

Case Study

Realtime Technology AG (RTT)

»With its first-class technology Fujitsu makes a major contribution to our 3D visualization solutions, and it complements our own expertise with excellent technology and process know-how.«

Otmar Kratzer, Project Management, RTT



Options for the Lexus CT 200h can be selected in various combinations using the car configurator, which provides a 360-degree view of the vehicle.

About the Customer

Realtime Technology AG – known as RTT – creates fascinating high-end visualization solutions in 3D. The company is headquartered in Munich, Germany, and maintains offices in Stuttgart, Hamburg, Paris, Milan, Brussels, Valencia, Los Angeles, Detroit, Shanghai and Tokyo. Renowned business enterprises around the world rely on expertise from RTT, for example Adidas, Airbus, Audi, BASF, BMW, Daimler, Electrolux, Eurocopter, Ferrari, General Motors, Harley-Davidson, Lexus, Miele, Nissan, Porsche, Samsung, Sony Ericsson, The North Face, Toyota and Volkswagen. RTT's mission is to showcase products in realtime using methods of orchestration that are more than just informative – the ultimate objective is to create inspiring product experiences. RTT supports its customers throughout the entire product lifecycle – from development and design to marketing and sales. Design data from product development serve as the basis for building a solution. A computer-generated 3D model, or virtual prototype, enables designers to transform their ideas and concepts into compelling product images. The central elements in the RTT business model are the company's own RTT DeltaGen software suite, which is constantly subject to further development, and the know-how RTT can offer for process consulting, support and training.

The Challenge

As the leading vendor of 3D high-end visualization solutions for the automotive industry, RTT works very closely with its customers and quickly recognizes changing trends and new requirements as they arise in this segment. It was this keen observation of the automotive market that inspired the so-called Car Configurator Project. RTT recognized the fact that car dealers have limited showroom space and cannot possibly display all the models in the ever growing range of new vehicles being introduced by manufacturers. What's more, dealers must contend with rising costs because each vehicle on display ties up capital and thus reduces profitability. RTT envisioned a flexible solution that would address this challenge and meet the demands of this market in various countries, with easy and efficient updating in this particular product field. With this objective in mind RTT developed the creative idea of the car configurator, a core solution that would support the web presence of carmakers and also serve as a point of sale (POS) tool for virtual presentation of vehicles in showrooms to promote sales.

The Customer

- Business: Software
- Founded: 1999
- Headquarters: Munich, Germany
- Employees: 500
- IPO: 2005
- Internet: www.rtt.ag



The Project

- Realization of a car configurator for use at the point of sale (POS) in authorized dealerships and for integration in the home pages of carmakers.

The Solution

- Global rollout of 1,220 CELSIUS workstations, including 950 CELSIUS M470 Power models with NVIDIA® Quadro™ FX 4800 high-end graphics cards – individually customized for markets in specific countries.

»Fujitsu has been a reliable cooperation partner for many years and has successfully completed a large number of IT projects together with RTT. Fujitsu has convincing product quality, process expertise and the technology know-how to handle complex projects.«

Otmar Kratzer, Project Management, RTT

The Solution

Once the idea of a car configurator was born, the next step involved designing the technology needed to implement this new concept. In this endeavor RTT had a trusted and reliable cooperation partner at its side: Fujitsu. RTT was looking for a computer system that was easy to install and scalable enough for distribution and use in various dealer networks around the world. In addition, RTT placed great importance on having a standardized system with an automated update and maintenance process as well as optimal user support. The ultimate selection was a workstation with pedigree – the CELSIUS M470 Power. With this workstation from Fujitsu's advanced product segment, RTT could be sure of the outstanding performance from a system that could be tailored to meet specific needs. The CELSIUS M470 Power was specifically configured to function as a POS car configurator in conjunction with the special software solution from RTT. The CELSIUS M470 Power workstation combines the best components in terms of processors, memory, hard disks and graphics cards to deliver strong performance. But RTT benefits from much more than just a first-class hardware system. Thanks to Fujitsu's customizing services the customer has a workstation tailored to his specific requirements – a system that leaves the factory with the operating system and RTT software already installed. What's more, each workstation built for RTT has a special label showing the serial number and an e-mail with system ID as input for the customer's license server.

