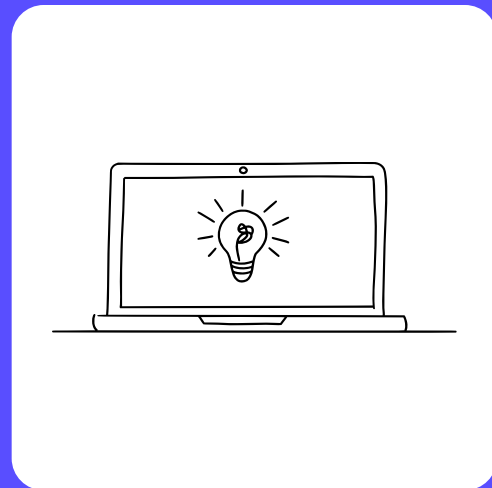Sanitary, furniture, cars, bathrooms - development of 2D & 3D configurators

We are experts in all areas of configurator development
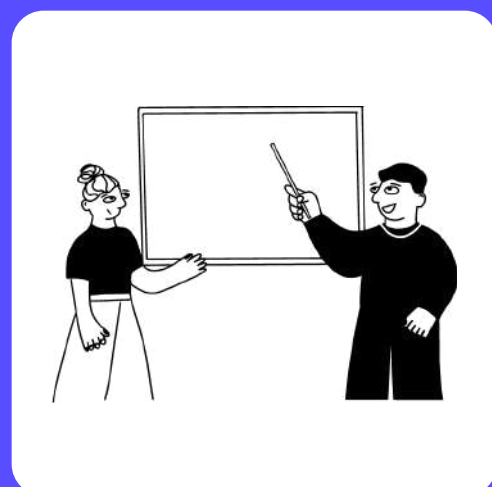
Use cases

Web configurators

Our product configurators are optimised for every end device and ensure a uniform brand presence. Performance and quality are the technical challenges that we utilise to the full using WebGL technology and real-time 3D rendering.

B2B and sales

There are hardly any more effective tools for sales staff than a 3D configurator that visualises the diversity of the product range in a high-quality way. The products are shown in various application scenarios, depending on their orientation.

Trade fairs and presentation

Large-scale and eye-catching presentations are particularly in demand at stimulus-flooded locations such as trade fairs. Here it is important to be technologically up to date in direct comparison with the competition and to shine with quality and a wow effect.
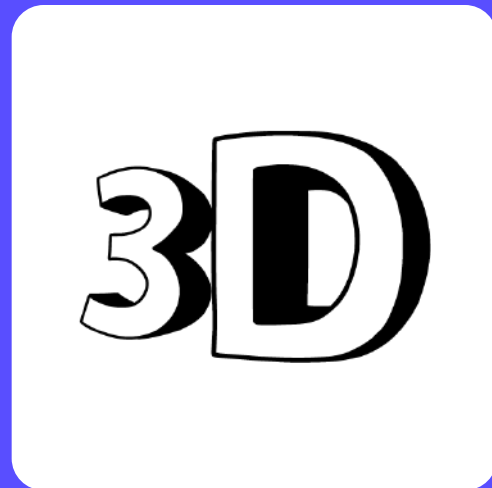
Stores

In local shops, digital product configurators enable the direct personalisation of products. This customisation creates added value for the customer as it creates a personal bond with the product.

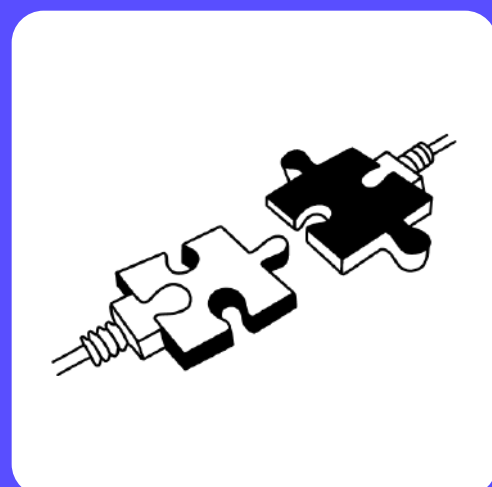Our product configurators offer the following

