



Philips Lumec

Creates outdoor lighting fixture configurator with 3DVIA

3DVIA was the best solution to give our clients what they needed.



Jean Giannetti
Sales Engineering
Technical Support
Philips Lumec

Challenge

Philips Lumec needed an online platform that would allow all of its business partners to easily configure outdoor lighting solutions that are functional, feasible and harmonize with their surroundings.

Solution

Philips Lumec chose 3DVIA as a platform for its online outdoor lighting fixture configuration tool.

Benefits

With 3DVIA, Philips Lumec integrated its SolidWorks 3D models with an online configurator that allows users to assemble, visualize and order lighting solutions, reducing requests for presentation drawings of standard products by 96%.

PHILIPS LUMEC

Taking product visualization and configuration online

Like many other manufacturers, Montreal-based outdoor lighting maker Philips Lumec traditionally sold its products with conventional paper-based catalogs and static online product pages. With Lumec's large number of styles and possible configurations of luminaires, poles, brackets and other accessories, however, the company wanted to give its business partners and customers an easy and interactive way to configure lighting fixtures that was as flexible as the Philips Lumec product line.

"Customers would go to the catalog and see the different products – the pole, the brackets, the luminaires – but it wasn't easy to envision what it would look like when it was assembled," says Jean Giannetti, sales engineering technical support at Philips Lumec. "We wanted to give all of our users – engineers, architects, consumers – a powerful shopping solution that would help them make the best possible choices for their projects while making the ordering process even easier."

Giannetti says that although the company had an internal configuration tool linked to its ERP system, it was available only to Lumec staff members and representatives. Lumec's inside sales agents and designers therefore had to create a large volume of 2D presentation drawings in response to customer inquiries, which sometimes resulted in a two-day wait for customers to receive a

response. The process also tied up skilled engineers on routine configuration work rather than high-value design work.

"We handled a lot of those requests – more than 115 per month – of which more than 70 were simply for standard catalog items," Giannetti says. "Too often, we had to go back to the customers and tell them that the configuration they had asked about simply couldn't be manufactured, which would start the entire process again."

Creating an easy, fast online configurator with 3DVIA

To resolve these issues and provide a level of customer service unique in its industry, Lumec sought a flexible, easy-to-update solution that would allow both professionals and consumers to accurately configure and visualize virtual 3D models online. It chose 3DVIA from Dassault Systèmes to create Lumec 3D, an online configurator that draws from the company's existing 3D SolidWorks models to help all of its users accurately visualize, assemble and order lighting solutions online.



Lumec 3D gives users the tools to customize a fixture, place it in an image of the setting where they plan to install it, view it from virtually any angle, and then capture those images to use in presentations.

Try it at
www.lumec.com/Lumec3Dv2/Home/Index_en.php

3DVIA was one of the few solutions that allowed us to assemble 3D models online.

Francois Sabourin
Logistic Analyst and
SIL Programmer
Philips Lumec



The 3DVIA team was wonderful. It was smart of us to team up with 3DVIA, that's for sure.

François Sabourin
Logistic Analyst and SIL Programmer, Philips Lumec

With support from the DS 3DVIA team, Lumec 3D pulls the information about each product directly from the company's ERP system and SolidWorks models, avoiding repetitive data entry and ensuring orders are based on a single, consistent version of product data. Since its initial implementation, several updates have enhanced the functionality of Lumec 3D. In addition to a basic tool geared to all users, including architects and engineers, Lumec has created an even more sophisticated version for its agents with added functionality.

Since the configurator was introduced, requests for presentation drawings on standard products have been reduced by 96%, from more than 70 per month to less than three. Requests for more complex configurations have been cut by nearly 50%. The system is available around the clock, customers get an immediate answer to their inquiries, and the system automatically blocks orders for non-feasible configurations.

The configurator is so popular, in fact, that Lumec quickly signed up 1,100 registered users, more than double its initial target for the project, and attracted more than 4,000 visitors in its first year. To make it straightforward and easy to use, the public version for customers offers limited products and features. The version for Lumec agents is more powerful, allowing them to build a complete project line to obtain specification documents, determine pricing and calculate pole load restrictions.

"It's fast and really easy for our users," Giannetti says. "They just need a free web plug-in from 3DVIA that is easy to install and maintain. Lumec 3D helps them be less reliant on us for support and information, and it really saves our agents a lot of time."

3DVIA gaming engine offers competitive advantage

François Sabourin, logistics analyst and SIL programmer at Philips Lumec, says the company hopes Lumec 3D will result in a competitive advantage with the company's dealers and customers, most of whom have the choice of multiple lighting suppliers. Making Lumec's products faster and easier to order accurately

should give the company an edge in competing for such business. "It's certainly one of the goals we want to achieve," he says.

Customers and agents are already seeing the benefits of not only improved accuracy, but improved visualization of a fixture design in context of the environment where it will be installed. For example, the 3DVIA-based technology allows users to superimpose configured fixtures onto a drawing or photograph of their site, making it easy to evaluate exactly how a given luminaire will look in the setting from every angle.

"Since 3DVIA is a game engine, it gives us a more powerful tool than any of its competitors," Sabourin says. "No one else offered the ability to move around the model and capture images of the model in any way you want. It makes it very easy for the user to create nice documents of our lighting solutions."

Lumec 3D, available on the Lumec website, allows users to fully configure any luminaire, bracket and pole in the Lumec catalog. The system automatically blocks configurations that cannot be manufactured.



Giannetti says Lumec 3D also allows users to export the 3D file to include in their own plans and is compatible with software such as 3D Studio and SketchUp, commonly used by architects and other building professionals. 3DVIA also makes Lumec 3D flexible and easy to update. "When we do a new product, I put all of my data in the ERP system, which I have to do anyway, and it's automatically going to be available and work in Lumec 3D," Giannetti says.

Next stop: Market research

Thanks to the Lumec 3D configurator, Giannetti says the company has been able to significantly reduce the size of its paper catalog and rethink its purpose. The catalog, which previously served primarily as an ordering tool focused on specifications and technical details, has been transformed into a marketing showcase for the beauty of Lumec's products.

The newest version of Lumec 3D, which the company just released, includes even more products and the ability to calculate the luminous center of the different luminaire types, which automatically helps users select compatible poles of the right height for each lamp. Lumec also has plans to begin using the configurator with its agents and customers for market research on potential new product offerings by allowing them to see the products in context and give feedback on their design.

"3DVIA has definitely been the best solution for us to give our clients what they need and what we were looking for from Lumec 3D," Giannetti says.



Since introducing Lumec 3D, requests for presentation drawings on standard products have been reduced by 96%, while requests for drawings of complex configurations have been cut nearly in half.



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