



Synsor Implements Autodesk® Inventor™



→ THE CLIENT

Synsor, located in Everett, Washington, has operated with a singular mission since 1971. Their mission is to develop innovative retail merchandising programs to assist the world's most recognized brand names, stay that way. From accounting to design, from engineering to warehousing, from manufacturing to client services, the entire Synsor operation is calibrated for this purpose

→ THE CHALLENGE

Synsor was searching for a solution to integrate the technological advances of 3D design technology without compromising their investments in 2D design data and their AutoCAD® technical expertise.

→ DESIRED OUTCOME

Synsor wanted to boost productivity, sharpen their competitive edge, earn an even greater return on their investment in product design, and improve many other aspects of their manufacturing processes by implementing 3D technology.

→ THE SOLUTION

Synsor was looking for a 3D modeling solution, and to help them explore their options, IMAGINiT went on-site to demonstrate Autodesk Inventor®. Director of Information Services, Gherry Taylor stated, "The fundamental reason behind choosing Inventor was our strong history and relationship with IMAGINiT." A number of engineers were energized by the demonstration and it appeared a logical path for their organization. "We looked at the competition, but felt that Inventor would do everything we wanted and needed without having to learn a new system; offering us a better transition for moving to 3D technology. We also felt confident in IMAGINiT and could count on them to help us accomplish our goals. They did a good job of supporting our organization, and in our opinion, rank higher than most vendors we deal with in this type of environment," noted Gherry.

Synsor trusted IMAGINiT for all their training and support needs. Their entire engineering staff took an IMAGINiT Inventor Fundamentals course, and moving forward, every new employee will also attend that course. "We found the training provided by IMAGINiT very useful, and we regard it more productive and cost effective than having employees learn the software on their own," stated Gherry. IMAGINiT went on-site and developed the initial set-up and implementation for Autodesk® Vault. "Vault has been truly beneficial to our organization; it allows our engineers to organize all their data in a centralized location and reduces the time needed to locate, reference, and reuse design data. This saves our staff a tremendous amount of time on a daily basis," confirmed Gherry. With the help of IMAGINiT, Synsor plans on interfacing Inventor with their enterprise resource planning (ERP) system to create a bill of materials (BOM) that automatically imports data into their ERP system. Gherry added, "Being able to create an automated and associative parts list and BOMs that are specifically developed for manufacturing and automatically update as the design changes is going to be extremely beneficial. We estimate saving 10-15 percent on engineering time once the system integration is complete."

→ ACTUAL RESULTS

Inventor allows Synsor to go after, develop, and prototype more complicated products than using just AutoCAD. "The overall benefit to the company is that we can design, modify, and present much more sophisticated, complex products with fewer resources," confirmed Gherry. The 3D modeling technology of Inventor provides Synsor with accurate representations of highly complex parts (from structural composition to the performance impact) and allows their engineers to see issues and possibilities without ever having to spend time creating documentation.

"There's just no substitute for seeing something with your own eyes," stated Gherry. Synsor provides their clients with a photo-realistic rendering, giving them a competitive edge and ensuring issues or questions are detected before a significant amount of money has been spent on production. "Inventor helps us communicate concepts to a diverse audience without sacrificing tried-and-true modes of communication with suppliers and our partners," added Gherry.

Synsor is growing significantly and attracting global corporations. Gherry concluded, "We've grown at least 80 % larger since we started with Inventor, and it's been supporting our growth, making our design work more efficient and accurate, and producing overall better design quality—with fewer errors."