Key features

3D visualisation

With our platform-independent configurators, we map the increasingly specific requirements for products in **2D and 3D**. Whether in the web, mobile or installation area, we guide users intuitively and easily to different products.
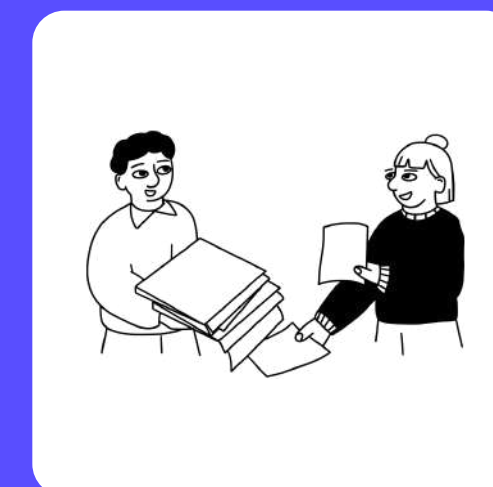
Price calculation

Calculate the prices of your products on the fly with any level of complexity. The true strength of a product configurator is the **interplay of visualisation paired with the provision of complex business logic**. Use the configurator as a tool for your digitalisation strategy.

ERP and merchandise management systems

Use your product configurator to connect to the **local ERP system, the SAP cloud and to integrate your inventory**. There are dozens of ways in which an intuitive product configurator can help you manage your goods.

Rules and business logic

One of the main advantages of a product configurator is the set of rules to be designed, which represent all product-specific properties. With a configurator solution from Ventzke Media, you can take the next step towards digitalisation and **optimise your business logic at the same time**.

Whether in the web, mobile or installation area

Our configurators can also:

➡️ Mapping product logics in 3D and real time

➡️ Calculate prices in different currencies and for different markets

➡️ Quotation management, creation of real-time quotations and transfer to external systems (CRM, ERP, SAP, etc.)

➡️ Create 2D design drawings in real time

➡️ Assignment of sales representatives for different postcode areas

➡️ Update product features using CMS

➡️ Manage projects, duplicate and archive configurations

➡️ Role/rights management for office and field staff

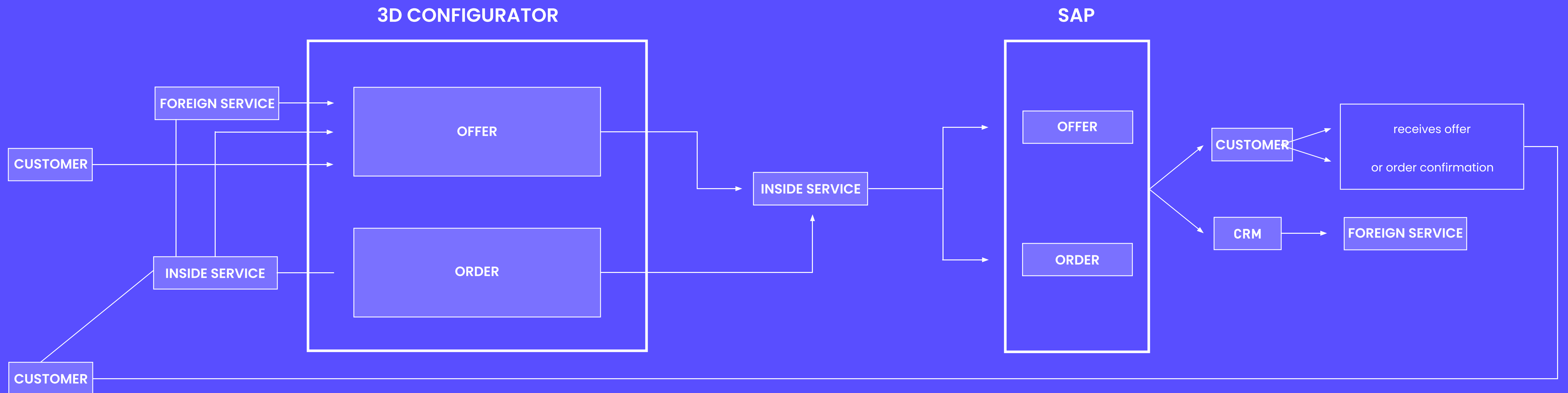➡️ Intuitive error management in the UI

➡️ Perfect onboarding for new users using tooltips and a modern UI familiarisation route

