



## THE CLIENT

Since 1935, Simard Suspensions has been designing, manufacturing and installing suspension systems to improve the productivity of specialized heavy trucks. By continually investing in ingenuity, quality and durability, Simard Suspensions has positioned itself as the North American leader in the development of innovative suspension and steering systems.

## PROBLEM OVERVIEW

- Lack of interaction between consumers and products on their website
- Low level of visitor engagement at trade shows
- Need for tools to differentiate their customers' online buying cycle from their competitors

## THEIR OPINION

"No one looks at mock-ups anymore. However, when a kiosk has an augmented or a virtual reality headset, everyone will look at them!"

- Bruno Buisine, Marketing Director at Simard Suspensions

## - THE CURRENT SITUATION -

For manufacturing companies looking to improve their digital customer buying journey, finding concrete and up-to-date solutions to respond to an ever-changing market is often a challenge. For a long time, Simard Suspensions had limited resources and was confronted with a considerable gap between the virtual representation of their products and the reality of their output.

Trucks from all over America are regularly brought to Baie-Saint-Paul, Quebec, to have suspension systems from Simard installed. These buyers need to be assured that their time and financial resources are well spent. As such, Simard Suspensions needed a tool to build customer confidence long before customers could see the work done.

## - THE PROBLEM -

Initially, Bruno Buisine, Marketing Director at Simard Suspensions, was limited at simple photos and videos to present the company's products on their website. He quickly realized that none of the approaches he tried met his primary goal: **to create consumer interaction and engagement with his products.** As for trade shows, representatives had to bring two full-scale steel models, which involved considerable cost and logistics.

The company therefore opted for customizable 3D viewers, which allows them to showcase their expertise while creating a lasting impact on its sales activities.





## THE IMPACT

"We can now demonstrate to the public that if we can model our suspensions in 3D and animate them, we are certainly capable of designing professional quality products on the field."

- Bruno Buisine, Marketing Director at Simard Suspensions

## RESULTS OVERVIEW



67% reduction on shipping costs by eliminating demo products at trade shows



Superior notoriety and recognition of the company's brand image



Higher and more effective engagement of target customers, both online and in person

## CONTACT



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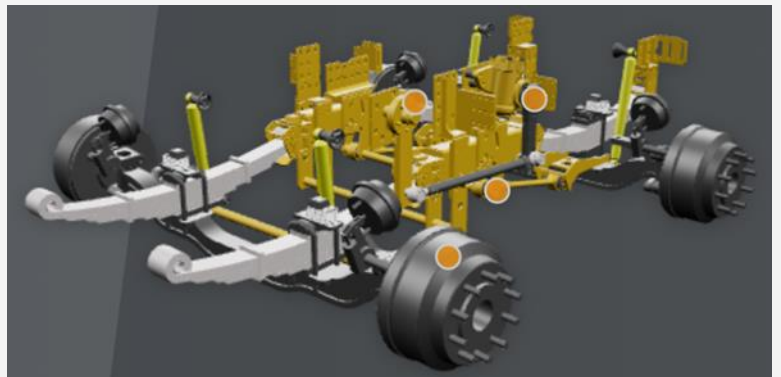


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## — OUR SOLUTION —

Simard first worked with Visao's CAD integrator and 3D artist to optimize their 3D models and create the desired animations. In less than a month, the company launched a 3D viewer for each of their suspensions on their Web site, where their customers and partners across America can manipulate them in virtual form.



## — THE RESULTS —

For any company faced with large and complex assets, quality 3D experiences are certainly valuable assets.

Today, Simard participates in trade shows with only one booth and four interactive displays. **The company says they have saved up to 67% on shipping costs by not using mock-ups.** Furthermore, based on the feedback received from its customers, Simard Suspensions is convinced that Visao has raised their level of professionalism and awareness to new heights.

The company also plans to work with Visao to develop a configuration device that will allow them to integrate their components into the various trucks of their buyers.

By collaborating with Visao, Simard Suspensions is determined to stay one step ahead of its competitors.

