

Multi-industry

CAM Logic

Fostering innovation in manufacturing through PLM

Business challenges

Evolve beyond tool and die maker offering

Expand business into other industries

Build a culture that attracts engineering talent

Key to success

Continuous utilization of Siemens PLM Software's resources

New business, especially through marketing and customer education

Results

75 events annually

Notable conversion of leads to adaptation of Siemens PLM Software technology

Thriving engineering staff

Strong sales pipeline

Successful and growing customer base

CAM Logic helps diverse customer base learn and use Siemens PLM Software portfolio

Taking advantage of innovative technology

CAM Logic, located about 40 miles north of Detroit, Michigan in the manufacturing hub of the Midwestern United States, is a Siemens PLM Software partner with roots in the tool and die industry. Over the past two decades, CAM Logic has built a thriving company of 19 employees around its ability to take advantage of innovative technologies, especially product lifecycle management (PLM). The company markets the full Siemens PLM Software portfolio with other leading-edge technology products, including 3D scanning and printing.

Many of CAM Logic's customers are in the automotive industry, or in businesses related to the auto sector. However, in recent years, the company has offset a regional decline in automotive work by establishing relationships with many companies that were attracted to the area by economic incentives, manufacturing talent and available facilities. CAM Logic also serves a wide range of clients from the medical, alternative energy and aerospace/defense industries, as well as designers and manufacturers of everything from lawn mowers and chippers, to cups and consumer products.

"You need to be diverse to survive in today's environment," says Jim Carlisle, president and founder of CAM Logic.

A self-described "gear head" with a love for all things mechanical and gas-powered, Carlisle has built a unique culture in his company, preferring to do business with what he calls "other fun and happy people." He describes CAM Logic's 1893 vintage building in a historical district as a "home for wayward entrepreneurs," providing a mix of high tech and old world that fits the company culture and appeals to engineers.

The CAM Logic leadership team takes full advantage of the benefits that the Siemens PLM Software partner program brings. "Siemens PLM Software has built one of the best channel organizations in the industry," says Carlisle. "They invest heavily in the enablement team, and recognize, appreciate and support their partners so as to keep them healthy and help them grow."



Commander Michael R. Wohnhaas accepts a Spirit of Detroit 3D printed scaled model from CAM Logic owner Jim Carlisle.

Partner profile

CAM Logic is a leading provider of Siemens PLM Software, 3D scanning and rapid prototyping technologies and services to help companies design and build better products, improve processes, reduce costs and maximize profitability. CAM Logic leverages more than 16 years of CAD/CAM/CAE expertise, world-class software partnerships and cutting-edge hardware products.

Location

Oxford, Michigan
United States

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Emphasizing marketing and customer education

CAM Logic emphasizes marketing and customer education. According to Carlisle, Siemens PLM Software makes a significant difference here, providing product and marketing support, boot camps and collateral that would be otherwise impossible for a small business to reproduce. “This is a true partnership,” says Carlisle. “Siemens PLM Software not only supports us from a technical sense, but without being intrusive, they supply best practices, guidance and support to help us run our business.”

CAM Logic regularly hosts webinars and in-person seminars on PLM products, industry trends and manufacturing best practices, producing approximately 75 events each year. The company showcases hot-topic technologies – such as 3D printing and prototyping – to draw in attendees, many of whom use competing PLM products. Having generated their interest,

CAM Logic introduces them to Siemens PLM Software products through abbreviated training sessions and test drive offers. Carlisle notes that educationally focused PLM events have been very successful, adding new leads and business opportunities to the sales pipeline.

Valuing expertise and excellence

Carlisle points out that continuous marketing, sales and technical support from the Siemens PLM Software team has contributed greatly to CAM Logic’s successful journey from tool and die engineering firm to PLM specialist and supplier of the latest, most advanced manufacturing technology. He concludes, “Our customers strongly value our expertise, and we strongly value our relationship with Siemens PLM Software. We look forward to a continued relationship that delivers a world-class engineering and manufacturing portfolio, creative marketing and great results. Overall, as a team, we deliver excellence.”

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President and Founder
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