

3-D Scanning Systems Case History

Background

The client manufactures and sells laser-based 3D scanning systems that enable engineers, designers and manufacturers to digitally render the 3-dimensional shape of an object quickly and inexpensively, and thereby speed the new product development process, conduct more effective root-cause analyses of defects, and insure that parts that were designed to fit together actually do fit together. Applicable in a wide range of industries, the product provides a 3-dimensional digital representation of any surface at 23,000+ points/second – without touching the product – potentially saving tens of thousands of dollars in reverse engineering, prototyping, copying and inspection costs; and cutting inspection, reverse engineering and prototype measurement time by up to 400%.

The Problem

The company had seen flat growth for its product line, despite its significant advantages, because engineers were used to waiting for time on the production systems. But they couldn't move the perception despite extensive advertising, direct mail and trade show activity.

The Solution

JV/M was quickly able to design a program that reached the key decision makers with new product development responsibility – and a schedule to keep – and get them to see the cost of delay, and the value of having more time for prototyping and design. Within two weeks the lead-flow had begun, and the funnel was full for the sales team.

The Results

In a brief, 125-hour trial, JV/M was able to generate 27 qualified appointments, including at least four immediate sales; and the company's sales trend was turned around.

JV/M, Inc.
1221 North Church Street, Suite 202
Moorestown, NJ 08057
www.jvminc.com
856-638-0399