AUDAX LABS

Audax Labs - Enhancing B2B/B2C Commerce with 3D Product Configuration

Our Capabilities & Experience

Audax labs is an Innovation Partner with a strong System Integrator background. We work with enterprise clients in their innovation journey from ideation to enterprise grade deployment.

PARTNERS

HITACHI Inspire the Next

Microsoft Solutions Partner

talend Partners

Google Cloud Partner

CUSTOMERS

HITACHI Inspire the Next

Microsoft

Parker

KARMA

EV Bike Manufacturer

Rabobank

9to5 seating

Kelvin

Bonsai mediagroup

INDUSTRIES

- Automotive
- Manufacturing
- Healthcare
- BFSI
- Retail

TECHNOLOGIES

AI
Artificial Intelligence

AR, VR, & XR
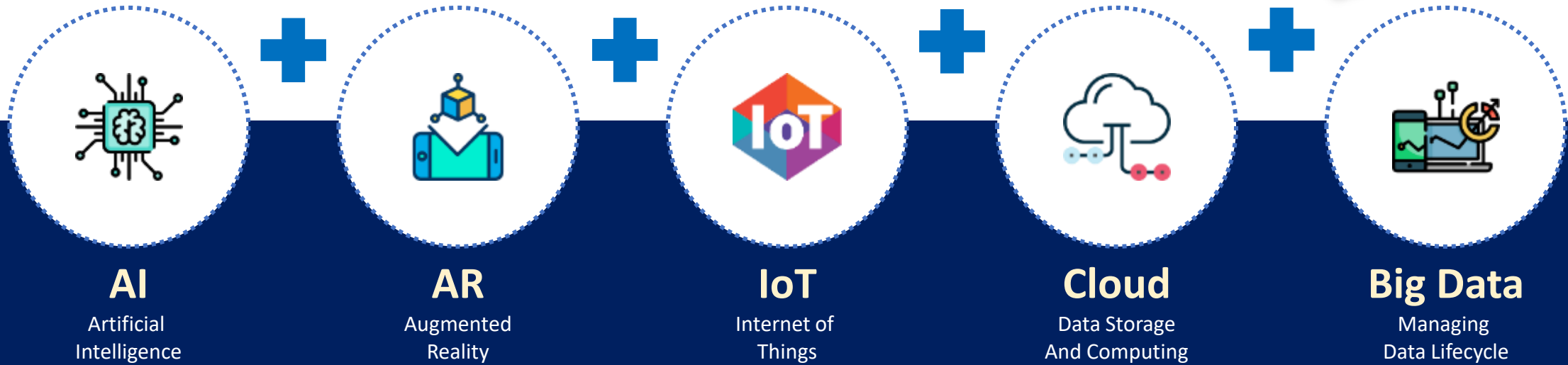Augmented Reality

IoT
Internet of Things

Cloud
Storage & Computing

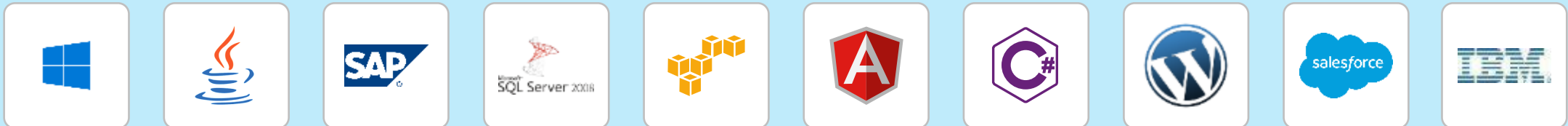**Data**
Managing Data lifecycle

GLOBAL PRESENCE

SEATTLE
OXFORD
DALLAS
NOIDA
SAN JOSE
KOLKATA

Making Enterprise Smarter Leveraging Outcome Driven Innovation!

AUDAX LABS

Use Case Factory

New Revenue Streams

AI
Artificial Intelligence

AR
Augmented Reality

IoT
Internet of Things

Cloud
Data Storage And Computing

Big Data
Managing Data Lifecycle
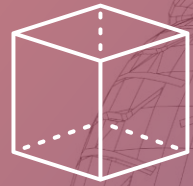
Traditional Technologies

B2B Sales and Product Configurator – Introduction

AUDAX LABS

- Enabling organizations to revolutionize their B2B/B2C commerce through advanced 3D product configuration.

