



Hytrol Deploys Comprehensive Autodesk Manufacturing Solution

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Implementing Real-time Engineer-to-Order Solution for Distributed Sales Force of 600 to Grow Market Share

SAN RAFAEL, Calif., July 31 /PRNewswire-FirstCall/ -- Autodesk, Inc. (Nasdaq: ADSK) today announced that Hytrol Conveyor Company Inc., one of the largest manufacturers of conveyors and conveying systems in North and South America, has deployed a comprehensive Autodesk manufacturing solution, enabling its company to increase operational efficiency, sales volumes and market share. Working with Autodesk Consulting and D3 Technologies, a leading Autodesk channel partner, Hytrol has implemented new business processes to accelerate mass product customization from the point of sales to delivery of its conveyor systems.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20050415/SFF034LOGO>) Established in 1947, Hytrol has remained focused on providing customers with fully automated, high-speed sortation systems that dramatically cut material handling costs. To increase its competitiveness, the company was looking for a solution that would enable it to design and deliver its highly customized conveyors to market faster. Hytrol's business model is to sell exclusively through its 80 distributors, so the company believes that implementing an "engineer-to-order" (ETO) solution will shorten sales and engineering cycles, accelerate manufacturing processes by automating bill of materials production and facilitate customer ordering processes at the time of order.

"Autodesk Consulting helped us to investigate and understand our business processes before we started implementing software. They thought of things we hadn't even considered, and have given us good direction," said George Williams, director of product technology at Hytrol Conveyor Company.

At the core of Hytrol's solution is Autodesk Intent engineering configuration software, a true ETO application that automates product customization. Autodesk Intent will enable Hytrol to rapidly and efficiently configure and deliver its conveyor systems. Embedding engineering rules into Autodesk Intent software will enable sales teams to achieve pre-approved designs in the field, reducing design iterations and minimizing costly errors. The distributors will be able to show customers exactly what Hytrol will deliver at time of order.

Autodesk Intent is tightly integrated with Autodesk Inventor software, the world's number one selling 3D mechanical design solution and best choice for 3D design. The integration enables Hytrol to produce engineering documents based on input from their distributors. Autodesk Inventor supports both 2D and 3D design processes, which Hytrol finds especially beneficial. Similar to most companies, Hytrol has both 2D and 3D design data. "Using Autodesk Inventor, we are able to easily create accurate designs, more clearly visualize our designs and better communicate design intent," says Williams.

"By implementing the Autodesk manufacturing solution, we will enable our network of more than 600 sales reps across 80 distributors to enter real-time engineer-to-order sales in the field," said Stuart Shaw, manager of information systems at Hytrol Conveyor Company. "Autodesk Intent was a no-brainer for us, as it had everything we needed for ETO -- functionality that would have taken two to three times as long to write ourselves. With Autodesk Inventor, we get the optimal solution for designing in 3D while leveraging our existing investments in 2D. We couldn't be more pleased with our relationship with Autodesk, as they've consistently demonstrated an interest in our business."

Hytrol had initially built an in-house product data management system, but again turned to Autodesk for a better solution. Autodesk Vault data management functionality manages the company's 3D design data, and soon all of the company's engineering work will be in Vault. Hytrol has also deployed the Autodesk Streamline hosted project management solution, to publish and distribute technical documentation to its distributors. Using Autodesk Streamline, the distributors have instant access to product manuals for customer installations or service calls, which dramatically increases customer satisfaction.

"The Autodesk manufacturing solution delivers high-value, rapidly deployable software to meet real business requirements, as demonstrated at Hytrol," said Robert "Buzz" Kross, vice president of the Autodesk Manufacturing Solutions division. "Implementing Autodesk software, Hytrol has dramatically enhanced many areas across its business, increasing sales opportunities for the company and its network of distributors."

About Hytrol

Hytrol is a major manufacturer of conveyors, conveying systems and conveyor accessories. Since its beginnings in 1947, Hytrol has grown into one of the largest manufacturers of conveyors and conveying hardware in North and South America. For more information, visit www.hytrol.com.

About Autodesk

Autodesk, Inc. is wholly focused on ensuring that great ideas are turned into reality. With seven million users, Autodesk is the world's leading software and services company for the building, manufacturing, infrastructure, digital media and wireless data services fields. Autodesk's solutions help customers create, manage and share their data and digital assets more effectively. As a result, customers turn ideas into competitive advantage by becoming more productive, streamlining project efficiency and maximizing profits.

Founded in 1982, Autodesk is headquartered in San Rafael, California. For additional information about Autodesk, please visit www.autodesk.com.

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