Process automation

ERP & SAP-based configuration processes

3D CONFIGURATOR

FOREIGN SERVICE

CUSTOMER

INSIDE SERVICE

CUSTOMER

OFFER

ORDER

INSIDE SERVICE
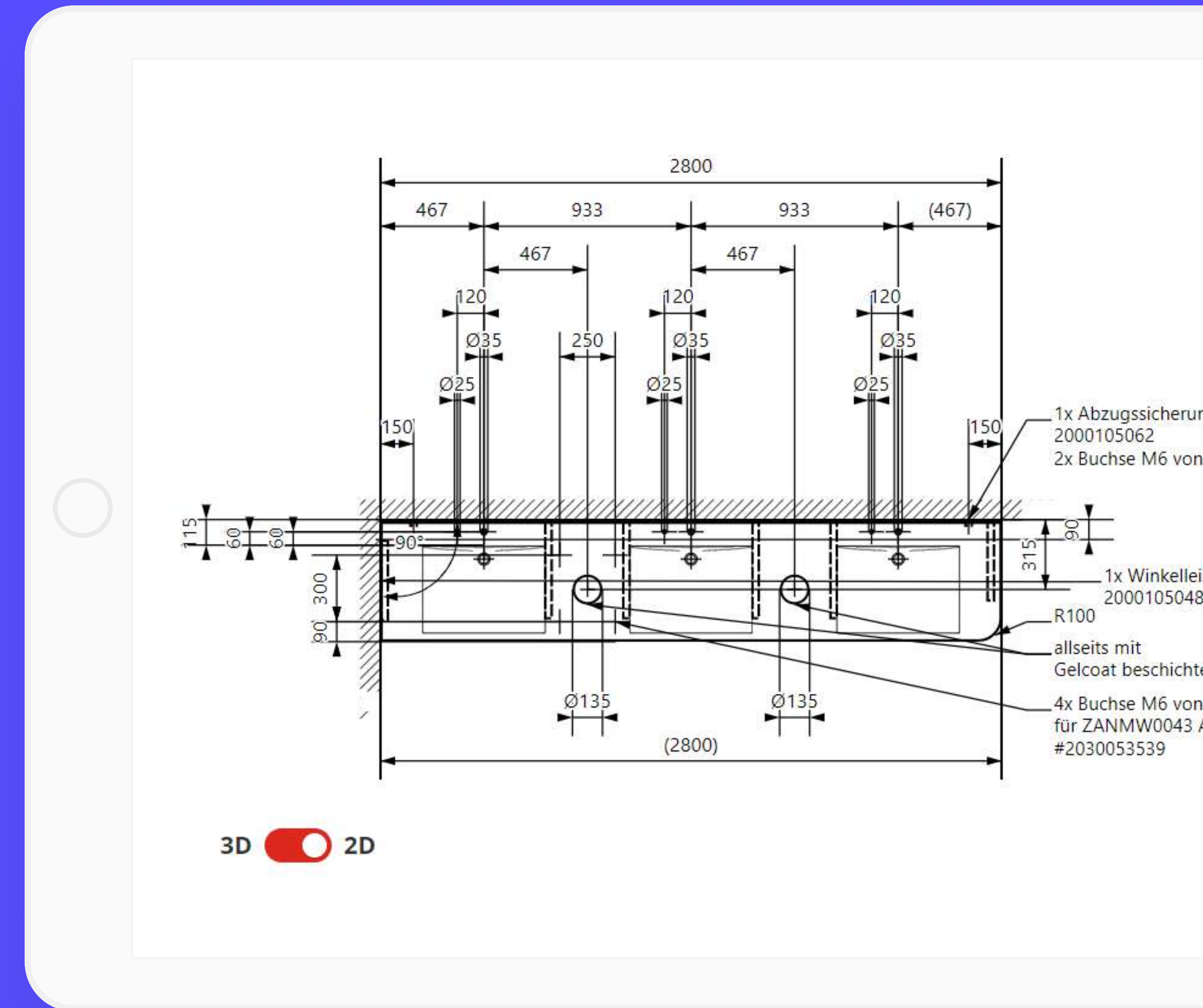
SAP

OFFER

ORDER

CUSTOMER

CRM

receives offer

or order confirmation

FOREIGN SERVICE

The quality of every product starts with the drawing

Users of our configurators have the option of switching from the 3D to the 2D view in the front end and can also continue configuring in this view. The 2D view in the configuration process is based on an SVG and represents a scaled-down version of the product.