- In B2B sales, our configurator is an integral part of Configure, Price, Quote (CPQ) software.

- Audax Labs' configurator streamlines the collection of customer orders for intricate products, providing a visual representation.

- Customers input specific details and parameters, envisioning how the product will look or perform.

- Configured details guide the manufacturing process, ensuring accurate fulfilment of customer requests.

B2C Deployment of 3D Configurators:

- Empowering B2C companies to integrate 3D configurators on their websites, particularly on product pages.
- Allows customers to explore alternate sizes, colors, and various product attributes.

Features of the 3D Product Configurator

1

3D Product Visualization and Configuration:
Provides a dynamic and immersive representation of products.

2

Virtual Try-outs:
Enables customers to virtually experience and interact with configured products.

3

Rule Engine for Authoring and Configuration:
Robust rule engine for flexible authoring and configuration of diverse products.

4

Easy Integration:
Seamlessly integrates with existing infrastructure investments.

Varieties of Product Configurators

Web-Based Product Configurator

Definition:
A browser-based product configurator embedded on websites, particularly common in ecommerce platforms.

Functionality:
Enables users to modify the design, style, and features of a product in real-time.

Mobile Product Configurator

Overview:
Tailored for B2B applications, the mobile product configurator offers a distinct level of personalization and customization for products.

Strengths:
Ideal for businesses with specific needs in personalization.

VR Product Configurator

Innovation:
A transformative approach utilizing VR devices such as Oculus Rift S and HTC Vive.

Impact:
Revolutionizes the product configuration industry by leveraging immersive virtual reality experiences.

AR Product Configurator

Differentiation:
An Augmented Reality (AR) product configurator, distinct from VR, finds greater utility in real-life scenarios.

Practicality:
Offers enhanced usefulness and applicability in various real-world situations.

Benefits

Drives Sales

- Accurate price quotes and increased opportunities for selling related products.

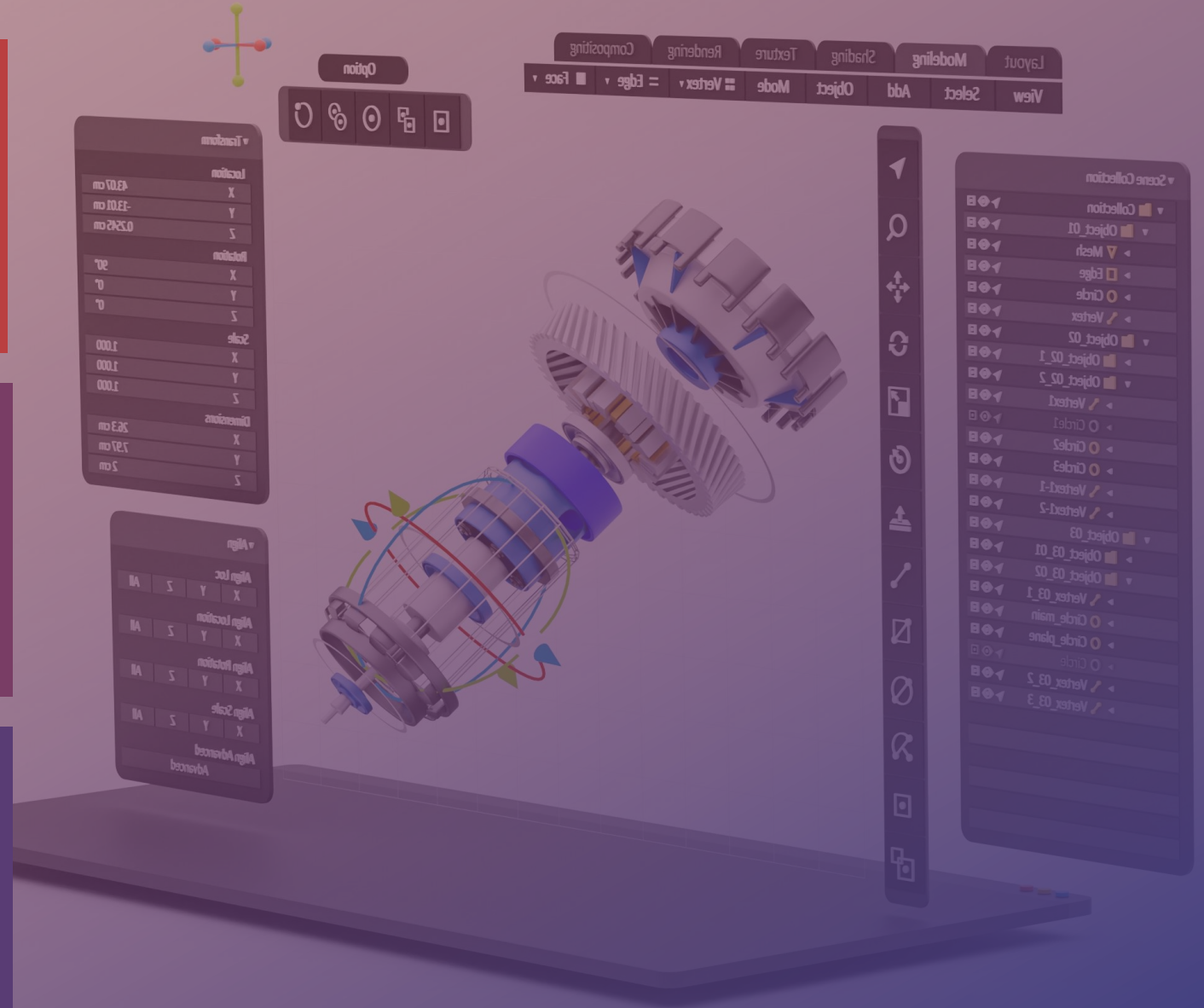- Boost in sales, reduction in the time to final sale, and improved lead quality.

