

CASE STUDY



How Genesis Systems Group Exceeded Their Two-Year ROI Goal in 30 Days

Visualization technology is key to the success of Genesis's selling strategy

Davenport, Iowa

Genesis Systems Group, IPG Photonics Company, a global leader in factory automation with robots, partnered with Mechdyne in 2015 to find new ways to build and increase client rapport, sales cycles, and collaboration capabilities. Three years later, Genesis continues to track their return on investment (ROI) for the four column Mechdyne ARC™ system, proving to be a success year-over-year.

Building a Case for ROI

Justan Each, Director, Advanced Engineering at Genesis, was the driving force behind the investment in the ARC, a curved, four-by-four tiled solution that allows collaboration in virtual reality, and was able to get buy-in from the executive team. Shortly after the installation, Genesis achieved a very quick ROI, which was a combination of two orders resulting in the largest month in company history at that time. However, if Genesis hadn't received those orders, they would have expected ROI in about two years.

"Come up with your internal case to sell it and know you will find other reasons after you have it to prove additional ROI. We went conservative on the system because that's how I operate, but even going conservative we could've put value on a lot more opportunities."

-Justan Each, Director, Advanced Engineering

Step Up the Client Engagement

Genesis built their current headquarters (HQ) in 1998, which began to show its age within the last few years. Not only did this hinder their competitive edge on being a building that people were excited to visit, but it also put them on more level playing ground.

