



Terex Utilities Improves Customer Collaboration Through 3D Visualization

A success story with Terex Utilities



Type of Company

Global manufacturer of lifting and material handling equipment.

Industries Served

Construction & Industrial Services

Products

Elevated Work Platforms, Telehandlers, Light Towers, Utilities Industry Equipment, Cranes, Crushing and Screening Equipment, Material Handlers, Grinders and Industrial Wood Chippers, Wood Processing, Biomass and Recycling Equipment, Washing Systems

Customer Benefit Summary

Terex Utilities (Terex) had a goal to improve their customers' design review and purchasing process. Current workflows required sharing designs in a 2D PDF that was cumbersome and challenging to review, leading to missed opportunities for improvement or extensive rework. By implementing Vertex Software, Terex provides interactive, collaborative 3D models to customers, leading to:

- Improved customer feedback
- Boosts in sales cycle efficiency
- Minimized travel



Wasting Time & Money To Gain Design Feedback

Terex is a leading global manufacturer of aerial devices, digger derricks, and auger drills for the electric utility industry. To share designs, Terex would provide 2D drawings and PDFs to obtain design feedback. But with over a dozen brands across hundreds of customers, collaborative product design quickly became a challenge.

“We want customers to have better interaction with the model before the truck is built,” says Kyle Wiesner, Terex Engineering Manager. “Our customers can’t look at a 3D model without Solidworks.”

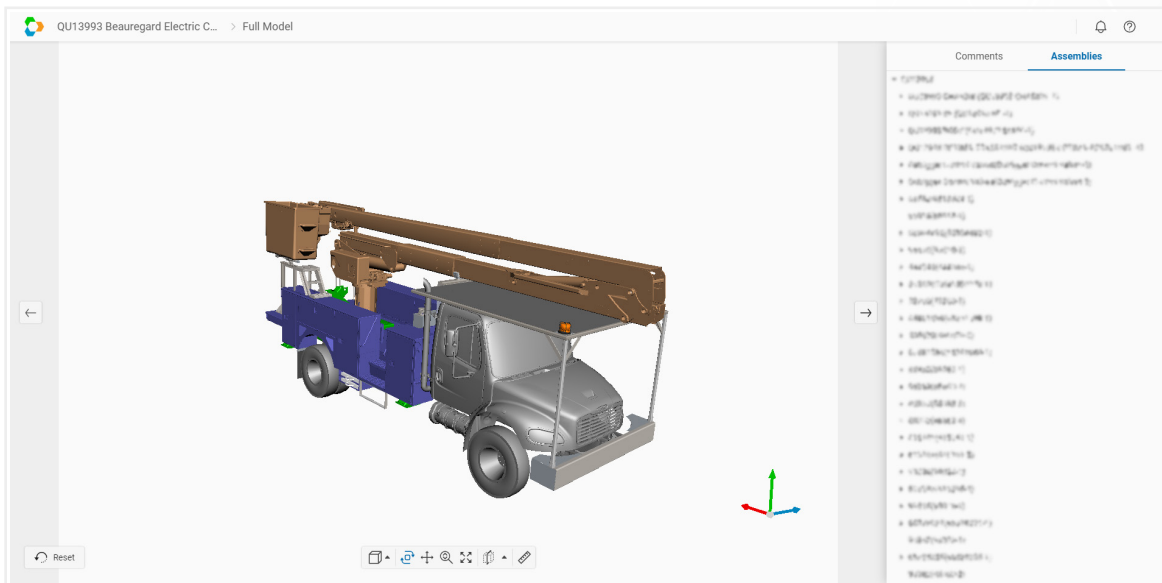
“We spend a lot of time and money traveling on-site or waiting for back and forth communication on a 2D PDF via email or FTP,” he continues.

Ultimately, Terex needed a way to simplify the customer experience when reviewing product designs. Enabling customers to better visualize design details provides a streamlined workflow, improved collaboration, and reduced rework for Terex and their customers.

Centralizing & Enhancing Sales Usage

In 2019, Terex began developing their vision to improve collaboration with customers. With a goal to become a leader in the market, Terex partnered with Vertex Software to improve the collaborative experience with customers using 3D models.

“Our goal is to communicate the interpretation of a design to a customer,” says Ryan Kloos, Sales Application Supervisor at Terex. “Interactive 3D models give us and our customers a way to better communicate rather than needing to rely on a 2D drawing.”



