



Customer Name: Hong Ik University

Region: Korea

Reseller: Sejoong

Use Occasion/Application: Service Bureau

Comments were provided by Mr. Jung of Sejoong.



Reason for Purchase: This customer received funding from their regional government to purchase an RP system to support local business.

From the outset of the sales process, the customer was so fixed on high accuracy that we were not able to get them to listen to our advantages in making great parts at high speed and low cost. At great effort, we worked with them to identify their customer needs. We showed that while some customers needed highest accuracy, many others needed great parts at low cost. After discussion, we agreed that the second need was actually the larger opportunity. The customer was still fixated on providing a highest accuracy solution for those that needed it.

We then pointed out that for late stage prototyping, the need for accuracy and material property some times favored CNC machining, while other times favored one of several forms of RP. For great parts at high speed and low cost, Z Corporation was always the strongest.

We suggested that they target the bulk of their needs with Z Corporation and then target the remainder with a “best fit” technology through a service bureau. With overcapacity in the service bureau sector, it is easy to get RP parts just above cost.

We also mentioned that late stage prototyping can often be best targeted with CNC or rapid tooling technology. SLA, SLS and FDM technologies don’t offer production tolerances or accurate final material properties. We suggested that their customers might be best served with a mixed “best fit” solution that gives high speed and low cost where those are the top priorities and machined tolerances and real material properties where those are most critical.

Our goal was to break the deadlock with the customer that wants a system that is the best for all purposes. If we only point out that no system can do everything well, the customer gets frustrated and feels that they will not be able to provide the best solution for all constituents. The argument “You can’t have it all, so accept less accuracy or material property” doesn’t work. We present our solution as the world’s best fit for most of the customer’s problem, and lead the customer to a way to solve the late stage prototyping problems flexibly at low cost. The customer now feels that they have the best of all worlds.

In the end, this customer purchased an 810 system and a low cost CNC machine. They and their customers are delighted with the solution.

ROI: The customer is now highly productive. This customer has become an excellent reference, both as a customer site and as a practitioner of the approach outlined above.