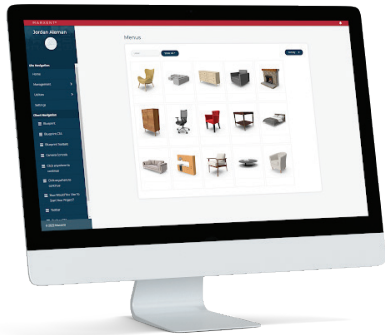


# What You Need to Know About 3D Cloud Platform & DAM



## 3D Workflow

- Access to retailer and manufacturer product catalogs
- 3D asset pipelines and cross-client product catalog management
- Product subscription, publishing, and merchandising tools
- Workflow for asset ordering and rules-based configuration
- Massive 3D materials library



## 3D Applications

- Collaborative, buyable design, and visualization experiences
- Highly configurable for audience-specific shopping flows
- Modular architecture for retailer customization
- Enables consumer and designer collaboration for accuracy



## 3D Analytics

- Event-level tracking and application monitoring
- Business intelligence suite with dashboards and optimization tools
- Marketing features and segmentation insights
- Benchmark shopper behavior across the market

## 3D DAMS

- Multi-tenant architecture to share assets across brands
- Procedural geometry for cabinetry, counters, decks, and more
- Support for LOD (Level of Detail) in mesh publishing
- High-volume, high-definition rendering platform
- 3D models for object recognition and GenAI workflows

## 3D Integrations

- API-based integration with enterprise commerce stacks
- SSO, CRM, pricing, cart, and availability support
- Compliant with major privacy and security standards (SOC 2, CCPA, GDPR, ADA)
- Supports scalable data exchange between systems

**100M+** Product Renderings annually

**765,000** Active Products

**3,800+** Product Configurators

**1M+** Room Projects

Q Search by PID, SKU or name containing...

Project Scorpion &gt; Categories &gt; El Corte Inglés &gt; 3-Seat Sofas

Viewed Recently

Results (21)

Product ID Name State: All Status: All

Sort By

3-Seat beige  
Upholstered Sofa -  
Data Blue  
SCP128001018963-Seat Bergen Room  
Sofa  
SCP128001019203-Seat Upholstered  
Sofa with Adjustable  
Head  
SCP128001025063-Seat Upholstered  
Velvet Sofa  
SCP128001042623-Seat Upholstered  
Sofa Jersey  
SCP128001042703-Seat Selfoss Room  
Upholstered Sofa  
SCP128001049083-Seat Upholstered  
Velvet Sofa  
SCP128001049733-Seat Cairo Inglonge  
Sofa  
SCP128001049993-Seat Montreal  
Upholstered Sofa  
SCP128001050203-Seat Velvet Sofa -  
Calgary  
SCP128001050873-Seat Cotton Sofa -  
Calgary  
SCP128001050953-Seat Tapestry Sofa  
- Prague  
SCP128001053193-Seat Noa Sofa  
SCP128001053843-Seat Upholstered  
Sofa - Natural  
SCP128001054183-Seat Upholstered  
Sofa - Metro  
SCP128001068873-Seat Upholstered  
Sofa - Arlington  
SCP128001077523-Seat Leather Sofa  
SCP128002037833-Seat Leather Sofa -  
Relaxation  
SCP12800203817

## Top Differentiators

- One platform, every 3D visualization tool
- Scales to enterprise catalogs, including price integration
- Robust 3D Asset Management System (AMS): Meshes, Materials, Metadata
- Built-in logic + asset control
- Workflow-ready + no code
- Replaces multiple vendors
- KPI reporting on all applications
- Targeted focus: Home/Office/Kitchen/Decking

BOB20064850001

Load Products

Bulk Build

Download

FAILED

Save

Product ID, Name, or SKU

SOW All

SOW Group All

State: 'INACTIVE', 'ACTIVE', 'QA'

Status: 'ORDERED', 'FAILED'

