



**eCATALOG**solutions

## The Electronic Product Catalog

Improving technical service, impressive marketing  
methods, increasing sales success

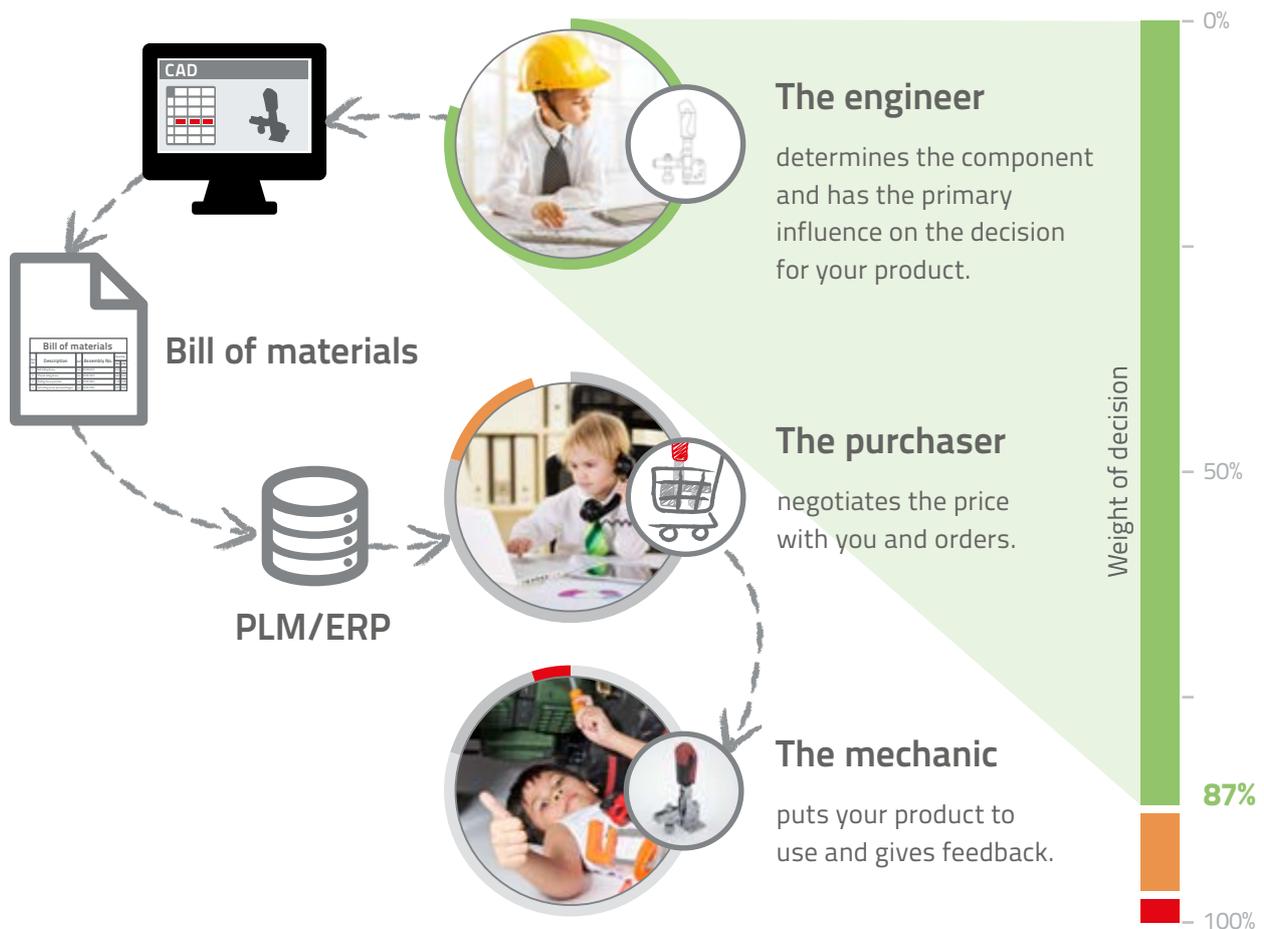
About **87 %**  
of **downloaded CAD**  
**models** results in  
sold products.