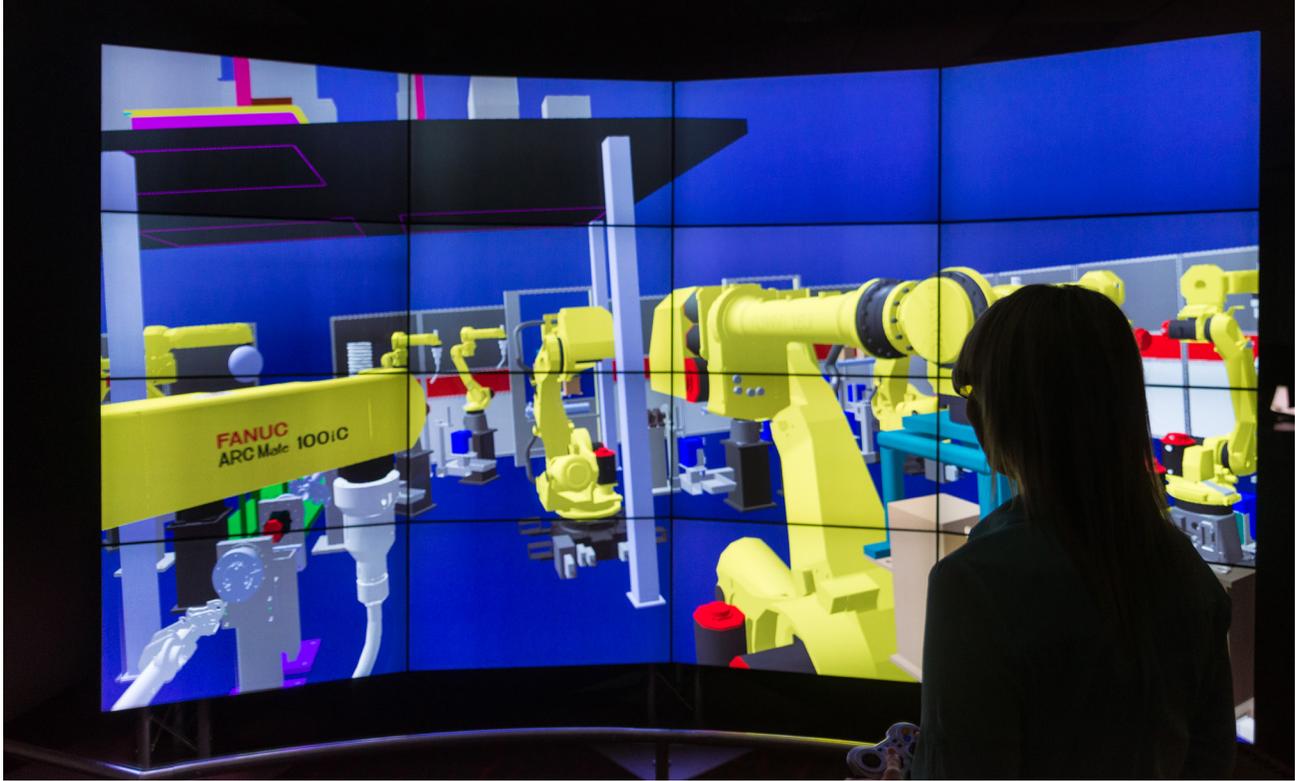
Key Metrics

- Increased Client Engagement
- Shortened Buying Cycle and Reduced Rework
- Increased Closed/Won Deals



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Because of this, Genesis needed something to set them apart from their competitors, like Mechdyne's ARC system.

Genesis's client engagement strategy shifted and even increased with the investment in the ARC system. Before the system was in place, their internal sales team would be the driving force for discussions during client visits. Now, this responsibility lies with their engineers and subject matter experts. This has created a more personalized, engaging, and collaborative visit.

"The client experience is always evolving. Our team is able to work through a four-hour discussion with clients, because they are the ones driving more of what they want to see and are able to actually visualize what they're talking about."

-Justan Each, Director, Advanced Engineering

Saving Time and Money

The machines that Genesis builds allow clients to be more productive in their manufacturing workflows. Part of Genesis's selling-strategy is to help clients visualize and map out their potential ROI before they purchase using the ARC.

This involves creating concepts described by their potential clients and displaying it in a virtual reality (VR) simulation within two days. Not only does this help encourage more collaboration between Genesis and their clients, but it also allows for faster concepts to be developed.

"Concepts can be evaluated within two days, where it would have taken weeks before."

-Justan Each, Director, Advanced Engineering

Since the purchase of the ARC in 2015, Genesis has shortened their buying cycle, which typically could be anywhere between four to six weeks, or a year depending on the system. Additionally, rework was reduced, saving both time and money, allowing Genesis to provide faster quotes and more accurate lead times to their clients.

Increase in Sales

The investment in the ARC system was strictly a selling strategy for Genesis to generate sales and help close more deals. Their current win rate is at about 30 percent and continues to increase year-over-year.



Win rate for client deals are affected considerably when clients visit their HQ versus not, prior to closing a deal. This success includes:

- 46.5 percent of clients who visited their HQ purchased afterwards
- 3.1 percent of sales have come from customers who visited HQ
- 8.3 percent of sales came from NEW clients who visited the HQ

Other Use Cases

Aside from the client engagement aspect, the ARC system is used for:

- Design Reviews
- Client Reviews
- Tradeshows

Design/Client Reviews

A big part of the selling strategy for Genesis comes from the opportunity for their clients to participate in reviews using the ARC system. This not only allows for real-time collaboration/feedback to take place, but it also helps the client visually see what is being discussed.

This real-time collaboration has a few advantages including:

- An improved relationship between Genesis and the client
- Increased confidence from the client that they are spending the appropriate amount of money
- A faster process from review of products/solutions to installation/delivery

