



matiCon® – The optimal sales tool

The universal online configurator to visually represent the product variety.

In the current age the way of communication is changing. Sales trips and contacts are reduced, and the end customer requires even more targeted information than before. Information must be available independent of time and place. Existing information is increasingly being questioned. Clients desire customized solutions.

But how can the multitude of individual possibilities be made accessible to the end customer without overburdening him?

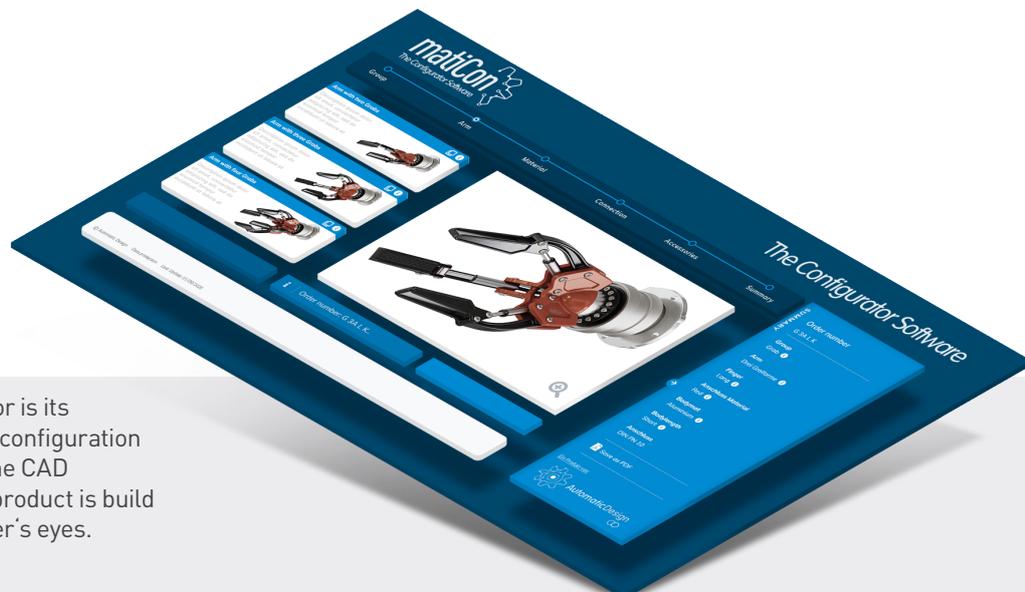
With the matiCon® product configurator, Automatic Design offers a tool to make the variety of possible product combinations accessible online. The products are visually shown in each configuration step, can be selected and compared and finally requested. matiCon® is easy to maintain despite the complexity of the products behind it.

Touch the future.

Automatic Design is a committed partner to its customers. Problems and challenges are identified early on through close dialogue and market-driven solutions are developed.

- **Customer-oriented:** The user gets a quick overview and finds the optimal product with all relevant information.
- **Visualization:** With the help of automation, thousands of render combinations are created in advance.
- **Content Management:** The maintenance of the online configurator is designed in such a way that the complex relationships can be maintained easily and comprehensibly.

Continuous updates, ever more realistic image representations, optimized text fields, more choice and flexibility - these are the demands Automatic Design has been aiming for since 2012 and will continue to do so in the future.



Photorealistic representation

A special feature of the matiCon® configurator is its **photorealistic product representation**. Every configuration can be displayed in real time on the basis of the CAD renderings created in advance - this way the product is built together piece by piece in front of the customer's eyes.

The product configurator as a sales promotion tool.

The matiCon® product configurator works like a funnel: The user is guided step by step through the configuration and is only offered options that are possible in the process. This guarantees **error-free and precisely fitting offers**, and jump rates are significantly reduced.

Apart from the rising customer satisfaction the sales department is also demonstrably relieved, because possible inquiries to the product happen usually to the already configured conditions are accordingly more specific and less consultation-intensive.

- The configurator **promotes product comprehension** through direct visualization and intuitive handling.
- As an **modern interface** it connects customer, sales staff and production.
- The matiCon® product configurator **works platform-independently in web browsers** and responsively adapts the layout to the devices used.

Reduction of complexity while maintaining the diversity of information.

