



GIKEN

New business opportunities thanks to CATIA for Creative Designers

Today, you can create business opportunities if you capture a customer's attention with unrivalled speed and a value-oriented marketing approach. CATIA for Creative Designers is an optimal marketing tool in this regard.



Shigetaka Morita
President
GIKEN

Challenge

GIKEN wanted to deliver better service to customers by integrating its design, engineering and production processes.

Solution

CATIA for Creative Designers from Dassault Systèmes enables GIKEN to develop innovative 3D design proposals with more design alternatives.

Benefits

CATIA for Creative Designers has improved project teams' efficiency and helped them to be immediately successful as they address business opportunities in new markets.

Transformation to a one-stop design solution provider

Over the past decade, GIKEN has dynamically transformed its business activity from production of prototype molds for injection molding to design and product planning. The 25-employee strong design firm is now a one-stop shop for solutions ranging from product planning and industrial design to prototyping and small-lot production.

The company focuses on the development of automotive parts, healthcare devices, sporting goods, and electric tools. Demand for prototype mold production in the automotive industry began to decline a decade ago and GIKEN was forced to adapt a new business model. While many of its competitors shifted to mass-production molds, GIKEN decided to move towards design.

CATIA for Creative Designers: a visionary solution

GIKEN was well-prepared for design work, having used 3D CAD for more than 20 years. Following its business transformation and riding on the downsizing trend, it switched to CATIA four years ago. "We chose CATIA because it was used on a global scale and we saw potential in it," said Hiroaki Ohsumi, Managing Director and Design Group Leader of GIKEN. CATIA was initially introduced as a tool for mechanical design and manufacturing. However, after the release of CATIA for Creative Designers for industrial design, the use of CATIA has been extended to conceptual design.



What's fascinating about CATIA is that it allows us to create models just as we imagined them in such a short time.

Hiroaki Ohsumi

Managing Director and Design Group Leader / GIKEN

Faster turnaround

CATIA for Creative Designers, which enables rapid design modeling through intuitive operations, has proven to be a perfect fit for the company's needs, bringing significant improvements to the design process. "CATIA for Creative Designers lets us design and satisfy requirements simultaneously, reducing design changes and design time, as well as minimizing time to delivery and associated costs," said Ohsumi.

Ohsumi uses the design of a nameplate commissioned by an automaker as an example. Nameplates of this kind are typically flat, but the customer wanted a stereoscopic curved surface. With the plate thickness was just 4mm, creating a curved shape was not easy. However, designing this nameplate with CATIA facilitated the task. "We initially planned a one-month schedule but the task

was completed in less than two weeks. Though this varies depending on the product type, CATIA for Creative Designers has shortened the development cycle time to about one-third," noted Ohsumi.

CATIA for Creative Designers as a marketing tool

Not only has CATIA for Creative Designers significantly improved efficiency of design modeling, but it has also enabled GIKEN to develop a new proposal-oriented marketing approach that captures customers' preferences before presenting the proposal. It started with a customer who wanted a specialized control panel that could not be found elsewhere. "Since the customer showed interest in that proposal, we started design work and within a week, presented a convincing photorealistic 3D rendering and a model created by a 3D printer. This impressed our customer greatly and sped up the subsequent sales process," said Shigetaka Morita, President of GIKEN.

"Furthermore, a 3D printer creates a simplified model, taking digital input from CATIA. The combination of a photo-like rendering and a tangible model can be used as a powerful and convincing marketing tool," said Ohsumi.

Breaking into new markets

Morita said that the efficiency achieved through CATIA for Creative Designers has made it possible for GIKEN to enter new design markets. "We are convinced that if we present the best possible design proposal with proper cost and quality by leveraging tools such as CATIA, we can venture into new markets where design practice has yet to be established," he added. While carrying on this proposal-oriented marketing strategy, the company is committed to building a strong trust-based relationship with customers with an eye on the future. "Today, you can never create a business opportunity without a value proposition. But you can develop opportunities if you capture a customer's attention with unrivalled speed and a value-oriented marketing approach. CATIA for Creative Designers is an optimal marketing tool in this regard," said Morita.



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