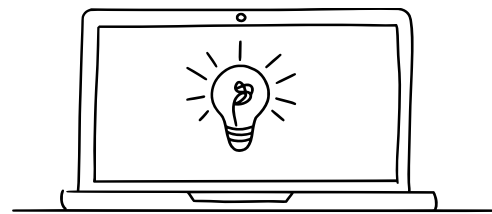


Sanitary, Furniture, Cars, Bathrooms – 2D & 3D Configurator Development

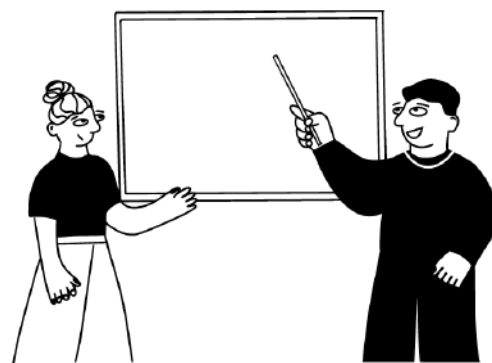
We Are Experts in all Areas of Configurator Development

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, which we exploit to the full using WebGL technology and real-time 3D renderings.



Fairs and Presentation

Large-scale and attention-grabbing displays are in demand, especially in places flooded with stimuli such as trade fairs. Here, it is important to be technologically up to date in direct comparison to the competition and to shine with quality and a wow effect.



B2B and Distribution

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

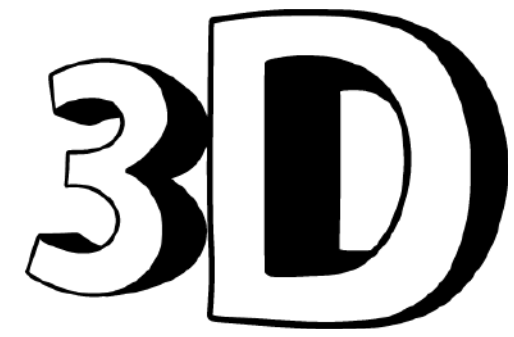


Stores

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

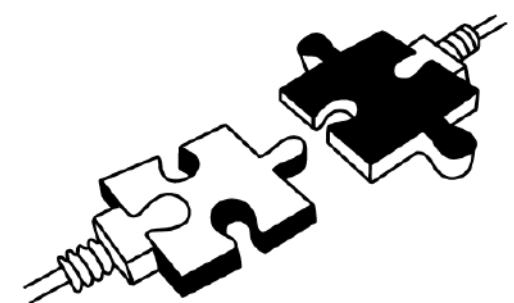
Our Product Configurators Offer the Following

Key Features



3D Visualisation

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



ERP and Merchandise Management Systems

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



Price Calculation

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



Rules and Business Logic

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

Whether in the Web, Mobile or Installation Sector

In Addition, Our Configurators Can:

➡ Mapping product logics in 3D and real time

➡ Calculate prices in different currencies and for different markets

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

➡ Create 2D construction drawings in real time

➡ Assignments of field staff for different postcode areas

➡ Update product features via CMS

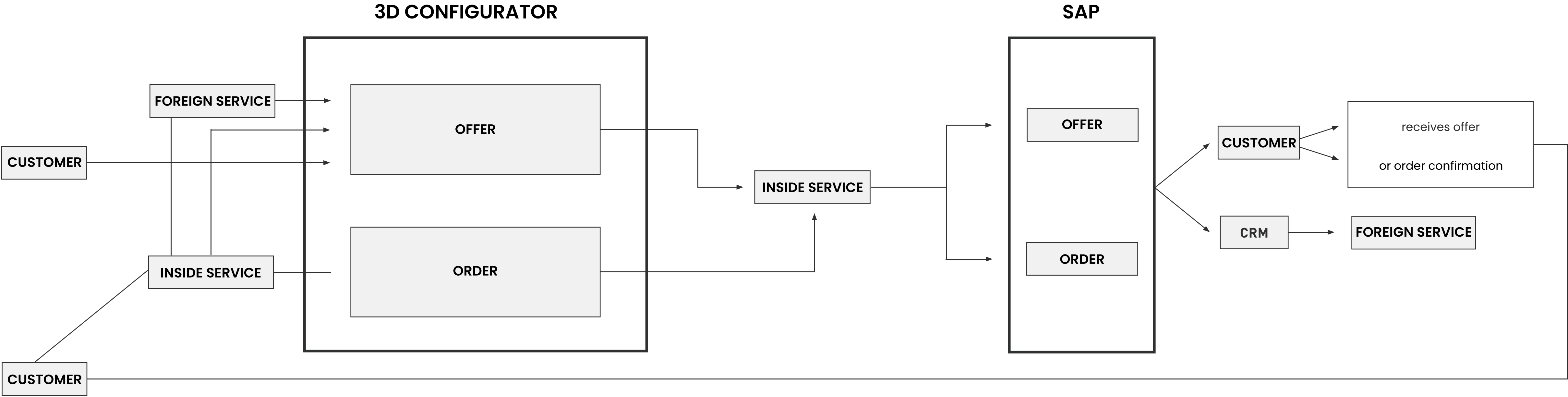
➡ Manage projects, duplicate and archive configurations

➡ Role/rights management of office and field staff

➡ Intuitive error management in the UI

➡ Perfect onboarding for new users by means of tooltips and modern UI familiarisation track

