

BEHRINGER

Customer Success Story

Autodesk® Inventor™
Autodesk® Inventor™ Professional

Design has played a large part in making Behringer an industry leader. Using AutoCAD® 13 or more years ago and constantly upgrading the versions, Behringer has been able to innovate quickly. It allows us to lead things in many ways. And that goes by constantly asking yourself how can you improve. How can you be more efficient? How can you do the same job in a better way and at half of the time?

Uli Behringer
Chairman and Founder
Behringer Holdings

Autodesk shows BEHRINGER the way to a sound investment.

Behringer uses Autodesk Inventor to up the ante on the audio industry.

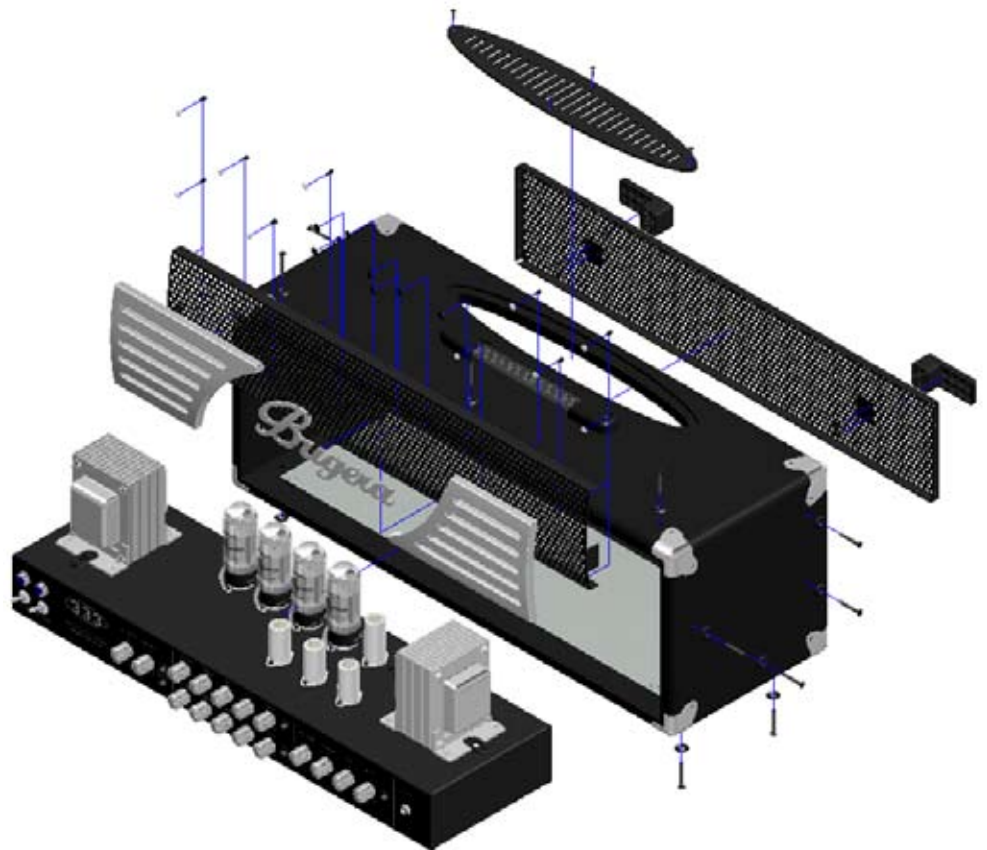


Image courtesy of Behringer.

Think sound, think Behringer. From microphones, mixing consoles, amplifiers, electric guitars, digital pianos – and even the lighting business – Behringer has them covered.

Starting out humbly in the professional audio arena, Behringer quickly became one of the largest companies in its industry within 18 years. It is a USD200 million revenue company – and growing annually.

Behringer enthusiastically caters to consumers who are willing to pay USD5,000 to own a recording studio at home rather than dole out USD2,500 to rent one per day – opening up a great opportunity for aspiring musicians, recording artists to practice their craft.

Says Uli Behringer, the company's founder and chairman, "It shows you the price compression –

and how much the audio industry has changed. So now the equipment is not only available and affordable by professional users, now it is available to end users who have a home recording studio. This in fact opened a huge market."

By providing a great value for the customer, Behringer today offers incredible quality at a phenomenal price – catching the attention of many users. "Our failure rate is one of the lowest in the whole industry." Coupled with 15% and 20% growth – and a debt-free balance sheet.

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you do the same job in a better way and at half of the time?" adds Behringer.

Autodesk helps fulfill these aspirational goals for the company. "3D digital software is actually a natural progression of doing a good job in a better way. I think Autodesk develops great software that offers great value. But in all honesty, there are other great software out there which also do great jobs. But we decided for that software because it offers the best value for the money. In that aspect, we share the same philosophy."

Behringer uses the latest version of Autodesk Inventor which provides the foundation for digital prototyping. This helps users to visualise, simulate and analyse how a design will work under real-world conditions before a product or part is ever built.

So Autodesk literally brings designs to life and allows proposals to be presented in a way that is accessible to people in an easy, non-intimidating way. No need to struggle to visualise.

"What we have done differently over the past three years is that we designed our libraries in a very photo-realistic way. Instead of just designing something, we applied the concept of designing photorealistic. That means we start with every single component, every screw and design it in a way that is the true dimension – true color, true appearance. Once you have completed your library and you assemble your drawings, the product looks photorealistic."

"We save tremendous time to market by being able to show a photorealistic product to our customer to say, "Do you like this?" And they would say, "I would like to change some of the features, the colors." We can do this on the fly; so basically, you are able to design to manufacture. Again, that has helped us tremendously in bringing a

product to market. And also saving costs. No more photography. And usually, we turn out a new product rendering in three to four days. Again, with our modular approach, our photorealistic libraries and very clear systems that we have in our company, our design rules. We just pack out products in three to four days."

"We do build physical prototypes but we try to build less and less. Overtime, we want to cut that part out completely and design the product in a way that we are sure there are no further conflicts, mechanical conflicts by testing and analysing a virtual, digital design. Saving costs again. Saving time to market. We go to manufacturing right away. Time to market is the only way to survive. And we want to push this strategy relentlessly."

"We pump out 150 new products a year. This is unheard of in the industry. Even our competitors do not do this. And we do this with a team of close to 200 R&D engineers."

"We have four design centers. In Germany – where we have a high level of software engineers. We have a software team in the US. We have the Philippines where we do all the concept, the mechanical design and even the graphic designs for packaging materials. Then we have China where we do the new production introduction follow-up and where we have some system and mechanical engineering."

"We are always designing new products. In designing them, we believe the most important aspect is building more efficiency into the company. That is one of the biggest projects because once you have the systems in place, bringing new products to market becomes an efficient, logical step."

"We cooperate very quickly with Autodesk in a two-way manner where we exchange ideas,



Image courtesy of Behringer. Analysing and optimizing the volume of a speaker enclosure in Autodesk Inventor

information. We get great customer support and that's the great 'marriage' that we have."

With 3,000 dealers in about 125 countries – Behringer is a global player in its own right and Autodesk Inventor is proud to be part of its on-going success.



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