

## **Kitchen Retailers Increase Sales Funnel and Design Options with 3DVIA Home 2014**

### ***Omni-channel Solution with Superior Ease of Use Drives Revenue and Customer Satisfaction***

**Paris, France – May 20, 2014** — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, a world leader in 3D design, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, introduces 3DVIA Home 2014 which extends the cloud-based application's industry leading ease-of-use to a range of new capabilities for consumers and sales associates.

3DVIA Home is a 3D space planning application for kitchen and bath retailers, manufacturers and their customers. The solution provides a seamless web-to-store consumer experience that helps convert prospects to sales. 3DVIA Home's patented automated proposal wizard applies design rules to generate fully functional kitchen configurations, enabling customers to reach better decisions faster and with greater confidence while increasing retailers' revenue by increasing the number and quality of sales leads and shortening the sales cycle. The easy to use application requires no special training.

The solution is in use by 2,000,000 consumers and home improvement retailers such as Cuisine Plus, Fly., Ixina, Lapeyre and Castorama, a Kingfisher company and the #1 home improvement retailer in France.

“Because of its ease of use and automated configurations, 3DVIA Home 2014 enables our customers to visualize and estimate the cost of their dream kitchens right on our website,” stated Laurence Caurette, Director Marketing & Communication. “The web-to-store customer experience results in both greater sales efficiency and customer satisfaction. We are confident we will improve our revenues as a result.”

3DVIA Home 2014 adds capabilities for custom countertop design, detailed installation instructions, usage and performance reports and an assortment of room design features. Using the same cloud-based application customers use at home, the 3DVIA Home 2014 in-store option adds powerful, yet easy to use features for sales associates, design consultants and sales management.

3DVIA Home's key new features support:

**Custom Countertop Design** – 3DVIA Home provides an intuitive experience to design custom countertops that meet customer and manufacturer’s requirements. Extremely easy to use, the worktop editor provides creative freedom while ensuring an accurate and manufacturable countertop design. Included is the ability to apply straight and curved edges, cutouts, edge profiles, texture directions, and cuts and splits. Ease-of use elements include automatic snapping to base cabinetry edges and direct modification of dimensions.

**Accurate Installation Instructions** – A fully functional 2D editing environment helps ensure the creation of accurate installation instructions. Proper installation results in higher levels of customer satisfaction and loyalty. 3DVIA Home automatically creates fully dimensioned plan and elevation views that can be easily modified to add further clarity. The editor provides a complete set of functions for dimensions, notes, annotations and layer control.

**Meaningful Business Insights** – A web-based reporting portal delivers valuable usage reports that provide insights into consumer behavior and help identify high-quality prospects. Standard reports include sales funnel metrics, website and store activity, prospect maturity levels, product choices and average kitchen sizes.

**Access to Prospect Data** - To speed access and retrieval of a customer or prospect’s project data, 3DVIA Home provides quick search capabilities. Sales associates can search by contact name or e-mail address to view customer contact information, store assignment, prospect maturity level and a list of all related 3D space planning projects.

**Unsurpassed Consumer Experience** – For both sales associates and consumers, the latest release of 3DVIA Home provides a vast array of new features and enhancements that further extends 3DVIA Home’s ease-of-use and functionality. New capabilities include the ability to import 2D layouts, enhanced rendering, improved project estimate formats, more décor choices, larger selection of paints and tiles, media management, and 3D measurement capabilities.

More information on 3DVIA Home 2014 can be found at: [www.3ds.com/3dvia-home-2014](http://www.3ds.com/3dvia-home-2014)

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#### **About Dassault Systèmes**

Dassault Systèmes, the 3DEXPERIENCE 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 190,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

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