

Bringing Engineering Knowledge to the Point of Sales

Empower your sales team with your company's expert engineering knowledge, without adding additional resources. Autodesk® Intent is the solution to transform non-experts into experts and use your company's engineering and process knowledge at the point of sale.

Autodesk Intent captures customer requirements for Engineer-to-Order (ETO) products and transforms them into fully specified solutions. Engineering-intensive processes are streamlined, compressing sales cycles and simplifying order management and fulfillment. The resulting transfer of knowledge from expert-level resources to the point of sale eliminates bottlenecks, increases responsiveness, and accelerates time to market.

Autodesk Intent applications can be used by sales teams, distributors, order management personnel, product engineers, or customers over the Internet. These tailored applications deliver the lowest cost of ownership for deploying expert-level engineering knowledge across the extended enterprise because they are easy to develop, deploy, and maintain.

The ETO Challenge

ETO businesses provide unique, custom-engineered products for every client. The nature of an ETO business requires that companies invest engineering resources just to create a proposal for a prospective customer, with no guarantee of an order.

The biggest challenge ETO businesses face is at the point of sale, when expectations, and often price, are fixed for the entire life of the order. Detailed engineering information, often beyond the scope of sales people, must be captured to create a custom-engineered solution, quickly and at the lowest possible cost. Not capturing this crucial information can result in inaccurate or incomplete engineering data that erases profit margins and affects perceived product quality as well as the ability to win business.

In addition, any post-order changes require that engineering reevaluate the design and assess the affect on price and fulfillment. This time-consuming process can create sales and engineering bottlenecks that can ripple throughout the organization.

To meet these challenges, ETO businesses must be able to easily share their engineering knowledge resources with sales, order processing, production engineering, and new product development, extending their expert knowledge where it is most valuable.

The Autodesk Intent Role

Autodesk Intent captures and reuses the expert's engineering knowledge to model ETO solutions and their complex interdependencies at the point of sale. Unique, engineered solutions, based on customer requirements, are created and visually displayed. Iterative changes can be evaluated against the engineering knowledge model to optimize a solution, without tying up valuable, expert resources. As a result, customer expectations are set correctly, crucial requirements are captured accurately, engineered solutions are created, and margins are protected, before a proposal is even submitted. When the time comes to submit a complete proposal, it is automatically created, including customer requirements, price quotations, drawings, and all deliverables to manufacture the solution.

Autodesk Intent enables ETO businesses to

- Capture and reuse engineering knowledge to configure engineered solutions at the point of sale
- Provide real-time, accurate quotations, configuration options with drawings, and customer-ready proposals
- Predict margins and protect profitability, before a proposal is submitted

Benefits with Real Results

By using Autodesk Intent to extend engineering knowledge, an ETO business can increase sales, operate with greater efficiency, and maximize the value of existing technology investments through flexible deployment options.

Increased Sales

With Autodesk Intent, ETO businesses can

- Shorten sales cycles using a responsive, interactive tool
- Increase sales effectiveness
- Attract, train, and retain sales people and distributors
- Evaluate trade-offs when optimizing a solution
- Enable customers to configure their own solution and evaluate alternatives
- Eliminate lost business due to slow quote turnaround
- Increase customer satisfaction by virtually eliminating order errors
- Introduce new products easily

Increased Operational Efficiency

With Autodesk Intent, ETO businesses can:

- Reduce order fulfillment cycles and time to cash
- Reduce order entry duplication, rework, and errors
- Reduce cost of poor quality, scrap, rework, and delays
- Reduce engineering resources required for each order
- Build proposals with predicted costs and margin consistency
- Create shorter lead times by optimizing use of configuration elements available in inventory
- Reduce redundant component design by accessing and reusing designs

Fully automated sales engineering applications incorporating engineering and pricing knowledge



Multiple Deployment Options for Maximum Flexibility

Autodesk Intent provides an open framework for integration with external programs, databases, and business systems, enabling you to take full advantage of existing IT investments. Run-time licensing provides flexibility for seamless deployment regardless of organizational structure.


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