



TECHVIZ

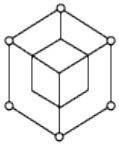
Physical prototypes optimization for more custom-built yachts

GROUPE BENETEAU, GLOBAL LEADING BOATBUILDER

Groupe Beneteau is a French boat manufacturer specialized in the design and production of recreational boats; essentially sailing yachts and motorboats.

The market for yachts and motor boats is changing fast, with some segments like the multihull cruisers being particularly buoyant. Being able to offer the right product at the right time is a key success factor that Groupe Beneteau has well understood, having rolled out over 30 new models during the past boat season.

To achieve such a pace, the company had to adapt its development processes:



Use 3D models
to speed-up
design review



Save resources
in their design to
market process

One of the key challenges is to make efficient project reviews using less physical prototypes, thus saving time and costs. A rather challenging task when talking about large custom-built yachts.



Introducing VR in its development processes enabled Groupe Beneteau to work with 3D prototypes, providing shortcuts in the design timescale

GROUPE BENETEAU



€1.34bn revenues in 2019



1,000 points of sales across the world



12 boat brands



28 production sites in France, Poland, Italy, Slovenia, United States



8,000+ staff members

► THE EFFECTIVENESS OF TECHVIZ VR SOFTWARE TO REDUCE DESIGN TIME

The need to keep leadership in the boat market compelled Groupe Beneteau to upgrade their development processes. Developing new products is an expensive and time-consuming endeavor for the company. In the context of a swiftly evolving market, the introduction of VR in their processes has enabled them to reduce conception time and design costs significantly.

Boat designs made on CAD applications such as Dassault Systèmes'CATIA or PTC's Creo can be visualized in VR and adjusted in real time, enabling designers and engineers to iterate to fine-tune and find the right balance.

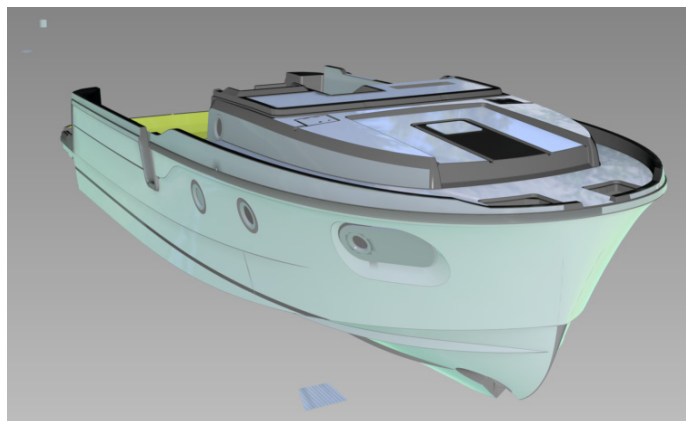


« INTERIOR LAYOUT IS A KEY CHALLENGE OF YACHT DESIGN. THE USE OF TECHVIZ HAS ENABLED GROUPE BENETEAU TO DEVELOP A COMPETITIVE EDGE, BEING ABLE TO TEST AND OPTIMIZE ALL SORTS OF CONFIGURATIONS »

Vincent Delannoy, IT Project Manager at
Groupe Beneteau

► THE ONGOING COOPERATION BETWEEN GROUPE BENETEAU AND TECHVIZ

The group began using virtual reality with Fly&Viz, TechViz portable AR/VR immersive room, that engineers took to engineering offices across many company locations. This method was much appreciated and a first step into facilitating project reviews and speeding up the design validation process.

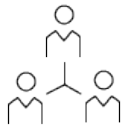


Looking for a more immersive experience, product development teams are now using VR headsets with TechViz, enabling them to visualize the product under development at every stage of its design. The model of the boat they are working on is integrated into a virtual maritime environment, giving as true-to-life rendering of the future product. This way, they can test and validate infinite options in real-time using advanced 3D simulation to avoid costly rework downstream.

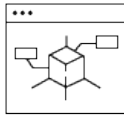
VR also made possible a big change of process with the involvement of the group's marketing team at a much earlier stage: not only can they give their input on the future product, but they also can present it to future distributors or customers thanks to the use of TechViz in conjunction with software such as Rhino3D or VRED in conjunction, even for bespoke adaptations.

► ACHIEVED RESULTS AFTER TECHVIZ IMPLEMENTATION AT GROUPE BENETEAU

In short, using a high performing VR software makes it easier for Groupe Beneteau to design, produce and maintain more sophisticated vessels with greater efficiency, while anticipating risks. It allowed them to draw concrete benefits from using Techviz :



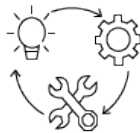
Collaborating easily
from different
company locations



Testing the 3D model
in real-time
to save time and costs



Facilitating
and speeding-up
design validation process



Bettering their processes
with early and relevant
cross-department inputs



« SINCE WORKING WITH VR, WE'VE BEEN ABLE TO OPTIMIZE RADICALLY OUR PROJECT REVIEW PROCESSES WITH OUR TECHNICAL TEAMS. ALSO, THIS HAS ENABLED TO INTRODUCE OUR MARKETING TEAM VERY EARLY IN THE PROCESS, RIGHT FROM THE DESIGN PHASE »

Vincent Delannoy, IT Project Manager
Groupe Beneteau

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