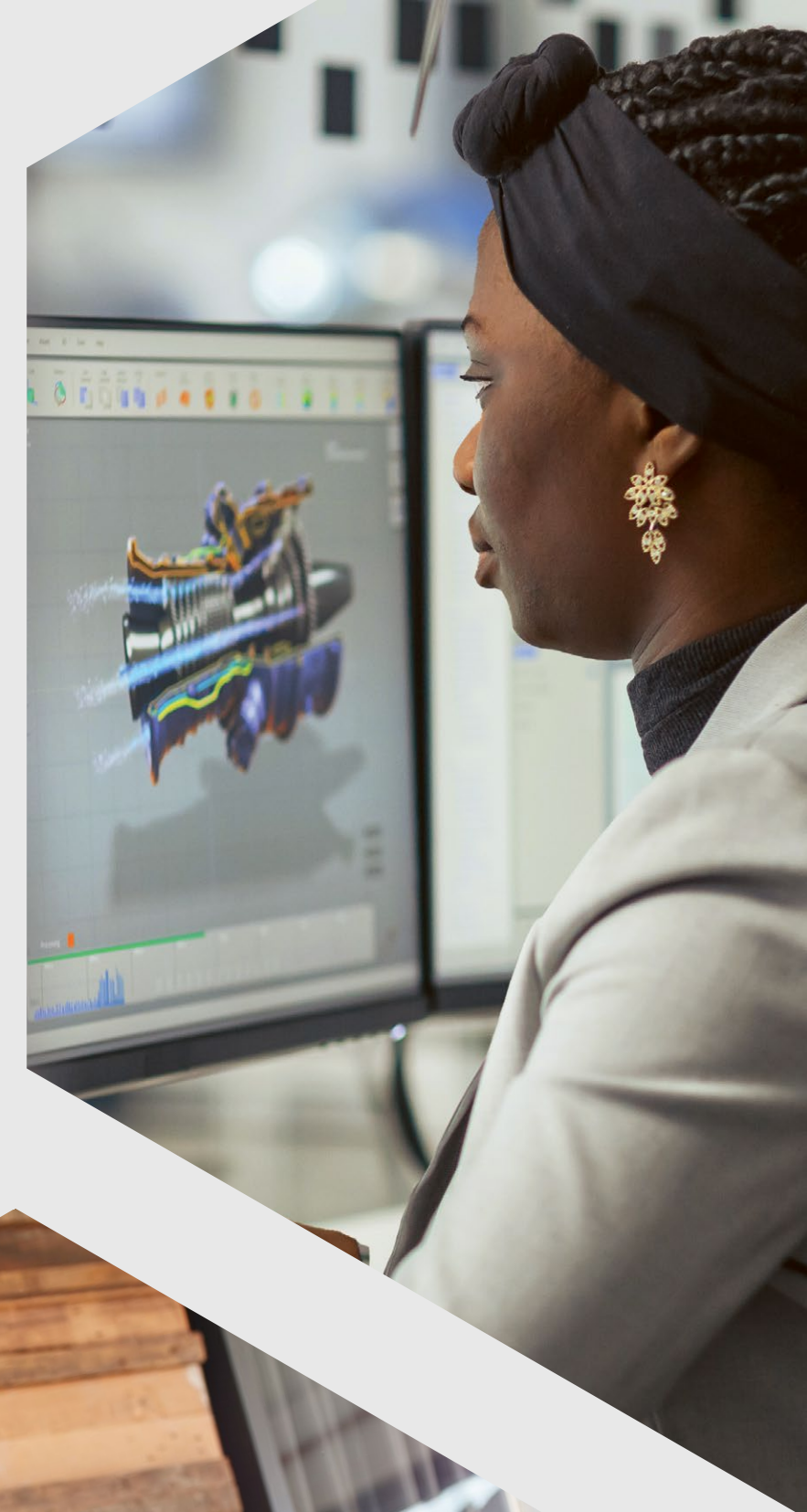




# dynamic product visualization for **.everybody**

empower your manufacturing  
enterprise with visual communication  
and collaboration





# communication clarity in manufacturing is essential – and often elusive

Modern global manufacturing operations involve complex workflows, distributed teams, uncertain supply chains, and intricate product lifecycles. And complexity is increasing with changing workforce demographics, technology advancements, and customer expectations for accelerated product iteration and development.

