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**The Most Powerful Name in Corporate News**

## **SURFCAM Value-Added-Reseller**



**Alison Wildblood – CEO**

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**CEOCFO: Ms. Wildblood, what is the concept behind CAMCAD Technologies?**

**Ms. Wildblood:** CAMCAD Technologies is a Value-Added-Reseller of SURFCAM, a computer-aided-machining software package for programming 2 through 5-axis machines. We named the company CAMCAD – which is CAD/CAM reversed – because we focus on manufacturing and machining. Our founder, Don McKillop, is a journeyman tool and die maker by training. There are not many journeymen tool and die makers these days because those training programs rarely exist anymore, so people with Don’s experience and knowledge are extremely valuable to our customer base. So, our concept has always been to offer a good product at a reasonable price, and then support those customers so they can be self-sufficient and productive and thus, profitable. Our goal is to be one of their business partners, as a result.

**CEOCFO: Why do you like SURFCAM? Why do you feel that is the best out there today?**

**Ms. Wildblood:** CAMCAD started selling and supporting SURFCAM in 1991. At that time, it was the first PC based CAM system built on a 3D surface modeler. Consequently, it was functional and FAST. SURFCAM has always been one of the easiest to learn programming systems on the market, as it’s very intuitive for the machinist. Also, SURFCAM can read in very large part files, something many of our competitors cannot. Our customers tell us that they can program just about anything because SURFCAM has so many tool path options. In fact, many have told us that they never worry about quoting a difficult job because of the options in SURFCAM and the expertise of our support personnel to help them. As a result, CAMCAD has grown with our customers, most of whom have purchased additional licenses over the years.

**CEOCFO: Who is your typical customer?**

**Ms. Wildblood:** CAMCAD’s typical initial customer is a small to medium machine shop doing 3-axis milling and lathe work. SURFCAM might be their first programming system, so they are ready to grow their business. Our other typical customer is one that has been referred to us by one of our existing customers, or by any of our Business Alliance Partners (machine vendors, tooling vendors, etc.). Then over the years, as the new customer grows, they purchase additional licenses of SURFCAM.

**CEOCFO: Give us an example of how you are able to help your customers.**

**Ms. Wildblood:** Manufacturing is becoming more competitive and companies are purchasing more complex 5-axis and multi-axis machines. The key ingredient of any CAM programming system is the machine code it generates to drive the machine. In our world that key ingredient is called a post-processor, in the business world it would be similar to the unique printer driver that connects your specific printer to your office machines. Without a good post processor, the CAM system is almost worthless, because the goal here is to cut metal.

Don McKillop has been configuring posts for 5-axis and multi-axis machines for over 20 years and has developed a reputation for delivering an edit-free post that is also documented throughout the code. This means that our customer can program a part, send it though the post-processor, and know that it will run correctly without having to check it manually at the machine. This is a HUGE time and money saver for our customers.

**CEOCFO: What is the key when you are helping a company in training to show them what they could be doing in an easy fashion?**

**Ms. Wildblood:** CAMCAD has found over the years that the key is being able to focus on our customer’s application and train them on the features in SURFCAM that they will use the most frequently. SURFCAM is such a robust and broad-

functioned system that it can be overwhelming to some. Most of our customers have us come to their facility to do custom training. We start with the basics, but then focus on their applications and show them how to be their most productive. While there, we also can make recommendations on fixturing and tooling, and give suggestions on other aspects of their processes. Our primary trainer has used SURFCAM for 20+ years and has 30+ years of experience in manufacturing, especially in 5-axis and multi-axis work.

As I mentioned before, SURFCAM is such a robust product that many people overlook some of the simple automated functions in there. Many times when doing Advanced SURFCAM training, Mark will start again with some of the simple things that will save our clients LOTS of time – that means LOTS of money.

**CEOCFO: How do you reach potential customers? Does the industry know you at this point?**

**Ms. Wildblood:** CAMCAD has been in business for over 20 years and we have built a reputation that has served us well. Our founder, Don McKillop, operated by the mantra: Under promise and over deliver. We get referrals from our customers, other SURFCAM resellers (for our post-processors), and our Business Alliance Partners (BAPs).

I'll give you an example. Two years ago, we got a call from a prospective customer looking for a 5-axis license. They were also looking at our competitors systems. We had agreed to do a demo the following week and I gave the gentleman several references in his area. He called me the following Monday morning to tell me "he had some good news and some bad news." I asked for the bad news first, at which point he told me they did not want a demo. When I asked for the good news, he said, "My boss talked with several of your references, and they told him he'd be a fool if he didn't buy SURFCAM from CAMCAD." They have since purchased additional licenses!

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**CEOCFO: Put it all together. There are many companies in your industry, why CAMCAD Technologies?**

**Ms. Wildblood:** Over the years, CAMCAD has proven they are there to help their clients become more efficient and thus more profitable using SURFCAM with our support and training. Additionally, we have done some custom software applications to automate some things that aren't available in any "off-the-shelf" software. Several of the case studies are on our web site. We also have experience with reverse engineering and 3D scanner technology, so there are a number of tools we use to help our customers. So, when a company is looking for a faster, easier, more profitable way to manufacture parts, they need to contact CAMCAD.

**For more information visit: [www.camcadtech.com](http://www.camcadtech.com)**

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