Elevates Customer Experience

- Enhanced customer experience with personalized products and brand engagement.

- Increased customer control over the shopping process, fostering confidence and converting potential customers into online buyers

Empowers Marketing and Advertising

- Allows customers to configure products based on various combinations, enhancing engagement.

- Increases user dwell time on company websites, strengthening brand interaction.

AUDAX
LABS

Our Process

An iterative process involving solution scoping, planning, iterative builds, rapid feedback loops, baseline creation, and continuous improvement.

Initiate Request Process

- High-level needs identification.
- Workshop scheduling.
- Sample use cases and live demos.
- Hands-on workshops.
- Idea prioritization and technology selection.
- Identification of critical paths.
- MVP scoping and target outcome definition.
- Resource allocation and iterative build.
- Rapid feedback loops and baseline creation.
- Pilot rollout, measurements, and lessons learned

Future-Proofing Business

- Capture customer attention by highlighting capabilities and content through cutting-edge technology trends.
- Enhance customer experience and user engagement with innovative experiences, driving business growth and increased sales.
- Significantly reduce maintenance time for improved operational efficiency.

XR Technology Implementation & Consulting

- Offer a comprehensive end-to-end production-ready pipeline for emerging XR technologies within the enterprise landscape.
- Establish your market differentiation in a competitive landscape.

Technology Stack

Leveraging 3D Configurator with Azure for Business Success.