In **the PDF that is later generated on-the-fly**, the product is then output as a fully-fledged design drawing with all dimensions for later production.
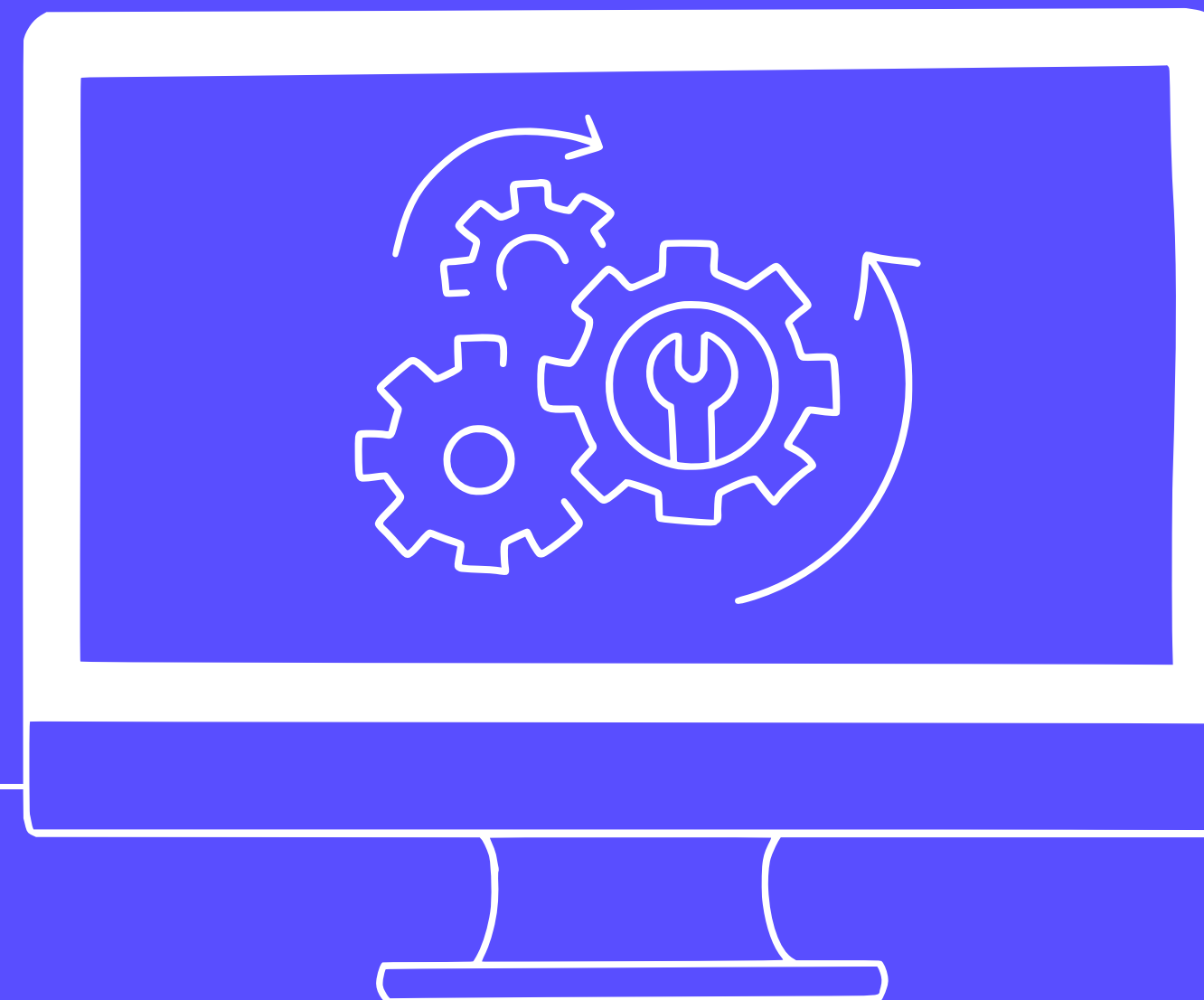
Coupled with the direct connection to your SAP, CRM or AX system, this **results in a fully automated digital process** that **saves your organisation's employees time and money**.
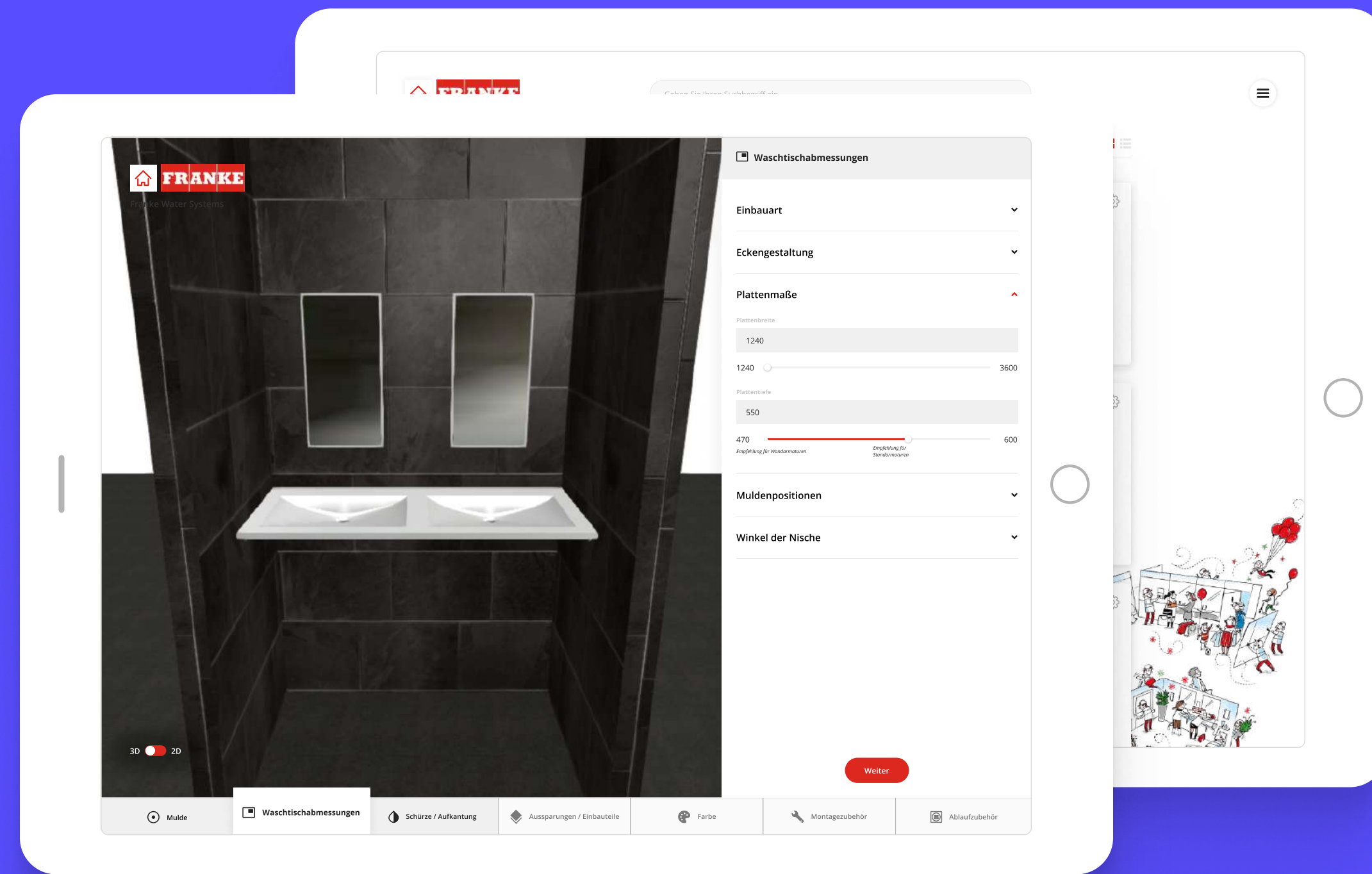
Creation of regulations

