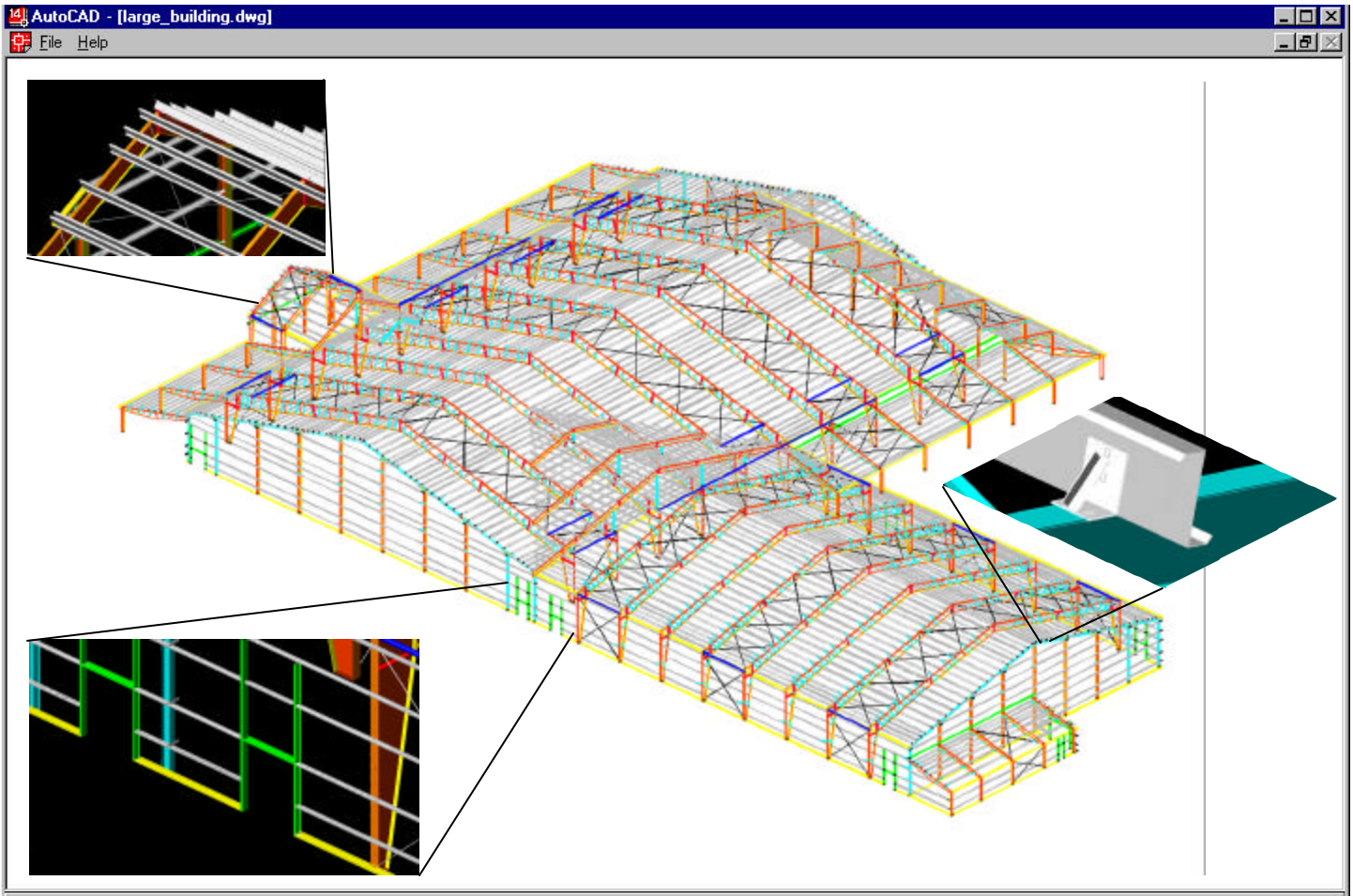


# Design Power Success Robertson Ceco Corporation



This large metal building structure was designed, engineered, and detailed automatically using the systems based on Design Power's Design++ technology.

## Automated Rule-Based Building Design

To significantly increase responsiveness, improve quality, and accelerate delivery time, Robertson Ceco Corp. employed rule-based technology developed by Design Power to re-engineer its building automation process.

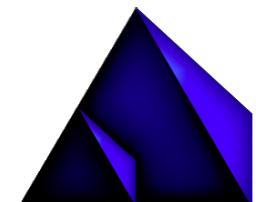
Using more than 160 systems Robertson Ceco automatically designs over 6000 buildings annually and realizes significant competitive advantages:

- **On-time, fast delivery that builds customer loyalty.**
- **Significantly reduced design time for complex buildings that increase profitability.**
- **High design quality that reduces charge backs by over 80%.**
- **Enterprise-wide deployment ensuring market-wide quality**
- **Consistent use of design standards to further reduce costs.**



Roger Burlingame of Robertson Ceco Corp. used Design Power's Design++ technology to achieve a record rise in productivity

Partners in Productivity



Design Power, Inc.

