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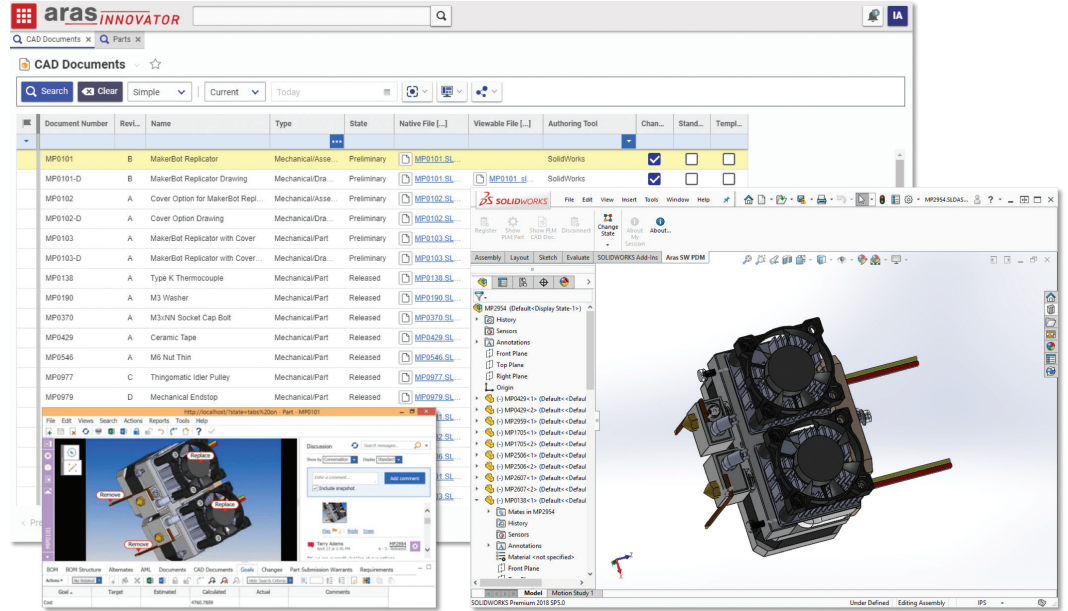
Tech Soft 3D Case Study: Aras Innovator

HOOPS Web Platform Continues to Help Aras Dominate the PLM Industry

"We've been working with the HOOPS Web Platform for over 6 years, and it just works. More importantly, they've been adapting it and modifying it to meet our use cases. We're very picky about who we partner with and Tech Soft CEO Ron Fritz and the team have been outstanding. Their willingness to engage and solve problems together is making a big difference."

— **Peter Schroer, CEO, Aras**
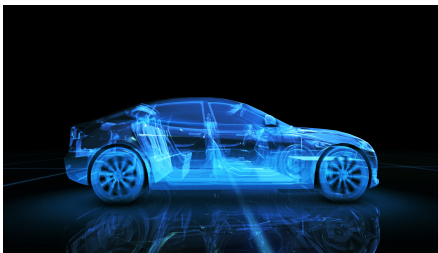
The Challenge

Aras, the only open resilient platform for digital industrial applications enables the world's leading manufacturers of complex, connected products to transform their product lifecycle process to gain a competitive edge.

"We have a number of different customers with disparate CAD systems," explained Kevin Richard, Director of Product Execution for Aras. "We want to bring 3D visualization to all of our users , many of which aren't familiar with CAD or don't have the depth of knowledge of a typical CAD operator - all without the need to have any plug-ins, or any kind of installed software on their system."

Aras PLM solutions support customers in markets from aerospace and defense, to top tier automotive, all the way to commercial food products. The commonality is most of them build physical things that come to life through CAD. The ability to visualize that product information and 3D representations throughout the lifecycle of the product, from conception to obsolescence, is a key component to the Aras solution.

"Our whole goal of visual collaboration is to enable end users to see 3D content, as well as other traditional 2D drawings and documents, in a very simple to use way," said John Sperling, Senior VP of Product Management. "We were looking for technologies to help us get there more quickly and began working with Tech Soft 3D."

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HOOPS Web Platform Provides Unmatched Data Access, Visualization, and Publishing for Cloud, Desktop, and Mobile

"The flexibility and customization of the HOOPS Web Platform, an integrated set software development kits, (SDKs), from Tech Soft 3D led Aras to select HOOPS for their develop-ment needs. The HOOPS Web Platform unlocks the power of proven 3D technologies for web application development, providing advanced 3D web visualization, accurate and fast CAD data access to over 20 formats, and 3D data publishing.
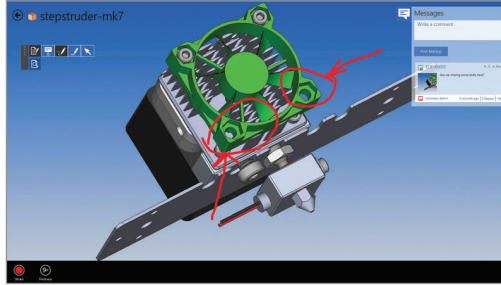
"We've been working with the HOOPS Web Platform for over 6 years, and it just works," said Peter Schroer, CEO & Founder at Aras. "More importantly, they've been adapting it and modifying it to meet our use cases. We're very picky about who we partner with and Tech Soft CEO Ron Fritz and the team have been outstanding. Their willingness to en-gage and solve problems together is making a big diff erence."

Aras differentiates themselves from the rest of the PLM market with their ability to tailor functionality to meet specific customer goals and needs, the ease of customization and flexibility of features to enable 3D Visualization for their customers was a major factor in choosing to partner with Tech Soft 3D.

"The power of the HOOPS Web Platform is one of the most important aspects in incorporating 3D visualization," said Richard. "Some of our customers want to be able to select a part, open it, and spin it. Others may want addi-tional functionality: for example, display parts by color that have an associated quality issue coming from PLM data. The fact that we have an application programming interface, (API), that allows us to be flexible and creative with our visualization features out of the box is really important to us."

At the rate technologies are changing, PLM systems are essential for anyone who is trying to build, manage, deploy, and track all information about their products. With the various platforms out there on any number of devices, having the ability to easily adapt with the Tech Soft 3D Platform by allowing Aras to deploy on web or mobile was critical.

"We really wanted to break the barrier for usability," said Sperling. "Embedding of the toolkit was actually very simple. The ability to add our own UI on top also went very well. It's completely cross-platform, and interactive between mobile and the web client."

"We're CAD agnostic", said Richard. "We rely on Tech Soft 3D for the functionality and the flexibility that the HOOPS Web Platform offers for data exchange, visualization, and publishing."

Industry:

- Product Lifecycle Management

Challenge:

- Access functionalities across all platforms for web and mobile

- Fast and accurate loading of nearly any CAD data

- Evolve product to support new demands from engineering market

Solutions:

- HOOPS Web Platform - Data access, visualization, and publishing for cloud and mobile

Results:

- Instant and accurate access to 3D representations of 3D data

- Easily integrate custom features and functionalities across all platforms

- Track and manage product data from conception to obsolescence.

Contact Tech Soft 3D to learn more about how HOOPS Exchange can benefit your organization.

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