The screenshot shows the matiCon interface with the following callouts:

- Guided configuration „step-by-step“:** Points to the progress bar at the top showing steps: Group, Arm Left, Tool Right, Arm Right, Accessories, Summary.
- Layer based product structure with detail and magnification option:** Points to the product preview area showing four different drill bit configurations (Article 284, 285, 286, 287).
- Summary with detailed additional information for each order step:** Points to the right-hand summary panel.
- Product filter with immediate display of available results:** Points to the left-hand filter panel with categories like ARM MATERIAL, ARM COLOR, ARM METAL TYPE, and GLASS TYPE.
- Dynamic structure of the order number:** Points to the "Order number" field in the bottom center.
- Individual color design and corporate identity:** Points to the AutomaticDesign logo in the bottom right corner.

The summary panel on the right contains the following information:

- SUMMARY**
- Order number**
R Pw Lk Es C4...
- Group**
Robot ⓘ
- Material**
White plastic ⓘ
- LED**
No LEDs ⓘ
- Ear**
Speaker ⓘ
- CPU**
Quad Core ⓘ
- Tool Left**
Drill ⓘ

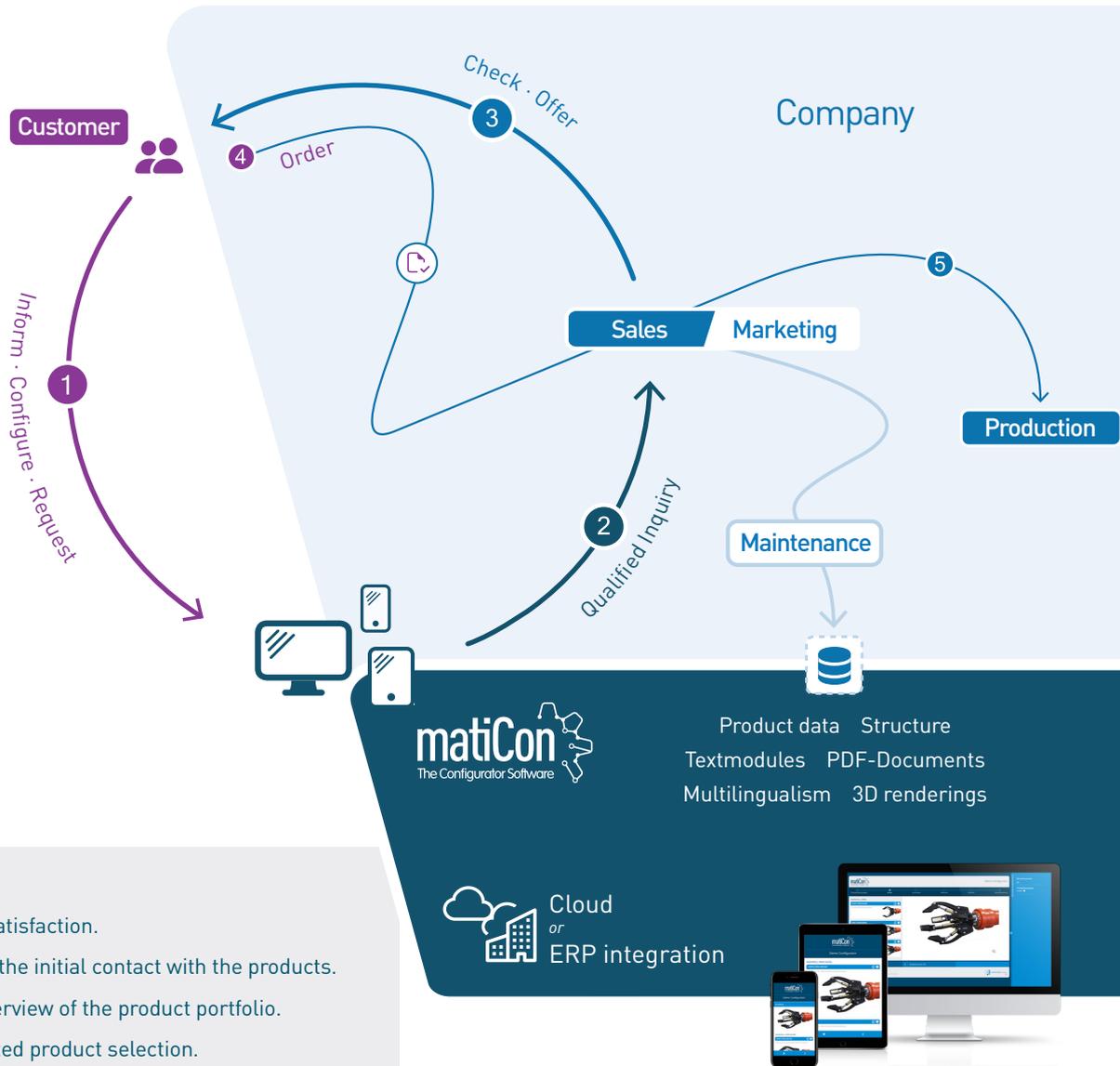


matiCon® – The use of the configurator at a glance

The interface between customer, sales and production

In addition to the product catalog, the client uses the online configurator as a tool to obtain information **1** and to configure the product exactly according to his needs. He can put together his optimal product from countless product variants. This way the sales department receives a (pre-)qualified request **2**. This significantly reduces the effort in the offer process. Based on the request, the sales department sends an appropriate offer **3**.

Since matiCon® drastically shortens the reaction time of the sales department, resulting in needs-oriented consulting and thus higher customer satisfaction, a higher order placement rate is achieved **4**. In the ideal case, the configurator is integrated into the merchandise management system in such a way that it immediately creates a suitable production order and production can be planned **5**.



Advantages at a glance

Customer benefits

- ✓ Increase in customer satisfaction.
- ✓ Reduction of barrier of the initial contact with the products.
- ✓ Simple and detailed overview of the product portfolio.
- ✓ Individual and customized product selection.

Company benefits

- ✓ Increase in the number of inquiries and orders.
- ✓ Increase of internal and external product awareness.
