

## The Complete Build-to-Order Solution for Manufacturers

### THE CUSTOMCOMMERCE SOLUTION

TechniCon's CustomCommerce dramatically reduces the time required to select and specify custom parts and assemblies to meet specific size and performance needs.

Our Web-based system generates multiple product solutions on-demand, checks the designs to ensure feasibility, and delivers dimensionally accurate CAD models and bills-of-material.

### MEETING EXPECTATIONS

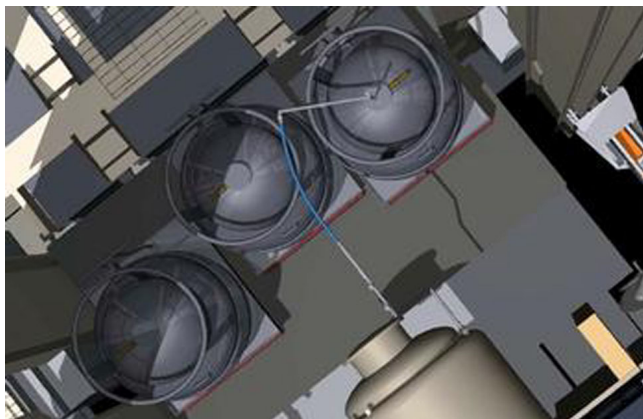
Assemble-to-order, design-to-order, engineer-to-order or build-to-order, by whatever name you use, customers increasingly expect customized industrial products and you need to be able to quickly and accurately respond to their requests.

Manufacturers with the vision and desire to take on this market have to be able to deliver custom products quickly and at near standard prices.

CustomCommerce allows companies to effectively sell complex products that are built-to-order. Automatically generating rules-based product configurations and technical drawings, CustomCommerce reduces design costs and reworks by ensuring workable designs.

Additionally, today's customers expect thorough responses to their requests. Proposals consisting of a quote and parts list are no longer enough. Images and drawings are now essential.

CustomCommerce streamlines the entire proposal and design process so you can be more responsive to both requests for proposals and change orders.



### STREAMLINING THE PROCESS

TechniCon's build-to-order systems allow your sales or engineering staff to enter selection criteria and interactively configure custom products.

Using rules-based product knowledge, the system generates CAD drawings, bills-of-materials and pricing based on the configuration.

A quote can then be issued to the customer for approval. Once the quote is approved, the system routes the order to your ERP system for processing and the shop floor for manufacturing.

Rules-based build-to-order systems result in more uniform and accurate designs. Design guidelines are consistently applied from a common product "knowledgebase." Online validation of designs reduces errors and eventual reworks, cutting costs and delays for both the manufacturer and customer.

Design solutions are no longer solely dependant on the individual sales or application engineer's experience. Engineering department bottlenecks no longer need delay your sales staff when responding to customer requests.

### PROVIDE NATIVE CAD DATA

E-commerce is supposed to increase efficiency without changing the way your customers run their businesses. It's especially important that product designers can continue to work with the tools they've chosen to use.

With CustomCommerce, CAD models can be quickly generated and conveniently downloaded in a broad range of CAD formats, including AutoCAD, CATIA, Pro/ENGINEER and SolidWorks. Supported neutral formats include IGES, ACIS, STEP, VDA, VRML and Parasolid.

### TOTAL SYSTEM INTEGRATION

With CustomCommerce, you get platform-flexible solutions that easily integrate with your existing CAD, ERP and SCM systems. Design automation is extended from the engineering department to the sales and support departments, the shop floor and every office in your organization.

CustomCommerce's Web compliance allows it to be "co-branded" with your company's Web site design and navigation scheme to match your overall Web strategy.

## KEY FEATURES AND BENEFITS

### ■ Legacy-to-Web Tools

You never need to re-enter your legacy data. Our proprietary tools can extract information, such as CAD data, product specifications, SKUs and pricing from your existing systems. Data is re-purposed automatically and accurately.

### ■ Product Selection and Configuration

Our product selection and configuration tools eliminate guesswork. Options can be narrowed using parametric search, industry-specific wizards, rules and constraint-based auto-configurators, hierarchical trees and the direct specification of product names and SKUs.

### ■ Accurate CAD Models and Drawings

Assembly and other manufacturing drawings, along with bills-of-materials, are automatically generated as part of the configuration process to ensure the completeness and accuracy of order documentation.

### ■ Three-D Product Views

Computer visualizations help customers understand proposed designs before they place an order.

Interactive 3D models provide customers realistic views of a product's options and features. Animated images can demonstrate how a part operates or a product is assembled.

### ■ Your Intellectual Property is Protected

TechniCon's proprietary technology automatically removes your products' internal design content and publishes only the external geometric envelope, enabling you to publish rich 3D content without compromising intellectual property.

### ■ Reduced Costs

CustomCommerce streamlines the entire proposal and design process, allowing your sales staff to make timely and accurate quotes while reducing your costs.

### ■ Faster Design and Sales Cycles

Your customers receive documented quotes for validated designs, allowing them to make educated decisions without the need for expensive repetitive sales calls and back-and-forth design cycles.

### ■ Increased Customer Loyalty

CustomCommerce has a simple yet powerful formula: enable your customers to order custom products as easily as standard products, and they'll come back again and again.

### ■ A Single Source for All Your E-Commerce Needs

TechniCon provides everything your organization needs for a successful build-to-order initiative: industry-leading software, content development, Web site hosting, system integration, support and training.

## ABOUT TECHNICON

Founded in 1987, TechniCon Corporation is a leading provider of e-commerce solutions for complex products.

TechniCon's CustomCommerce platform combines product specification and sales automation software with leading-edge Internet commerce and visualization technology to offer unique solutions for manufacturers and their customers.

TechniCon helped Johnson Controls produce design documents for a series of build-to-order desalination plants. As part of the build-to-order process, TechniCon helped Johnson Controls develop both 3D models and 2D drawings.

For Motorola, TechniCon developed a build-to-order system to configure dispatch and control console centers. The system offered a "drag and drop" facility to layout individual components, such as operator console bays.



## FOR MORE INFORMATION

4701 Doyle Street, Emeryville, CA 94608 | 510-653-9163  
[info@technicon.com](mailto:info@technicon.com) | [www.technicon.com](http://www.technicon.com)

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