

De Simone's main line of business is the design of special machinery, particularly for the glass-manufacturing industry. Many glass manufacturers are set up in this region just 40 minutes outside the Belgian capital Brussels. De Simone is continuously winning market shares in other sectors, such as agribusiness, the metallurgy industry and the aeronautical industry using ABB's RobotStudio for preparation of quotations.



## RobotStudio beats the cost-minded competition!

“We decided to invest in RobotStudio because we needed a system that would allow us greater technical accuracy for the quotation process. RobotStudio allowed us to submit more comprehensive quotations”, says Philippe Onderbeke, responsible for automation and robotics processes at De Simone.

### From Lite to full version

Philippe Onderbeke has been using RobotStudio for almost a year now:

“It didn't take long to learn how to use RobotStudio. I initially worked with RobotStudio Lite, so moving to RobotStudio was very easy, and the training provided by ABB was a definite advantage in learning how to use RobotStudio.

RobotStudio is quite intuitive to users who are familiar with robot programming, concludes Philippe Onderbeke.

### Selling, programming and training

De Simone uses RobotStudio on a daily basis mainly in three areas. Firstly when presenting a robot system to their customers. All quotations includes simulations that are made in RobotStudio.

“ My knowledge of robots and robotic projects has increased since starting to use RobotStudio. With RobotStudio, I'm more confident in terms of the solutions that we offer to clients. During the quotation process we are able to validate their feasibility as regards cycle time and space man-

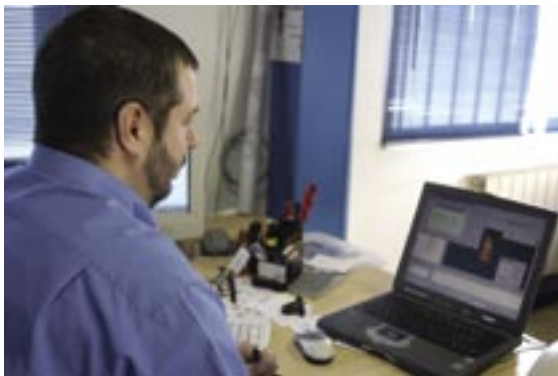
agement, so the number of unknown factors is greatly reduced during the actual implementation. We can show our clients that their installations will be reliable. This creates confidence”, explains Philippe Onderbeke.

The second area relates to programming. De Simone program all their robot systems in RobotStudio.

“RobotStudio allows us to program a robot before it is even delivered. This gives an exceptional good support to our customers and saves us a lot of time, says Philippe Onderbeke.

The third area relates to client documentation and training. De Simone creates RobotStudio simulations for their clients for training purposes.

“A documentation with realistic simulations gives a much more detailed description”, establishes Philippe Onderbeke.



“RobotStudio frees up time to look for new business.”  
Philippe Onderbeke

### RobotStudio helps winning projects

“RobotStudio has become an important tool in our daily work. We are currently planning a robot installation where RobotStudio validated the robot solution and ruled out the traditional mechanical solution, even though our robot solution was slightly more expensive than the competition. When RobotStudio allowed us to show the client how a robot can be used flexibly in the production process, the difference in price became irrelevant”, explains Philippe Onderbeke.

Also the Chimay case was won entirely because of RobotStudio. De Simon was able to demonstrate that it was feasible to use the robot and produce reliable results to the Belgian beer producer.

“With RobotStudio we could demonstrate how the final solution would look like. This finally helped us to convince the customer”, says Philippe Onderbeke.



Assembly hall at De Simone.

### French robot programming

De Simone has quite an impressive customer base in the neighboring country France. One of the French customers have got improved robot performance, and also a modified robot program to make the robot multi-functional. All programming has been done in Belgium at De Simone and then forwarded to the customer site without production stoppage.

“From the design point of view, the advantage of using RobotStudio is that design time is significantly reduced because we no longer have to wait until the robot is available. With RobotStudio, the whole programming and implementation process can be completed ahead of delivery, concludes Philippe Onderbeke.

### Time to look for new business

“Using RobotStudio saves time. This applies to engineering and design department resources as well as to implementation times on the shop floor. At the end of the day, this frees up time to look for new business”, says Philippe Onderbeke.