

Indesit Company

Customer Success Story

Autodesk® Alias

Autodesk® Showcase™

Autodesk software products represent the ideal solution since they meet all of our requirements. By helping to centralize the revision management process, designers are able to rapidly modify surfaces, finishes, and materials, which makes the entire design evolution more dynamic. Furthermore, we are proud to have adopted these software applications at a national and international level in a sector other than automotive.

—Giacomo Pittalis
Virtual Reality Lab Specialist
Indesit Company

Choosing Innovation.

Autodesk® Alias and Autodesk® Showcase™ software enable Indesit Company to conceptualize new kitchen appliance designs and make informed design decisions on digital prototypes—helping to boost productivity by up to 60 percent.



The Company

Founded in 1975 by Vittorio Merloni, Indesit Company is considered one of the world's leading kitchen appliance manufacturers. Its product portfolio includes innovative and stylish washing machines, dryers, dishwashers, refrigerators, freezers, ovens/ranges, and cooktops. With several leading brands, including Indesit, Hotpoint-Ariston, and Scholtès, Indesit Company employs 17,000 people at 17 plants and 24 business facilities worldwide.

The Challenge

Innovation has always been a top priority at Indesit Company, so creating products that bring more value to consumers and promote sustainable growth for Indesit have always been key concerns. Developing new features and enhancing existing product performance require a quick response to market demands and the ability to embrace op-

portunities provided by research and technology. To remain competitive, Indesit designers strive to develop appliances capable of providing superior performance with easy-to-use, intuitive, and straightforward technologies.

Indesit's Innovation and Technology Division fosters a commitment to excellence. Its groups' primary goal is to drive research on new materials, sustainable manufacturing technologies, innovative washing and preservation methods, acoustics and vibrations, electronic and communication technologies, energy-saving concepts, and ideas for advanced and ergonomic user interfaces. The need to maintain highly effective design and innovation standards led the company to evaluate tools that would help improve efficiency in all phases of development as well as in the actual implementation of new products.

Autodesk®

Indesit Company has been able to radically optimize its design workflows.



“The decision to adopt a surface modeling application that stood out for its features and innovation was spurred by the need to reduce product development time and streamline all resources, while improving the processes from conception to design review,” explains Paolo Faraldi, Materials and Manufacturing Technologies manager.

The Solution

Indesit Company chose Autodesk software for its potential and scalability as well as for the high level of reliability of the Autodesk industrial design product portfolio. Indesit chose Autodesk Alias software for its surface modeling capabilities in the concept phase. The company chose Autodesk Showcase software for its real-time features and uses it during the design review phase as well as for the presentation of new products.

Because of the extensive flexibility of both Alias software and Showcase, Indesit designers can develop a realistic representation of what a product will look like—and can present a range of design variations by defining infinite varieties of color, finish, and settings—without having to create a physical prototype.

The Result

Indesit Company has been able to radically optimize its design workflows. Armed with Autodesk Alias software and Autodesk Showcase, Indesit designers have been able to save up to 60 percent of the time typically spent on conceiving and up to 50 percent of the time required for creating physical prototypes. Indesit designers are able to catch potential issues early in the design process by virtually testing design options, enabling them to focus on better design up front. In addition, team members are now better able to exchange data at all phases of the process and can make reliable decisions locally and via remote sessions—resulting in an efficient and economical design review process.

“Incorporating Alias and Showcase into our design process has contributed significantly in increasing the expertise of our resources. This is of particular importance for Indesit as we are committed to developing our designer’s knowledge and expertise,” says Giacomo Pittalis, Indesit Virtual Reality Lab specialist.

Learn More

For more information about how Autodesk Alias and Showcase applications can help you save time and money, visit www.autodesk.com/aliasfamily and www.autodesk.com/showcase.



We are very satisfied with the results we have achieved, including more efficient processes and more effective conceptualization of new product designs. Choosing Alias and aiming to extend the implementation of these software applications to other business areas within our company, as we are now fully aware of the benefits they bring.

—Paolo Faraldi
Materials and Manufacturing Technologies Manager
Indesit Company