Expivi

The value of a no-code configurator for 3D companies

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OVERVIEW

Useful Terms

3D product configuration:
Consumers build their own products using customizable options on eCommerce sites in 3D.

Augmented Reality (AR):
Consumers see digital renderings of products in their own context (for example a sofa in a living room).

On-demand manufacturing or made-to-order:
Products are manufactured once a consumer places an order.

Physically Based Rendering (PBR):
the material describes the visual properties of a surface in a physically plausible way.

Bill of Materials (BOM):
A bill of materials is a list of the raw materials, sub-assemblies, intermediate assemblies, sub-components, parts, and the correspondent quantities needed to manufacture a product.

An introduction to the advantages of 3D product configuration

3D product configurators are the future of eCommerce, inspiring customers and powering brands. Why do we believe that 3D configuration can be a solution for you? Well, it will add to your modeling business creating a lasting competitive advantage.

The world of eCommerce is going 3D. All markets, from retail to manufacturing, are being transformed by product personalization and immersive experiences. Brands and businesses have found conversion rates are up to 40% higher* when photos are replaced with 3D product configurators.

The lesson? Personalization is the future of eCommerce – and 3D configurators are leading the charge.

3D-modeling companies have the skills, experience, and insights to create product configurators, but many don't have access to the right software, resources, time, work power, or budget.

Adding 3D configuration capability to your company offer can help you up-sell existing clients and add new ones – and it's easier than ever with Expivi.

In this whitepaper, you can expect:

- An explanation of 3D configuration's relevance for online businesses
- Its benefits for 3D modeling businesses
- Why Expivi stands out as a platform for you to increase your customer base and grow revenue, without killing your resources

* Columbus, L. (2019, January 17). 5 ways visual configurators are revolutionizing CPQ. Forbes. Retrieved July 12, 2022, from https://www.forbes.com/sites/louiscolumbus/2019/01/16/5-ways-visual-configurators-are-revolutionizing-cpq/?sh=171a41527df4

3D configuration for 3D modeling businesses

IT'S FUTURE-PROOVING A COMPETITIVE ADVANTAGE FOR THE METAVERSE

"We have a team dedicated to configuration projects and are learning and growing along with Expivi."

- Pixready

Have you ever considered integrating 3D configuration into your offer? It can definitely bring value to your current business proposition. Why?

Well, 3D modeling/rendering is trending. The global market for 3D rendering and visualization has experienced substantial growth over recent years. In 2023, the market was valued at $3.28 billion and it is projected to grow at a compound annual **growth rate (CAGR) of 22.1% from 2024 to 2032.**[*] potentially reaching a much higher value by 2032.*

It's good news but the fact is that competition has never been fiercer, and marketing strategies alone won't give you the advantage you need.

Your clients are looking for new ways of providing good customer experiences and with personalization/customization becoming increasingly important, normal 3D modeling and regular product visualization are not enough.

In the US, **71% of customers expect personalization, with 76% frustrated when this doesn't happen,** McKinsey[**]discovered. The impact of getting customization right is amazing, with those that do, growing 40% faster than those who don't. Your clients know this, but are you providing them with that option?

"Once the partnership with Expivi was set up, we had our team trained to work within the platform, then we practiced and learned more and more about Expivi with every project.

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* Expert Market Research. Global Visualisation and 3D Rendering Market Outlook Source: https://www.expertmarketresearch.com/reports/visualisation-and-3d-rendering-market

** McKinsey & Company. (2021, December 7). The value of getting personalization right—or wrong—is multiplying. Retrieved July 12, 2022, from https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying

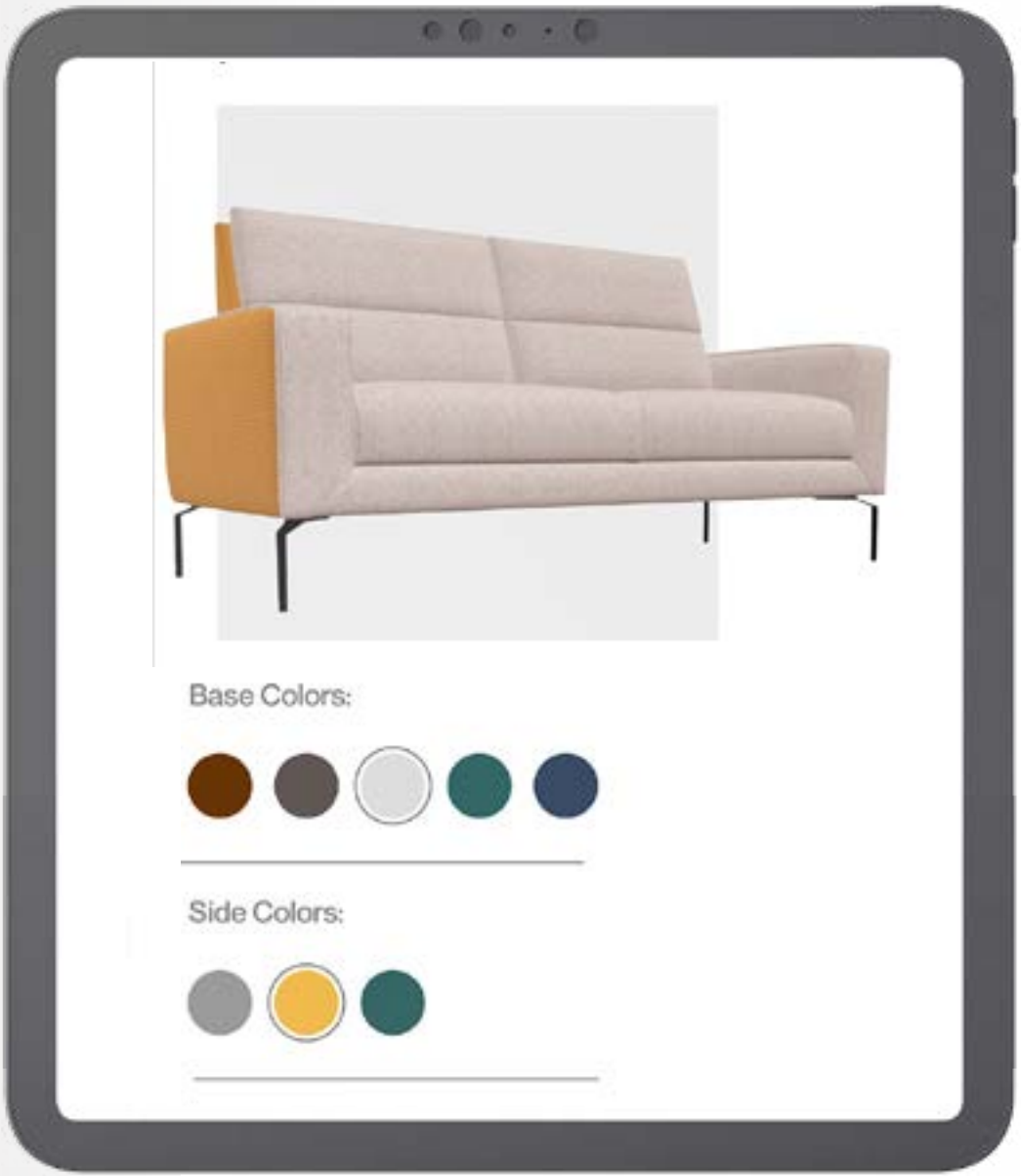
3D configuration for 3D modeling businesses

CUSTOMERS EXPECT THE ABILITY TO CUSTOMIZE

What's keeping you from doing it?

Maybe you know that building a 3D configurator is hard work. It takes time, investment, and a highly-skilled workforce. Not everything is bad though, you have a better knowledge of how 3D works, and you have people working with who truly understand the ins and outs of the tech behind it. It's just a matter of re-directing resources.

Not convinced yet? We then bring you some of the benefits of integrating 3D configuration into your business proposition.



The benefits of upscaling your business with 3D configuration

3D CONFIGURATIORS CAN QUICKLY BE CREATED FROM 3D LIBARIES

“There is a constantly evolving roadmap so we always know what is on the horizon from them, and regular online meetings support this further.”

- Orbital

1. A new business model is born

Businesses are always searching for new opportunities, customers, and revenue streams.

On the one hand, we all know that horizontal growth is difficult to achieve. On the other hand, you already have 3D models and the knowledge needed, making it much easier.

By integrating a 3D configurator you’ll be widening your business proposition while attracting a whole new different market as you help retain your current one.

