

Speedrack



CUSTOMER SINCE
2024

EXTENSION OWNER SINCE
2025

USERS PER MONTH
40

THE RACE: CET VS. CAD

In August 2025, Speedrack's Distributor Days delivered something unexpected: a head-to-head test of traditional CAD and CET.

Configura's demo of the Speedrack Extension was moving along as expected until the Vice President of Sales for APEX, a longtime integrator for Speedrack, raised a challenge from the back of the room: "This looks and sounds great, but can it really do all of that!?"

Before anyone from Configura could respond, Speedrack's own Vice President of Sales and Marketing, Dan Rozycki, stepped in with a clear message. He defended the platform with conviction, saying it was "a software that's at the forefront of space design" and reminding the room that this market leadership was exactly why Speedrack had chosen to invest in it.

The APEX Vice President paused and then offered something unexpected. Since he had his CAD expert with him, a designer with eight years of experience, why not put the software to the test? A race. Equal parameters. Same task. No shortcuts. And the room could decide what mattered more: speed, output, or both.

Speedrack nominated its own competitor: Cory Mahler, Rack Systems Estimator and internal CET specialist. With only a few months of experience under his belt, he took his seat as the two Vice Presidents finalized the parameters.

When the word Go! was finally called, the room shifted from casual curiosity to stadium-style suspense. As word spread through the office that a CAD versus CET race was happening on the big screen, even more joined, leaning against doorways and crowding along the back wall.

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Cory's workstation was projected on the main display, every drag, click, and adjustment visible. No pressure.

Later he admitted, "Going head-to-head with an AutoCAD designer who had eight years of experience while I was only four months into using CET was nerve-racking at first, but by the end, it felt like real validation of the platform's power and capabilities. We finished within two minutes of each other. For me, that is proof that the right technology can close an experience gap faster than most people expect."

When the dust settled, the CAD designer finished first, in 18 minutes. His output was a single 2D drawing.

Cory crossed the finish line shortly after, at the 19-minute mark. On his screen wasn't just one output, but four: a 2D floor plan, a 3D visualization, a full bill of materials, and an installation sheet.

"In my opinion, the race wasn't really about who could layout a warehouse faster," Cory said afterward. "It was more like some friendly competition that ended up being an exciting way to show our customers what the program can do and what they can do with it, too. In just about the same amount of time, I had full drawings, budgetary numbers, and 3D visuals ready to go. I think the whole room was quite impressed."

The parameters were complex: varying pallet heights, tall uprights, a tunnel row, and twenty bays with an extended section. It wasn't the design, but the capability that was the challenge.

Months later, Cory ran the same parameters again. After nearly a year with CET, he worked noticeably faster. APEX,

once skeptical, began asking for more information, more demos, and more conversations about how they could incorporate CET into their own workflow.

This rise in momentum mirrored what Configura teams had been feeling as well. As Senior Account Executive Kelsey Marr put it: "It has been genuinely rewarding

to partner alongside Speedrack. Their energy and commitment to CET have been contagious. It's one thing to talk about collaboration, but it's another to feel it in the room."

Cory described his own growth this way: "Now that I'm coming up on a year of using CET, I can see how much more efficient and confident

I've become, especially working within the Speedrack Extension. It helps connect design, estimating, and real-world product logic in a way that just feels natural.

Plus, the reactions we get from customers & distributors when they get to visualize their actual warehouse space filled with racking in a 3D format are priceless."

As for the race? The room crowned its winner that day, but the real outcome revealed itself later. What started as an impromptu test turned into something else entirely: proof that the future of warehouse design is not just faster, but more complete.

And in the span of 19 minutes, everyone in the room saw it happen.