Today, clear communication and collaboration is essential across manufacturing teams at every stage of product development. But there are ongoing barriers to effective collaboration, including cumbersome legacy processes, fragmented information, sheer documentation volume, outdated content, and disconnected technologies.

Canvas Envision transforms collaboration in manufacturing with a visual platform designed to make internal and external communication faster, easier, always accurate, and more impactful. Discover key ways Envision improves collaboration for **.everyone**.



**+70%**

of companies face product delays and errors because of slow or inaccurate product documentation.<sup>1</sup>

**97%**

of companies say they have suffered from product errors or delays because of difficult collaboration.<sup>3</sup>

**39%**

of companies report missed or delayed sales opportunities because of slow or inaccurate product documentation.<sup>2</sup>





## .every team collaborates visually

From airplanes to smartphones to small components destined for larger products, manufacturers create physical objects you can eventually touch in the real world. But before a product goes into prototyping or production, the design idea, details, and specifications exist in 2D digital drawings, 3D CAD images, files, and documents. When it's time to share the latest iteration of a product between internal teams or with external leads, creating or accessing those files and ensuring they are accurate can take too much time in an industry where speed to market counts.

The Canvas Envision cloud-based platform offers dynamic documentation using 2D or 3D CAD images—or both, depending on your preferred design tools. With Envision, current product development visuals are accessible across your full enterprise in real time.

### **Widespread global engineering teams**

collaborate using 2D and 3D CAD software integrations to iterate products, refine digital prototypes, and spot issues early within the platform.

**Marketing and sales teams** access the latest product iterations to improve customer-facing messaging.

### **Business development and the C-suite**

access data and interactive engaging visuals for presentations, strategy meetings, and real-time decision making in response to fast-moving market conditions.

As technical and non-technical users leverage detailed product information and interactive visuals, they gain back high-value time to focus on their discipline and business-driving initiatives.

# 77%

of manufacturers say they would benefit from reducing the time it takes to create product content.<sup>4</sup>





## .everyone understands more

Flat files and static visuals are helpful to a point—but they don't offer the full picture of a product. From early engineering ideation through downstream customer-focused communications, using interactive visuals and 2D drawings, as well as 3D CAD models and videos, enables deeper product understanding at every stage.

### Streamlined, integrated visuals empower:

- Clearer technical documentation for improved product reliability and uptime
- Better C-suite strategic planning and responsiveness to supply chain uncertainty
- Dynamic communications so internal teams can absorb and relay the product value
- Alignment with modern customer self-service research and buying preferences

67%

of employees perform better when communications include visuals, compared to text only.<sup>5</sup>

\$1,200

annual gains in productivity per year when visuals are used to communicate with employees who consume information as part of their job.<sup>6</sup>

44%

of millennial B2B buyers prefer no sales rep interaction during the buying journey.<sup>7</sup>



documents can  
become obsolete in as  
little as **five days**.<sup>8</sup>

**78%**

of manufacturing organizations depend  
on third parties for one or more of product  
design, subcomponent supply, fabrication,  
and maintenance.<sup>9</sup>

**72%**

of senior manufacturing leaders  
believe a single app would  
improve collaboration.<sup>10</sup>



## **.every** visual is fresh

Stale data is a significant source of product development bottlenecks, costly confusion, and frustrated employees and customers. Empower your teams to move beyond screen grabs of images and heavily text-based product descriptions, which can become outdated fast and introduce potential errors across the product development lifecycle.

Up-to-date visual iterations are especially important with today's widespread global teams and engagement of external partners and suppliers. Sharing emails with attachments between teams can't keep pace with today's modern product development and fast-paced digital collaboration.

The varied software platforms used for 2D drawing and 3D CAD image sharing and viewing can also reduce their quality and limit the capacity of stakeholder interaction and feedback, which can impede the forward momentum of projects.