Development Framework
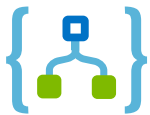

Cloud Services

Web Development
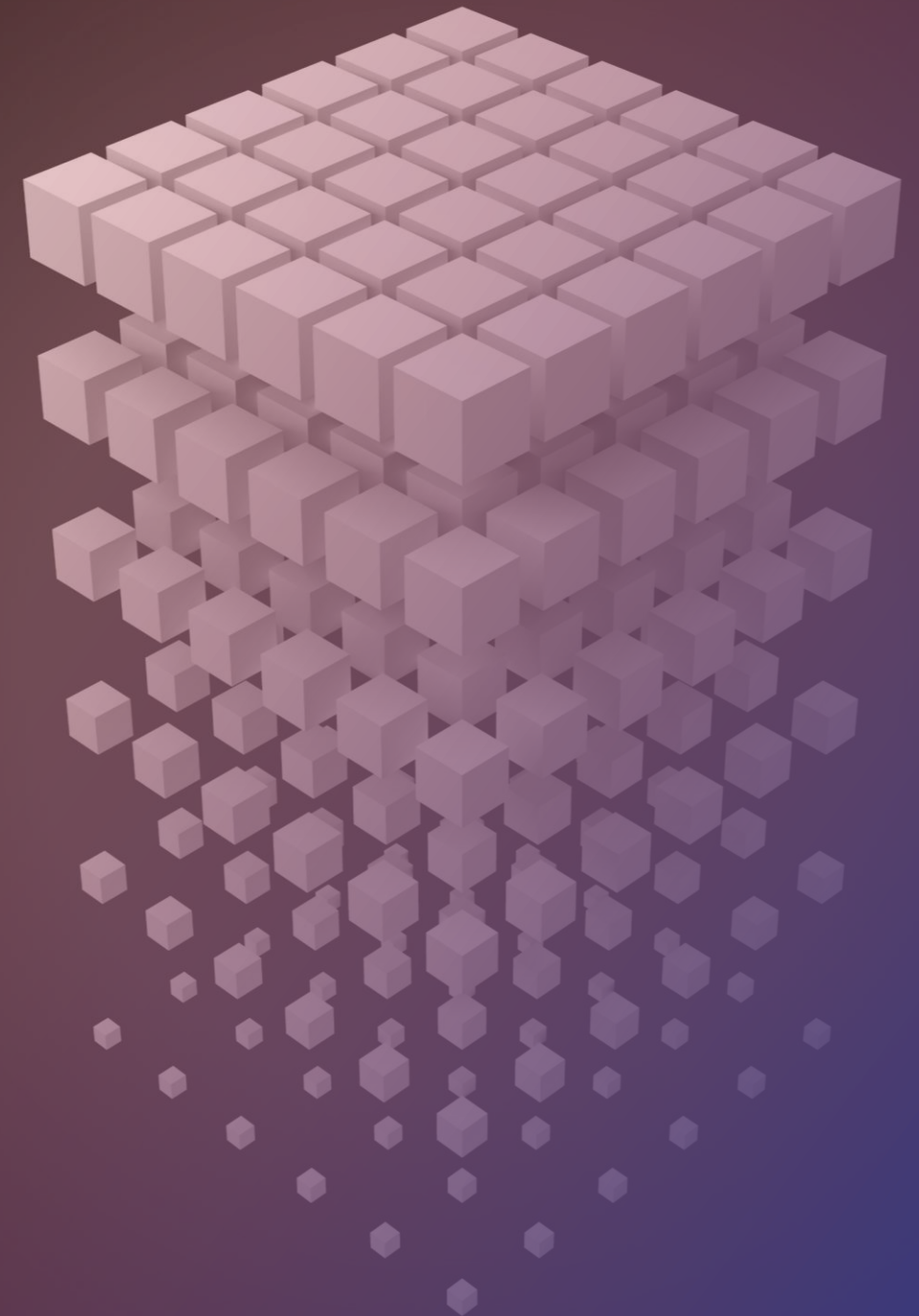

Database

Integration

(AR) and Virtual Reality (VR)

IoT (Internet of Things)