## Targeting Complexity

Fierce competition in the metal building industry has commoditized the market for standard shaped buildings. Architected, high-complexity buildings have significantly higher margin potential, often not realized due to complex and error prone design and engineering processes.

Robertson Ceco Corporation (RCC) decided to capitalize on this opportunity by developing a system that automates design and drafting of buildings of any complexity. With this system RCC aimed for faster and error free delivery with significantly reduced engineering effort.

## Leapfrogging Competition

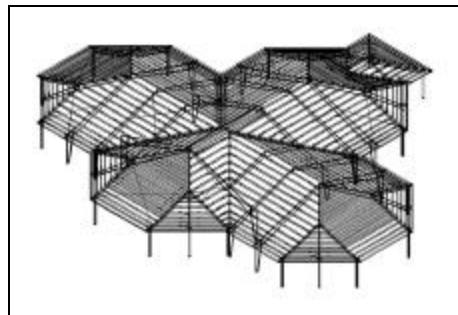
Realizing that being first to fully automate design process provides a significant and strategic competitive advantage, RCC needed a rapid development technology. At Design Power, RCC found the rule-based Design++ system that met their needs.

Using Design++, RCC developed their EDS (engineering) and XDS (detailing) systems that produce: all required design calculations; a 3D building

model; a complete set of shop and erection drawings; data for automatic manufacture of both custom and standard parts; and numerous reports supporting their building manufacturing, shipping and erection processes.

## Record Productivity & Profits

Today, RCC uses more than 160 Design++ based systems to engineer and design over 6,000 buildings annually. Since implementing the EDS and XDS systems, RCC has seen a record rise in productivity. Man-hours per ton of shipped steel is more than 20% lower than the industry average. Warranty charges, a measure of error rates, has decreased by two-thirds. Today, RCC's increasing profitability is the highest in the industry, and their market share is at record levels.



EDS/XDS handle complex building shapes.

## High-Level Endorsements

"The most significant benefit, from RCC's point of view, is that we can do a variety of buildings with a standard, manageable set of parts and pieces.

This results in quantifiably shorter design cycles for new custom designs. It also allows us to serve

more customers with varied requirements faster and with fewer errors than the competition at lower cost."

*Roger Burlingame, V.P. and General Manager, Ceco Building Systems*

"This is exactly the direction that the design world has to move in. It [XDS] ties their whole company together."

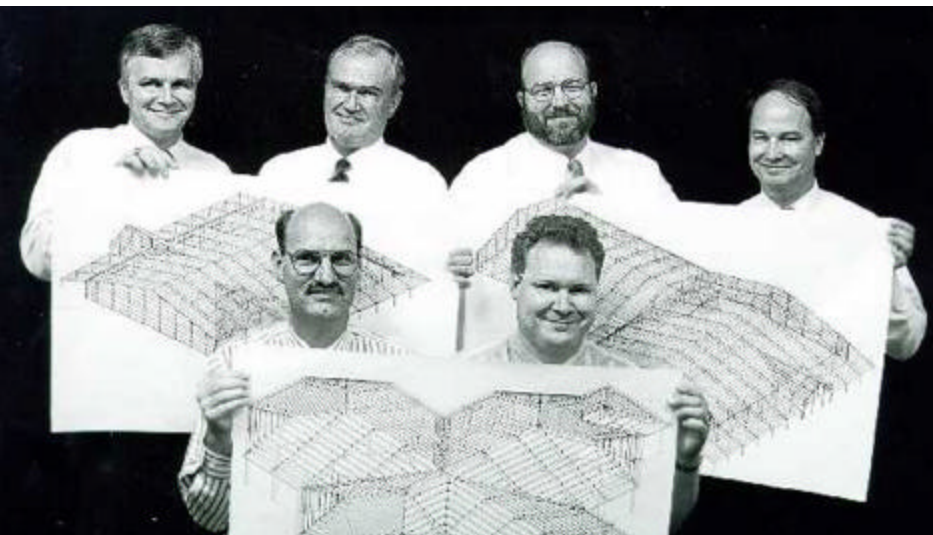
*Carol Bartz, CEO of Autodesk, after seeing the XDS application in action.*

"We found that by using this technology we were able to replace a legacy program that handled 20% of our business with half the number of lines of Design++ engineering rules to handle over 90% of our business."

*Robert Carr, V.P. Technical Services*

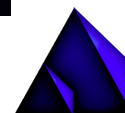
## The Design Power Advantage

For manufacturers that intend to surpass competition, Design++ design automation solutions provide instant, design-based proposals and manufacturing documentation complete with 2D drawings, 3D models and technical specifications.



*This team of dedicated building experts used Design Power's Design++ technology and methodology to create the EDS and XDS applications. Systems development by in-house experts provided the key to the success and long term viability of the applications.*

**1-408-659-8080**  
**www.designpower.com**



**Design Power**  
*We Automate Engineering Design*