



"Autodesk's **professionalism and reliability** enabled us to realise our vision of a groundbreaking three dimensional modelling system. This has facilitated easy, fluid communication among the various departments within our organisation as well as with customers and has **improved efficiency ten-fold.**"

Graham Eastick
Executive General Manager - Logistics
Dexion

Autodesk takes Dexion into the Third Dimension.

Dexion Limited implements Autodesk Inventor to provide a total customised 3D solution – increasing productivity and opening up communication channels for its customers.

The Establishment embraces Three Dimensions

Founded in London, England, in 1947 by Demetrius Comino OBE, the inventor of the Dexion Slotted Angle, Dexion Limited is a Sydney based manufacturer of racking, shelving and storage as well as materials handling systems for warehouses, libraries and offices.

Listed on the Australian Stock Exchange (ASX: DEX) in April 2005, Dexion has an extensive network of branch offices and distribution centres all over Australia and is expanding its presence in the Asian market. Its client list includes organisations such as P & O, National Australia Bank Docklands and the National Library.

Dexion had used a custom developed system based on Autodesk AutoCAD for 12 years. After identifying a need to generate plans in 3D it looked at what was available on the market before it realised the answer was on its own doorstep and chose Autodesk Inventor as the basis for a groundbreaking three dimensional modelling system. Implemented by Autodesk Consulting in 2004, the system, known as Procreate, uses Autodesk Inventor to produce drawings and 3D walk-around images of projects ranging from small office storage systems to massive distribution centres.

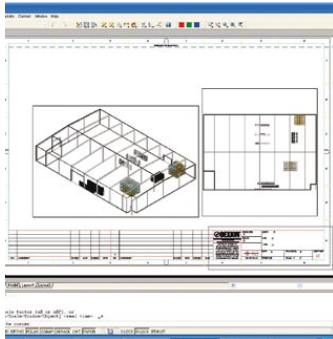
Procreate has also greatly increased productivity, reducing Dexion's time-to-quote by 90 percent. The ability to do drawings in 3D is a valuable sales tool for the company and a useful aid to internal communications for customers.

Inventor brings designs to life at board level

One of the major challenges with selling to organisations a comprehensive shelving and storage system is the difficulty C-level executives and board members have with visualising how it will look. But with projects costing anywhere between AUD\$200,000 and \$10 million, it is vital for Dexion to be able to present proposals in a way that is accessible to people with non-technical backgrounds.

"For most jobs, customers prefer a formal quotation document which has a 2D drawing showing the layout of the warehouse or whatever it is," says Graham Eastick, Executive General Manager, Logistics for Dexion.

"Moreover, people who aren't from a technical background will often struggle to visualise the concept. Because of the amounts of money involved, a lot of our projects have to get approval from senior management, and often at board level as well, and generally people have a far quicker understanding when proposals are presented in 3D format. Added to that it has a



Procreate uses Autodesk Inventor to produce drawings and 3D walk-around images.

WOW factor as well, the models look great and people get excited when you can give them a virtual 3D model of their warehouse or office storage space.”

Autodesk Inventor saves Dexion time and resources

Not only is Procreate a highly effective sales tool, it has reduced the amount of time needed for almost every project phase. Because Autodesk Inventor is capable of handling large assemblies containing up to 300,000 component models, Dexion was able to load into Procreate the full library of 3D models used in the design process. The net result of this, says Eastick, is that all the component pieces of a project: quotes, proposals, models, site and installation layouts plus installation drawings can now be produced ten times as fast as it would have taken with the previous applications.

“The 3D aspect of Autodesk Inventor is such that if we had to do what we were doing using our old systems, it would take us ten times as long,” says Eastick.

“With 3D models you have a lot of data – you have to give every assembly three coordinates and three angles as well as the shape of the section. A lot of our models have up to 200,000 parts so to do that any other way than with Procreate and Autodesk Inventor would take you a month of Sundays,” he quips.

Or more seriously, Eastick says that Dexion can now output the complete design of a 20,000 to 30,000 pallet warehouse in about 10 minutes. Previously, such a job would have taken one person working for two or three days.

Autodesk Consulting helps Dexion spread the risk

With the invaluable assistance of Autodesk Consulting, Dexion has effectively leapfrogged its competitors. Until the company rolled Procreate out in late 2004, no other company was modelling in 3D with such a level of automation. That such a groundbreaking innovation was produced with a minimum of risk and difficulty, was almost entirely due to the proficiency and professionalism of Autodesk Consulting, says Eastick.

“Autodesk Consulting was contracted to do the programming of Inventor, which automated the processes within Procreate, and was there right from the start,” he says.

“Autodesk Consulting was originally contracted to produce a proof of concept to demonstrate to our senior management that the idea would work and also outline the costs and risks involved. We wanted to engage with Autodesk at this early stage because of its experience with 3D work was well known.”

Achieving Dexion's goals from start to finish

Once the project was approved, before doing anything else, Autodesk Consulting started the project by reviewing Dexion's business processes.

“One of the many strengths of Autodesk Consulting was the way it set out to understand what we wanted to achieve, became familiar with our business then documented how Dexion's aim would be achieved,” says Eastick.

“It also produced an indicative timeline so that we knew when each step of the project would be completed. The quality of the end product, i.e. Procreate, is outstanding, it does exactly what we set out to achieve.”

Total professionalism – the Autodesk Consulting way

Another tremendous strength of Autodesk Consulting as Eastick sees it was its willingness to take ownership of the project and really make it work. “One of the problems we have found with IT projects in the past is that people don't take ownership; particularly if you are having custom programming done over a base product which we did with Autodesk Inventor and Procreate,” he says.

“There's often a demarcation where even though you're supposedly dealing with the same company, or the reseller, there's a bit of finger pointing, it's not our problem, it's the core software's problem and vice versa. Autodesk, to its credit, never did that despite the challenges that arose because of the amount of research and development that went into the final product. Autodesk Consulting was very professional, very reliable and saw the project through to the end,” says Eastick.

For more information

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