

## Case studies with CadON

*This case has been written by Silva Lill, the Marketing Director of CadON; our reseller in Finland, Estonia and Latvia.*

### **Presentation of the company**

CadON is specialized in boosting customers supply chain by means of 3D-product design and Product Life-cycle Management (PLM/PDM). Since its foundation in 1998 CadON has become a key SolidWorks reseller in the Northern European territory. Today CadON has more than 800 business customers in Finland, Latvia and Estonia. CadON's success

is based on our personnel's long experience of working on different customers' cases and high software competence. Our Vision is to be the best supplier of comprehensive solutions for computer-aided product development and life-cycle management. We stress the importance of continuous interaction and long term customer relationships by being a part of the customer's growth and change.

### **Business challenge**

*- What were you looking for, while adding a SolidWorks gold to your product list?*

When adding CustomTools to our product portfolio, we wanted to enlarge and differentiate our offer from competitors, and also to generate new revenues.

### **Solution**

*- Why did you choose to resell CustomTools over other software?*

We were looking for a product that could best satisfy our customers. As CustomTools had been developed based on the wishes and demands of SolidWorks users, it appeared to be the best solution. A clear logic of functioning and a continuing development enable efficient adaptation in everyday use. CustomTools can also be expanded according to a customer's wishes and demands.

With CustomTools, data is managed in a unique way, which helps the SolidWorks users and small engineering workgroups to be faster and more efficient in design process.

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### **Outcome**

*- What are the main benefits of reselling CustomTools?*

CustomTools has been able to generate extra revenues and the most important thing is that most of our customers have been very satisfied with the product. CustomTools is usually associated to SolidWorks and sold as a unique package.

*- Have you been struggling to resell CustomTools or has it been easy?*

It is usually not difficult to sell CustomTools after telling all its benefits to the customers. Approximately 50% of our Customers are now using CustomTools

*- Are you satisfied with your relationship with ATR Soft Ltd?* We have also been very satisfied with our relationship with ATR Soft Ltd. The technical support works really good and very fast.



**cadON**

STEP AHEAD