Details of these images are purposely low-definition and blurred to protect proprietary information



By using Vertex to communicate with customers, Terex:

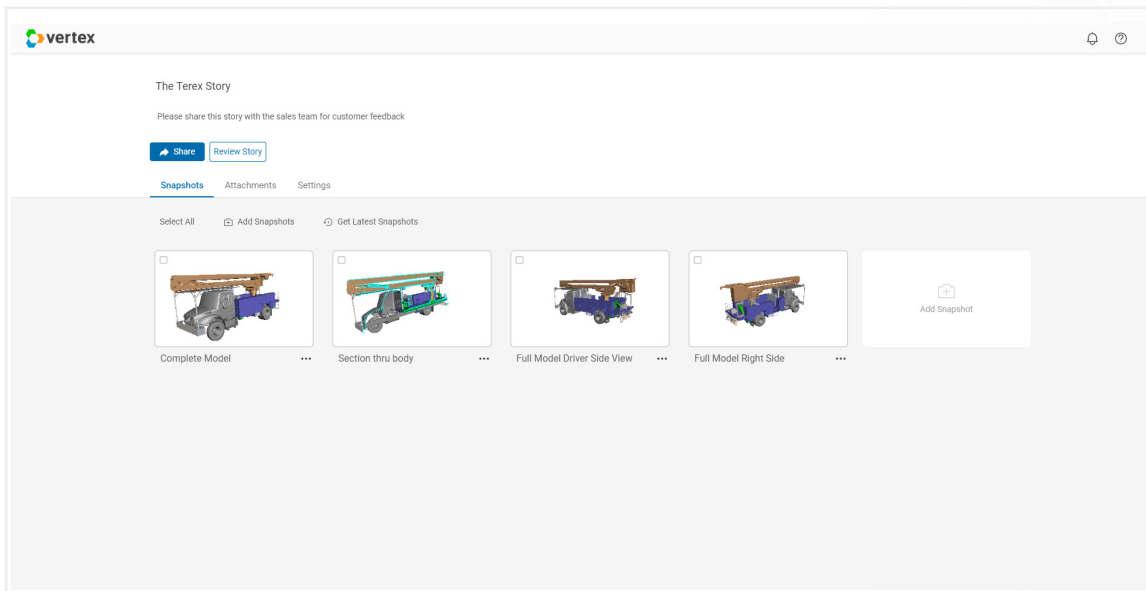
- Centralizes communication and reduces complexity during design reviews
- Enhances secure collaboration in one environment in real-time
- Provides a thorough and easy opportunity to review product designs, minimizing rework and
- accelerating timelines

“Seeing the location of different components in proximity is very hard for the untrained eye to do on a 2D PDF,” says Wiesner. “The ease of which we can now share 3D models minimizes complexity by giving the customer a more thorough opportunity to review designs.”

Improving The Customer Experience & Reducing Rework

The impacts of Vertex’s solution resonate for both Terex and their customer base. Terex cuts the time needed to prepare and provide designs to customers by leveraging visualization. Customers receive an interactive, 3D version of the product to easily understand and provide more valuable feedback quicker. Terex can consolidate that feedback in one real-time location to accelerate timelines while reducing cost.

“We’ve given the ability to view and interact with 3D models to a more diverse group of users within our customer base to satisfy their needs for design reviews,” says Kloos. “By providing more detailed information for customers to review, that minimizes confusion and rework. We’ve found that with Vertex, the customer experience has vastly improved and we can accelerate our cycles.”



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About Terex Utilities

Terex Utilities is a leading global manufacturer of aerial devices, digger derricks and auger drills for the electric utility industry and offers service and parts support across the North America. The company continues to be the leader in technology and innovation in the utility industry.

Terex Utilities is a business group within the Terex Aerial Work Platforms Business Segment of Terex Corporation.

About Terex Corporation

Terex is a global manufacturer of aerial work platforms and materials processing machinery. The Company designs, builds and supports products used in construction, maintenance, manufacturing, energy, minerals, and materials management applications. Terex's products are manufactured in North and South America, Europe, Australia, and Asia and sold worldwide. The Company engages with customers through all stages of the product life cycle, from initial specification and financing to parts and service support. Terex uses its website (<http://www.terex.com/>) to make information available to its investors and the market.

About Vertex Software

Vertex Software is a collaboration platform built on AWS that connects manufacturing teams for faster reviews and better decisions. Our visualization engine enables the digital twin for manufacturers, providing a scratchpad to enable teams to get work done fast, easily, and with agility. Vertex simplifies collaboration during product development between enterprise OEMs, midmarket manufacturers, the supply chain, and customers. We serve companies in aerospace, automotive, and heavy machinery with massive model visualization and collaboration capabilities.

