



## FOR IMMEDIATE RELEASE

### **DigiFabster Hires Get3DSmart to Support Its U.S. Sales Efforts**

***Get3DSmart will represent DigiFabster, providing business development services, helping U.S. service bureaus and other 3D printing centers offer CRM, online quoting, eCommerce-based job submission, workflow solutions and more.***

DigiFabster, a cloud-based CRM and production solution for 3D printing businesses, is pleased to announce that it has hired Get3DSmart to manage business development for its potential customers in the United States.

“DigiFabster has created a set of software tools which dramatically improve workflow for 3D printing service bureaus, industrial design companies, and organizations with internal capabilities,” says DigiFabster CEO, Constantine Ivanov. “We see tremendous opportunity in the U.S market. John Hauer is well-known in the 3D printing industry and is a strong advocate of web-to-3D-print (W23DP) software. Together, we offer a very formidable value proposition.”

The tools offered by DigiFabster enable customers to streamline and automate what is perhaps the most painful aspect of 3D printing. A significant amount of time is spent by service bureaus and others in educating clients, managing quotes, and accepting orders. DigiFabster’s software-as-a-service solution helps them turn prospects into buyers, automatically.

“As the industry grows, companies who offer 3D printing services are starting to see the challenge of managing things offline,” says Get3DSmart CEO, John Hauer. “The effort involved with educating prospective customers, in addition to the time involved with quoting and order entry create a significant transaction cost. This hinders growth and impacts profitability. To reach their goals, shops need to automate these processes. DigiFabster offers a best-of-breed solution to this important challenge.”

Beyond quoting and order entry, DigiFabster’s software collects significant data about customers and their orders. The team at DigiFabster continues to expand the functionality of their application programming interface (API), giving its clients new and powerful ways to integrate with other platforms, including CRM solutions like Salesforce and Pipedrive, and book keeping software like Quickbooks and Xero.

“To really drive cost out of workflow, a company’s systems must be able to communicate with one another, seamlessly and in real time,” adds Mr. Ivanov. “DigiFabster was designed for integration. Together we have significant experience managing these types of projects, which will help clients get even more value from of our capabilities.”

One of the key drivers of growth in the industry is the migration from prototyping into production. 3D printing technology continues to improve, getting faster, more reliable and less expensive. While this creates more opportunities for additional work, equipment owners must become more productive in order to capitalize.

“The demand has grown to a point where companies must operate as efficiently as possible,” says Mr. Hauer. “It’s both an offensive and a defensive strategy. Whether you’re trying to grow your business with existing customers, or trying to build your client base, you need a significant competitive advantage. A streamlined workflow gives you an increased ability to deliver quality, speed and cost, simultaneously.”

### **About DigiFabster**

DigiFabster is a New York City-based software-as-a-service company that provides a cloud-based CRM & instant quotation solution for the additive manufacturing industry. DigiFabster is used by hundreds of 3D printing companies across the U.S., Europe, and Australia. It empowers them to convert leads into buying customers while helping them seamlessly manage order flow. DigiFabster quickly plays a key role in its client’s back-office processes and provides a convenient web-based interface for their end-users, without the time and expense of custom software development.

The CEO of DigiFabster, Inc. is Constantine Ivanov. He’s an experienced entrepreneur with strong vision and execution skills. For the last 10 years, he has been active as a co-founder, business/product leader in start-ups and rapidly growing companies. Constantine has been involved in the additive manufacturing industry since 2013. Prior to founding DigiFabster, he ran one of Eastern Europe’s biggest online services for rapid manufacturing.

### **About Get3DSmart**

Get3DSmart is a consultancy that helps companies identify and capitalize on BIG opportunities in 3D printing. The firm provides assistance with market analysis, strategy and communication. Get3DSmart also works with clients to help them identify and source the best possible equipment, materials, software and services, ensuring the success of their 3D printing strategy.

The CEO of Get3DSmart is John Hauer. He’s a seasoned C-level executive with over 25 years of experience working with innovative technology firms. John’s diverse resume includes roles in sales, marketing, product management, and senior leadership. He’s also a well-known thought leader in the 3D printing industry. In addition to his work at Get3DSmart, John was the co-Founder and CEO at 3DLT. John’s original written works have been featured on TechCrunch, Futurism, QZ.com, Techfaster.com, 3DPrint.com and Inside3DP.com, among others.

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