Over the last few years, we have implemented complex sets of rules for various requirements. We have also developed self-maintaining rule sets with which clients can update complex product logics, prices, dependencies, employee role rights, markets, etc. themselves.

Together with our client, we develop a **control flow chart** in workshops at the start of the project. Before implementing self-maintaining rule sets, we always take a holistic view of the cost-benefit framework and make recommendations as to which rule set components can/should remain static. However, care must be taken from the outset to ensure that the **set of rules remains flexible and scalable**.

Our configurator showcase: 4 years & over 6,000 working hours

3D configurator as sales & pricing tool for KWC Group

The client

KWC (formerly Franke Water Systems) is one of the world's leading suppliers of innovative and intelligent washroom and sanitary solutions for the public, semi-public and commercial sectors. KWC is primarily involved in the development of complete sanitary systems that are designed for durability, excellent quality, functionality and design.

The challenge

The information and ordering process for complex products such as KWC washbasins had potential for optimisation. Before the project began, the processes were relatively long and non-transparent for customers and involved time-consuming steps for employees. These processes were digitalised and optimised to increase customer satisfaction and save costs. satisfaction and cost savings.

Our solution

A touchpoint-enabled product configurator was designed that allows users to digitally configure washbasins. The 3D configurator provides real-time feedback on technical feasibility and a price estimate. Based on the automatically generated technical drawing, washbasins can be manufactured directly in the factory. The configurations created are also transferred to the SAP system.

Disciplines

Product development & workshops

Prototyping & UX design

Software development

3D modelling

Cloud hosting integration (Microsoft Azure)