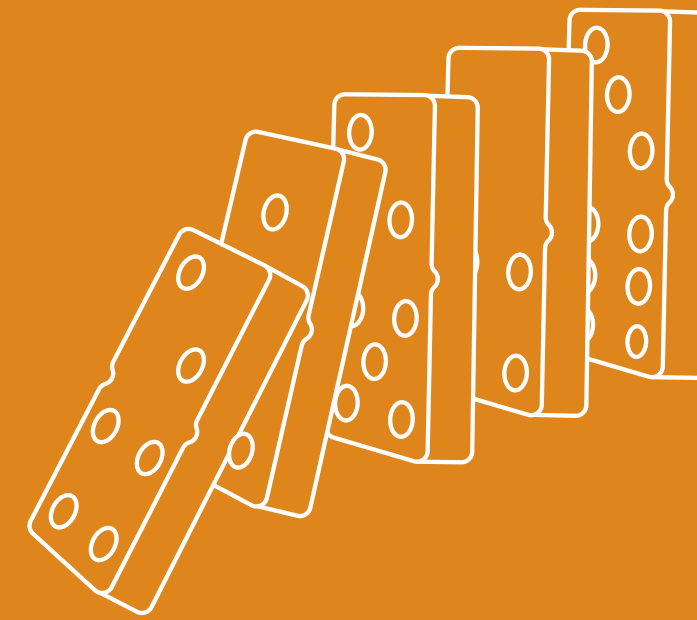
Canvas Envision provides a single, powerful platform for all product content documentation and visuals. Teams know they're working with, viewing, or sharing the latest product iterations and can confidently respond to the most pressing questions and feedback about a product.



## **.every** product goes to market faster

Speed to market is a powerful competitive advantage in manufacturing. With rapid information exchange, detailed product design models, and accurate technical specifications, your teams have what they need to meet crucial timelines and accelerate production.

Slow or ineffective knowledge sharing triggers a domino effect throughout the product development process, exacerbating design, iteration, production, and go-to-market slow downs.



## the negative domino effect

Content creators struggle to visualize a product and reach out to engineers for clarification. Engineers take time away from their core tasks to provide information and screenshots. This leads to knock-on delays and intensified production pressure. Next comes rushed documentation, followed by production errors and delays, and a build up of workflow bottlenecks.

Because interconnected teams drive product development momentum, Canvas Envision provides tools that reduce information silos while maintaining critical access control where needed. Engineers can collaborate on designs in real time and without interruption. Business development teams can self-serve current 2D CAD drawings and/or 3D CAD images for product presentations. Marketing can grab dynamic images and product information to build go-to-market campaigns.





# Canvas Envision: what's next in collaboration is here now

Give your end-to-end manufacturing teams the tools they need to do their best work, minimize frustration, and contribute to successful product development and launches. Get everyone on the same visual page with:

- A single platform for the creation, sharing, and consumption of detailed 2D and 3D visual content
- Smart tools, including real-time annotation, markups, chatting, and single-click callouts
- Intuitive, self-service workflows accessible to non-technical users and engineers alike
- Rapid updates to minimize stale data risk and reduce time-consuming document maintenance
- Dynamic 2D drawing and 3D CAD visual integrations support rapid knowledge sharing, every-angle views and deeper product understanding

Ready to **.evolve** your visual communication and spark dynamic collaboration with Canvas Envision?

[book a meeting](#)



this is **.ev**



## about Canvas GFX

Canvas GFX develops visual communication and collaboration solutions trusted by leading brands from verticals including aerospace and defense, automotive, commercial and domestic appliance, energy, and education. Canvas solutions bridge the divide between technical and creative graphics applications, empowering everyone to communicate and understand complex information with absolute clarity.

For more information, visit [www.canvasgfx.com](http://www.canvasgfx.com).

<sup>1-6</sup> Canvas GFX, Product Communication 2022 Report, Canvas Envision, 2022.

<sup>7</sup> Ramaswami R, [Future of Sales 2025: Deliver the Digital Options B2B Buyers Demand](#), Gartner Research, March 2021.

<sup>8</sup> Canvas GFX, [five documentation challenges for product-based companies](#).

<sup>9-10</sup> Canvas GFX, Product Communication 2022 Report, Canvas Envision, 2022.