



Absolute Engineering

## Generate Revenue Faster and More Efficiently with **Augmented Reality**



**Grind Master reached higher economic potential with Vuforia Studio Technology while reducing time and costs.**

Grind Master has the widest range of metal finishing and deburring machinery in the world.

From humble beginnings in 1984 they have become a leader and successful pioneer in manufacturing customized metal finishing, deburring and robotic automation machines. With 4500 + machines installed across the globe they are a total solution provider of micro finishing and superfinishing technologies for automotive powertrain components, supplying machines to Global Automotive OEMs.



## THE GOAL:

### **Grind Master's continued success is reliant upon being on the forefront of cutting edge digital technologies for business experiences.**

75% of their business comes from export where the competition from German and Japanese machine suppliers is fierce.

As a supplier of large manufacturing equipment, they recognized the need to more easily and efficiently demonstrate product information to customers and suppliers. They also needed a way to differentiate themselves from their competitors.

Grind Master's goal was to find a solution that would provide them with a virtual environment to facilitate the customer review and approval process. They needed a solution that was scalable, affordable and easily implemented.

● They aimed to leverage AR technologies to allow them to reduce constraints and accelerate decision making while maintaining their standard of excellence and innovation in all technical aspects.



## THE SOLUTION:

### **Grind Master partnered with PTC and introduced Augmented Reality across their entire enterprise.**

They implemented Vuforia Studio, a single platform that enabled them to leverage the 3D models from existing CAD packages to create compelling digital experiences.

By bringing together the physical and digital worlds they are able to translate their 3D data into valuable, on-demand user experiences that improved their sales and design process.

They were able to provide a life size, virtual product that customers and prospects could walk around and interact with without having to ship the unit to the customer site, saving time and money. They were also able to demonstrate configuration options, features and capabilities on-the-fly for products that had yet to be manufactured, speeding the customer approval process and shortening delivery times.



## THE RESULTS:

Vuforia Studio's visual drag-and-drop authoring environment made it easy for Grind Master to reuse its existing CAD data to create highly immersive AR experiences, without the need to write code.

They were able to revolutionize their Design Approval AR experience and impress potential partners and customers during the sales and customer experience.

**The AR experiences they created impressed a potential customer and provide them with a huge competitive step up over their competition.**

- **Grind Master secured a significant machine order from a customer in China, beating the competition and completing the sale in record time.**



With Vuforia Studio we have an opportunity for providing our customers with a true Digital Experience of our product & service. I have personally seen a really thrilled customer at receiving a Design Approval Package in form of AR. This adds value to our product offering. ”

Mr. Sameer Kelkar, CEO & R&D head, Grind Master Machines Pvt Ltd

### Explore the Possibilities

**Discover for yourself how Augmented Reality can transform your business.  
Join the Vuforia Studio Free Trial and start creating today.  
Please visit [studio.vuforia.com](http://studio.vuforia.com)**