Who will you be attracting exactly? Companies that need alternatives to normal 3D imagery. For example, a trailer company that wants to display their thousand possible configurations or a dental chair manufacturer that also has a wide variety of combinations.

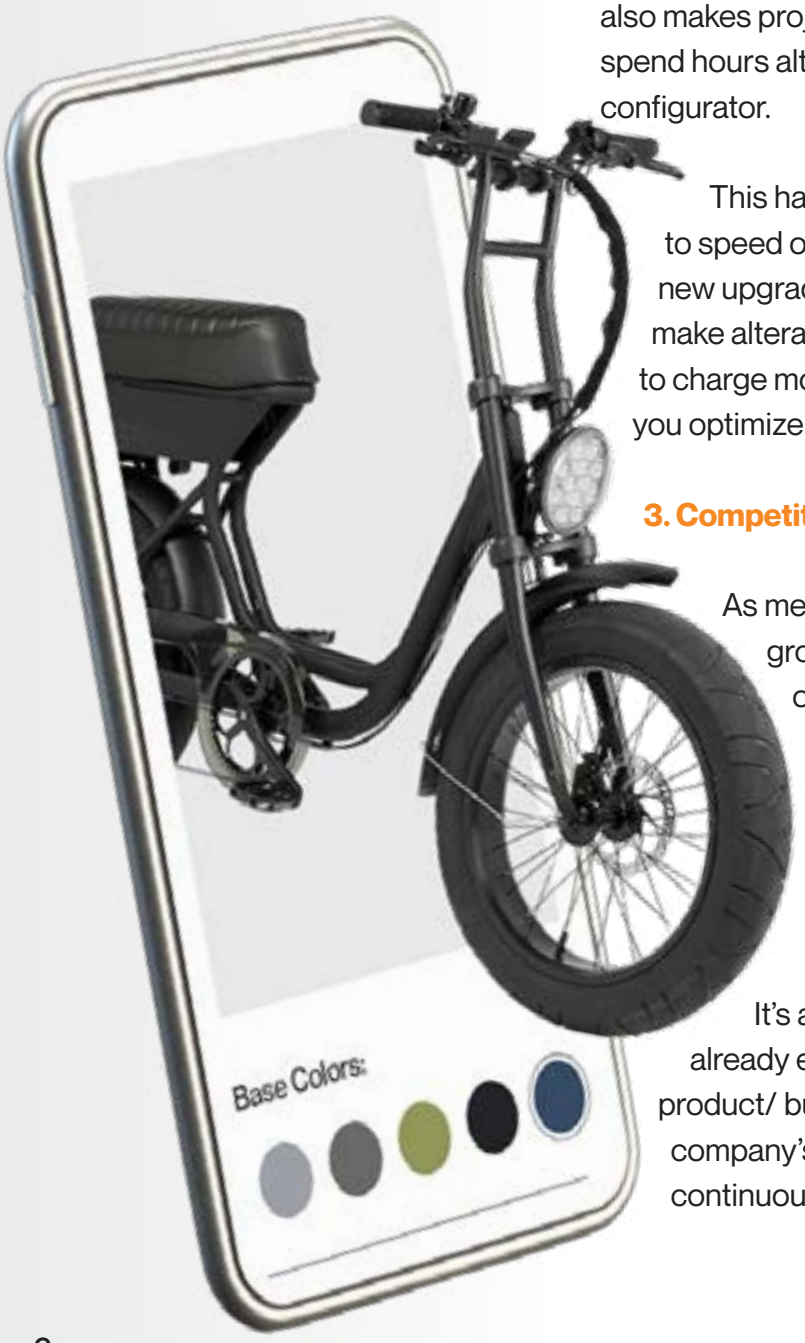
This means that you’ll be upscaling your business using the resources you already have.

Adding 3D product configuration to your offer, alongside your existing services, can help you grow. Instead of adding sales power to level up your business, you’ll be leveraging a current asset (your 3D product designs) in new ways.

“There is a constantly evolving roadmap so we always know what is on the horizon from them, and regular online meetings support this further. The whole package is a great asset to our workflow and is winning us new business that we simply wouldn’t win without Expivi.” - Orbital

The benefits of upscaling your business with 3D configuration

3D CONFIGURATIORS SIMPLIFY THE PROCESS OF: CREATING, ADDING AND REMOVING CONTENT



2. Fast delivery times and increased revenue

3D configurators make the process of creating new 3D models easier since it comprises a product library that your company can access. Instead of coming up with something from scratch, you'll have resources at your disposal to help. It also makes project development simpler. Instead of having to spend hours altering designs, you can quickly do it using the configurator.

