

ACCELERATING SALES FOR COMPLEX PRODUCTS

3D VISUALIZATION AS A MARKETING
TOOL FOR HIGH-TECH PRODUCTS

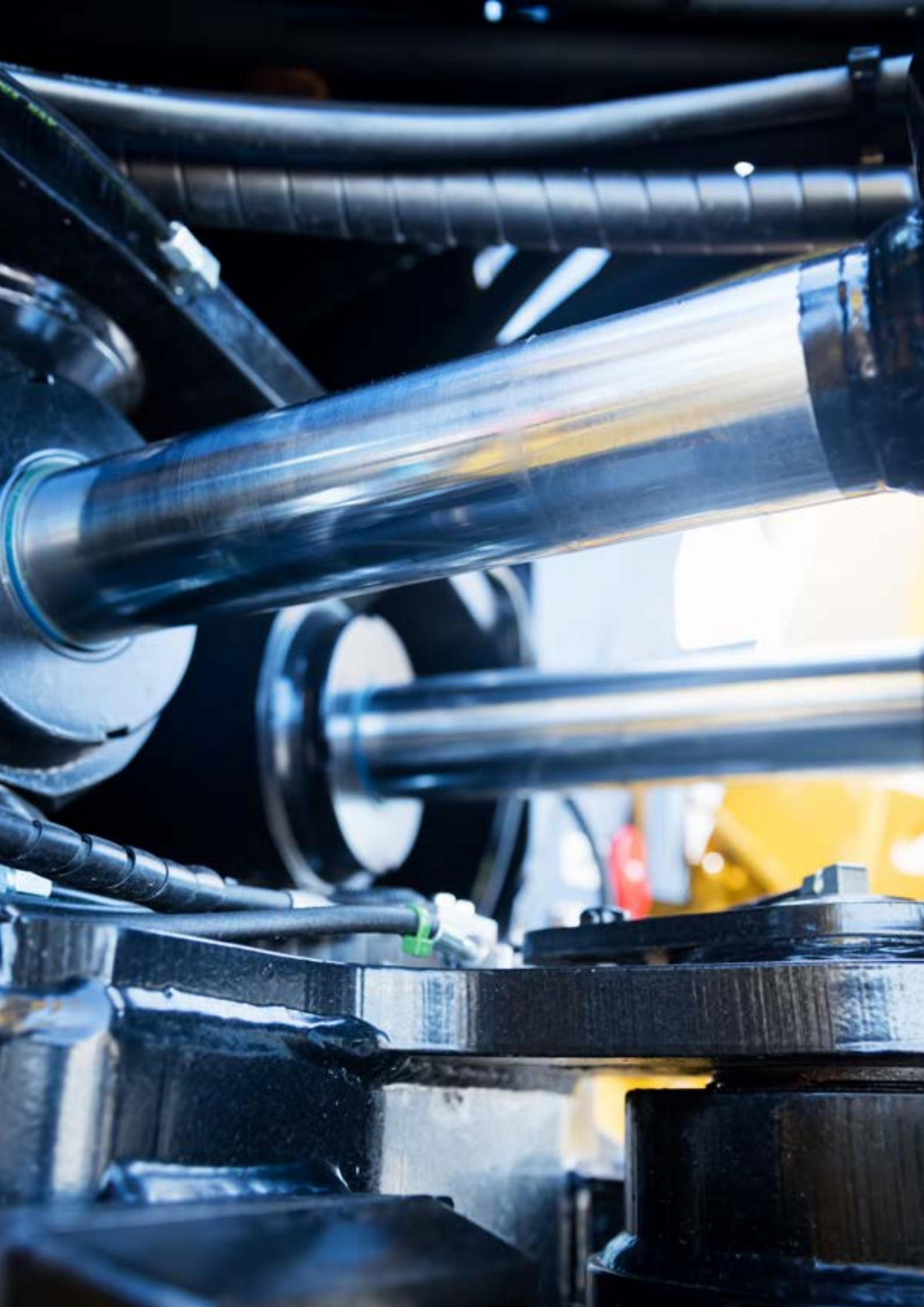


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IT DOESN'T HAVE TO BE COMPLICATED

B2B marketing is changing. Inbound marketing is becoming increasingly important, especially in acquiring new customers. People today first find out about products and solutions on the Internet before approaching companies. Prospective customers are already very well-informed before approaching the sales team of a supplier. Today, the pre-selection is made online and that's where decision-makers need to first be convinced.

