



# INOVATE™ for Sales Bid Modeling



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## Meeting the Sales needs of all Manufacturing

INOVATE™ has been developed with one thing in mind... close sales, not track them. To provide clients the most effective way to increase sales was to develop a software that enhanced the art of the deal in a innovative and synergistic approach. INOVATE™ was developed for virtually every manufacturing company that requires a "just-in-time" technical sales tool. It is aimed directly at companies that meet any or all of the following:

- Have a fairly structured product line
- Provide custom features for virtually every project
- Modular-based product lines
- Whose sales force require a level of technical knowledge to converse with potential clients.
- Need to conceptualize to clients their products and ideas.

The implementation of INOVATE™ is seamless into your current processes and tactics. INOVATE™ provides your sales team a tool unmatched in the industry through its dynamic 3-dimensional knowledge capturing and "3D-Notes\*". INOVATE™ has gained wide acclaim abroad. A sales tool that goes beyond solution selling and behavioral sciences, it gets into the heart of the customers needs.

**Unlock your Sales  
Force's Potential!**

## key benefits

The obvious major key benefit t is maximizing sales. INOVATE® delivers and is the next generation sales tool that every manufacturing companies sales team will need to adopt or be left behind. Its that simple. Through the use of 3D technology, INOVATE® provides a tool to sales teams worldwide an up-tapped resource for closing more deals, faster and better with more productivity downstream.

- Log into 3D, your clients specific requirements within the actual sales meeting right before their eyes, and share that data with your engineering department immediately for instant feedback\*. Move your sales meeting "3D-Notes\*" straight into the engineering process.
- Stop waiting for your pre-sales design support staff to finish that concept your client has been waiting for.
- Create your own custom INOVATE® Catalogs of product lines, features, options, or more for even further customer satisfaction as well as increase your sales while reducing lengthy sales cycles. Ensure real-time customer satisfaction.
- Make real-time changes and realistic imagery right before your customers eyes for outstanding customer support service.
- Eliminate mis-communications of design intent between your sales team and your engineering team.
- Reduce the time your sales staff has to "guide" your design staff after the sale and free them to generate new sales.

Armed with INOVATE™ your sales team has a tool that is unmatched in increasing your sales revenue straight out of the box and the more you use it in the sales process the more powerful it gets in closing more deals, reducing sales cycles, and speeding up the manufacturing process to faster deliveries. INOVATE™ is a tool that grows with you exponentially and is a fully scalable solution to meet your most advanced needs.

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## key features

INOVATE™ has a vast array of features. In addition INOVATE® is fully scalable to even complement your engineering design tools. In fact, INOVATE™ can be scaled up to act as your engineering tool of choice to even further enhance the abilities between your sales and engineering team.

INOVATE™ is fully compatible with IronCAD 3D CAD Design software from IronCAD, LLC. INOVATE™ has adopted that same user interface and tools that are found in IronCAD, LLC's Inovate and IronCAD software programs. What does this mean to you? Well all the conceptual design captured by the sales person can be easily moved downstream to design staff with complete interoperability. Of course this will work with your current in-house design tool as well, but the added benefits are bi-directional associativity between sales and engineering should IronCAD solutions be implemented.

The most simplistic windows-based GUI aimed at sales persons. The learning is virtually non-existent.

Drag and Drop tools make conceptual 3Dnotes capturing a breeze.

Patented Handle Technology provides the sales person the ability to conceptualize and modified customer ideas dynamically by simply pulling or pushing on handles to reshape components.

Catalog-Based Design Technology provides the ability for sales people to store customer specific concepts and notes into catalogs for audit trail as well as reuse for possible projects in the future. In addition, catalogs provide the ability to store standard components or intellectual property to company to be used on-demand thru drag and drop.

SmartAssembly Technology through catalogs and Drag and Drop provide the sales person the ability to simply drag components in from and they automatically know how to align to other components in the concept for easy and fast concept building right before clients eyes.

Intelli-Stretch technology allows sales people to alter the size of standard product configurations with a few mouse clicks...dynamically.

SmartRender allows sales people to generate a fast and truly photorealistic image of the concept at hand to further solidify the sales..

Cruising allows a simple and effective way for sales people to simply drag parts and features in the concept design to create quick modifications.

Direct-Face Modeling and Auto-Feature allows sales person to import customers 3D files if needed and alter them as needed throughout the sales meeting to address all their concerns.

INOVATE™ has full animation creation abilities should the need arise to clarify the design intent for the project. With simply drag and drop animation creation tools along with key-frame tools. Animations can be created very quickly in INOVATE™.

Sketch tools are also included in INOVATE™ for the Salesperson that feels more comfortable with sketching ideas. .

Complete 3D annotation and notation are available to pinpoint to more specific details of the concept

INOVATE™ comes complete with the most extensive translator list to move your data to virtually any phase of the process.

INOVATE™ also includes custom catalogs of 3D callouts, sales forms with OLE embedment such as MS Word and EXCEL.

A robust data searching tool to allow you to search for various concepts according to many attributes that can be assigned to your INOVATE™ files.

Complete exporting of 3D data, animations, and imagery on-demand.

Mechanism Mode is for the sales person that wishes to dig deeper into INOVATE™ and simulate how a mechanism may operate in real-

Web Publishing allows you create custom html files from your concepts that your customers can view online interactively complete with 3D viewing

INOVATE™ comes complete with free shareware for customers to use to view your concepts at anytime in 3D.

INOVATE™ allows you generate files that can be handed off directly to rapid prototype machines should the need arise to provide a sample to the customer

Tools for  
generating 3D  
interactive MS  
Office documents

## **Bid Model to Success**



## The Roles of INOVATE™ that Produce Results!



### salesperson

The ability to provide robust customer support and interaction. The ability to capture customer specific requirements through "3D-Notes". This reduces the burden of possibly return visits for more info gathering and also allows the salesman complete control over their sales process without relying on design support staff which are typically overloaded. Being able to ultimately provide the customer a complete summary of concept directly at initial sales meeting proves to close more deals faster and efficiently. Sales person simply hands-off "3D-Notes\*" to design/engineering staff with minimal time for guidance or concept clarification, thus free time to pursue more prospects.

### customer

The customer feels confident that sales person has a clear understanding of their specific requirements because through INOVATE® they were able to view the discussion notes and concepts in real-time right at the sales meeting. Customer quite often purchases on the spot feeling the matters are well in hand.

For the more technical... INOVATE® provides a vast array of tools for the more advanced technical sales person which include interference checking, analysis which include mass, weights, surface area of parts, complete set of catalogs which include fasteners, gears, bearings, hot and cold formed steel, custom holes and more.

### design staff

The pre-sales design support staff are freed from having to generate proposal materials for salesman to deliver to client. This is a very high-cost overhead that quite often yields no results. INOVATE® keeps your design/engineering team focused on the in-house projects at hand thus making them more productivity to shorten delivery times.

### company

The company benefit by utilizing in-house staff more effectively and a nice by-product is that the entire staff is happy about the INOVATE® implementation. The salesperson makes more sales with less effort and constant returning to client for clarifications while actually having fun using INOVATE®. The design staff is extremely happy that they can focus on what they do best and not have the be "burdened" with pre-sales concepts. The CEO and CFO are extremely happy because INOVATE® has increased their sales and reduced their overhead while providing superior productivity gains.





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Magnacad is a major supplier of the most innovative and mission critical software for design professionals and enterprises nationwide. We have been involved in the industry over thirty years and have seen a need to provide services and solutions that are a dramatic change to the way organizations maintain their design and engineering infrastructure.

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