# It starts with the engineer

## He makes the decision for your product!

The decision for a certain component is primarily influenced by the engineer starting with the designing phase.



### Why does the engineer make the decision?

Components or products planned into the engineer's CAD design are usually taken over into the bill of materials (BOM).

The BOM provides some of the most important information for industrial companies. They ultimately determine the quantity and type of materials ordered.

Once your product makes it into the BOM, the ordering of your product is virtually certain.



## The engineer chooses the path of least resistance – Make the choice easy!



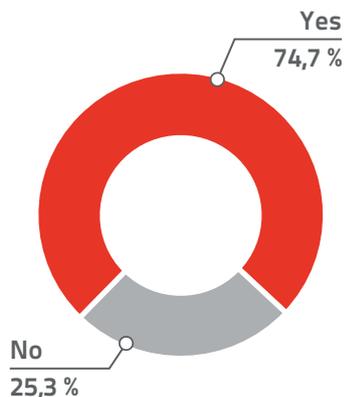
An engineer's daily work consists mainly of time-consuming activities such as searching for detailed product information (environmental protection standards, material characteristics ...), queries about correct production configuration and requesting CAD data from the manufacturer ...

Engineers and product developers would rather concentrate on the development of innovative products. For this reason, they take the path of the least resistance when selecting the product or manufacturer.

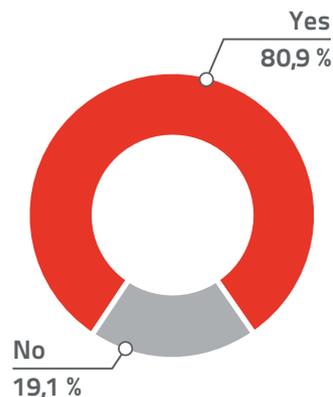
We will help you to make your product so intelligent that all the information will be made readily available, which can make the engineer's job easier. This way you can stay a big step ahead of your market competitors and cleverly sneak your product into the BOM of your buyers.

## CADENAS survey among buyers of components

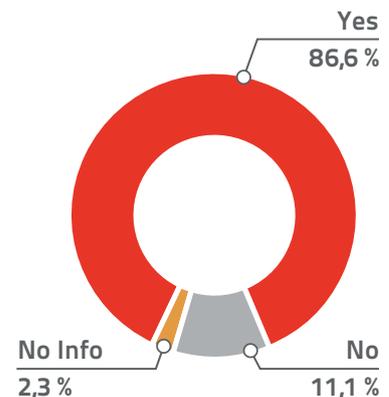
Would you give preference to a supplier only because they provides 3D CAD models to download?



When you download 3D CAD models, do you prefer the models in your CAD format?



When you download a 3D CAD model, will you also buy the component afterwards?



An average of 4 out of 5 downloads of 3D CAD models from your Electronic Product Catalog turn into genuine customers.

>> PARTcommunity supplies us with high quality leads.  
Approx. 80% of the requests can become customers. <<