None of this is new. It is well studied and documented all across the internet. The fact that this development does not stop at industries that offer complex capital goods is also not a new insight. However, presenting these complex, often highly technical products online is a huge challenge for marketers. Companies struggle to make them tangible and understandable for their audiences.

The good news is that there are simple solutions that make this struggle much easier. 3D product visualization is one of them — and a very powerful one at that. With the help of [3D visualizations](#), in combination with [Augmented Reality \(AR\)](#) or even [Virtual Reality \(VR\)](#), you not only present your products, but turn them into interactive experiences. This conveys complex information playfully and remains in the memory of your audience for a long time.

In this whitepaper, we present background information, examples, and practical tips on how you can easily implement 3D visualization – including AR and VR – no matter how complex your product is.

Enjoy reading,

Hans Elstner, CEO room AG

WHO SHOULD READ THIS WHITEPAPER?

This whitepaper is aimed at marketing managers who want to bring highly technical industrial products closer to their customers. Learn how you can shorten your sales cycle decisively with the help of easy-to-implement 3D visualization solutions.



KEY LEARNINGS

- How to accelerate your sales process with 3D visualizations
- How 3D product communication improves your visual storytelling
- How 3D product visualizations help you to convey complex product information



1. INDUSTRY CHALLENGE: REDUCING COMPLEXITY

1.1 QUITE COMPLICATED - INDUSTRIAL PRODUCTS

Product communication in many technical industrial sectors presents marketing managers with major challenges. Do you have to market products such as blast furnaces, optical systems, analytical instruments, or robotized production lines? A mammoth task! You have to convey technologies, functions and hard technical knowledge to your customers. Ideally, this information leaves a lasting impression. Many companies rely on sales or technical experts to communicate the advantages of technologically sophisticated products to customers. However, more and more customers are informing themselves on the web before approaching specific manufacturers — even for highly technical products. Inbound marketing is therefore increasingly becoming a decisive success factor in technology-driven industries such as mechanical engineering, optics, medical technology, electrical engineering, biotechnology and many more. This makes it all the more important to communicate product content online in an appealing way.

Reducing the complexity of product information and getting to the heart of core benefits is your key to success. Companies that master this challenge create a decisive competitive advantage for themselves. The visualization of information and products is an important aspect in this context, but effort and investment are usually very high. Often, the company's own employees or several agencies are engaged full-time in producing renderings, images, or videos. There is an easier way.

1.2 LONG SALES CYCLES AND CHANGING CUSTOMER BEHAVIOR

The planning of industrial plants or the acquisition of new machines are lengthy processes. The high cost of such projects usually requires a detailed definition of technical requirements and a comprehensive review of potential manufacturers. This costs a lot of time. The sales processes on the part of the suppliers of technical products and solutions are thus also protracted. Sales cycles of many months or even years are not uncommon. Time is money and the longer the sales process takes, the higher the costs for the manufacturers.

Another important aspect in this context is that customer behavior in the B2B environment has changed significantly and continues to change. Years ago, comprehensive personal consultation and intensive support by sales staff were the norm throughout the entire sales cycle, but today this is happening later and later in the

process. Customers find out about products in advance on the Internet and make a preliminary selection there. Only then do they approach specific suppliers and product manufacturers.