Technical consulting

Team as a service

Milestones

2018: Design thinking / start of collaboration

2019: Launch MVP / Presentation at ISH trade fair

2020: Continuous delivery / technical drawings

2021: CD / internal area

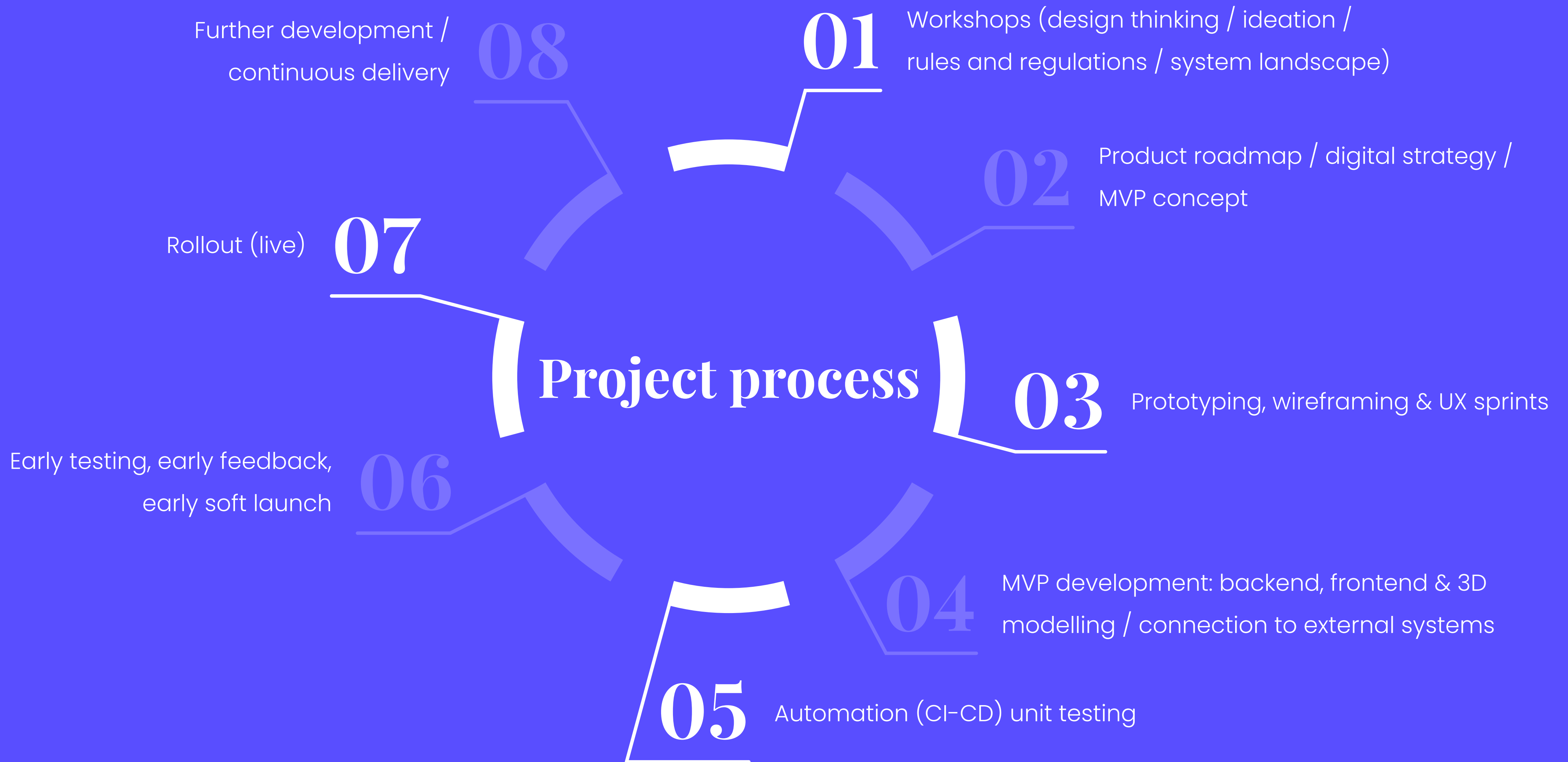**2022:** CD / SAP S/4 HANA conversion

Features

2D & 3D product configuration

Quotation creation & technical drawing (PDF)

Multilingualism & SAP connection

Progressive web app (PWA)

Assignment of employees via postcode areas

Project process

08 Further development / continuous delivery