Root Product

BOB-ROOT

ORDERED

SHOWCASE BLACK PWR

CNLS LOVESEAT

BOB10001688001

ORDERED

SHOWCASE BLACK PWR

RECLINER

BOB10001688002

ORDERED

SHOWCASE BLACK PWR

SOFA

BOB10001688003

ORDERED

Discontinued: Atlanta

Twist Bronze Table Lamp

BOB145152

ORDERED

Discontinued: Montibello

Dining Chair-Brown

BOB19000265009

ORDERED

Discontinued: Enormous

Counter 10 Piece Set

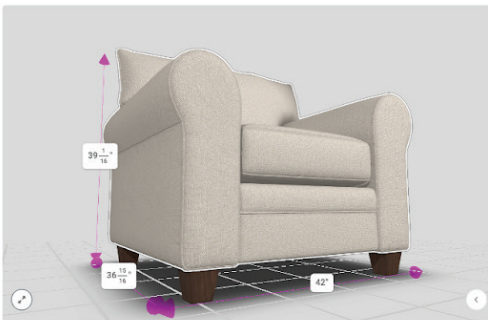
BOB20004294

ORDERED

Discontinued: Montibello

Cocktail Table

ORDERED



Reference Images



Swapping

Asset Assignment

Product Data

MSB Overrides

History

Compound Colliders

Virtual Product

vcn-vir-000031-00000ed7

Mesh

Laurel-Chair

vcn-mes-000031-00000b95

Object Space

Materials

0: laurel\_patterned-beige\_fabric

vcn-mat-000031-00002307

COMPLETE

1: generic\_brown\_wood

COMPLETE

UV2 (1)

UV2 (1)

Textures Tiling Misc

Click to upload textures

or drag texture files here to upload to this material.  
Texture filenames should be in the format  
filename\_textureTypeLetter.extension  
Show texture type mappings

Albedo

vcn-tex-000031-0001223d

#FFFFFF

Metallic

vcn-tex-000031-0001223e

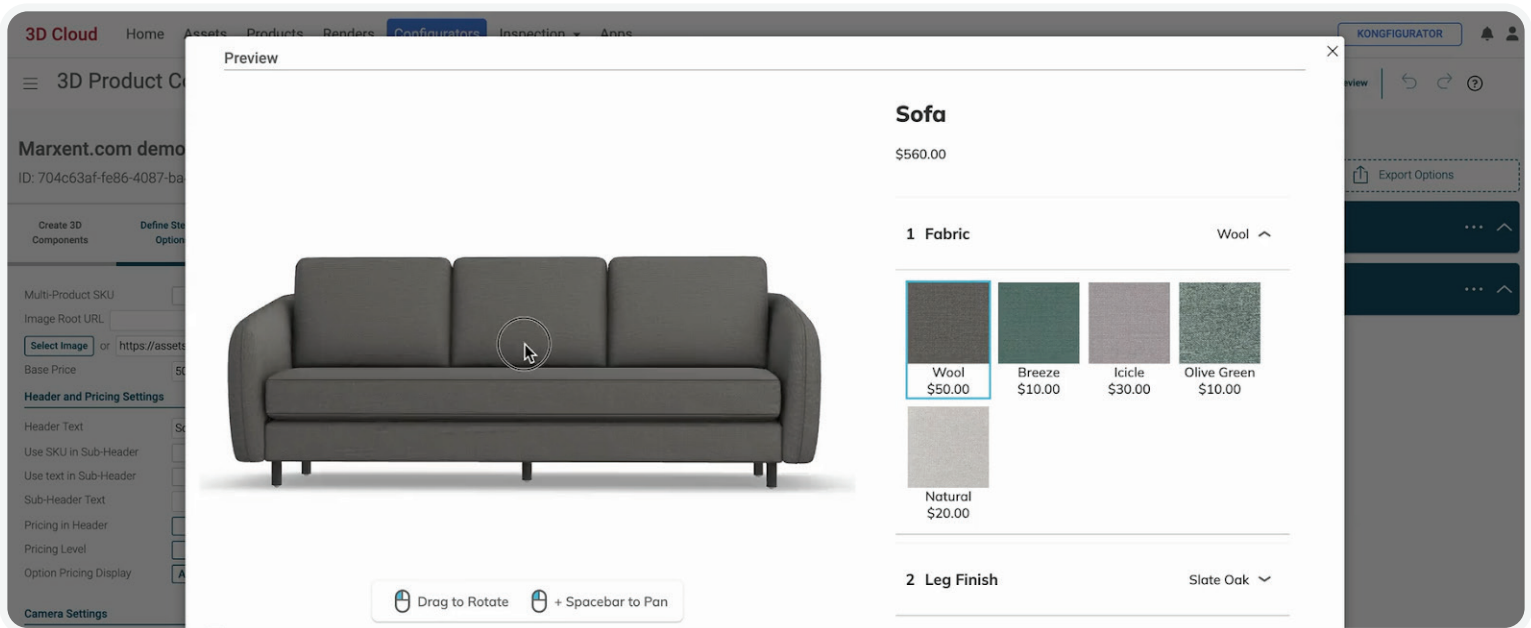
Metallic

Glossiness

Normal

vcn-tex-000031-0001223f

Bump Scale



## What makes 3D Cloud Platform and DAM unique?

The 3D Cloud Platform is an enterprise-grade system for managing and scaling every type of 3D experience—360° spins, product configurators, room planners, WebAR, and more. At its core is the 3D Cloud Platform, a Digital Asset Management System that stores 3D assets, governs product logic, asset pipeline workflow control, validation, and publishing.