So, what needs to be done? Convince potential customers of your product quickly. Get to the heart of your product and simplify complex information. Present your product and corresponding information through engaging, interactive experiences. That way, it will be understood quickly and remembered for a long time. A quick, comprehensive understanding of your product content also reduces the amount of consulting required for your products. You save time twice over. However: A list of features or long, sprawling text descriptions will only help you to a limited extent. Clever visualization strategies in combination with targeted storytelling are your path to success.

1.3 VISUAL STORYTELLING AS THE KEY TO SUCCESS

The storytelling approach has been used successfully in advertising and marketing in the B2C sector for decades. For some time now, it has been gradually making its way into the B2B sector and thus also into the world of high technology. In recent years, it became a hype term. The principle is simple: by using emotional stories in product and corporate communication, information — even complex technical knowledge, data and facts — becomes more tangible for users. Stories are remembered and appeal to people on an emotional level. Dry fact sheets cannot do this. The modern, marketing-oriented storytelling concept systematizes classic „storytelling“ and creates a toolbox that is used specifically in the communication of companies and products. One of these systematization is the frequent recourse to Christopher Booker's "Seven Basic Plots". According to this, every story that has ever been told and will ever be told is based on one of seven basic plots. Marketing-oriented storytelling likes to fall back on these story templates in order to convey a product or company message. However, merely resorting to these plot types does not guarantee success. Creativity and a clear strategy of whom to address, where, how and with what are just as necessary.

A decisive aspect is also the selection of the right medium. Stories can be told in a variety of ways - textually, verbally, auditorily or visually. A truly engaging story is best told through visual media that present the information in an interactive or even playful way. Such stories are often found in a digital environment because there is a certain flexibility in combining a wide variety of visual media formats.