01 Workshops (design thinking / ideation / rules and regulations / system landscape)

02 Product roadmap / digital strategy / MVP concept

07 Rollout (live)

03 Prototyping, wireframing & UX sprints

06 Early testing, early feedback, early soft launch

04 MVP development: backend, frontend & 3D modelling / connection to external systems

05 Automation (CI-CD) unit testing

We specialise in high-performance product configurators

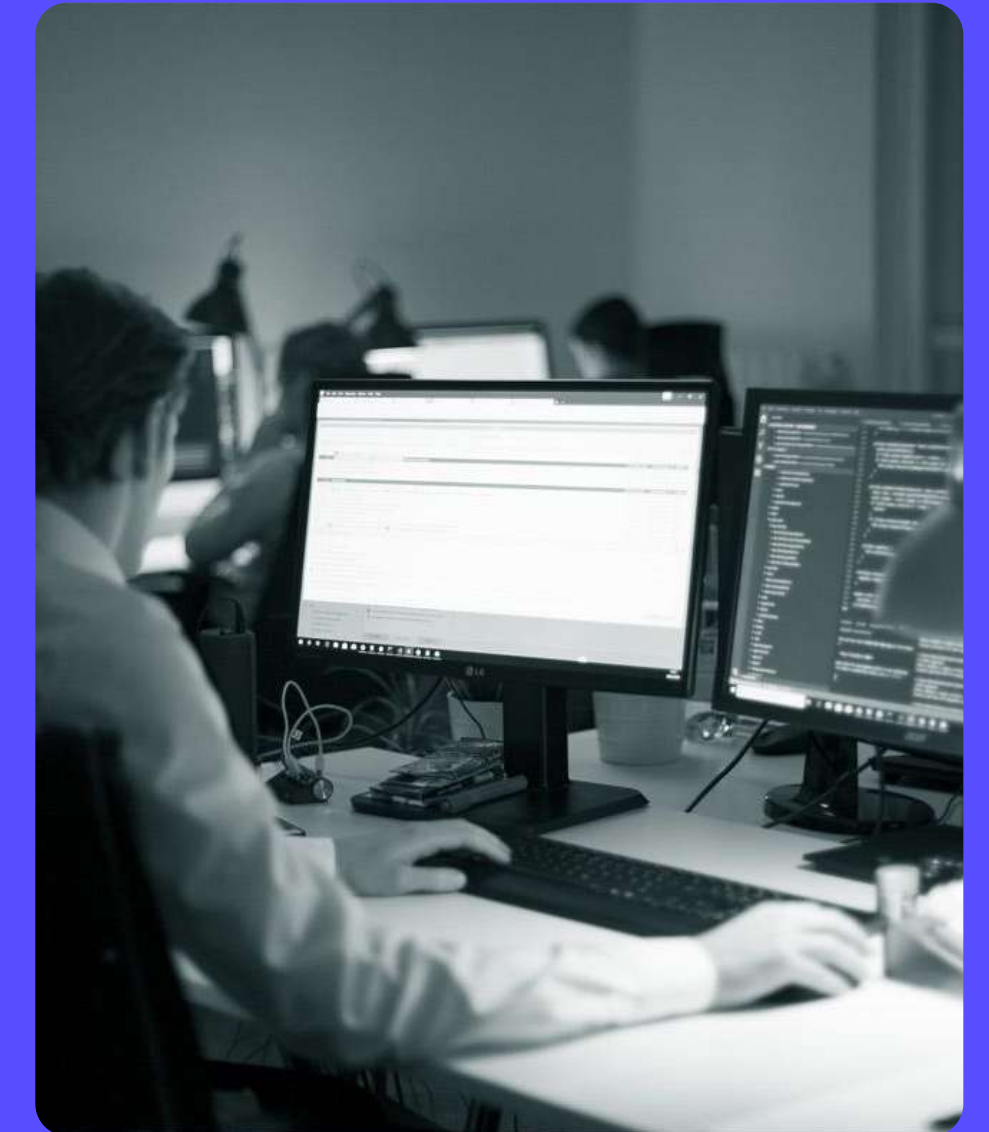# Which experts make up our configurator teams?

