



## A Partnership Cut from a Different Cloth

Niche provider of CAD for leather products  
MicroCAD enjoys the benefits of its partnership  
with a global software giant.

### Project summary

*“We felt we needed the weight of a universally recognised and trusted name behind our offering,”*

**Sergio Falsfein**, Co-owner of MicroCAD.

MicroCAD is a specialist in design software for manufacturers of luxury leather goods with more than a decade's experience. From suitcases, belts and wallets to handbags from world-famous brands including Valentino, Trussardi, Louis Vuitton, Chanel, Salvatore Ferragamo, Celine, Francesco Biasia, Furla and Coccinelle, the company has provided its software to the manufacturers that make the coveted designers' ideas a reality.

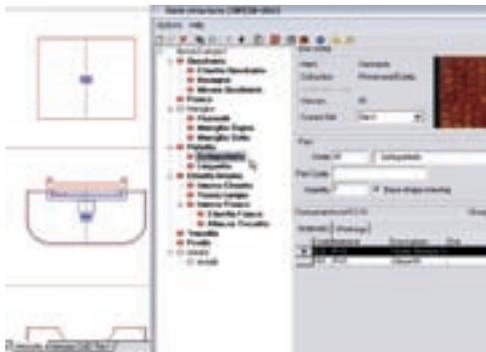
However, this reality has changed over time to respond to a market that demands new products faster than ever.

Co-owner of MicroCAD Sergio Falsfein explains: “Handbag designers used to create a small collection just twice a year. Now however, fashions demand a continuous cycle with new ranges of more designs, which some designers even produce on a monthly basis. This has provided a major boost to the manufacturing market, which consequently now needs designs in usable forms quicker than ever.”

To do this, many use Autodesk's AutoCAD as a standard to convey designs directly from designers to manufacturers in DXF AAMA format. As a niche provider, MicroCAD developed its own design software, Aimpes CAD.

Aimpes CAD automates the design and production process of leather goods, from optimisation of pattern layout to cutting. Built on top of AutoCAD, it requires its users to have an AutoCAD licence.

“We felt we needed the weight of a universally recognised and trusted name behind our offering,” explains Sergio. “We therefore decided to enter an Independent Software Vendor (ISV) Bundle partnership with Autodesk.”



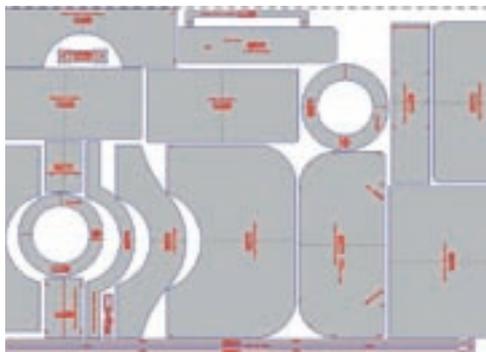
## Integrated Solutions

As an Autodesk ISV partner, MicroCAD can now ensure its customers have all the software they need in a single package from just one provider by bundling Aimpes CAD with AutoCAD. It also makes it easier for designers and manufacturers to create variations of bags to complete collections quicker.

MicroCAD receives comprehensive training and development workshops, technical support and software upgrades from Autodesk, including the latest 2007 release. The partnership makes the company the only supplier in Italy in its industry to offer AutoCAD as part of its own design software.

"It has increased the professional ability of the pattern makers, who can take the pattern directly from the vector design. Aimpes CAD has enabled us to carry out product cost analysis, create hypothetical variations and assess expenditure. Its integration with the AS400 programs enables us to avoid manual input of the technical sheets and to keep them updated in real time."

Claudio Marcello Girardi, general manager of Renato Corti Spa Within, adds: "Aimpes CAD represents our choice for the technical development of our products. It has brought a real evolution to the job of pattern maker, and has enabled us to integrate and to interact with the other sources of information."



## Customer Delight

The bundled solution is a major draw for MicroCAD's customers. Collections manager of Francesco Biasia Spa, Walter Zago, explains: "The introduction of Aimpes CAD has been an extremely important element in the reorganisation of the company's whole styling department."

"Within the first year of our partnership, our sales increased three-fold by volume and customer satisfaction has dramatically increased," says Sergio. "It has shortened our sales cycles and we simply couldn't operate as effectively and successfully as we do without our Autodesk ISV partnership."

### For more information

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