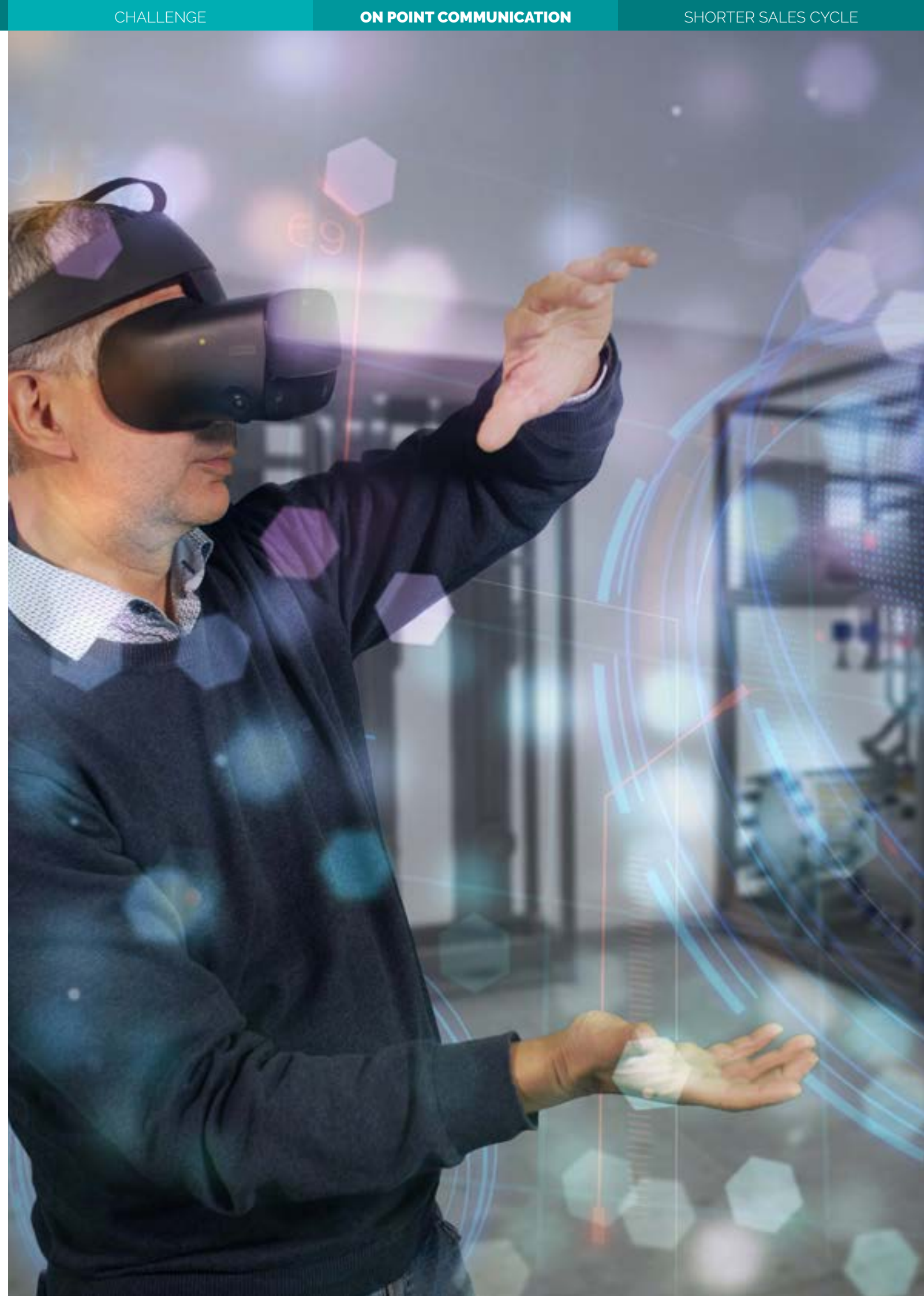


Why do visual impressions make a stronger impression? The visual perception process goes far beyond the mere intake of information. It generates a constant referencing of memories and experiences. Visual content can be absorbed faster and more memorably than pure text — up to 60,000 times faster — and is remembered five to six times better. If you introduce interactive or immersive elements into the equation, these numbers increase many times over. AR, for example, turns products into explorable 3D objects you can overlay onto the physical world. Customers can move them around, scale them, and work with them in their typical environment. Information can be absorbed and understood much more quickly. [3D visualization](#) is thus an essential tool for conveying information for highly technical products and influence purchasing decisions.

2. ON POINT PRODUCT COMMUNICATION

2.1 3D VISUALIZATION IN PRODUCT COMMUNICATION

3D visualization pushes visual storytelling to the next level. Thanks to the additional spatial dimension, you are able to create even more interactive experiences for your users. 3D models of your products convey benefits, numbers, facts, functions, and dimensions in a vivid way. They create tangible, playful product presentations that make your customers an active part of the experience. 3D models can also be detached from their mere presence on a website or online store via AR. AR is a technology that superimposes a computer-generated image (here, a 3D model of an object) over the physical world using a smartphone or dedicated spectacles. Customers can thus take the product model with them, share it or — thanks to its true-to-scale nature — plan with it in their environments. Thanks to annotations additional content can be integrated into the experience e.g., Videos, Images, text, or info graphics. This experience sticks with your audience and is customer-oriented information delivery at its best. Purchase decisions will be made faster.



2.2 INSPIRING CUSTOMERS: BEST PRACTICE EXAMPLES

*Interactive 3D product models
support sales of complex ventilation
technology from Nestro®.*

NESTRO®, one of the world's largest suppliers of innovative ventilation technology, was looking for a way to present its products online in an interactive way and to generate leads at the same time. The idea: Visitors to the website are presented with animated panoramic 3D views of the NESTRO® products. Those who would then like to receive further information and also take a look at the inner workings of the machines have leave their contact data. This generates valuable leads for the sales department. In order to realize this idea in a practicable way, a two-stage system was devised and implemented. Each machine was planned, and 3D visualized in two different levels of detail.

The products — five bestsellers — were equipped with several info points (annotations) displaying additional information via little text boxes — available in six different languages. Visitors can now either click directly on the points and read the corresponding texts or click comfortably from point to point via a selection field. The texts could be stored by NESTRO® itself and can be adapted at any time.

