

STARC SYSTEMS, INC. SUSTAINING GROWTH IN TEMPORARY WALL CONTAINMENT SYSTEMS BUSINESS WITH 3DEXPERIENCE WORKS SOLUTIONS

Case Study



STARC Systems has relied on SOLIDWORKS design software since its founding to develop its innovative, reusable, temporary containment systems, which customers rely on to contain the dust, debris, and noise associated with renovation projects as shown here. More recently, the company has tapped key 3DEXPERIENCE Works solutions to support growth.

Challenge:

Find an efficient, affordable solution for managing the growing volume of SOLIDWORKS product design data to sustain the company's growth trajectory and allow it to continue to grow at a faster pace.

Solution:

Add cloud-based **3DEXPERIENCE** Works solutions, including Collaborative Business Innovator, Collaborative Industry Innovator, and Collaborative Designer for SOLIDWORKS roles, to the company's existing SOLIDWORKS installation to enable automated, transparent data management in the cloud.

Results:

- Enjoyed best year ever in 2020 with 59% growth
- Realized cloud-based, automated, transparent data management
- Improved workflows, revision control, and quality
- Supported remote working approach throughout COVID-19 pandemic

STARC Systems, Inc. designs and manufactures innovative, reusable temporary containment systems that customers rely on to contain the dust, debris, and noise associated with renovation projects. The acronym STARC stands for Simple Telescopic Airtight Reusable Containment. The company's FireblockWall™, RealWall™, and LiteBarrier™ containment systems use lift-and-drop connections and telescoping tracks to enable contractors, healthcare facilities, and building professionals to easily install, move, and reconfigure temporary wall panels, while providing a quiet, dust-free solution that eliminates the disruption of renovation.

Ideal for healthcare settings, where infection control protocols, great aesthetics, and disruption-free installation are mandatory, STARC temporary containment includes negative air pressure components that keep dust and debris isolated from patient care areas, as well as laboratory, testing, and staff areas. The company's products also serve commercial markets, including corporate offices, airports, data centers, life sciences and biotech facilities, and educational institutions.

Founded in 2013, STARC developed its first product in SOLIDWORKS® 3D mechanical design software because one of the founders, Vice President of Product Development Bruce Bickford, was an early adopter of SOLIDWORKS, having used it in various capacities since the first version of the software was released in 1995. "I already owned a SOLIDWORKS license and was one of the first SOLIDWORKS users, with serial number 498," Bickford recalls. "Having used the software for so long, it was a no-brainer to use SOLIDWORKS when we launched STARC Systems."

SOLIDWORKS has served STARC well, helping the company grow at a 20 to 30% rate year over year, and enabling it to be named to the Inc. 5000 three times and the Inc. 500 once. However, as the company's product line has grown along with its volume of product design data, the temporary containment system company needed an affordable, efficient solution for managing its data to continue to sustain its growth trajectory and take the company to the next level.



"Working with and managing data collaboratively in the cloud via 3DEXPERIENCE Works solutions is helping us prepare to manage future growth efficiently and effectively."

— Bruce Bickford, Co-Founder and Vice President of Product Development

"In 2018, we started looking into cloud-based PDM [product data management] and PLM [product lifecycle management] systems," Bickford recounts. "All of the applications that we use are already in the cloud, with SOLIDWORKS as our only desktop solution, and we didn't want to have to buy or administer a server to support a local PDM solution. We were evaluating cloud-based, CAD-neutral data management solutions and even tried one that didn't work well with SOLIDWORKS when we learned from SolidXperts, our reseller, that we could continue using SOLIDWORKS and obtain automated, transparent data management capabilities in the cloud by adding a few **3DEXPERIENCE**® Works solutions."

STARC added the cloud-based Collaborative Business Innovator, Collaborative Industry Innovator, and Collaborative Designer for SOLIDWORKS roles on the **3DEXPERIENCE** platform to its existing SOLIDWORKS Standard, Professional, and Premium installation in 2019. "We were actually one of the first customers to use the **3DEXPERIENCE** Works data management capabilities intensively and have used those tools to strengthen revision control and workflow management," Bickford notes.

CLOUD-BASED DATA MANAGEMENT FOR GROWTH

Since implementing **3DEXPERIENCE** Works cloud-based, transparent data management solutions, STARC has improved its workflows, tightened its revision controls, and boosted product quality overall. The improved workflow and data management structure enabled by these solutions contributed to STARC's best-performing year in 2020, with an annual increase in revenue of 59 percent.

"When we implemented the **3DEXPERIENCE** Works solutions, we initially focused on data management to get our revision-control system implemented," Bickford explains. "With revision control in place, we've begun instituting formal, regulated workflows as part of our strategic growth plan. Our company

is doubling in size every couple of years and our customers are demanding greater customization. To meet that need, we need to accelerate our rate of product innovation and more thoroughly formalize our workflows to manage innovation and change. As we get bigger, we not only need to increase product development throughput and add staff, we also need to move towards more of a team environment—with more design iterations and greater collaboration—and less of a task-to-task approach. Working with and managing data collaboratively in the cloud via **3DEXPERIENCE Works** solutions is helping us prepare to manage future growth efficiently and effectively.”

COLLABORATING REMOTELY DURING PANDEMIC

STARC was extremely fortunate to have implemented **3DEXPERIENCE Works** data management solutions in late 2019, because the ability to work remotely in the cloud left the company well prepared for the lockdowns in 2020 associated with the COVID-19 pandemic. “When the pandemic lockdowns came in early 2020, we were essentially forced to work remotely for an entire year,” Bickford points out.

“With **3DEXPERIENCE Works** cloud-based data management capabilities, we got very productive and comfortable working collaboratively in the cloud,” Bickford continues. “Although we worked remotely, we became more efficient, which, combined with growing demand for containment, contributed to our best year ever.”

BETTER CUSTOMER COMMUNICATION VIA RENDERINGS

In addition to forcing STARC product developers to work remotely, the COVID-19 pandemic compelled the containment company to make greater use of video applications for meetings with clients and photorealistic renderings produced in **SOLIDWORKS Visualize** for communicating product ideas. “Before the pandemic, we would create renderings to sell product ideas internally and occasionally for customers,” Bickford stresses.

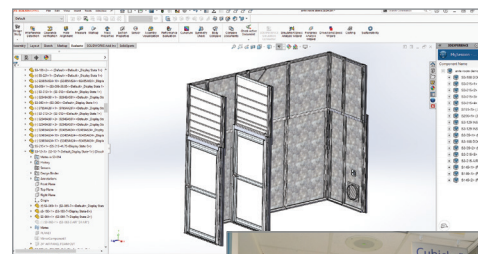
“Recently, we’ve needed to create and use a lot more renderings for customer presentations, especially to facility managers during the pandemic,” Bickford adds. “As the volume of our product design data and related data like renderings continues to grow, having a collaborative, secure

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database in the cloud is a real benefit in more ways than one. It ensures data integrity, which frees up people from worrying about whether they are working with the right file or overwriting something that they shouldn’t.”



Since implementing **3DEXPERIENCE Works** cloud-based, transparent data management solutions, STARC has improved its workflows, tightened its revision controls, and boosted product quality overall without having to purchase expensive server hardware.

Our **3DEXPERIENCE®** platform powers our brand applications, serving 11 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3DEXPERIENCE** Company, is a catalyst for human progress. We provide business and people with collaborative virtual environments to imagine sustainable innovations. By creating ‘virtual experience twins’ of the real world with our **3DEXPERIENCE** platform and applications, our customers push the boundaries of innovation, learning and production.

Dassault Systèmes’ 20,000 employees are bringing value to more than 270,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