The systems are shipped directly to RTT's customers, namely the car dealers, where they can finally be unpacked. The preconfigured CELSIUS workstations can be put into operation immediately. In some car configurator projects an additional Fujitsu hardware component comes into play – a Tablet PC that is used as a remote controller for visualization.

Innovation at the POS

RTT is the single-source supplier for auto manufacturers who want to support their authorized dealers with a POS solution. The package includes the software, the CELSIUS workstation and a screen. The interactive RTT DeltaGen data model serves as the basis for the sales process and for all content production. The application offers customers and prospective buyers all possible vehicle configurations and pre-sales options available. The modern touch-screen and the CI-compliant user interface creates an interactive, emotional POS brand experience.

In order to elevate existing product lines to a similarly high level of infotainment, the touch-screen solution can be delivered retroactively to all participating dealers worldwide. And when it comes to utilizing synergies, the POS systems can be used to generate and make contents available for the web car configurator.



The visitors of the Audi Quattro Exclusive Lounge could configure various models using the Audi PoS System (ACC 3D) at the IAA.

»In this comprehensive Realtime Technology project we contribute more than just innovative technologies with high value added for demanding customer applications – thanks to the outstanding cooperation with this customer, we were also able to customize the point of sale solution very quickly.«

Rajat Kakar, Vice President Workplace Systems, Fujitsu Technology Solutions

Success in Practice

The car configurator is not only innovative, but also extremely cost-efficient. The system setup from a single source stabilizes the cost situation because the update process can be carried out quite easily online. Furthermore, this kind of “automatism” also helps reduce the resources and capacities needed for the duplication and distribution process.

Impressive Figures

The POS solution from RTT based on the CELSIUS workstation from Fujitsu has a lot going for it. Carmakers using this solution can be sure of results that really pay off. According to initial evaluations, the

car configurator shortens the typical sales cycle at the POS by 25 percent. Even more impressive is the time saved – the rate for closing a sale at the dealership increases by up to 40 percent. What’s more, the many vehicle configuration options offered by the solution help promote sales: For example, sales of high-margin extras and accessories can be increased by up to 70 percent. Dealers will certainly appreciate such figures, but even more important is the art of turning a prospective buyer into a loyal customer: This happens 20 percent to 40 percent more often in dealerships using the POS presentation as opposed to those dealers who do not rely on the car configurator.



The AUDI Car Configurator (ACC 3D) displays the complete line of models and body styles available so that the customer can configure his own vehicle.

Customer benefits

- POS solution increases showroom sales efficiency
- Inventory of demonstration vehicles no longer necessary
- Dealers benefit from reduced capital commitment
- Infotainment is inspiring and appeals to customers
- Very convenient solution for prospective car buyers
- Easy-to-use tool even for inexperienced salespeople
- Positive promotion of the brand
- Easy updates worldwide from a central system

Products and Services

- Workstations:
 - 950x CELSIUS M470 Power
 - 120x CELSIUS M440/450
 - 120x CELSIUS M440/650
- NVIDIA® Quadro™ FX 4800 high-end graphics cards
- Software: RTT DeltaGen/ POS solution
- Operating system: Windows XP Professional 64-bit
- Services: solution customizing

Superior and high-performance Workstation

CELSIUS workstations from Fujitsu are an excellent choice for those wanting to invest in future-centric hardware platforms and high performance to handle innovative applications. These workstations are equipped with the latest Intel multicore processor technology and support 64-bit operating systems and applications. This high-performance hardware platform is ideal for 3D modeling, animation, real-time visualization of product data and simulation analyses. It should come as no surprise that the leading makers of next-generation vehicles rely on CELSIUS workstations for design and development because these systems are known for their outstanding graphics performance.

Unsurpassed graphics Performance with high-end Components

The NVIDIA® Quadro FX 4800 high-end graphics cards can handle even the most demanding tasks. The NVIDIA® graphics processors with 192 parallel CUDA cores deliver high graphics and computing performance for the interactive analysis of complex multivariate data. The load on the CPU is reduced by shifting compute-intensive tasks to the graphics processor. Operation of up to two high-resolution 30-inch screens (2560 x 1600 at 60 Hz) per Quadro FX 4800 graphics card is possible using NVIDIA® nView™ multiscreen management with its user-friendly functions.



In cooperation with



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