



# Virtofy Business Case:

## A virtual reality solution for product and process virtualization

### Executive Summary

Virtofy is a state-of-the-art virtual reality (VR) software solution that enables industrial manufacturing companies to **present equipment, machines and processes to their customers completely virtually**, without the need for physical meetings. This not only saves considerable costs associated with face-to-face demonstrations but also **increases customer loyalty** through in-depth learning and immersive experiences. Thanks to its **enhanced scalability**, Virtofy can be quickly and effectively integrated into existing processes. This allows companies to communicate complex technical concepts in a sustainable way, demonstrate machines in action, and provide a tangible understanding of their technological advances - all at a **much lower cost** and without the carbon footprint associated with travel.

### Cevotec's challenge

Cevotec offers one of the world's most advanced production systems for complex fibre composites and was faced with the challenge of demonstrating its advanced Fibre Patch Placement technology to a global customer base. Conventional on-site presentations are extremely expensive and logistically complicated - especially if you want to demonstrate machines and prototype processes that are still under development. However, to fully understand the system and the process behind it, you need more than just a few pictures and videos.

### The solution: Virtofy

Based on the customer's existing 3D data, a customized VR scenario was developed for Cevotec that accurately simulated the operation of the robot system for applying



carbon patches to various workpieces. This guided VR experience was integrated into Virtofy so that Cevotec's sales teams could offer a guided, virtual tour of the machines in action at trade fairs and for customer appointments.

## Implementation

The implementation process comprised the following steps:

### 1. Collaborating with Cevotec engineers:

To ensure the accuracy of the VR model, the first step was to coordinate closely with Cevotec engineers regarding the necessary specifications and operational data of the plant.

**2. Using existing 3D resources:** Original 3D design data from Cevotec was imported and used.

**3. Developing the scenario:** A custom virtual environment was then created to mirror Cevotec's production facility, complete with animations to demonstrate the fibre patch placement process.

**4. Integrating into Virtofy:** The scenario was seamlessly integrated into Virtofy to provide easy access for Cevotec's sales representatives and potential customers.

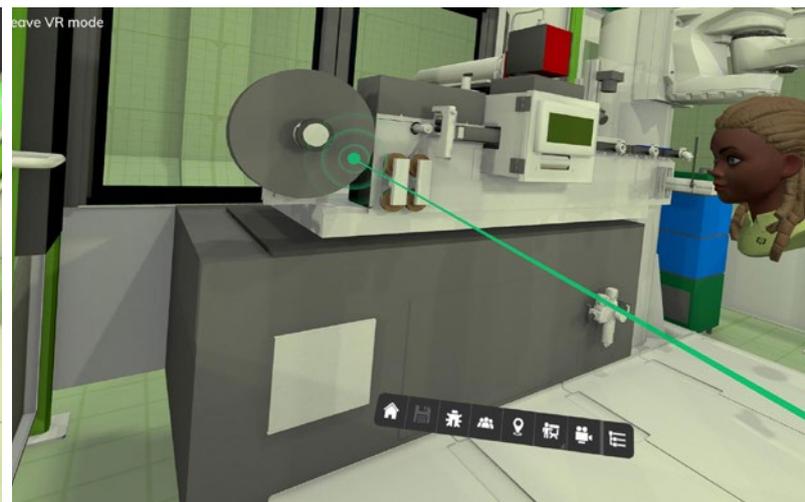
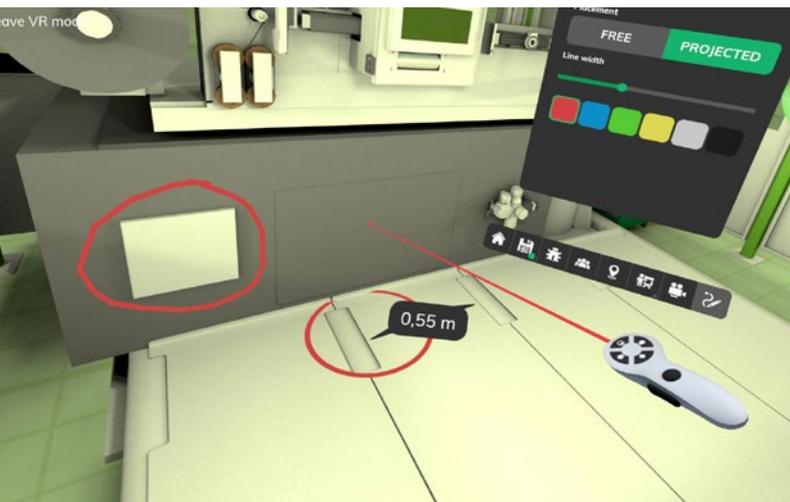
**5. Training:** Thanks to Virtofy's ease of use, it only took a short training session for Cevotec's sales team to ensure they could effectively navigate and present the VR scenario to customers.

## Benefits

**Cost savings:** Cevotec was able to make significant cost savings, as there were far fewer customers to fly in or equipment to set up at trade shows.

**Global reach:** Cevotec was now able to demonstrate its technology to any potential customer around the world without the need for interested parties to travel to the production site.

**Improved customer experience:** The interactive VR experience enabled customers to visualize and understand the advanced processes in a compelling format - whether at the trade fair stand or in a customer appointment.



**Sales enablement:** Virtofy enabled the sales team to effectively demonstrate the benefits of the technology and operational efficiencies.

**Sustainability:** The reduced need to travel contributed directly to the reduction of CO2 emissions, in line with the company's sustainability goals.

## Summary

Virtofy has revolutionized the way Cevotec interacts with potential customers. The detailed virtual representation of Cevotec's machines and processes in Virtofy has been a sustainable, cost-effective and engaging sales tool. This business case is a testament to the potential of VR in improving industrial sales and customer interaction.

**„The public interest was enormous. I can't remember ever having so many visitors to our booth.“**

FELIX MICHL, CTO  
Cevotec GmbH

## Contact for questions & further information

[sales@eachtick.com](mailto:sales@eachtick.com)

Learn more about Virtofy at:

[www.virtofy.com](http://www.virtofy.com)

