

RedEye Account Manager Saves Time and Generates Quotes Quickly with KeyMarkUp



"If you find yourself waiting two hours, you could lose a day or even a sale," says Jason Bassi, Account Manager for the RedEye Business Unit of Stratasys. RedEye by Stratasys is the world's largest Fused Deposition Modeling (FDM) service provider, operating 150 machines and running over 100 polyjet and FDM thermoplastic material combinations. Being able to produce quotes quickly and accurately is paramount in this business focused on speed, accuracy and efficiency.

Bassi has been using KeyMarkUp since it was introduced. He uses it in conjunction with a standard, free STL viewer that is readily available.

How does KeyMarkUp help you?

KeyMarkUp saves me time and frustration. We rely on STL files to complete our jobs. Most of the time, customers send me STL files to quote for jobs, but once or twice a week, I receive files as STEP and SolidWorks native files. I use KeyMarkUp to translate these file types in order analyze them for quoting purposes.

How often do you use KeyMarkUp?

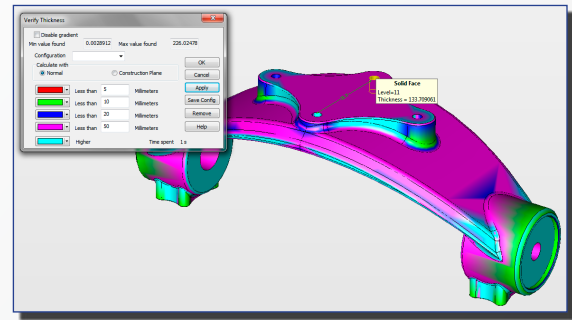
There are days when I don't need to use it at all. Other times, I find I'm using it 6 or more times in a day. That's the nature of the additive manufacturing business.

You mention KeyMarkUp saves you from frustration. How so?

KeyMarkUp keeps me self-sufficient. I don't have to burden my project engineer to translate files or to answer basic questions. KeyMarkUp can view project files (regardless of their file type) and I can quickly start analyzing them. Functions like the bounding box help me get quick dimensions or volume to calculate material usage.

What other functions do you find useful?

I think using KeyMarkUp to measure wall-thickness is another great benefit. We often look at design for additive manufacturing and offer feedback to the customer to reduce cost, lead time and provide optimal part quality—I can measure precisely with KeyMarkUp. If necessary, I can highlight the areas of concern and modifications can be communicated before a project gets handed-off to a project engineer.



Does KeyMarkUp help you with team communication?

I use the cutting plane view in KeyMarkUp to interrogate the interior of a part to find voids or hidden features that would affect product quality, pricing or turn-around time. That keeps my project engineers focused on business at hand. By simplifying the amount of back and forth communication between project teams and customers, I can generate a quote without delay.

What other benefits do you feel KeyMarkUp offers?

In our business, changes get passed down all the time. Project teams are constantly trying to figure out changes without revisions. I think KeyMarkUp helps me because it gives me the ability to compare files and make notes before I send files to my project engineer. I also think that once a project enters into the build phase, project engineers would really benefit from using KeyMarkUp's compare ability to keep projects moving forward.

Is there anything else you would like to say about KeyMarkUp?

I think KeyMarkUp is all I really need to communicate with customers quickly. I would like the ability to customize my tool bar with an Export to STL button and an easier way to move from inches to millimeters. [Note, this simplified interface is now available and Bassi uses these features now].

Although many of my colleagues continue to rely on standard STL viewers, I think if they used KeyMarkUp for file translations and comparisons, they would not get delayed waiting for the answers they need. KeyMarkUp is a productivity tool that saves me time as an Account Manager and keeps me from bogging down my engineering team.