

# How SMC Provided a Winning Experience for Their Customers with Technicon

*"We wanted to 'revolutionize' the customer purchasing experience, but with our large product line and the exacting needs of our customers, we knew we had a problem,"*

Steve Hoffer, SMC's E-Tech Group Leader.

## Challenge

As a complete manufacturer of mechanical components, including actuators, valves and air preparation units, SMC offers over 4,000 basic products with millions of variations to meet the complex and diversified needs of customers worldwide.

SMC's ultimate goal is to have other manufacturers "design-in" SMC's products as part of a larger assembly. SMC's typical customer is an engineer working on a design, with a demanding set of product specifications and qualifications. As SMC expanded its global reach and product line, delivering rapid design support and information to its customers became increasingly difficult.

## Abstract/Summary

Since 1959, SMC Corporation, the world's largest manufacturer of pneumatic and electrical automation products, has harnessed the latest technology to produce world-class products and provide solutions for the most complex manufacturing processes. With over five decades of experience and service, SMC has established a product line synonymous with quality, reliability and superior technology.

## Why They Chose Technicon

*"When we decided to implement an online product information system, we investigated many vendors. We looked at what it would take to develop the product information, to integrate the system with our existing operation, and what the customer experience would be like. We found Technicon had advantages in all these areas,"* said Hoffer.

*"Technicon was the company that best understood managing product content. All the standard configuration vendors were proposing custom-coded, 'rules-based' projects. But Technicon's product didn't require a major development effort. Bottom line, we had the system in production fast."*



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# Solution

## 24/7 Availability

SMC's customers are the big winners. SMC's online tools help solve design calculations and guide the product selection and specification process, allowing customers to customize and configure products to their unique requirements. Product selection that once took days is now done rapidly and reliably online. Not only are customers obtaining CAD models faster and more accurately, but they include more information than they did in the past, such as dynamic device characteristics, e.g. the travel of a cylinder, or views from any angle.

## Big Winners: SMC's customers

As for SMC, the website has freed up SMC's salespeople so they can focus their expertise on unique applications of SMC's products. Routine tasks that previously tied up SMC's direct sales and sales support staffs, such as downloading files and explaining product specifications, are now handled automatically on the website. Every month, tens of thousands of CAD files are downloaded into customers' designs. SMC's market research indicates over 90% of these design-ins turn into orders.

## Free up SMC's salespeople

Since partnering with Technicon, SMC offers customers multiple tools to locate the best SMC product for their needs 24/7 on their website, [www.smcetech.com](http://www.smcetech.com). The site offers multiple detailed product views, including both 2D and 3D models, with all relevant product information. All documentation, specifications, drawings and CAD files are available electronically in real-time.

*"Technicon has a proven track record building compelling sales systems for industry leaders. Building an effective and appealing product information site comes down to having both the technology and a creative design aesthetic. Their engine supports a wide range of visual styles, which is important to us, since we're continually evolving the user interface. **Our customer feedback shows we exceeded their expectations.**"*

**- Tony Hutchinson, SMC's Director of Marketing**

Learn more about what Technicon can do for your business.  
Contact Us Today!

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