

B-K Medical, Inc.

Customer Success Story

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—Niels Christian Sasady
Senior Developer
B-K Medical, Inc.

Seeing is believing.

B-K Medical uses Autodesk® Inventor® software as a prescription for success.



Image courtesy of B-K Medical, Inc.

Project Summary

B-K Medical, Inc., a Denmark-based subsidiary of Analogic Corporation, develops and produces high-performance diagnostic ultrasound equipment. The company is behind some of the world's most advanced urological and surgical scanners, and it continues to expand its innovative offerings by collaborating closely with physicians and medical researchers.

To grow its leadership position in the industry, B-K Medical sought a solution that would help it address every aspect of its key business goal: designing and delivering groundbreaking designs with exemplary functionality. Using Autodesk® Inventor® software and Autodesk® Vault family of products, the company is well-equipped to:

- Increase the company's competitive edge
- Abandon costly physical prototypes
- Handle complex forms and geometries
- Accelerate the design process

The Challenge

B-K Medical's customers require its ultrasound systems to be accurate, user-friendly, and efficient. As a result, the company needed a design and engineering software solution that provided a streamlined concept-to-manufacturing workflow, and one that made it possible for engineers to realize even the most ambitious ideas and design proposals.

What's more, the equipment's transducers—which convert ultrasound waves into images upon direct contact with the skin or internal organs—are the result of very advanced and complex 3D geometry, and the company needed tools that were up to the task.

The Solution

"The Autodesk solution for Digital Prototyping was the obvious choice to address our challenges because of its powerful 3D design and centralized storage capabilities," says Niels Christian Sasady, senior developer at B-K Medical. "We can better organize our data and handle more complex forms and geometries, which in turn increases our company's competitiveness and the ability to meet and exceed our customers' expectations."

Autodesk Inventor software enables its designers to focus on the functional requirements of a design before committing to creating the model geometry that supports the design intent. "With a workflow driven by functional design, we can validate design functions and catch errors before they reach manufacturing. It has helped us accelerate the design cycle and get more innovative products to the marketplace faster," adds Bo Hansen, vice-president of BK Medical's Transducer Division.

The Result

With Autodesk Inventor software, B-K Medical is abandoning its traditional and costly prototypes. Instead, the company is increasingly working with the software's assembly-to-order functionality, in which every product can be adjusted to the individual user based on a number of standard versions.

"We don't want to develop our products under a bell jar, and then hope that there is a market for them once they are finished," says Sasady. "The Autodesk solution for Digital Prototyping enables us to stay ahead of the competition by keeping our customers' needs in prominent view every step of the way."

For more information on completing projects faster with Autodesk Inventor software and Digital Prototyping, visit www.autodesk.com/inventor.

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