ERP & SAP-Based Configuration Processes

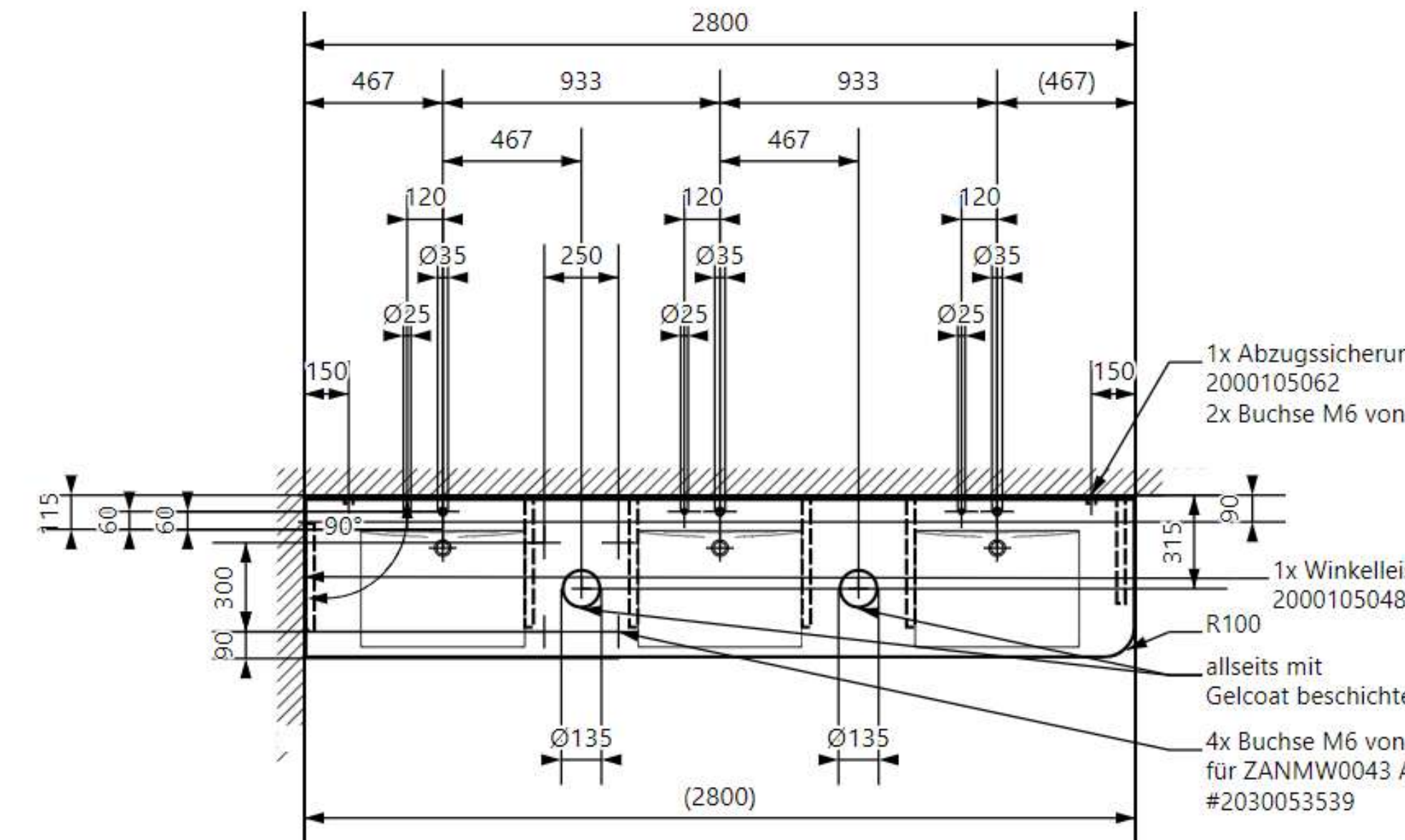


The Quality of Each Product Begins with the Drawing

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

