

Dacor®

Customer Spotlight Story

Autodesk® Seek  
Autodesk Project Dragonfly  
Autodesk Showroom

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—Steve Joseph  
Vice President, Marketing  
Dacor

# Cooking Up Innovation.

Luxury kitchen appliance manufacturer transforms product search, selection and design experience using Autodesk Seek Web Services.



Image courtesy of Dacor.

## Project Summary

Founded in 1965, Dacor, an American-made and family-owned luxury kitchen appliance manufacturer and distributor, has grown and flourished through innovation. In fact, the company introduced many industry firsts, including the first complete kitchen ventilation system, first electric indoor barbecue, and the first outdoor grill with built-in halogen lights. Dacor offers a complete line of kitchen appliances from wall ovens and ranges to dishwashers, wine storage and appliances.

Combining innovation with a commitment to providing the optimum ownership experience to people who are passionate about the details of cooking, Dacor is always searching for ways to more effectively communicate and engage with its customers.

## The Challenge

“To build on our reputation as an innovative industry leader, we wanted something to set us apart and display the quality of our products,” says Steve Joseph, vice president of marketing for Dacor. “While physical showrooms are successful, it’s a challenge for us to display the breadth of our product line.” The Dacor team wanted an innovative way to provide a luxury buying experience that meets sophisticated buyers’ expectations.

## Large Portfolio, Luxurious Options

Dacor maintains a large product portfolio spread

over 10 different categories of kitchen appliances from ranges and wall ovens to outdoor grills. With such a breadth of products, the company sought a quick and seamless way to highlight specific products and features to professionals and consumers alike.

“Today, consumers are researching luxury appliances online more than ever before. We see this as a great opportunity to directly engage and satisfy these increasingly web savvy buyers. Dacor sells luxury products and we want our customers to enjoy a unique, luxurious buying experience from start to finish,” Joseph adds.

In addition, Joseph and team wanted to increase awareness of the Dacor brand and give customers the opportunity to explore product details more deeply. “Dacor is known for its fit and finish – the finer details of our appliances. We wanted to help people visualize our appliances in the context of their own home, which will give them confidence to make purchasing decisions. And, it will help us communicate why our brand is different – and better.”

## Limited Resources

Dacor competes against larger companies with large budgets. “We need to market our products more intelligently,” says Joseph. “Being smaller means we have to do more with less. Photography and web development can be very expensive. We needed a solution that would do the work for us.”

Autodesk®

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## The Solution

Joseph and the Dacor team looked at various options, but quickly settled on a combination of Autodesk Web Services, including Autodesk® Showroom, Autodesk® Project Dragonfly, and Autodesk® Seek. What really sold Joseph was Autodesk Showroom’s photorealism. “The Autodesk team showed me a photo and a rendering of the same kitchen in the online Autodesk Web Service. The quality of the rendering is so high that it’s extremely difficult to tell the difference. This, in addition to Autodesk’s other cutting-edge technologies, made our decision an easy one.”

## Autodesk Showroom

The Autodesk Showroom Web Service enables Dacor.com visitors to experiment with different Dacor appliances and finishes in the context of either a traditional or contemporary kitchen scene. In addition to Dacor’s appliances, customers can also mix and match different cabinet, countertop, floor and paint options. “Autodesk Showroom gives our customers a true-to-life, completely tailored kitchen in a matter of minutes. It’s a great option for getting our products in front of customers and providing a luxury buying experience,” Joseph explains.

## Autodesk Project Dragonfly

The Autodesk Project Dragonfly hosted Web application lets consumers and kitchen designers design and visualize their kitchens as well as other rooms in their home. Users can quickly create their kitchen by dragging and dropping Dacor’s full line of appliances as well as other products relevant to the kitchen into their designs, helping them explore options and gain confidence to purchase the products. “Anything you can picture putting in a home, you can add it to a 3D layout,” Joseph adds, “And, users can switch back and forth between a 2D and 3D view. This gives users a realistic picture of the floor plan with added textural elements.”

## Autodesk Seek

A hosted Web Service integrated within the Autodesk Revit® and AutoCAD® product lines,

Autodesk Seek enables architects and designers to quickly discover and view 3D models, 2D drawings and specification data for Dacor’s entire product line. Once they find the product that meets their needs, designers can insert the information into their design session, saving the time otherwise spent searching multiple product catalogs or recreating the information themselves. “This was an especially logical step for us,” says Joseph. “Our designer community already used Autodesk software in their workflows. Seek will make it that much easier for them to seamlessly import our product details into their designs.”

An Autodesk content service provider developed a complete library of Dacor products in 3ds Max and Revit Architecture software and published the assets, as well as their existing PDF and DWG™ files, through the Seek Web service. Now architects and designers can find, view, and download rich information, including 3D models and specification data, into their design models.

## Seamless Benefits

Dacor.com visitors will get the full benefit of Autodesk’s expanded Web services without realizing they’ve left the Dacor site. “Autodesk Seek and Showroom appear with our Dacor branding, including the same look and feel as our site,” says Joseph. “Autodesk’s Web services provide a seamless branded environment for our customers, while also making it easy for my team to market to both consumers and professional designers using the same rich digital content.”

And, because it is hosted by Autodesk, Dacor doesn’t have to maintain or support any software.

## Expected Results

When the solution launches, Joseph and his team are expecting impressive results. “We’ve had a great response from the sales associates we’ve shared the solution with. It will be a valuable service for getting Dacor products in front of potential customers.”



Image courtesy of Dacor.

Joseph expects that his sales team will reduce their workload significantly by not having to supply product specifications to customers since the information is readily available on Dacor.com.

The solution will also save builders and designers time because Seek integrates directly into Autodesk design applications. Rather than having to import a branded product into their design, it’s all automatic, which saves builders and designers time and enables them to do work quickly and provide a more premium service.

“In a tough economic environment, companies are looking for an edge. Autodesk gives us a great, innovative solution that helps increase brand awareness and improve our customers’ experience,” Joseph says.

## Learn More

Find out how Autodesk Showroom, Autodesk Project Dragonfly and Autodesk Seek can help you effectively communicate with your customers.

- [seek.autodesk.com](http://seek.autodesk.com)
- [dragonfly.autodesk.com](http://dragonfly.autodesk.com)
- [labs.autodesk.com/technologies/showroom](http://labs.autodesk.com/technologies/showroom)



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