



Bar Configuration Tool for Steel Manufacturer

PROJECT DETAILS

 Custom Software Development

 Aug 2018 - Ongoing

 \$10,000 to \$49,999

“*Working with this company has been fantastic. They made my life easier.*”

PROJECT SUMMARY

Digital Artflow delivered a 3D bar customization tool for a stainless steel manufacturer. Working from mockups and 3D image files, they built an interactive platform that allows users to create their own bar.

PROJECT FEEDBACK

The completed tool has led to an increase in business. It's visually stunning and the client has received phenomenal feedback from third-party dealers, customers, and the internal team. Digital Artflow surpassed the client's expectations in their project management and technical delivery.



The Client


Introduce your business and what you do there.


I'm the IT manager at Krowne Metal Corporation, a stainless steel manufacturer that provides under-bar equipment and plumbing products.

The Challenge

What challenge were you trying to address with Digital Artflow?

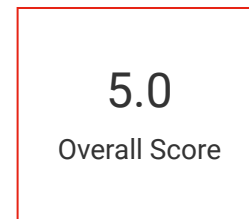
We configure and create bar setups in restaurants, stadiums, or any other setting. As one can imagine, the average person wouldn't know where to start in building a bar. We wanted to create a configurator that would enable the user to build out their own bar using our products.

 IT Manager, Krowne Metal Corporation

 Manufacturing

 Wayne, New Jersey

CLIENT RATING



Quality: 5.0

Schedule: 4.5

Cost: 5.0

Would Refer: 5.0





The Approach

What was the scope of their involvement?

Digital Artflow developed a bar building configurator for our website. We provided them a mockup and a framework of our vision and they brought it to life. There are several different units that make up a bar. All of these units are loaded into the configurator. An end-user can customize their bar by picking multiple units and generating their full bar. The process is interactive as a user can view 3D and 2D versions of their bar and full rotate it, getting full 360-degree views of their design.

What is the team composition?

They are a European based company. I communicate with their project manager, Dan and he relays my input and ideas to his team. Dan (Managing Partner, Digital Artflow) was my primary point of contact.

How did you come to work with Digital Artflow?

I believe one of my colleagues did some web research. We came upon Digital Artflow and saw that they'd worked on these kinds of configurators for other manufacturers. One of their projects had been a garage builder, where users could choose their own roofs, doors, floors, and whatnot.

They gave us a portfolio of their work, and we liked what they'd done, so we decided to go with them.

How much have you invested with them?

The project cost between \$10,000–\$15,000.





What is the status of this engagement?

We started working around August 2018, and their involvement is ongoing. We launched phase one of the configurator around three months after the project start. We got a lot of encouraging feedback from customers upon launch, so we decided to take it to the next level.

As we continuously add new features to the configurator, we continue to work with Digital Artflow.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

The finished product has definitely resulted in an uptick in job opportunities. We're probably the first ones in the industry to have such a sophisticated tool. None of our main competitors have a platform like ours, which has received phenomenal feedback from both our dealers and our internal team.

The platform is reliable and responsive. Any bugs have all been quickly ironed out, so it's great in terms of functionality.

Previously, people had to hire a rep and contact a designer, before coming to us with a framework. The configurator makes it exceptionally easier for the customer to tell us what they want. My sales team, having gone to conferences where they present the tool, have expressed the great impression that it's left on big-time dealers and sales representatives.

We've allowed our dealers to integrate the tool into their own site. Because the configurator is actually on multiple websites, we've gotten business through users using our software on the dealers' websites. I've only gotten positive feedback, so the product has been pretty flawless.





How did Digital Artflow perform from a project management standpoint?

They've gone above and beyond in terms of budget and deadline management. They provided a project quote in the beginning and as the project developed we continued to add elements and features. They had no problem including those in their original quote. They were very receptive to adding minor features as the project went on. Larger, more custom changes required an additional quote but they were very manageable.

In terms of deadlines, they really performed within a time crunch. We had targeted to launch the configurator right before a large conference. We expressed the time-sensitivity, and Digital Artflow complied and delivered. The managers launched their team into overdrive and executed the product on time. Their delivery was impressive.

Overall, communication was very smooth. They were open to different communication channels, like Skype, and they were also very responsive to emails. We're based in New Jersey—and they're in Europe—so the time difference was a bit of a challenge, but they made it easy for us. The communication channels were also very open. They provided us with a link to their project management website, where everything was transparent. We could see the status of all tasks and items.

What did you find most impressive about them?

Their communication skills, technical expertise, and the product they delivered all surpassed my expectations.

Are there any areas they could improve?

I can't think of anything.





Do you have any advice for future clients of theirs?

Clients should be concise and clear on what they're looking for.
Digital Artflow will deliver that.