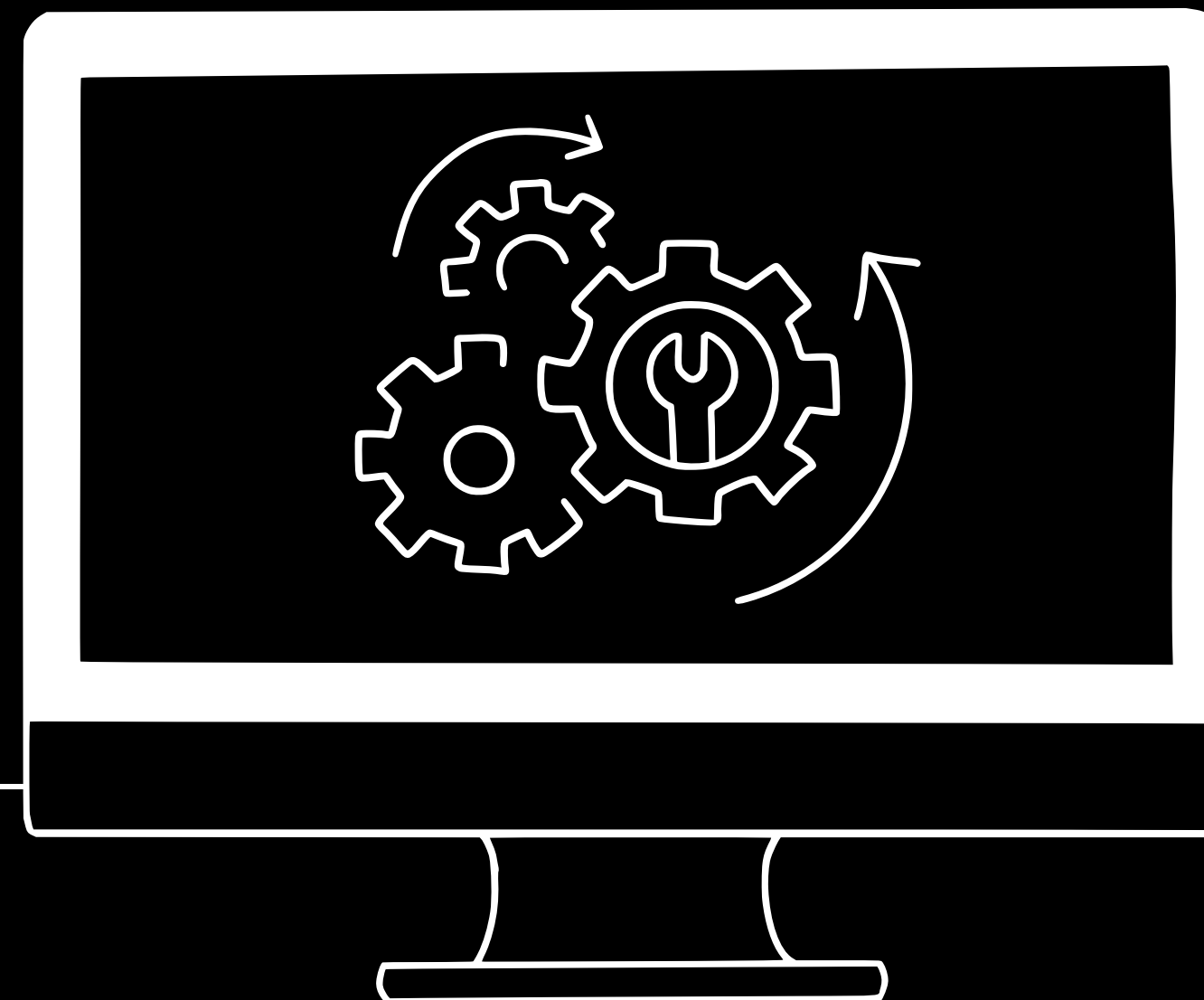
In the **PDF generated later on-the-fly**, the product is then output as a fully-fledged design drawing with all dimensions for later production.

