Design Power

Design Power, Inc. is the leading supplier of Design-to-Order automation solutions for complex designed products. The company's knowledge-centric Design++ technology automates product engineering and design through the capture and re-use of customer specific work processes, engineering design knowledge, and best practices.

Design++ is the base for Design Power's CustomWise product, a web-enabled front-office engineer-to-order configurator, and for PlantWise, a Front-End Engineering and Design solution for the plant design domain.

To learn more about Design Power and its products contact us at:
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Optimize Your Design-to-Order Business

Increase Design Re-Use, Reduce Re-Work

Maximize Customer Satisfaction

Meeting customers' needs increases customer satisfaction, sales volume, and profit potential. Realizing this potential requires a solution that enables rapid customization, minimizes errors, and allows customers to take part in the design process. Design++ solutions let manufacturers instantly and correctly configure, engineer, design, and document complex design-to-order products; all at the point of sale while working with the customer. Competitive advantage goes to the organization that can exactly match a customer’s needs and accelerate delivery through instant custom design for manufacturing.

Automating a Complex Process

Product engineers first define the allowed variations of a product family into a structured “Super Model” by capturing rules for configuration, design, engineering, and selection of parts. Design++ then derives the order in which these rules are fired to automatically engineer and design a product that meets requirements entered by a representative, a sales engineer, or the customer himself.

Providing Compelling Competitive Advantages, Today

Design++ solutions in use today configure and design products and systems as diverse as telecommunication networks, power systems, electrical motors, process equipment, even buildings and process plants. Increased sales, higher profit margins, faster delivery, and reduced rework attest to the compelling value proposition of automating the design-to-order business process.

Promoting Collaboration, Reducing Re-work

Suppliers and customers use Design++ solutions to jointly design, review, and validate products prior to order by implementing re-design requests instantly. This early “what if” collaborative product definition minimizes need for later rework.

Creating Satisfied Returning Customers

On demand, Design++ solutions provide instant, feasible, fully documented, and error-free designs that best meet customers’ needs at the lowest cost. Finalizing the design jointly with the manufacturer prior to order minimizes miscommunication and reassures the customer that he will receive exactly the product he needs before making the final commitment.

Product-Structure Simple Super-Modeling

Using the Design++ Visual Modeler product, engineers define product options, product properties, and associated rules into a familiar Bill-of-Material looking “super-model”. Like in a spreadsheet, the Intelligent Change Manager ensures that re-design requests are properly propagated by re-calculating only affected rules. Dynamic Configurator, bi-directional CAD Integration Manager, and AutoDrafter drawing creation modules significantly simplify the automation efforts. Complemented with Report Writer, Geometry Objects, Smart Relations, and numerous APIs and database links, Design++ provides a full set of tools to ensure a successful engineering and design automation project.

Real life projects and independent research indicate that Design++ reduces design automation effort up to 90%.
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