💻 2-4 x Fullstack developer

🖌️ 1-2 x UX designer

💻 1-2 x 3D architects

💬 1 x Project manager / QA

💼 1 x Product owner

We develop unique solutions from a user perspective and business-driven

What are our development experiences?

We have been designing and developing customised software for product configurations **for over 7 years**. We have been working on our configurator showcase, the KWC 3D configurator (formerly Franke), for more than 4 years and have **invested over 6,000 hours** in the project.

What sets us apart:

➡️ be able to respond flexibly and agilely to requirements that only arise in the course of a configurator project and **were often unforeseeable**.

➡️ can quickly empathise with complex logical requirements.

➡️ We **always take a long-term view** of configurator projects and plan a product roadmap together with our client that works in the short, medium and long term.

➡️ Develop configurator projects as a holistic software solution that covers far more use cases than just visual 3D configuration.

➡️ use a modern technology stack that is high-performance, scalable and state of the art.

➡️ provide a **great team** of software developers, UX designers and project managers.

Which UX frameworks & user tests do we use?

We are experts in the field of UI development and have **over 20 years of experience** in the design and realisation of intuitive interfaces.

We scrutinise user actions, conduct user research, UX testing and user analyses.

We optimise our interfaces individually for digital touchpoints.

For web-based applications, we use physical devices or virtual test programmes with which we can carry out cross-browser testing.

➡️ Data analyses

➡️ Crossbrowser testing

➡️ Creative prototyping

➡️ Wireframing

➡️ User reserach

➡️ User story mapping

➡️ User testings

➡️ Design sprints

➡️ UX design & UI design

➡️ Design thinking & ideation workshops

Project management and development methods

We essentially work in an agile way and mix modern PM methods

When developing new software, we work agile according to Scrum and combine it with Kanban (70/30). This allows us to respond flexibly to changes in requirements and thus develop a new product or MVP more quickly. We therefore combine both methods and **also take the client's workflow into account**.

When further developing a software product that has already been rolled out, **we switch to maintenance mode** and work in an agile Kanban environment.

To ensure the source code quality of our configurator software and complex business logic, we rely on **automated test procedures**. To do this, we create a **continuous delivery pipeline (CDP)** and automatic deployments. We develop on 3 independent systems (local, staging, live) with version controls. We use this process to ensure our quality.

Care concepts

🕐 At what times is our support available?

E-mail: Monday to Friday, reply within 60 min.
Ticket system: Monday to Friday, response within 60 min.
Telephone: Monday to Friday: 9:00 - 16:30

💬 Communication / Project management

We provide a project manager and a product owner for our projects. Both are always informed about the same project status and know the essential details for managing the project.

💬 Extreme Ownership ...

... is not just a phrase for us, but something we live by! We are characterised by many years of cooperation at the same level and permanent project responsibility.

👍 Substitution rules

In the event of failures in the project team, we can react with various measures. We have internal daily stand-up meetings at which each team member reports on the current status. We also document our software proactively. This ensures that the project can be taken over by another colleague even in the event of a failure.

konfigurator@ventzke-media.de

Are you interested in a product configurator from Ventzke Media?