Coupled with the direct connection to your SAP, CRM or AX system,
the result is a fully automated digital process that saves your
organisation's employees **time and money**.

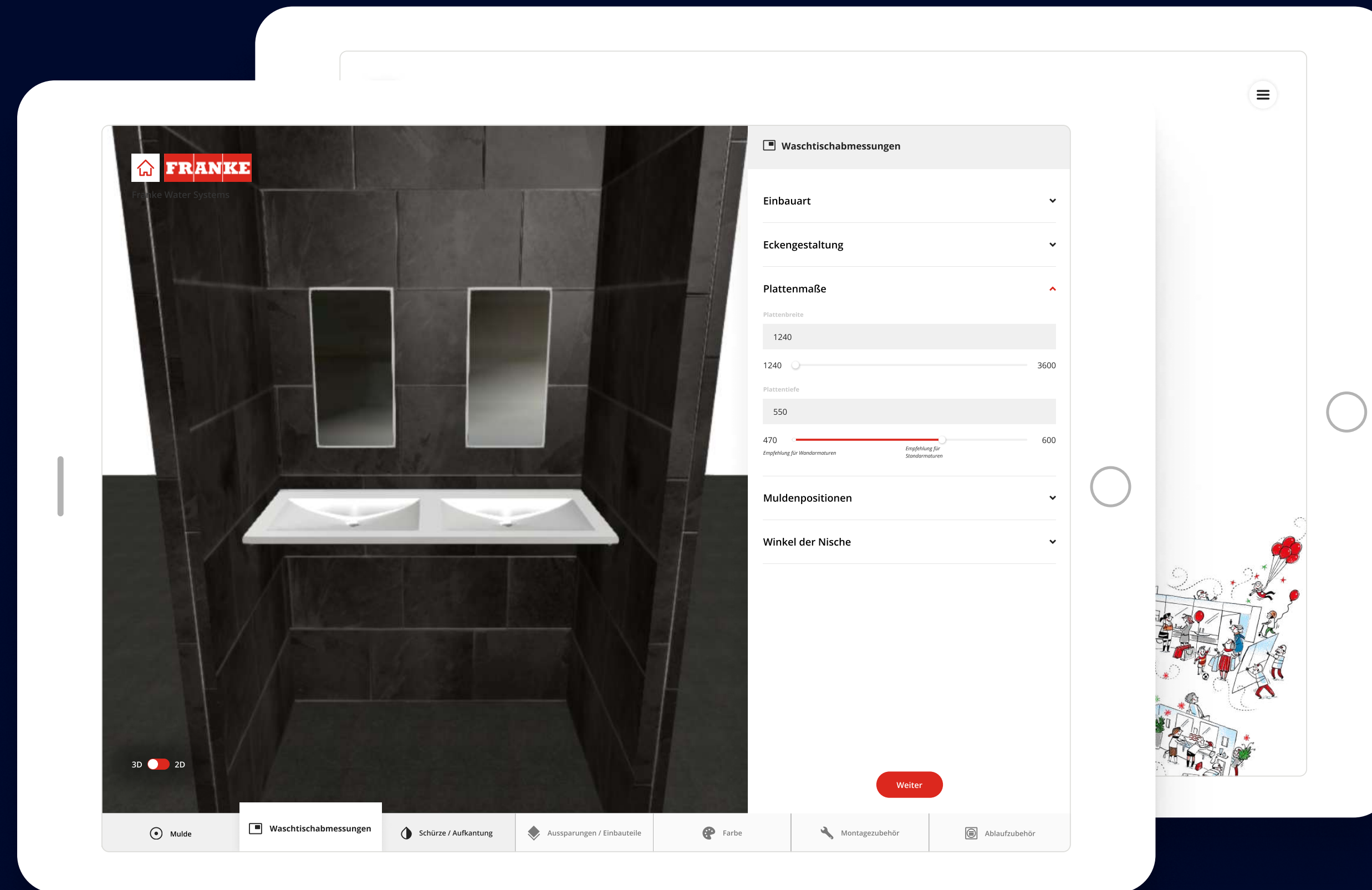


Preparation of Rules and Regulations

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



Together with our client, we develop a **rule flow diagram** in workshops at the beginning of the project. Before implementing self-maintaining rules, we always take a holistic view of the cost-benefit framework and make recommendations as to which rules 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 Principal

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 particularly committed to the development of complete sanitary systems that are designed for durability, excellent quality, functionality and design.

Disciplines

Product Development & Workshops

Prototyping & UX Design

Software Engineering

3D Modeling

Integration Cloud-Hosting (Microsoft Azure)

Tech Consulting

Team as a Service

The Challenge

The information and ordering process for complex products such as washbasins from KWC had potential for optimisation. Before the project began, the processes were relatively long and intransparent for customers and involved time-consuming steps for employees. These processes were digitalised and optimised in order to achieve higher customer satisfaction and cost savings.

Milestones

2018: Design Thinking / Start Collaboration

2019: Launch MVP / Presentation ISH Trade Fair

2020: Continous Delivery / Technical Drawings

2021: CD / Internal Area

2022: CD / Conversion SAP S/4 HANA

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.

