost savings by using 3DVIA Composer to simultaneously develop and publish technical documentation and user manuals in electronic format.

"WE IMMEDIATELY UNDERSTOOD THAT 3DVIA COMPOSER COULD HELP US OBTAIN THE GLOBAL REACH AND TECHNICAL CREDIBILITY WE NEEDED TO GROW THE BUSINESS."

Yavuz Sariçam
Foreign Trade Manager



By combining 3DVIA Composer with its SolidWorks design and simulation software, Zesar can show how a machine will look and function as well as analyze how critical components and assemblies will perform.



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