The opportunity and challenge
Companies in the automotive and product manufacturing industries are increasingly turning to on-demand, photorealistic, 3D visualizations to accelerate design workflows, project approvals, and consumer purchasing decisions. Powerful new 3D visualization capabilities are driving much of this recent increase. These capabilities include:

- Synthetic photography for use in marketing communications to win projects or create digital catalogs to sell products
- Interactive product configurators that personalize the buying experience by allowing sales staff and consumers to visualize and select product design options online
- Design review solutions that incorporate web-based and mobile collaboration tools or immersive technologies that identify real-world issues for making design decisions

Many automotive and manufacturing companies wish to benefit from these new capabilities that today’s consumers have come to expect. However, current approaches apply tools and processes that require a dependency on specialists. The workflow also involves managing numerous renderings and extensive post-processing. Making matters more complex, the quantity of unique design configurations for a single automobile or other manufactured product can number in the millions.

In an attempt to overcome these obstacles, many companies adopt a compromise approach that represents a range of design options at the expense of visualization quality. Or, they fill in the gaps in their expertise by hiring external agencies to deliver their visual content—an expensive process that results in a loss of control over their technology, assets, and process.

The solution
Autodesk® Visualization Solutions help automotive and manufacturing companies easily deliver on-demand, fully immersive, photorealistic, 3D visualizations that can accelerate design workflows, project approvals, and consumer purchasing decisions. Our consulting experts possess an in-depth knowledge of the Autodesk® product portfolio and deep experience in the design and implementation of flexible, industry-standard workflows and technologies. They help empower companies to gain greater control over their design visualization workflow, technology and assets.

Our collaboration with the Autodesk product teams and Autodesk Consulting really supported our success.

-John Willette
Director of CGI
Armstrong White

The benefits
Increased visualization capabilities
Our business consulting services help organizations define an optimal process and the right set of Autodesk products and services to help achieve corporate visualization goals and free up design, sales, and marketing teams to focus on what they do best. As a result, design teams have the ability to produce on-demand, photorealistic, 3D visualizations more quickly and at a lower cost.

Faster, more informed decision making
Automotive companies and manufacturers can use photorealistic visualizations to communicate more clearly to members of the design team, helping everyone make faster, more informed design decisions, reduce the number of design cycles, and, ultimately, help produce a better product. Using these visualizations, businesses have the ability to create more effective sales and marketing materials, such as online product configurators or realistic animations, which help consumers make faster purchasing decisions.
Visualization Solution offerings

Visualization Strategy
Builds the roadmap for improving design visualization workflows in order to benefit the most from on-demand, fully immersive, photorealistic, 3D visualization. Assesses current visualization processes, hardware, and software. Defines the optimal processes, products, and services to assist businesses in achieving visualization goals for design, sales, and marketing.

Visualization Implementation and Integration
Designs, tests, and implements industry-standard workflows and technology that help organizations easily deliver on-demand, fully immersive, photorealistic, 3D visualization content, collaborate with partners, and increase control of their technology, assets and process—while reducing reliance on costly external visualization experts.

Customer Benefits
Autodesk Consulting helps you:
• Discover how your business can benefit the most from on-demand, fully immersive, photorealistic, 3D visualization
• Accelerate design workflows, project approvals, and consumer purchasing decisions
• Gain greater control over the visualization process
• Increase your ability to deliver photorealistic visualization content easily
• Reduce reliance on external visualization experts
• Develop flexible workflows that serve as a platform for creative partners

About Autodesk Consulting
Autodesk® Consulting delivers consulting services that help leading companies across diverse industries quickly adopt and realize value from Autodesk® technology. We offer a comprehensive set of services derived from extensive product knowledge and broad industry expertise. Customers engaging Autodesk Consulting can expect to realize tangible benefits that help accelerate productivity, mitigate risks, and transform critical business processes.

For more information
Contact your Autodesk Sales or Consulting professional to help identify the most appropriate consulting services for your business needs.