



Blue Rhine Elevates CAD Productivity Through a Seamless Transition to ZWCAD



INDUSTRY

Signage, advertising, and LED solutions

SERVICE

Materials, equipment, machinery, and solutions for signage, advertising, and construction industries in GCC

WEBSITE

www.bluerhine.com

❓ CHALLENGES

- High recurring costs with previous CAD software
- Need for smooth collaboration across complex signage designs
- Compatibility with existing design tools

💡 SOLUTION

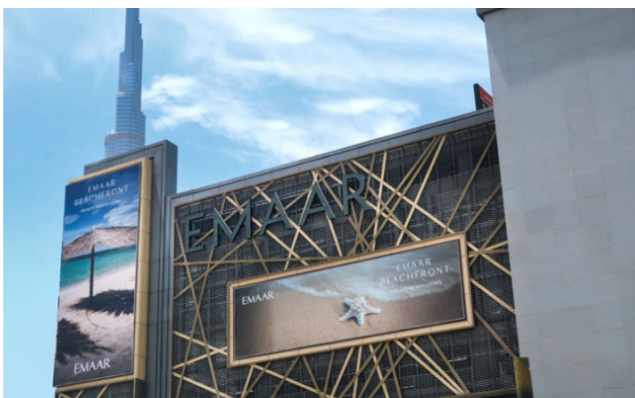
ZWCAD

✅ RESULTS

- Significant cost savings through perpetual licensing
- Improved productivity with user-friendly tools and DWG compatibility
- Seamless transition from AutoCAD, reducing learning curve

Navigating Design Challenges and Enhancing Signage Design Workflow

Blue Rhine, headquartered in Dubai since 1996, is a leader in providing signage, LED solutions, and advertising materials across the GCC. They faced rising costs with their previous CAD software and sought an alternative. "The intricate processes of signage design... necessitate meticulous attention to ensure the ultimate product aligns with intended benchmarks," says Mr. Denny, IT Manager. Blue Rhine needed a CAD solution capable of handling complex signage projects efficiently.



Designing signage for different distances, angles, and lighting conditions requires a robust CAD tool. After trying ZWCAD on recommendation from colleagues, they found it seamlessly compatible with DWG files and AutoCAD workflows, making the transition easy for their design team.

ZWCAD: A Catalyst for Achieving Remarkable Milestones

Since adopting ZWCAD, Blue Rhine has delivered high-profile projects such as EXPO 2020 Dubai, Sea World Abu Dhabi, Abdullah Financial District, and The Dubai Mall Zabeel expansion. ZWCAD's features played a vital role in surveying, estimating, designing, and fabricating static displays for these projects.

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ZWCAD saved us valuable time by simplifying tasks.

— Mr. Denny, IT manager

The ability to design signage precisely helped Blue Rhine streamline their workflow, achieving outstanding results with fewer costs.

A Feature-Rich, Affordable, and Easy-to-Implement CAD Solution

ZWCAD's perpetual license model allowed Blue Rhine to cut down on operational costs previously incurred by subscription-based CAD software. "In terms of our OPEC spend, we were able to bring that right down, and we're just paying for an AMC," notes Nita Odedra, Director Strategy.



In addition to cost savings, ZWCAD's powerful tools helped Blue Rhine's design team generate tender drawings, shop drawings, and as-built documents with ease. ZWCAD's DWG compatibility and user-friendly interface allowed the team to quickly adapt and improve productivity, without the need for extensive training.

Streamlined Design Process with Robust Support



Furthermore, local support from ZWCAD ensured that any challenges encountered were promptly addressed. Mr. Denny shares, "In terms of giving us a trial and support, ZWCAD's team gave us demos every time the users faced critical issues, which helped us adapt more easily."

ZWCAD Powers Iconic Signage Projects

With ZWCAD's help, Blue Rhine has successfully collaborated with major retail brands like Nike, Adidas, Under Armour, and The Ritz-Carlton Hotel. One key project was the Dubai Mall Zabeel expansion, where ZWCAD played a vital role in the design, surveying, and fabrication of 18 static displays. The seamless integration of design elements was facilitated by ZWCAD, helping Blue Rhine deliver top-notch results.

ZWCAD's cost efficiency, user-friendly interface, and local support have made it an invaluable CAD solution for Blue Rhine. The transition from AutoCAD to ZWCAD allowed them to cut costs, improve productivity, and deliver iconic signage projects across the GCC. As Nita Odedra concludes, "ZWCAD has been an invaluable contributor to the success of our mega projects within the region, where we're fabricating world-class signage."

ZWSOFT

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