



Customer Name: Des Moines Area Community College

Region: US, Midwest

Reseller: Moss Enterprises

Use Occasion/Application: Education



Comments were provided by Bill Moss of Moss Enterprises in Iowa.

Reason for Purchase: This customer had purchased the previous generation Stratasys 3D Printer, and had such a negative experience that the customer was negative on 3D printers in general. In three years of operation and thousands of dollars in service expense, the customer had printed only six models successfully and had finally turned the system off.

“It required substantial effort for us to even get the customer to talk with us about a 3D printer. His first words on the subject were ‘No Way.’ He had lost interest in the area and needed to learn about Z Corp’s products and get excited about 3D printing again. The customer was really impressed with our speed and cost, and also our part quality.”

“From the initial discussions to purchase took about six months with this account, but at the end we had one of our most powerful advocates for Z Corporation’s 3D printers.”

ROI: The customer uses the system routinely in curriculum support.

“The customer cannot stop talking about our equipment and his testimony has directly led to at least two competitive wins.”

The customer repeatedly says, “I still have the six pieces I made on the Stratasys equipment. They are not nearly as good as the hundreds of parts we have made using the Z Corp. equipment. Our students’ first project was an assembly with 13 interlocking pieces, and they went together perfectly the first time.”

Even though his negative experience was with Stratasys’ previous model, his strong feelings about Stratasys as a company and the way his problems with his Stratasys 3D printer were handled in the past have a powerful effect on prospects. Fear of failure is a powerful factor for the educational buyer, and this customer’s first hand comparison of the way he has been treated by Stratasys and Z Corporation is very powerful.

The customer has begun to promote the system with other schools in the region. The customer volunteered his system for a project at Iowa State and is generating a lot visibility for the system. We are keeping track of his activities and following up on the sales leads that come out of his promotions.