

# Custom Wise

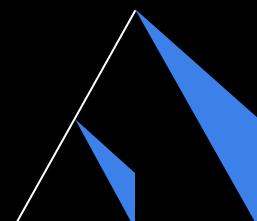


Instant Engineering-to-Order ... over the Web

Configure, Layout,  
Engineer & Visualize

Generate Proposals  
& Technical Drawings

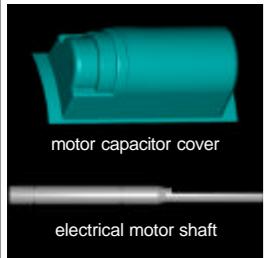
Sales Automation for  
Engineered Products



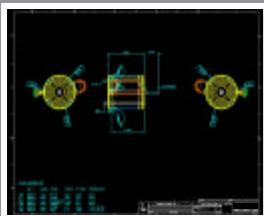
Design Power, Inc.  
*The ETO Solutions Company*

# CustomWise™:

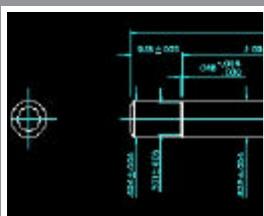
## Configurator that generates sales of engineered-to-order products



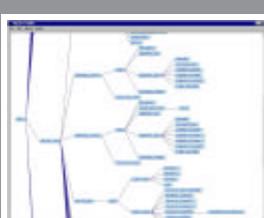
CustomWise configures and visualizes both standard and custom-engineered parts.



Drawings are important for industrial customers when assessing product fit.

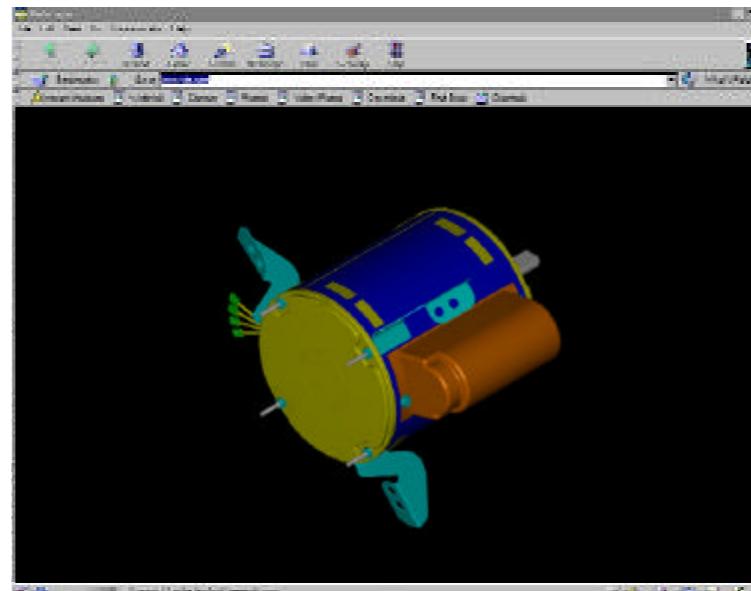


Auto-generated fabrication drawings for critical custom components.



Bill-of-Material like product models simplify capture of product configuration and engineering rules.

with  
instant proposals  
instant 3D visualization  
instant technical drawings  
allowing instant changes



CustomWise automatically configured and engineered this electrical motor to-order and visualized it in a browser window for review both in 3D and in detailed drawings.

CustomWise enables mass-customization by configuring engineered-to-order products at the point-of-sale. Working at Internet speed, customers review, modify and select custom engineered products that exactly meet their requirements before placing an order. CustomWise cements the partnership between customer and supplier by making every product design right the first time.

With CustomWise it is easy to input customer requirements to automatically generate realistic 3D-renderings, technical drawings and price quotes. Changes are implemented on the spot. Collaborative what-if scenarios and fast, multiple design iterations ensure complete customer satisfaction, and a complete, accurate final proposal.

### **Engineer-to-Order Configurator**

CustomWise is a true Engineer-to-Order configurator, with capabilities far exceeding those of typical configuration systems. It uses company product engineering and design rules to create any manufacturable variation of a product, including custom-engineered components and arrangements. It enables visualization of the product in 3-D, generates accurate technical drawings, produces complete technical descriptions and creates risk-free price quotations. With CustomWise you design the product the way your customer wants it, in an instant. It all adds up to a real competitive advantage.

Automated Engineer-to-Order configuration makes your sales force less dependent on your engineering department to produce quality proposals.

### **Satisfied Customers**

3D visualization and technical drawings help your customer understand the impact of changes and reach consensus on deliverables. With CustomWise, fast collaborative review of customer change-requests ensures informed acceptance of the deliverable, eliminating misunderstanding, and building customer satisfaction.

### **Internet Speed**

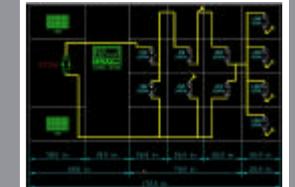
Web-based Engineer-to-Order configuration provides the sales-force, distributors and even customers with immediate 24/7/365 access to product engineering expertise that stays firmly in your control on your server.

### **Captured Knowledge**

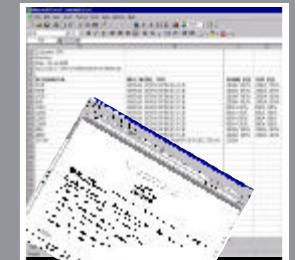
CustomWise makes capture of product knowledge spreadsheet simple. Its intuitive visual modeler lets product experts embed product configuration and engineering rules into a bill-of-material-like “super model” of a product family. When sales engineers, manufacturer’s representatives or even customers input order requirements, CustomWise uses the captured in-house product knowledge to configure and engineer the product precisely for that specific order.

### **Scalable**

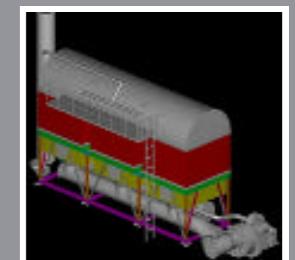
CustomWise brings the power of Design Power’s proven Design++ Engineer-to-Order capabilities to sales force automation. This heritage ensures scalability to back-office engineering processes as the level of supply chain automation increases.



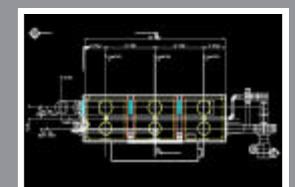
Auto-generated arrangement drawing and schematic for electrical equipment.



Auto-generated proposals generated in standard office software ensure accuracy and quality.



Heavy industrial equipment engineered-to-order automatically.



Auto-generated general arrangement drawings for equipment proposals.



## **Design Power**

Design Power, Inc. is the leading supplier of Engineer-to-Order solutions for manufacturing and construction industries. The company's knowledge-centric software suite automates product engineering and design through the capture and reuse of customer specific work processes, engineering design knowledge, and best practices.

To learn more about Design Power:

<http://www.dp.com>

For questions and product demonstration,  
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