Version Control and Collaboration

Loftwall's 3D Builder: Seamless and Collaborative Experiences

Solution Component:
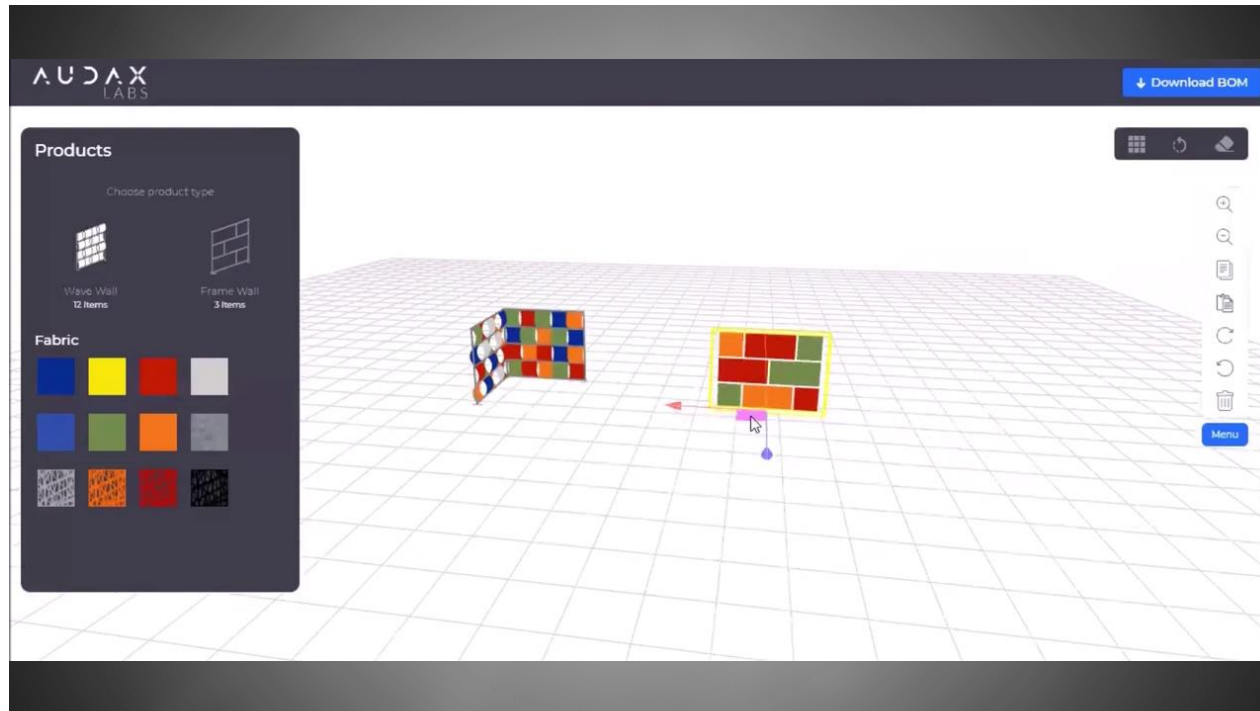

Azure + Three.JS + Unity + SQL

Challenge:

Loftwall, a large room/wall divider manufacturing company grapples with consumer confusion due to an overwhelming product range. To improve the customer experience, they need a solution enabling users to visualize and customize dividers, reducing decision complexity. This tool should save time, enhance customization, and facilitate seamless communication with suppliers and the design team for efficient manufacturing. Transparency in cost variation is essential for informed decision-making.
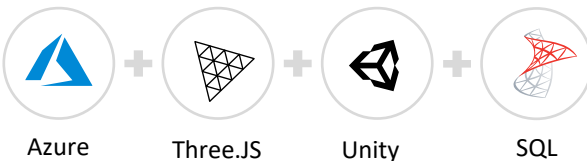
Solution:

Audax Labs introduces the 3D Builder tool for Loftwall, addressing the room/wall divider manufacturer's challenge. This tool enables consumers to easily explore and customize divider options remotely, experimenting with colors and textures. With each customization, a Bill of Material (BOM) is generated for reference. The tool facilitates efficient sharing of designs with the manufacturer, suppliers, and designers. Users can also seek feedback by sharing designs with friends and family.
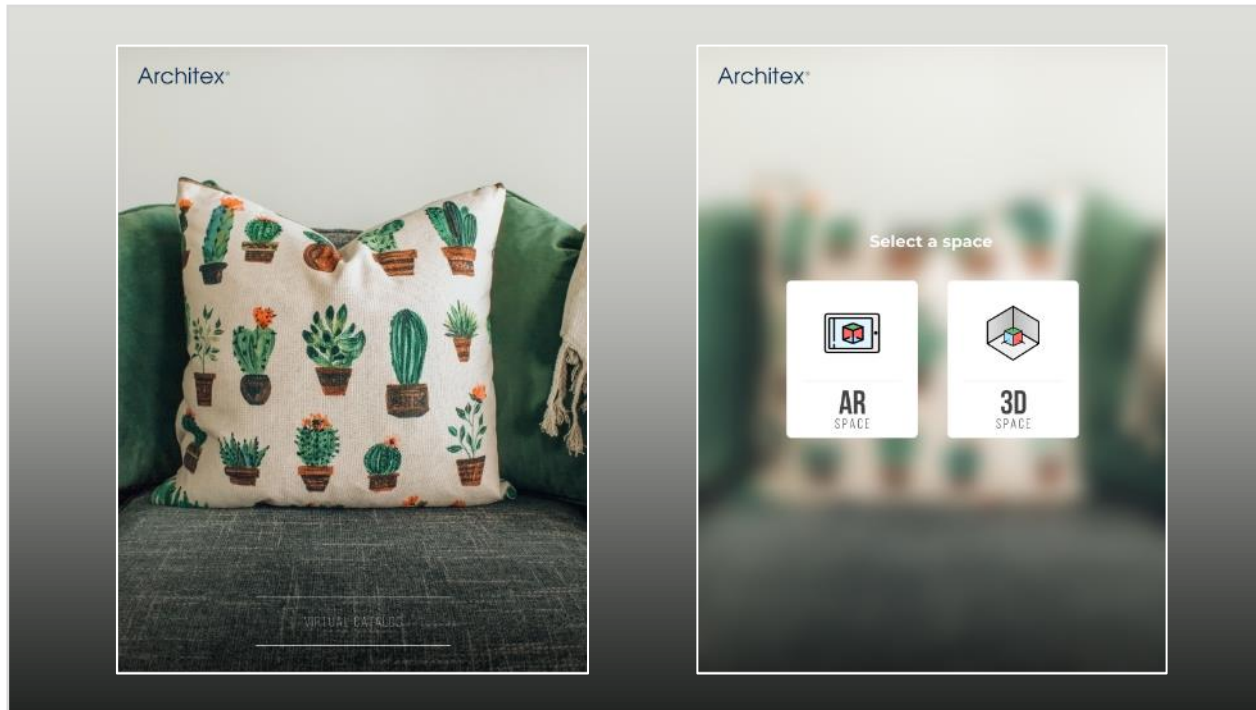
Outcome (ROI):

- Remote Customization
- Time and Cost Efficiency
- Seamless Collaboration
- Enhanced User Experience

Architex – AR based 3D App for Manufacturers

Solution Component:

Azure   SQL   Unity

Challenge:

The challenge is to create a solution for a fabric manufacturer aiming to showcase their diverse product line to potential buyers. As they specialize in fabrics for sofas and furniture, the limitations of physical stores make it impractical to display all options. The goal is to develop a virtual platform where buyers can effortlessly view and customize fabric options

Solution:

Audax Labs presents a tailored solution to address the fabric manufacturer's challenge. We've developed an innovative AR-based app enabling manufacturers to upload diverse furniture models along with a comprehensive product catalog of their fabrics. This app empowers end-users to experience furniture in augmented reality (AR) or 3D mode, facilitating a realistic visualization of how the selected fabrics will look in their personal living spaces. This not only streamlines the showcasing process but also enhances the buyer's decision-making by providing an immersive and interactive platform.

Outcome (ROI):

- Supports various File formats
- Allows 3D and AR environment
- Scalable and robust
- Enhanced user Experience
- Walkthrough and coachmarks