The 3D Cloud Platform enables smart, data-driven applications that scale by unifying 3D content, data, and business rules. Teams can plan, configure, validate, and launch high-impact 3D experiences through a single workflow—faster, cleaner, and with complete control.

### Fast Facts

- Built for high-SKU, multi-brand catalogs
- Centralized 3D logic + asset management
- Enables smart, data-driven 3D applications
- Workflow tools for review, QA, publishing, and syndication
- Manufacturers, Retailers, and B2B
- Supports multi-region teams and experiences

## Is it secure?

All 3D Cloud applications are hosted in a secure cloud environment with layered architecture, redundancy, and 24/7 monitoring. Penetration and vulnerability testing are conducted regularly. 3D Cloud is SOC 2 Type I & II and ISO 27001/2013 compliant.



## Will it work with our other systems?

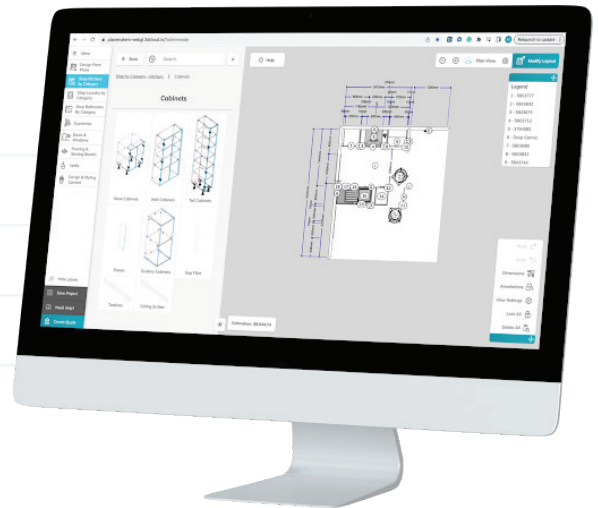
- Integrates with enterprise PIM, ERP, CMS, CRM, and analytics
- API-ready for render engines, quote tools, WebAR, and more
- Configurable for complex product hierarchies and markets

Visit us to learn more:



## How is 3D Cloud different?

- ☒ Built for enterprise scale and complexity
- ☒ Powers both internal and customer-facing tools
- ☒ No-code rules management and asset syndication
- ☒ Scales with content volume, teams, and geos
- ☒ Centralized platform, distributed delivery



## 3D Cloud Powered Applications

*The following smart, data-driven applications are powered by the 3D Cloud Platform and managed through the DAM:*

- **Product Configurators (Home and Office)**
- **Room Planner (Consumer and Designer)**
- **Sectional and Modular Configurators**
- **Kitchen Planner**
- **360 Spins and WebAR**
- **Product and Lifestyle Renders**

## Benefits

- Faster launches across brands and regions
- Greater accuracy and consistency
- Better validation before deployment
- Stronger cross-functional collaboration
- Vendor consolidation and long-term scalability
- Better decision making with reporting and analytics
- Remote automated updates and maintenance for faster updates

## Who is using 3D Cloud?

### Home Furnishings

**CITY**  
FURNITURE

**dfs**

JOHN LEWIS  
& PARTNERS

BALLARD DESIGNS

**BOB'S** Discount  
Furniture

DESIGN  
WITHIN  
REACH

FRONTGATE

Raymour & Flanigan  
FURNITURE | MATTRESSES®

L A **Z** B O Y

**Best**  
HOME FURNISHINGS

**American**  
Furniture Warehouse

★ **macy's**

### Office

MillerKnoll

**HNI**



HermanMiller

**HON.**

**Fellowes**



Kimball International

Allsteel

### Home Improvement

**BRICO**  
**DEPÔT**

**THE**  
**HOME**  
**DEPOT**

**LOWE'S**

**B&Q**

**TimberTech**

✚ **kaboodle**  
KITCHEN