

# CUSTOMER JOURNEY



## WALKING THE ADDITIVE MANUFACTURING JOURNEY WITH YOU

When you choose AddUp, you're choosing a partner who will be with you every step of your journey. In our trusted hands you will experience best in class safety on a repeatable, reliable platform, supporting your business to realize the full potential digital manufacturing has to offer.



### STAGE 1 DISCOVERY

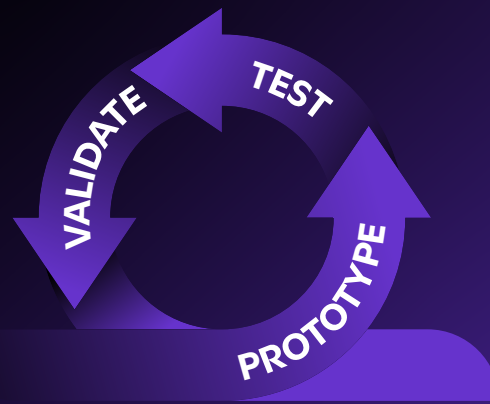
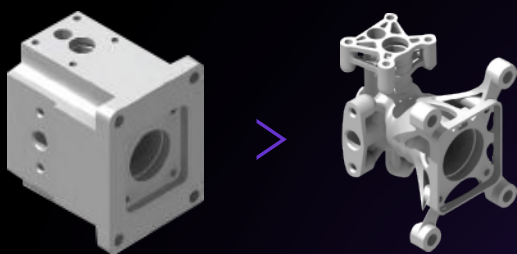
In the initial discovery stage, our team helps new adopters understand the potential of additive manufacturing and how it can be applied to their business.



### STAGE 2 DEVELOPMENT

Once target applications have been identified, we work closely with our customers to develop and refine the application and business case using an iterative process and Design for Additive Manufacturing (DfAM).

TRADITIONAL PARTS VS. AM PARTS



### STAGE 3 QUALIFICATION

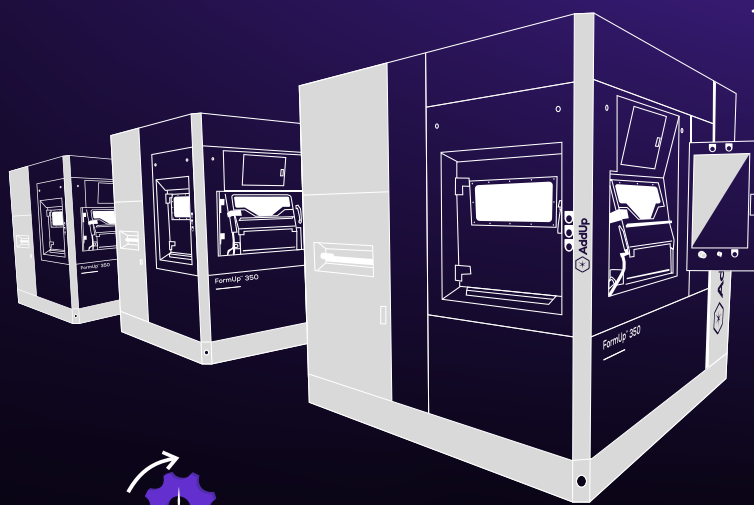
During this stage, we focus on qualifying the additive manufacturing process to meet industry-specific standards and regulations. AddUp has the expertise to guide you through the qualifications for your industry.



### STAGE 4 SCALE



Now it's time to ramp up production to full scale! AddUp was built on the pedigree of our parent companies, **Michelin**, making a million tire sipes every year, and **Fives**, with 200+ years of expertise in machine tool building for serial industrial applications.



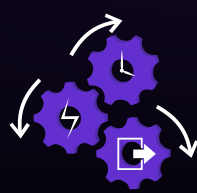
## MEET THE DEMANDS FOR YOUR SERIAL PRODUCTION



MONITORING SOLUTIONS



TAILORED AUTOMATION



TIME x SPEED x OUTPUT  
OVERALL EQUIPMENT EFFECTIVENESS (OEE)

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