Features

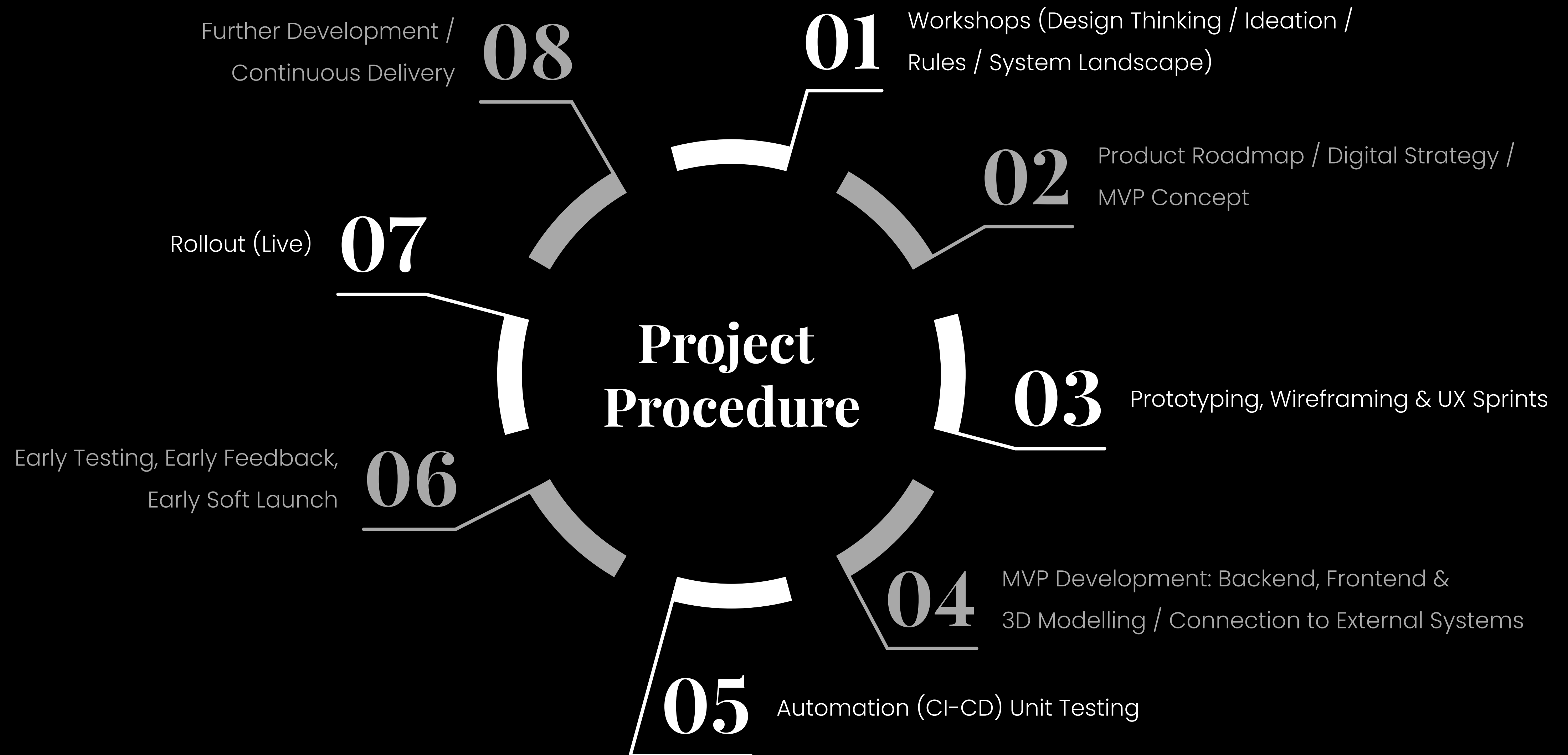
2D & 3D Product Configuration

Quotation & Technical Drawing (PDF)

Multilingualism & Connection SAP

Progressive Web App (PWA)

Assignment of Employees via Postcode Areas



We Are Specialized in Powerful Product Configurators

Which Experts Make Up Our Configurator Teams?

