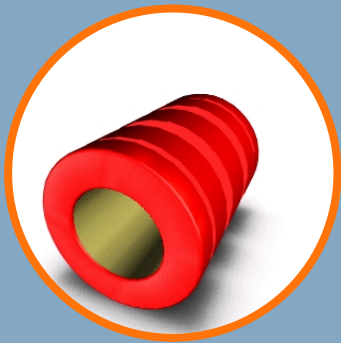


PACIFIC BEARING COMPANY

→ CASE STUDY

INCREASING SALES WHILE REDUCING TECHNICAL SUPPORT TIME WITH 3D PARTSTREAM.NET



Pacific Bearing has reduced technical support time by 10 percent, increased sales, and improved customer satisfaction by supplying configurable 3D models of its products online.

Pacific Bearing Company is a worldwide supplier of linear motion systems. For many years, the company marketed its diverse product offerings via traditional methods, such as printed catalogs, direct mail, and trade shows. In 2003, the company embarked on an initiative to save time and increase convenience for its customers by enabling them to download CAD models and drawings of products easily via the company's website.

According to Marketing Manager Lorena Meyers, the company also sought to reduce the administrative burden of responding to numerous customer requests for CAD data in multiple file formats. "Our engineering department was inundated with requests for models and drawings, which took our engineers away from their primary focus on product development," Meyers explains. "We were evaluating approaches to make product CAD data available online, when one of our engineers discovered the 3D PartStream.NET® online catalog solution from SolidWorks Corporation."

She adds that 3D PartStream.NET offers unique advantages, including the ability for customers to configure products easily online and download CAD data in appropriate formats for nearly all CAD systems. An online product catalog powered by 3D PartStream.NET would allow customers to test product fit and function directly within the equipment and machinery designs before purchasing the components.

Increased leads and sales

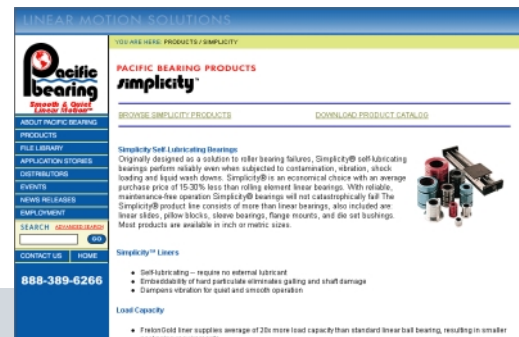
Since activating 3D PartStream.NET in April 2003, Pacific Bearing has registered more than 7,600 users of its 3D-enabled online catalog, generating a substantial increase in both leads and online sales.

"Our views and downloads have been increasing every month," Meyers says. "We are now averaging about 500 views and 300 model downloads each month. 3D PartStream.NET has increased our sales by making our products more convenient to test and purchase."

Prospective customers can find the company's online catalog via its website or through 3D ContentCentralSM, a free online directory of online catalogs powered by 3D PartStream.NET. A listing in 3D ContentCentral is free for 3D PartStream.NET customers and links tens of thousands of potential customers to Pacific Bearing's product offerings, attracting prospects that may not otherwise have been aware of the company's products. Tightly integrated within SolidWorks® 3D modeling software, 3D ContentCentral is a convenient resource for over 350,000 SolidWorks software users. The directory is also increasingly popular among users of other 2D and 3D CAD systems.

"3D Content Central has consistently been one of the top 10 web referrals to our site every month," Meyers notes. "Web usage for SolidWorks 3D models has increased significantly, and many of our customers really appreciate that we have SolidWorks models available."

Pacific Bearing's online catalog enables customers to easily configure and view the company's products in 3D and download CAD models, resulting in more than 7,600 new registrations and an average of 300 CAD model downloads a month.



3D PartStream.NET®

- Registered over 7,600 new users
- Achieved an average of 300 model downloads per month
- Reduced technical support time by 10 percent
- Improved customer satisfaction

- Pacific Bearing Company is a world-wide supplier of linear motion systems. For many years, the company marketed its products via traditional methods, such as printed catalogs, direct mail, and trade shows. In 2003, the company embarked on an e-Business initiative to save time and increase convenience for its customers by enabling them to download CAD models and drawings of products and make purchases easily via the company's website.
- 3D PartStream.NET technology from SolidWorks Corporation offered unique advantages that allowed Pacific Bearing to achieve its e-Business objectives by enabling customers to configure models online and download design data in a full range of CAD file formats. As a result, Pacific Bearing has increased sales, registered over 7,600 users to its online catalog, provided customers with over 300 downloadable product CAD models each month, reduced its technical support workload by 10 percent, and improved customer satisfaction.

Reduced technical support requirements

In addition to supplying a foundation for Pacific Bearing's eBusiness initiatives, 3D PartStream.NET helps to reduce demands on the company's technical resources. "Before implementing 3D PartStream.NET, we would get several calls for CAD models or drawings every week," says Cleve Koehler, product engineer in the company's Emerging Products Group. "We would have to drop everything and respond to these requests. Since implementing 3D PartStream.NET, our customer service requests have dropped off completely, which enables us to spend more time developing products."

Koehler estimates that 3D PartStream.NET is saving the company's engineers as much as 10 percent of their time, which was previously consumed by customer service requests. 3D PartStream.NET saves additional time through built-in support for multiple configurations of components. "We have 37 part families, all with a range of options, which translate into about 20,000 different parts," Koehler explains. "Using design tables, we can produce models of all the different options in a particular family from a single part design and make those available on the web. If we had to model each configuration individually, it would take many times longer."

Improved customer satisfaction

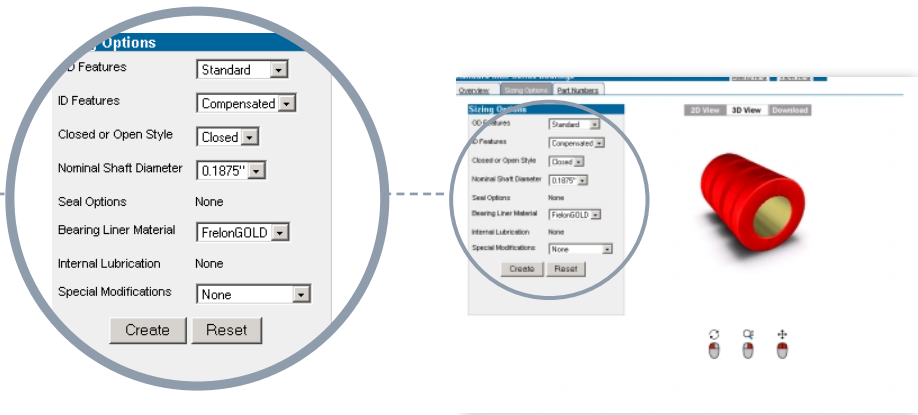
Since implementing 3D PartStream.NET, Pacific Bearing has received favorable feedback about the service from its customers. "3D PartStream.NET has worked out tremendously for us," says Sales Engineer David Forrest. "Our customers love it, because it saves them time and eliminates the chance for errors associated with remodeling. I have received many very positive comments about 3D PartStream.NET from our customers."

"Engineers, particularly those on the leading edge, are looking for solutions that save time and improve quality," Forrest adds. "3D PartStream.NET allows them to configure and import our products directly into their designs without spending additional time modeling or checking dimensions. It's a step forward for Pacific Bearing and our customers."



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Pacific Bearing's online catalog allows customers to specify features, styles, sizes, options, materials, and other parameters prior to generating 3D models of products that can be viewed and downloaded instantly.

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