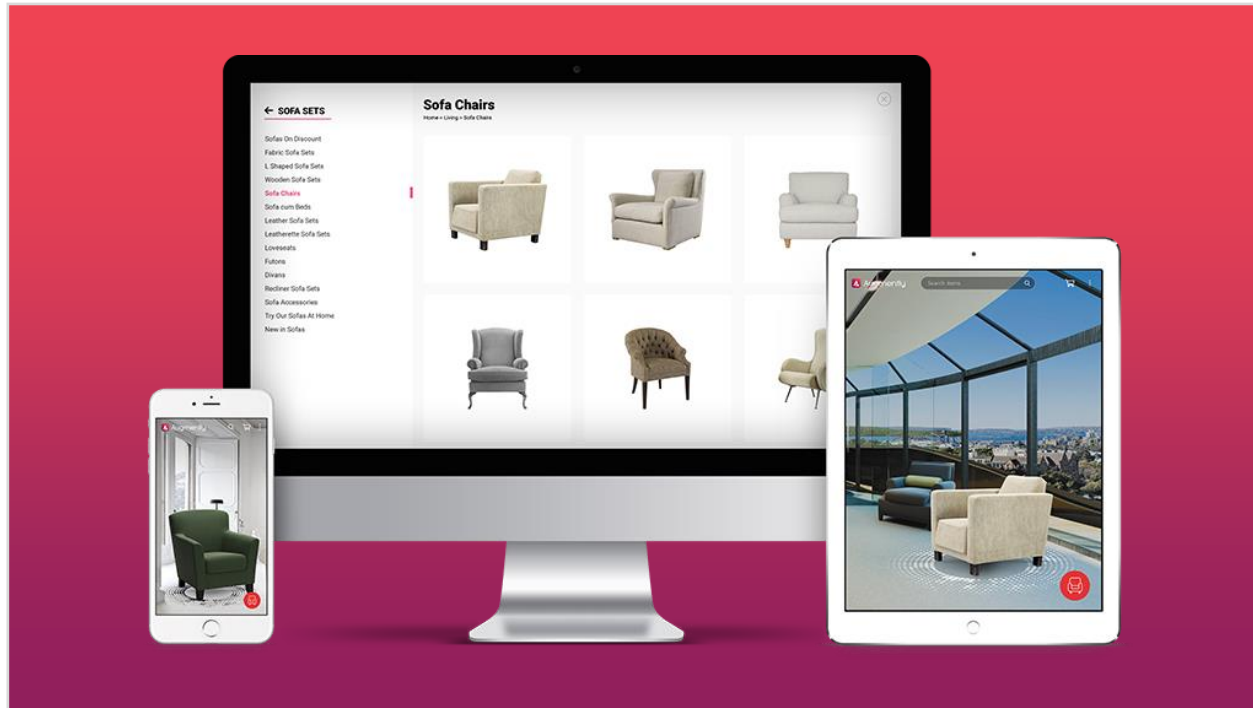# Augmently- 3D builder for furniture manufacturers

Solution Component:

Azure + SQL + Unity

Augmently improves efficiency through the value chain by enabling interaction between the technical and business functions of organizations.

- **AR expertise**
  High-Quality AR experience across mobile devices, and iOS and Android operating systems

- **3D Content**
  3D content creation and/or rendering from existing file formats to make them AR compatible

- **Back-end integration**
  Back-end integration with internal applications and IT systems such as Databases, eCommerce engines and CRMs.

INDUSTRIES

🛒 E-Commerce	🎮 Gaming
🎓 Education	❤️ Health
🚗 Automobile	🎥 Entertainment
🏠 Real Estate	

Supra Boat's Customization App – 3D Boat Builder

WATCH DEMO

Solution Component:

Azure   AR   Unity   iOS

Challenge:

Supra Boats wants to provide its customers a rich user experience and allow them to configure the boats according to their taste and choice.

They want the 3D builder to be hosted on their websites. Supra also wants to create an AR based 3D builder app that can be used on the users mobile.

Solution:

Audax Labs developed 3D Builder for Supra and Moomba boats using ThreeJS and Unity and integrated into their websites. The solution would allow users to configure a boat, save the boat, and take picture, save configurations in their CRM. Users can also share the configured boats on social media.

An AR based 3D builder was also developed for mobile users.

Outcome (ROI):

- Improve Brand experience
- Increase in traffic on Supra and Moomba websites
- Increase in sales

Photo-realistic 3D Builder for EV bike Manufacturer

Solution Component:

AR + Unity + iOS + Android + Azure Cloud

Challenge:

A large EV manufacturer faces a challenge in meeting the personalized preferences of EV bike owners. The current system lacks comprehensive customization options, limiting users in modifying accessories, components, and color combinations. Key issues include a less user-friendly configuration process, the need for model-specific customization, and the absence of real-time visualization.

Solution:

Audax Labs revolutionizes EV customization with a Unity, Vuforia, and native iOS solution. Users can visualize and customize their chosen bike model in 3D, enjoying a seamless real-time experience. This user-friendly application addresses current limitations, providing comprehensive options for accessories, components, and color combinations. The streamlined process enhances both the customization journey and manufacturing efficiency for the EV manufacturer.

Outcome:

- Immersive Visualization
- Real-Time and Model specific Customization
- Streamlined Manufacturing Process
- Brand Loyalty and Satisfaction

Outcome Driven Innovation!