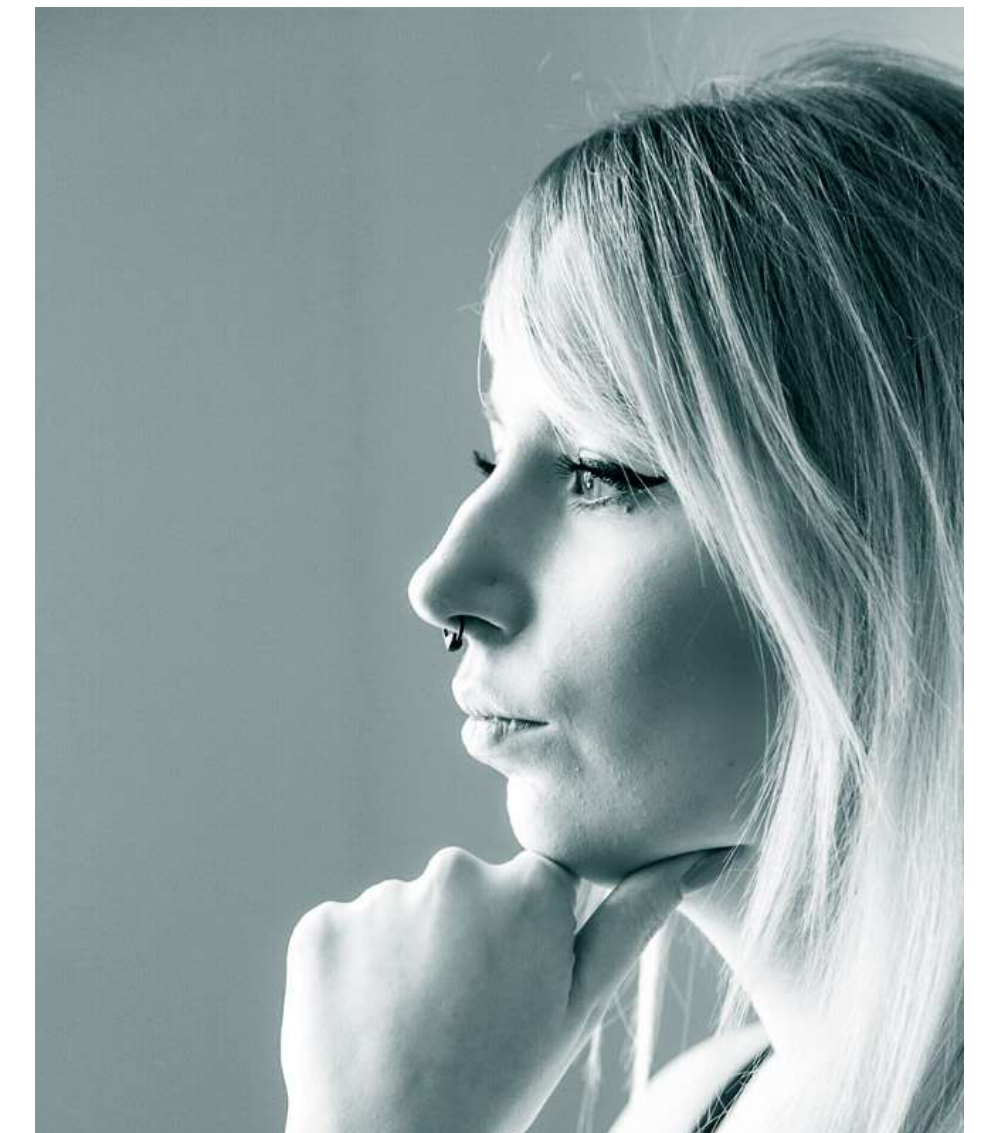
💻 2-4 x Full Stack Developer

🖋️ 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 individual 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.

We are characterized by:

➡ We can respond flexibly and agilely to requirements that only arise in the course of a configurator project and **were often not foreseeable**.

➡ We can quickly put ourselves in the position of complex logic 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.

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

➡ We use a modern technology stack that is performant, scalable and state of the art.

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

We Are UX Designers & Cognitive Scientists

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 designing and implementing intuitive interfaces.

We scrutinize user actions, conduct user research, UX testing as well as user analysis.

We optimize our interfaces individually for digital touchpoints.

For web-based applications, we use physical devices or virtual test programs that allow us to perform 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

Initiate, Plan, Control, Monitor and Conclude

Project Management and Development Methods

We essentially work in an agile manner and mix modern PM methods.

When developing new software, we work agilely 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 faster. So we combine both methods and additionally **consider the workflow of the client**.

When further developing a software product that has already been rolled out, **we switch to a 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 testing procedures**. For this, we create a **Continuous Delivery Pipeline (CDP)** as well as automated deployments. We develop on 3 independent systems (local, staging, live) with version controls. With this process we ensure our quality.

Long-Term Support – How Can We Help You?

Support Concepts

At what times is our support available?

E-mail: Monday to Friday, reply within 60 min.

Ticket system: Monday to Friday, answer within 60 min.

Telephone: Monday to Friday: 9 a.m. – 4:30 p.m.

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 essential details to be able to manage the project.

Extreme Ownership...

...is **not a phrase for us, it is something we live by!** Many years of cooperation at the highest level and permanent project responsibility characterize us.

Deputy Regulations

In the event of failures in the project team, we can react with various measures. We have internal daily standup meetings where each team member reports on the current status. In addition, we proactively document our software. In this way we ensure that the project can be taken over by another colleague even if there is a breakdown.



konfigurator@ventzke-media.de

**You are interested in a
product configurator from
Ventzke Media?**

