

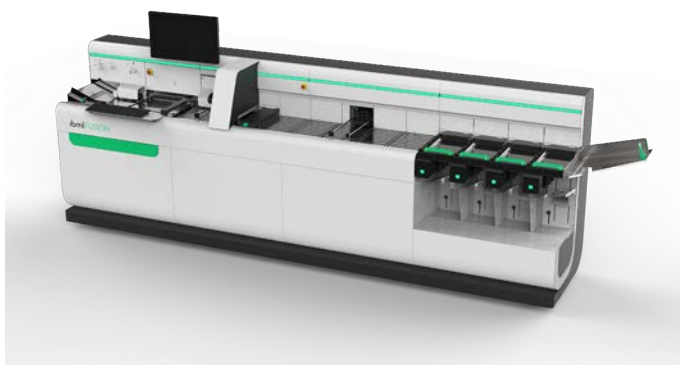


## Saves Time by Outsourcing Engineering Project

### CASE STUDY

#### BUSINESS INITIATIVES:

ibml® was founded in 1992 as a document scanning company. Since then, they have prospered into a leading provider of document capture solutions and remain the dominant company providing ultra-high-volume scanners. Today, they operate in 48 countries around the globe. They work with Fortune 500 companies in banking, financial services, health, insurance, business processing outsourcing, and state and national governments. The company is headquartered in Birmingham, AL.



For almost 28 years, ibml has empowered some of the world's largest enterprises to better manage and extract valuable information from even the most complex documents.

The company is known for their remarkable customer success track record with a renowned customer retention rate of more than 95%. "Our customers are very satisfied with the solutions that we provide them," said Mechanical Engineering Lead at ibml, Benjamin Bush.

#### BUSINESS CHALLENGES:

ibml had continued to make hardware and software improvements to its core ImageTrac scanners through the ImageTrac 4000 series, ImageTrac 5000 series, and then the ImageTrac 6000 series launched in 2014. However, the market was evolving and customers were demanding more and more from their capture solutions. In an era of digital transformation, there was pressure growing on hardware volumes, but, at the same time, customers wanted to gather more information, more quickly, and more accurately to feed their business processes.

At the same time, competition was increasing. On one hand, they were using price pressure. On the other, product improvements meant that in certain situations the competition could run their scanners at slightly higher speeds.

In the wake of these industry and competitive shifts, ibml began to closely work with customers and industry experts to identify industry pain points and future opportunities. After much research and many conversations, it became clear that there was both a need and an opportunity to completely redesign the architecture of the ImageTrac 6000. ibml discovered they needed a scanner that could offer their customers greater flexibility along with more customizable options.

This is when Pete Rudak, the VP of Engineering at ibml, and his team were given the task to develop an entirely new scanner to replace the ImageTrac 6000. With resources already stretched to their limits, Rudak quickly realized taking on this project internally might not be in the company's best interest. With this added workload, his team would not only need to maintain their current priorities, but they would also need to boost their productivity levels in order to complete this project within the allotted time frame.

## SOLUTIONS:

Pushed to capacity while facing a current internal engineering and design shortage, ibml found it hard enough to keep up with the demands of customers, let alone from the additional hours of work the new project would require. “That’s when we began to look for ways to potentially outsource the design work,” said Benjamin.

Turning to elite partners in the industry, it was only natural for ibml to reach out to an organization they had worked with for more than a decade. Due to the sophisticated framework of their products, ibml partnered with EAC Product Development Solutions to help them with everything from CAD, PLM, and more.

For nearly a decade now, ibml has partnered with EAC Product Development Solutions to help with everything from implementing their Creo Parametric CAD software to providing Windchill system administration and support services. In 2017, ibml first started working with EAC’s Extensioneering Services to help bring the ibml FUSiON to market within their desired time frame.



EAC’s Extensioneering Services Team combines years of experience and expertise within diverse areas of engineering disciplines to help deliver innovative design services and solutions.

“It was a very natural process to look to EAC as a solution,” said Benjamin.

“EAC’s familiarity with PTC products was invaluable. I could trust they knew exactly what they were doing when navigating our Windchill system and Creo,” said Benjamin. EAC was able to seamlessly integrate with the engineering team at ibml by utilizing the same tools in the systems ibml was already used to using. Furthermore, EAC was able to duplicate ibml’s environment so that, when they handed over a portion of their designs, it was as if it was created in their own systems with no need for any rework.

As things began to evolve with EAC’s engineering resources, “I always felt as though they were striving to meet our expectations. It was really easy because I never felt like I was going through a middle man; there were no barriers to our communication. Every engineer that I worked with, I felt they were my partner. I felt that they wanted me to be successful,” said Benjamin.



## THE RESULT? ibml FUSiON:

After years of generally flat sales, ibml has achieved three years of back-to-back growth, during the time they have collaborated with EAC.

Despite ongoing product updates, ibml officially launched the FUSiON in February of 2020 before the end of their fiscal year. “With this new product we have separated ourselves even further from our competition,” says Benjamin.

Without the flexibility and support that EAC provided, ibml would not have had the resources to launch FUSiON when they did.

**“As far as new product development is concerned, if I am in a position where I need a resource, I would not hesitate to call EAC again.”**