The two-stage principle also applies to the animations and info points: Smaller insights are openly presented to visitors on the website. Almost every focus point offers a small animation. More detailed insights, which provide in-depth information on functionality of a device, are only available after users enter their contact information via an embedded contact form. They will then receive a link to the [3D Product Viewer](#) of "Phase 2".

We wanted to present the customers, who inform themselves directly on our site, a similar interactive offer as we usually do at a trade show stand.

Till Uhle
Marketing & Sales Manager D|A|CH at NESTRO®





”

With the virtual showroom, we can not only present our portfolio in an innovative way, but also tell the story of our product solutions.

*Dr. Stefan Waltering,
Product Manager Cell Analysis at BD*

Interactive storytelling in BD's 3D Lab

Becton Dickinson (BD), one of the world's leading med-tech companies, developed a virtual laboratory as a showroom with interactive 3D product models of its highly technical product portfolio. The showroom, consisting of a central lobby and four laboratories, was completely modeled in 3D. Customers and interested parties thus receive a quick and in-depth impression of the product range. The personal exchange is maintained, and the laboratory solutions are presented in an innovative way.

Each of the four laboratory rooms represents a different customer segment and addresses different needs with corresponding product solutions. The highlight, however, is the 3D products: The labs feature a total of nine 3D models of the medical devices used in cancer cell identification, among other applications. By clicking on the devices, they can be viewed from all sides and up close and personal. Thanks to an AR feature, users can transfer the device's 3D model onto the physical world via smartphone to explore products in their own work environments.

Info documents and videos have also been integrated to explain the experimental workflow in more detail for customers and to provide additional information. In the "Golden Lounge", new and very special products are exclusively presented.

The virtual lab is used primarily for sales purposes. This enables BD's field staff to conduct joint virtual tours with prospective customers as well as new and existing customers. The laboratory environment not only presents the 3D devices in their typical environment, but also narrates, visualizes, and explains the medical technology workflow with its various steps. Through the joint tours, customers can easily immerse themselves in the world of BD. Without travel. Without security checks. Customers can return at any time to refresh information or retrieve more. Products can be easily projected true-to-scale onto their own lab environments using AR models with their smartphone. This is a key advantage for customers, as lab space is always in short supply.

2.3 PRODUCT COMMUNICATION WITH WOW EFFECT

With [productCloud](#), room AG offers a powerful and at the same time simple tool for the visualization of 3D objects of any kind. Numerous companies are already using productCloud to present their machines and systems to their customers in a simple and clear way. For this purpose, freely rotatable and zoomable objects can be integrated on the website or in the online store or brought to life as a true-to-scale, freely placeable AR model on the smartphone. With the interactive 3D views, you can replace product photos and offer your customers a realistic product experience. Additional content for the product is easily conveyed via annotation - whether video, text or graphics. This enables you to tell a cross-media story with and around your product, in which your customers become active protagonists. All media content and objects can be reused for a wide variety of occasions, and you can also adapt and edit them yourself. In combination with room spaceCloud, you can also create virtual showrooms that can be walked through and experienced in 3D.

Best of all, you can start visualizing your products in 3D right away. Just log in to the room [productCloud](#) and you're ready to go. Simply upload the 3D data or existing images of your products to the room productCloud. The platform will generate detailed and true-to-scale 3D models for you. For smaller objects, you can alternatively use the free [roomSCAN app](#) and simply scan your products with your smartphone. Try it out.

In combination with [digital showrooms](#), you can also create even more interactive product stories for entire portfolios. Create your digital showroom or start your own virtual in-house exhibition.



