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 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.

“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:
“I 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 beats the cost-minded competition!

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

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.

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