



YOURS, MINE AND OURS

TURBO-CHARGE THE CUSTOMER JOURNEY



PERSONALIZATION IS NO LONGER A PERK, IT'S A REQUIREMENT

It's a fact. Customization and personalization serve to enhance the brand-customer relationship and boost sales. So, why isn't everyone doing it? Simple answer: they should be. Today's consumer expects a certain level of ownership over a product before purchasing it. Whether taking a test-drive, ordering sample products to try at home, or interacting with digital experiences to personalize and share for feedback - there's no doubt that these engagements inspire a deeper attachment to a product before a buying decision has been made. But, why stop there?

APEXelect: turbo-charge the customer journey

As part of 3DEXCITE APEXsuite, APEXelect provides product configuration on steroids. Offer customers configurability at every point along their customer journey and watch them evolve into an advocate, ambassador and advisor for a brand overnight. This modular solution can be tailored to fit your brand's exact needs. With several components available, the solution can be as broad or exact as required to fulfill marketing prerequisites. Scaling is easy and direct with options including: APEXelect (Premium Dealer POS System), APEXimagegen (2D Layer-based Web & Mobile), APEXstream (3D WebGL-based Web & Mobile + Streaming-based premium mobile with a 2D fallback solution).



APEXelect is the catalyst to enhancing every interaction a customer has with a brand. Based on the valuable data prospective purchasers share in a retail POS, 3DEXCITE has developed an approach to reward them with MORE personalization. Why not reflect their ideal product options everywhere they shop? Online, at-home or in-store, the content is always relevant because they've 'designed' it. The messaging resonates because they've shared their exact product essentials and upselling is inherent because based on all of this, predicting the NEXT BEST PRODUCT is no longer a gamble.

Leverage your media network, agency network and bolster the CRM approach simultaneously with the APEXelect solution. Because the information flowing to-and-from the customer is supported on the back-end by 3DEXCITE's render-cloud, the data can feed these outlets with up-to-date information which streamlines the activities of all three almost instantly.

EXPERIENCE is everything.

Tell someone a story and they might remember it. Give someone an EXPERIENCE and they'll never forget it. Anyone who has ever read a white-paper about Marketing has reviewed



the ever-changing virtues and importance of storytelling. We're not denying that it's a necessity, we're just saying that there's more than one way to do it. Traditional Marketing relies on pretty pictures and movies. Those are as relevant today as they were 30 years ago. But now, why not do more?

With APEXstream, Marketing campaigns can harness the power of a full 150% POS 3D model on almost every device. Of course, the better the hardware the better it reacts to input and will compute the images faster. Web Streaming into a Browser is Plugin free and nothing has to be installed to make it run. Simply open the Web page to configure a product in real-time 3D.

Animations and effects can also be streamed if the 3D Scene provides for it and if the bandwidth is robust enough. Additionally, loading times are diminished if the server is already running the requested model and scene. Your customers can experience their product, their way in a fully immersive environment.

To learn more about APEXelect, contact your 3DEXCITE Business Partner. We're happy to continue the conversation, provide a demo or consult on your particular use-case.

Visit 3DEXCITE.com to see our full suite of products, services and solutions.

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

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.