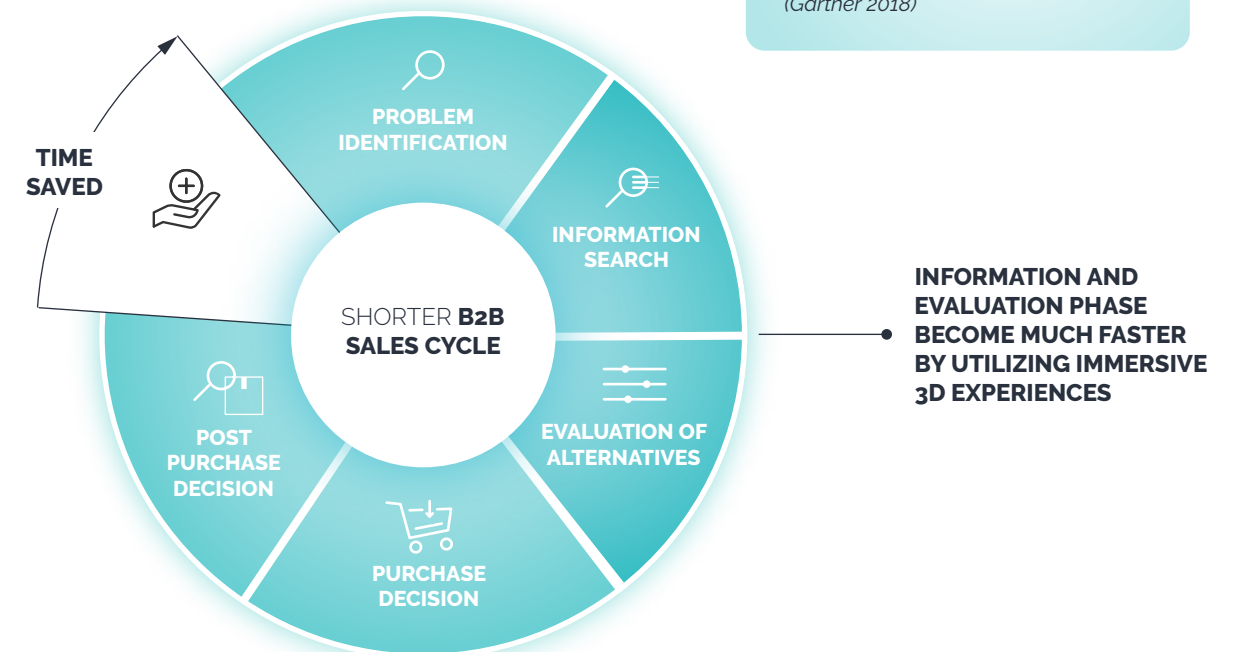
3. SHORTER SALES CYCLES THROUGH IMMERSIVE 3D PRODUCT EXPERIENCES

These examples impressively show how 3D visualization can be used in the sales and marketing of highly technical industrial products. Companies providing 3D models in their product presentations differentiate themselves from the competition and thus have a clear competitive advantage. Using AR, your customers can place 3D models of your devices true-to-scale in their own premises — from small offices to large-scale factories — and already pre-integrate equipment into their system landscape. This significantly shortens the selection phase of potential suppliers and also reduces the time spent on consultations on the supplier side. This accelerates the sales cycle significantly. 3D models of individual systems or even combinations of systems spanning multiple buildings can be easily recreated and then experienced by your customers. But 3D models and AR features for your websites, on-line stores, B2B apps, customer portals, or other online service you might provide are just the beginning. The development is moving toward completely virtual 3D product experiences with which customers can work directly online. The future is 3D!

Conversion rates in B2C increased through 3D and AR usage by est. overall 25%, in some cases even up to 40%. With wide utilization of these technologies in the sales and marketing process, B2B is likely to follow.

Over 50% percent of B2B Buyers are digital natives and receptive to innovative technologies like 3D, AR, or VR.

38 % of B2B buyers see a faster buying cycle when AR is involved (Gartner 2018)



Majority of B2B companies looking for ways to accelerate sales cycle

Est. 30% decrease of setup and installation time for complex machinery when 3D and AR is used



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