This has obvious consequences when it comes to speed of delivery. It will be easier for you to create new upgraded 3D models that are personalizable and make alterations to existing ones. Therefore, you'll be able to charge more for your specialized services and, since you optimize speed, you can also produce more.

3. Competitive advantage

As mentioned before, 3D modeling is a fast-paced growing industry. However, it is also an oversaturated one.

Providing a different service that complements your own, without taking a toll on your budget, is the ideal way of staying ahead of the curve.

It's a win-win situation. You'll be channeling your already existing resources into upscaling your product/ business without needing to restructure your company's strategy, hire new workforce, or invest continuously in new software.

Build a better business with Expivi

INTEGRATE EASILY AS YOU DEVELOP AN IMPROVED BUSINESS MODEL

A partnership with Expivi makes it easier than ever for 3D modeling businesses to leverage their assets and experience into new markets. It's easy to integrate, simple to use, and affordable - so what are you waiting for?

Why Expivi?

Easy to integrate
Expivi's 3D configuration solution requires no coding.

To configure, your team will only have to understand the Visual Rule Designer, which is a chain of specific rules organized in a diagram of decisions. But do not worry, Expivi provides a quick one-day training, which is all the time needed.

Easy to spot mistakes and makes changes
With coding, besides being more difficult to configure, it's also trickier to spot mistakes. When you're working with a decision diagram, errors are automatically easier to fix.

This also applies to changes. If a certain client wants you to tweak a project, with a no-code configurator, your team will be able to do it faster, providing a better customer experience.

Export your models to augmented reality
Level up your rendering experience by exporting your model designs to whatever context/environment you want with augmented reality. Drive your business one step closer to the metaverse and provide the richest 3D solution possible.

Build a better business with Expivi

HAVE ACCESS TO A WIDE RANGE OF RESOURCES

Expivi cares

Upscaling a business model is tricky. However, with Expivi, things can be a bit easier. As a partner, you'll be able to have:

- Valuable input of a qualified team of 3D artists
- Marketing support that you can use across your social media channels
- A partner manager to follow your progress and assist you along the way
- Specialized training for your team

Other resources, all in one platform

Expivi provides a variety of resources, all in one platform. This means that you'll have access to a lot of material you can easily integrate into your library, including:

- **3D scene editor** – create amazing-looking products right inside your browser. Full-fledged scene editor to set up lighting, cameras, tweak materials, and much more
- **Material library** – create your own 3D library with the best visuals. Make use of many material systems such as PBR and glass shaders
- **Draw your product's decision tree** – design your own product's hierarchy, and Expivi will automatically generate all attributes and options for you

What our customers are saying

"This partnership with Expivi is improving our own value proposition towards our customers. In offering a 3D configurator next to our own services, we can get the most value from the 3D models we're already creating for our customers.

As Ymage was already up and running with 3D modeling and CGI, working with Expivi's 3D configurator was a logical step for us to take." - Ymage

"In offering a 3D configurator next to our own services, we can get the most value from the 3D models we're already creating for our customers."

- Ymage

Conclusion

Partnering with Expivi can help you leverage your assets and experience into exciting new markets that crave personalization.

It can help you upscale your business with simple 3D configuration without needing to heavily invest and hire new developers, all you need is what you already have.

Stay ahead of the curve while creating and changing projects in a more efficient way. Get one step closer to establishing yourself at the forefront of 3D tech with Expivi.

Get more information

Reach out, and a member of our sales team will tell you all the ins and outs of our partner program: sales@expivi.com

About Expivi

Expivi is a Software-as-a-Service that enables businesses to offer an amazing customer experience powered by a 3D configurator and Augmented Reality tech.

The platform instantly configures prices and quotes; streamlines the flow from manufacturer to the customer by automating the bill of materials for production; provides greater sales velocity; and reduces production errors.

Brands can give customers more choices without consuming an excess of products and reducing inventory.

Expivi accelerates the path towards a direct-to-consumer future.

Founded in 2017, Expivi is headquartered out of Eindhoven in The Netherlands, and has established a team in Salt Lake City, USA since 2020, and in Munich, Germany since 2022.

www.expivi.com

Sources

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