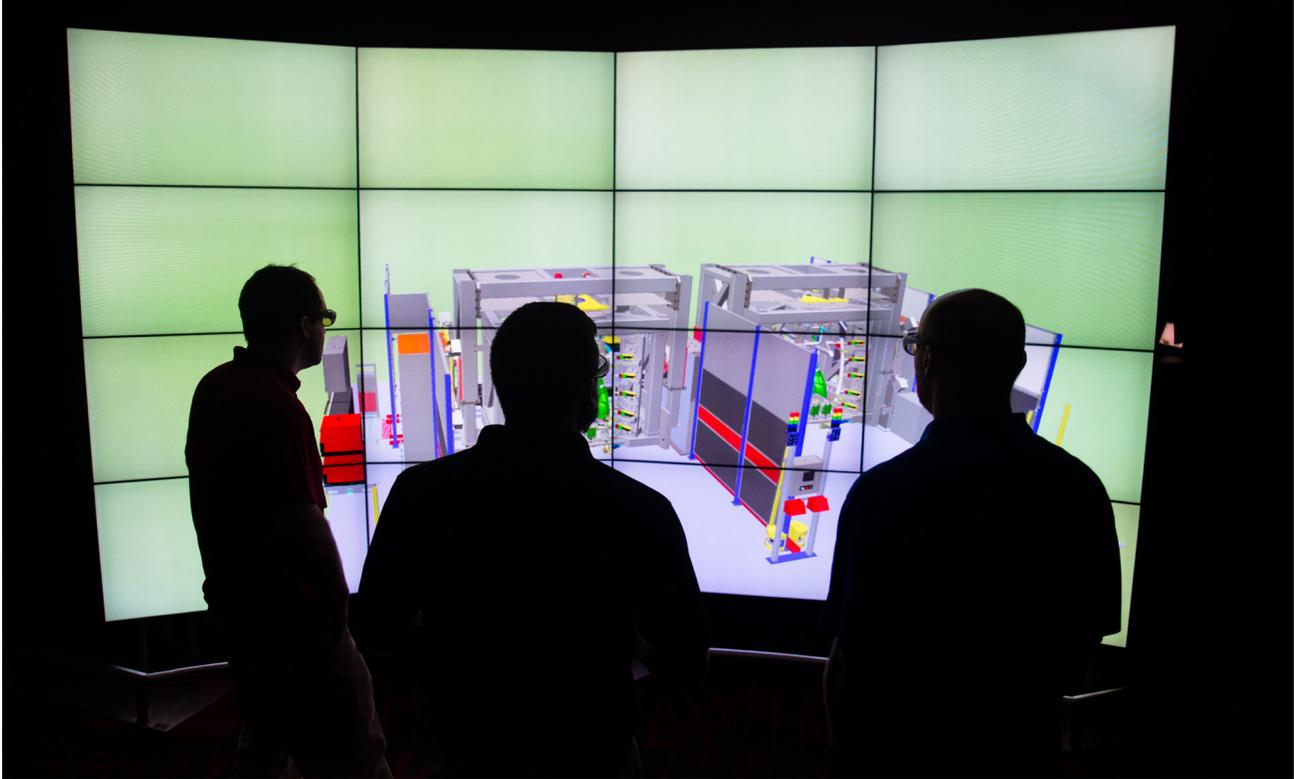
“By [clients] being able to visualize their custom solution in advance, we are able to give a more accurate proposal.”

-Justan Each, Director, Advanced Engineering

Genesis also continues to experience a minimization in risk when bidding up-front on new projects with the use of their ARC system. Not only does this help provide a lower price to their clients, but they win more sales due to their competitive pricing.

Tradeshows

A strategic decision by Genesis was to start taking this ARC to their yearly tradeshows, especially due to the portable design of the system.



They knew their competition wasn't doing this and it would give them a competitive edge in the manufacturing industry. Visitors at these tradeshows inquire about the ARC and even get to experience a VR simulation during their visit. All an attendee has to do is bring a USB with content they would like to see displayed on the ARC. Genesis creates their custom experience right on the show floor, and provides them with a quote by the end of the day. The glasses Genesis hands out for the 3D experience are disposable and have their logo printed on them. The goal of the glasses as a take-home item, is to stimulate the question of "who was that manufacturing company with the 3D system?" This also creates a buzz of activity around the system and attracts more prospects to the booth.

Looking Ahead

The investment Genesis made in the ARC system not only shows that they are an innovative company, but they are not afraid to step outside the box.

"The older engineering professionals are starting to retire and the younger group is growing up with video games and smartphones. Everyone who is coming up in the chain is wanting to see things more visually. No one wants to look at 2D drawings anymore, so the more that we can show things realistically, the better."

-Justan Each, Director, Advanced Engineering

About Mechdyne

Mechdyne is one of the world's leading providers of innovative visual information technologies. Mechdyne bends technology to our will in ways that transform complex data into insights and ideas. To ensure our customers succeed, Mechdyne provides comprehensive, customized solutions that include consulting, software, technical services, and hardware integration.

