

"The AutoCAD OEM program allowed us to pick and choose features, keeping our finished product cost-effective. Also, by having the ability to bind all of our features into one application, we have created a low-maintenance program; our tech support time has dropped dramatically." **David G. Filippi, Team FabCAD**

Client Case Study: FabCAD

Company Brief

FabCAD®, Inc provides CAD (Computer Aided Design) software products and drawing services for the Ornamental Metal Industry, the Fence Industry and Design Professionals. The company was founded in 1990 by Colonial Iron Works, an ornamental fabricating and fence construction company. FabCAD®, Inc is located in White Stone, Virginia.

The Challenge

The company wanted to offer its patchwork of high-value components in a unified, stand-alone package. The solution needed to meet the unique needs of designers of metal railings, gates and fences and be intuitive and user-friendly enough for those inexperienced with CAD.

Recognized Benefits of AutoCAD OEM

By licensing AutoCAD OEM, available exclusively through Tech Soft 3D, FabCAD could combine its metal fabrication expertise with the full benefits of the popular and familiar AutoCAD technology. End users would have the option to access great software through a solitary software purchase, install and configuration. The streamlined all-in-one product could also be conveniently resold by a network of fencing supplies distributors, expanding the company's reach.

The Results

- Responsive Tech Soft 3D and Autodesk support teams allowed FabCAD to deliver a world-class product to market in record time.
- The product's reliability allowed the company to operate without a technical support team, yielding huge cost savings.
- FabCAD was able to customize AutoCAD and create automated routines that made it incredibly accessible to CAD novices.
- The company created the FabCAD Premium package for non-AutoCAD customers, extending the company's product offerings and accessing a whole new customer base.
- FabCAD seized the business opportunity to customize private label iPad/iPhone apps for manufacturers to provide to their customers.

About Tech Soft 3D

Tech Soft 3D is the leading global B2D provider of engineering solutions that help software teams deliver successful applications. Established in 1996 and headquartered in Bend, Oregon, Tech Soft 3D has offices in California, France, England and Japan. The company's product portfolio powers nearly 500 applications globally and includes the HOOPS suite of software tools, 3D PDF solutions and Autodesk OEM products. For more information, visit <http://www.techsoft3d.com> or contact (541) 383-4126.

FABCAD

Business Profile

Product:

FabCAD® integrating AutoCAD OEM

Industry Focus:

Construction/ Ornamental Metal

Company Website:

www.fabcad.com

FabCAD's Customers Say...

"We had a major forging project involving very ornate hinges with multiple designs. FabCAD software was essential in helping us create the patterns for laser cutting that we could then forge quickly. With FabCAD, we can also make customer requested changes without creating costly samples."

Kai Schulte
Schulte Studios, Inc.

