



Sitting Comfortably as an Autodesk Build! Partner

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Alex Bataller, MicroCAD Software.

Project summary

Providers of niche furniture-design software boost revenues up to 50 per cent in six months by becoming Autodesk Build! partners.

Sophisticated CAD technology such as AutoCAD is often required by designers not actually familiar with CAD. MicroCAD Software in Spain and Austria-based CAD+T, two providers of niche furniture-design solutions, understand that their customers don't always have high levels of technical knowledge.

Autokitchen creates design software solutions specifically for kitchen furniture designers while CAD+T focuses on cabinet makers, joiners and carpenters.

“Our typical customer is a small company that recognises the benefits of CAD software but perhaps sees it as too high-end for their needs,” says CEO of CAD+T Anton Schwarz. “The reality is that they would benefit greatly from its functionality if only they could access it through an intuitive user interface.”

Alex Bataller of MicroCAD Software, whose software users include kitchen fitters and designers, agrees: “One option was to integrate AutoCAD into our own solutions but this still meant users would have to be familiar with the AutoCAD interface. What we really needed was a way to build AutoCAD in to our own software without the need for users to be specialist CAD operators.”

Keeping it Simple

The solution was Autodesk's Build! Agreement. Previously known as its OEM agreement, Build! allows partners to create applications for niche markets where it is not possible to use a full Autodesk product plus an add-on application. This reduces the cost of the total solution and eliminates the need for operators to have a CAD specialty.

Autodesk provides Build! partners with AutoCAD OEM, an embeddable version of its flagship AutoCAD. Partners can then Build their own applications with AutoCAD OEM inside but without it being accessible to the end user. The end-user cannot use the AutoCAD that is inside the application as he would use a normal AutoCAD.

Bataller explains: “Because we retain our own custom-built interface, users feel like they are using our own specialised solution to accomplish the tasks required for their specific type of work such as organising catalogues or demonstrating designs. The difference is that they have AutoCAD functionality built in so they can create sophisticated digital prototypes of bathroom and kitchen layout plans quickly and easily.”

For example, sales staff of a kitchen retailer can now configure the different components of the kitchen to show the end-customer.



Expanded Possibilities

The addition of AutoCAD to their own highly specialised software is now a business essential for MicroCAD Software and CAD+T. They can now provide their enhanced solutions on disk or via the web so users can quickly and easily create online demonstrations of their designs.

“Our customers generate the majority of their income online so this capability is essential, especially as it doesn’t require them to licence the software by seat,” says Schwarz. “We attract up to 50 per cent more business through our Build! partnership than we would without it and we have a real competitive edge. We even ask customers to challenge our competitors to do what we do for the same price and none can.”

Niche solutions with integrated AutoCAD also help MicroCAD and CAD+T to expand their global markets and get their products to market quicker and at lower cost.

“AutoCAD is at the heart of our business and it’s a privilege to be a Build! partner,” concludes Bataller.

For more information

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