- ✓ Avoidance of misconfigurations and thus complaints.
- ✓ Fast decision-making processes in the sales process (guided sales).

Technology

- ✓ Complex technology with easy handling.
- ✓ Platform independent and modern Java development.
- ✓ Maintenance through modern content management system based on Microsoft Business Central (via cloud or ERP integration).

Features

- ✓ Individual and flexible designs.
- ✓ Separate information window with technically relevant additional information.
- ✓ Multiple selection and transparent product comparison.
- ✓ Detailed product image due to magnifying glass and lightbox function.
- ✓ Selection guide for faster product identification.
- ✓ Search engine optimized.
- ✓ Dynamic generated PDF info sheets with all selected order details.
- ✓ Direct product request via online form.



Products and Services

matiCon® Productconfigurator

Makes sales flexible and uncomplicated.

CAD renderings and design automation

Photorealistic renderings with millions of variations.

Catalog automation and creation

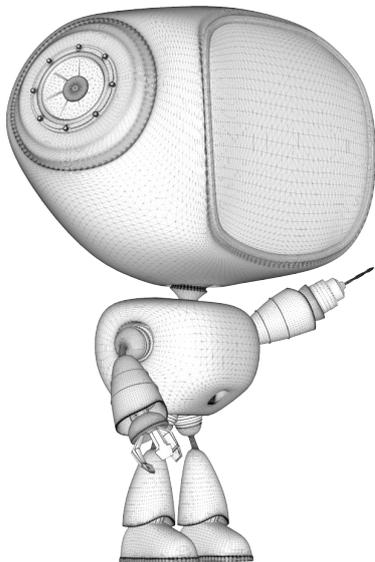
Via Adobe InDesign.

Workflow-Support

Optimizing workflows and developing intelligent links between data and design.

ERP integration

Microsoft Dynamics Nav / Business Central.



About Automatic Design

Founded in 2012 by Philipp Meyer, the owner managed company Automatic Design has developed into a team of specialists from various fields. This team consists of software developers, web designers, 3D artists, motion designers and (marketing) strategists.

Philipp Meyer himself has been working in the ERP area – especially Microsoft Dynamics NAV / Business Central – since 2003. At the time of its founding, Automatic Design set itself the goal of connecting the world of business logic with the world of design. Thus, they cover a wide range of services and products and create real innovation.

Since 2012, Automatic Design has been developing the universal industrial configurator matiCon®, which is now used worldwide and supports many companies and customers in the sales process. We attach particular importance to customer orientation and photorealistic product presentation.

Automatic Design is located in the heart of Hamburg Winterhude. Our customers are internationally operating companies from various sectors.

Contact – Talk to us:

ADM Automatic Design Software GmbH

Bäckerstraße 6
21244 Buchholz in der Nordheide
F +49 40 228 588 64 0
info@automatic-design.de
www.automatic-design.de



Your contact:

Philipp Meyer

Phone: +49 40 228 588 64 0

Email: meyer@automatic-design.de

