

Going hi-tech

THE ABILITY TO BE INNOVATIVE IS DRIVING CHANGE THROUGHOUT EVERY AREA OF TECHNOLOGY, FROM THE COMPANY WHO WANTS TO TRANSFORM MANUFACTURING, TO THE RETAILER WITH A PROPENSITY FOR FORWARD-THINKING

WORDS BY **RACHAEL MOON**

“MASS CUSTOMIZATION WILL BE the focus of the next decade in manufacturing,” says Robert Honeycutt, co-founder of ATLATL Software. “You have all the benefits of mass production—it’s easy and efficient—but with bespoke products.” And ATLATL should know; the company is at the forefront of mass customization thanks to its innovative software, which provides a 3D virtualized tool to easily manufacture and sell complex configurable products.

“Our software can be applied to any engineered-to-order product, including everything from fences and swing sets to mechanical valves and things that make the world go round,” says Honeycutt. First established in 2012, the company saw an opportunity to transform the

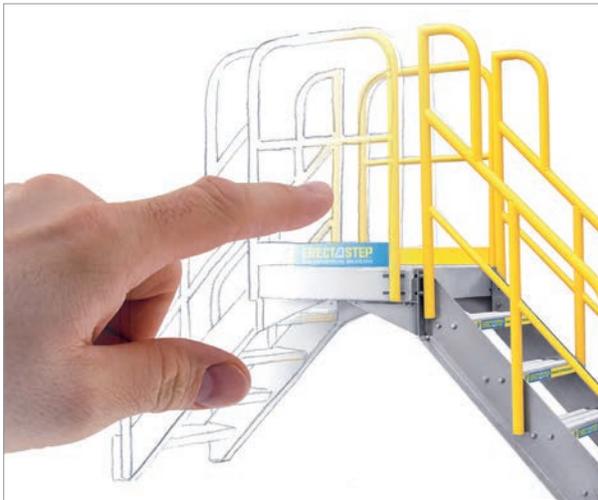
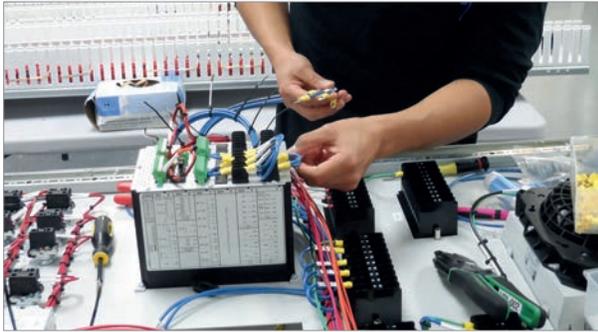
manufacturing process, and went on to establish the sales resource planning software category. “We had an idea that used this customizable technology and the first product, called ErectaStep, was born. There are only 35 parts to it, but you’re able to bolt them together like a Lego set and make any size platform you want,” says Honeycutt.

“We’re changing the buying experience for our customers, as well as the manufacturing process in our factories. We took the technology of video games and virtual reality and applied it against an engineering background, to create visuals that can be shown to customers on an iPad.”

The automated drawings also help eliminate non-value-added parts of the entire manufacturing process—meaning

more efficient sales people and ultimately leading to increased revenue for companies. Honeycutt says, “It’s not about reducing product steps, it’s about eliminating them entirely. Typically, sales people receive quotes from the engineers to pass along to clients. And there are usually two or three revision cycles in that—it’s a very archaic method for most companies. What our solution does is eliminate that whole process by empowering the sales person with an iPad, and giving them the potential to customize and amend a customer’s product there and then.”

Considering ATLATL has seen 500% growth in the past five years, it seems the need for customization within manufacturing has huge potential. Another company that uses custom-engineered solutions is HPI.



Above: (Clockwise from top right) InMotion, found across airports worldwide, stocks the latest tech gadgets to entertain you on your flight; HPI offers custom solutions across all areas of the power generation industry; ATLATL Software uses innovative virtual technology to showcase, and customize, a customer's product. **Below:** InMotion products.

The company is a leading provider within power generation, and creates customized rotating equipment solutions, which reduce the lifecycle costs of both heavy and light industrial aeroderivative turbines. With four core lines of business—comprising engineering, procurement and construction (EPC); operations and maintenance (O&M); cyber security and compliance; and maintenance, repair, overhaul and controls—HPI has a broad reach across oil and gas, power generation and marine applications. Hal Pontez, president and CEO of HPI, explains what differentiates his company: “Our services and solutions are fully customizable, and can be tailored to meet individual customer needs. Being a boutique operation, we’re also not bound by commercial terms, and can offer our customers more flexible agreements. Lastly, our services are comprehensive, and

allow us to meet most, if not all, needs related to power generation.”

For HPI, the need for innovation comes daily and its success is predicated on its ability to create custom solutions that solve a client’s needs. One way they demonstrate this is with a recent expansion into cyber security, especially in the nuclear and marine sectors. “Amid growing concerns from our customers regarding the potential for systems and data to be compromised and the effects, HPI recently added a cyber security and compliance division to its suite of services,” says Pontez. “I believe there’s more of a focus on protecting information stored in systems and proprietary data. Companies are becoming more proactive, and are seeking out organizations like HPI to help protect the integrity of their digital assets.”

One company with the same propensity for flexibility and customization, but in the consumer technology field, is the airport retailer InMotion. Much like ATLATL Software, InMotion empowers its sales people with excellent customer service and a unique product knowledge that allows the company great success. According to Jeremy Smith, president and CEO of InMotion, it is the largest airport retailer in the U.S. for electronics and accessories. Eden Goldberg, VP of marketing and business development, explains how the company adapts within the market: “Our market is transient



Smart Solutions for a Rotating World

HPI is an international rotating equipment solutions company with worldwide resources and five core lines of business: Controls, Engineering, Procurement and Construction (EPC), Operations & Maintenance (O&M), Cyber Security and Compliance and Maintenance, Repair, Overhaul (MRO).

Our services provide customers with custom-engineered solutions that reduce lifecycle costs of heavy and light industrial aeroderivative turbines used in oil and gas, power generation and marine applications.

hpienergy.com
+1 713-457-7500
info@hpi-llc.com



HPI

Connect with us online



Ph.D. in Business *for Executives*

WATSON GRADUATE SCHOOL OF MANAGEMENT



“This is a remarkable program that provides great content, world class professors, and highly accomplished fellow students. The knowledge and skills I’ve acquired have significantly eclipsed my prior MBA training.”

Bob Reid, Executive Director,
J. F Maddox Foundation
Hobbs, New Mexico
Class of 2013-2015

Impacting organizations through evidence-based management

Application Deadline is March 1, 2016.

Inquiries

405.744.5115 | phdexec@okstate.edu
phdexec.okstate.edu



WATSON
GRADUATE SCHOOL
of MANAGEMENT