SOLIDWORKS SELL

OBJECTIVE

SOLIDWORKS® Sell is a cloud-based 3D product configuration solution. This Software as a Service (SaaS) solution embeds into a brand's website, allows for automatic software enhancements and reduces the need for custom consulting solutions or additional hardware. Additionally, it lets internal teams, consumers and other users quickly configure products to show rich variations.

OVERVIEW

SOLIDWORKS Sell allows business professionals, consumers and design teams to have richer interactions with products. In the case of consumers, it allows them to personalize a brand's products. In the case of the brands themselves, their sales teams or internal product teams can use SOLIDWORKS Sell to pitch their products to others, showing the various options within the product. Manufacturers can build an eCommerce platform and populate it with a rich variety of customized products, in essence creating a digital catalog. Consumer customization and eCommerce data can then be analyzed to optimize manufacturing activities such as prototyping, inventory management and shop floor planning.

BENEFITS

SOLIDWORKS Sell offers benefits to brands and their customers. With personalization, brand owners can maintain brand identity, while their customers experience higher emotional involvement in the whole purchase journey.

SOLIDWORKS Sell allows consumers to:

- View all variations of a certain product in a single pane instead of multiple photos.
- See hi-res renderings of personalized products before purchase.
- Save time and effort by not traveling to a physical store.
- Make faster decisions as options are simplified.
- Share renderings through social channels for direct feedback.
- Obtain product insights anytime, anywhere, on any device.

It allows brands to:

- Engage customers in an immersive way.
- Show product options and configurations to customers before making a prototype.
- Reduce inventory and working capital requirements whenever manufacturing is done after the order.
- Optimize inventory management with the customer selection insights.
- Speed up the sales cycle.
- Save on expensive in-house custom applications or external consulting efforts which are difficult to maintain long-term.
- Leverage 3D CAD data for sales and marketing activities.
- Enhance brand loyalty.

CAPABILITIES

SOLIDWORKS Sell is available in three distinct editions, each of which provides multiple layers of functionality.

SOLIDWORKS Sell eCommerce enables integrations with eCommerce platforms for online or mixed online/offline sales.

It allows dynamic pricing through the customer journey.

It can be extended to include websites of retailers in a tiered network.

SOLIDWORKS Sell Digital Catalog updates a brand's catalog offerings with full 360-degree views of all products.

It streamlines online catalogs by condensing rich product configurations to one view and allowing consumers to personalize their own selections.

Using SOLIDWORKS Digital Catalog, brick and mortar merchants can increase the range of products on display via a tablet or touchscreen.

SOLIDWORKS Sell Customize

Allows teams (sales, marketing, product design) to pitch their product designs with all available configurations in a highly visual and interactive manner.

Share concepts before building prototypes or display to customers exactly what they will be buying with all their options fully rendered for them instead of a written product description or stock photo.

Across these three editions, SOLIDWORKS Sell includes several components.

SOLIDWORKS Sell Publisher is a SOLIDWORKS CAD plug-in that automatically convert products and components into meshes under the user control to optimize their use in real time.

SOLIDWORKS Sell does not require a SOLIDWORKS CAD seat because it is CAD agnostic and can directly accept any mesh from other CAD solid modelling software.

SOLIDWORKS Sell Widget is embedded inside one or several pages of a brand's eCommerce website. It enables consumers to personalize selected products without any CAD or engineering knowledge.

Anyone can personalize the product with simple interactive clicks and the widget displays an accurate, real-time 3D rendering of the personalized product.

SOLIDWORKS Sell has a robust Application Programming Interface (API) front-end enabling the brand owner to create a look and feel consistent with its corporate image.

SOLIDWORKS Sell Design Editor is an online tool that is part of the personalization platform, Design Editor is never seen or accessible to end-consumers. It receives the meshes of the branded products to be personalized and defines the product personalization capabilities customers can use, such as colors, materials, shapes and components.

SOLIDWORKS Sell supports dynamic pricing during the customer design and creates the resulting Bill of Materials (BOM) for the personalized product. It offers the ability to export to a 2D Drawing and an STL whenever required for 3D printing. SOLIDWORKS Sell is independent of specific manufacturing processes.

With its simple, intuitive UI, SOLIDWORKS Sell Design Editor requires almost no learning curve and no CAD or engineering knowledge. Consumers are supported by detailed videos and tutorials.

SOLIDWORKS Sell Design Back-End API integrates with existing platforms such as Enterprise Resource Planning (ERP), Client Relationship Management (CRM) and e-Commerce platforms. SOLIDWORKS Sell Back-End API is RESTful and provides an extensive number of fully documented specifications, protocols and tools to quickly implement the desired integrations with e-Commerce platforms such as Magento®, Shopify®, Woocommerce® and Prestashop.

SOLIDWORKS Sell offers additional options for brands and retailers to maximize insight into consumer preference.

High-Quality Rendering Packages

Brands, retailers or end-users can orient in space any 3D model and create high-quality, ray-traced renderings. Packages are provided for the creation of these standard renderings up to a maximum number per month. Rendering Packages are available in larger monthly quantities and with greater quality by virtue of the number of pixels, ray-tracing iterations, or dots per inch (DPI).

Analytics Package

SOLIDWORKS Sell interfaces with Google® Analytics. SolidWorks Sell does not capture any personal information about each user, such as identity, IP, or credit card info. It only uses a cryptic identifier provided by the brand owner.

In addition, the analytics package captures each of the user interactions during a session. This enables brands to understand which attribute values are used and the correlations between them to help define clusters and consumer behavior patterns.

Augmented Reality Package

SOLIDWORKS Sell allows users to interact with the product through Augmented Reality (AR). This allows brands to show their products in the context that the customer plans to use their product.

Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3D**EXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 220,000 customers of all sizes in all industries in more than 140 countries. For more information, visit **www.3ds.com**.

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