

# Parker-Hannifin Increases Customer Engagement While Lowering Costs with a VR Solution from OpenArc



Parker-Hannifin is always looking for innovative ways to demonstrate the capabilities of their Electromechanical and Drives Division (EMD) product portfolio. In their efforts to deliver a solution that aligned with EMD's short and long-term goals, the Parker team assessed its precision engineered motion and control systems and set out to differentiate themselves in the industry.

With plans to exhibit at the largest expo in the packing industry, Pack Expo, Parker wanted to be sure they'd be able to demonstrate EMD's product portfolio at the event in a tangible, memorable and cost-effective way and turned to OpenArc, a technology consulting firm, to design and develop a custom Virtual Reality environment.

# Business Challenge

With an extensive range of electromechanical motion control components and systems, Parker is consistently striving for ways to deliver products to customers looking to increase productivity and profitability. Between logistical constraints and a product line-up of over 100 products, Parker struggled to find ways for clients and prospects to interact in real-life with all the technologies they offer.

With the Pack Expo only two months out, Parker needed to ensure they'd be able to deliver an immersive way to demonstrate their products onsite within the confines of a 12 x 12 booth space. Understanding the technical challenges and time constraints, Parker made the decision to leverage the capabilities of a Virtual Reality environment to engage clients and truly set the differentiation at the event.

# Solution

In developing the Virtual Reality experience for Parker, OpenArc first started by facilitating a series of discovery and ideation sessions with EMD's marketing leadership team to define the framework. The team of Virtual Reality engineers, designers and project managers at OpenArc, designed and developed the framework for two distinct, visually-rich and engaging Parker branded VR environments, Virtual Factory Automation and Virtual Exhibit Hall.

The Virtual Reality Factory Automation experience, allowed conference attendees to interact with a real-life packaging line fully-outfitted with actuators, gearheads, gantry robots and other electromechanical products from Parker. The ability to interact with automation equipment in the capacity the VR experience provided was previously considered impossible.

The second experience was designed to enable Parker sales and marketing employees to bring the EMD product portfolio directly to their clients. The Virtual Exhibit Hall experience replaced the antiquated method of demoing products to a customer by shipping them demo units weighing upwards of 3,000 lbs. via tractor trailer. By deploying the Virtual Exhibit Hall, EMD is now able to provide an immersive product demonstration for clients worldwide on-demand.

# Value

By leveraging a Virtual Reality solution to better connect with clients, tradeshow attendees and other prospects, Parker found a way to uniquely deliver great product demonstrations.

From the positive feedback at the Pack Expo that resulted in over 75 qualified leads, to an increase customer engagement by 300%, the expected costs savings are tens of thousands of dollars per year.

Ultimately, Parker accomplished their mission to deploy cost-effective and scalable Virtual Reality solutions that can be easily transported, while also providing a contextual environment that highlights the breadth and strength of the Parker portfolio of products.

Not only does Parker find value in the final solution, but it's also in the thought leadership demonstrated by OpenArc through the design, development, and deployment of the global VR solution where the most significant value lies. OpenArc was able to align Parker's technical, functional and business goals, which Parker considers to be invaluable.

“OpenArc invested time upfront to ideate a Virtual Reality solution that met our short term needs as well as scaled to support our long-term plans to leverage Virtual Reality as an innovative way to connect with our customers.”

– **Jeremy Miller, Product Manager**  
*Electromechanical & Drives Division*

# Client Profile

Parker Hannifin is a Fortune 250 global leader in motion and control technologies. For 100 years the company has engineered the success of its customers in a wide range of diversified industrial and aerospace markets.

Learn more at [parker.com](http://parker.com) or [@parkerhannifin](https://twitter.com/parkerhannifin).

## TECHNOLOGIES

- ORIGIN PC
- HTC Vive
- Unity Blender
- 3D software

# Firm Profile

OpenArc is a technology consulting firm providing industry-leading technical talent placement, custom software development, and technology strategy services to clients nationwide. OpenArc works closely with business clients and talent candidates to understand their strategies and goals to craft a customized approach to their needs.

More information about OpenArc can be found by visiting [openarc.net](http://openarc.net).  
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