## eCATALOGsolutions - More sellings with less effort!

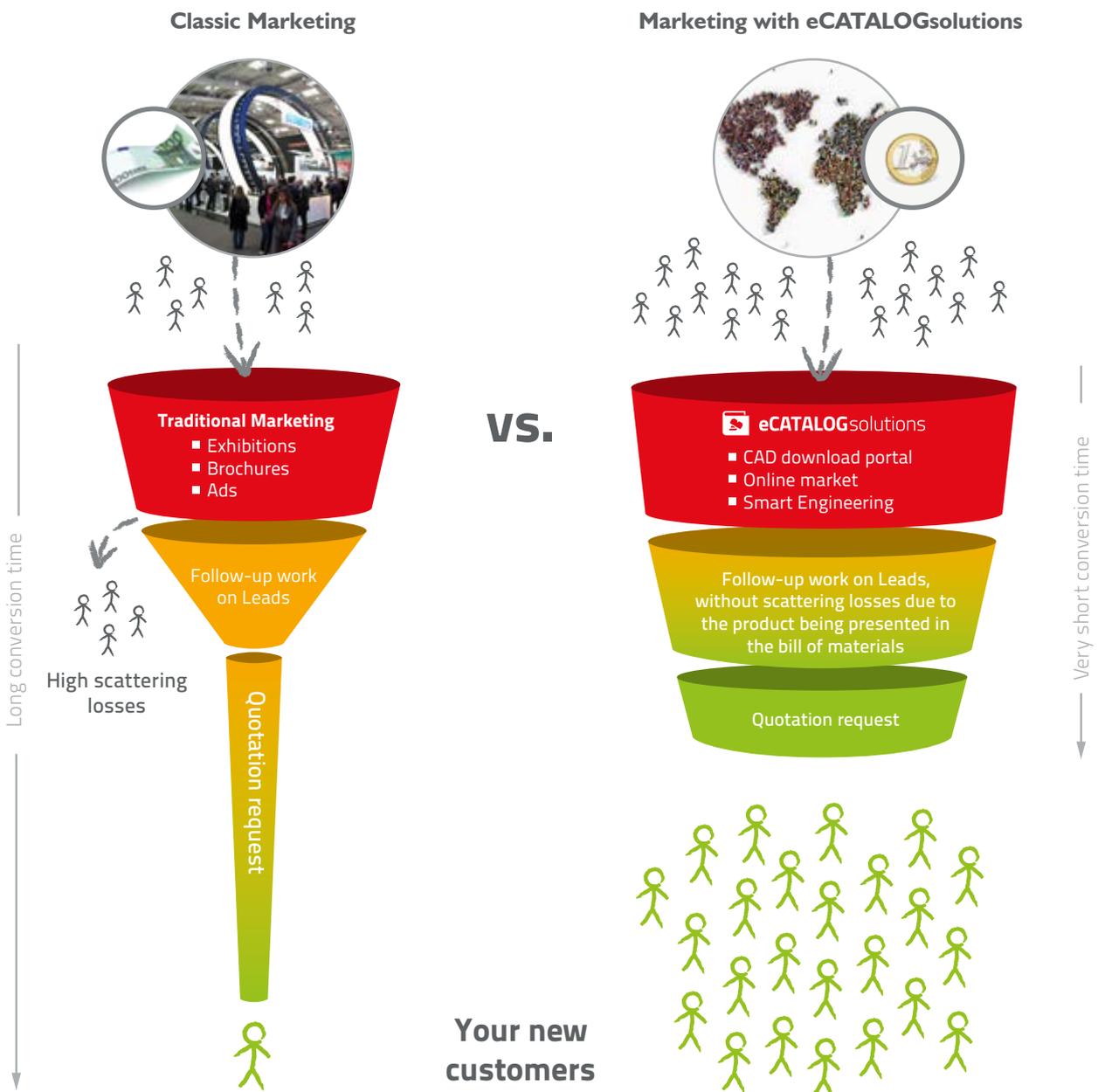
The sobering balance of the ever popular trade show reveals: A total investment of 2,000 Euro per seller and trade fair day is needed for 2.5 useful contacts per seller/trade fair day. That means a cost of around 1,000 Euro per trade fair contact. *(Trade fair survey in the capital goods industry, 2002, Clausen Consulting)*

### More performance for your marketing budget

With an Electronic Product Catalog from CADENAS, the costs per new customer acquisition are reduced to just a few euros. At the same time, the number of valuable customers increases immensely through the wide distribution of your product catalog on our international online market places.



Calculate your potential:  
[www.cadenas.de/calculator](http://www.cadenas.de/calculator)



Is your **technical service overloaded** with customer requests?



# Technology & Service

## Technical features for faster, customer-oriented service

With an Electronic Product Catalog eCATALOGsolutions from CADENAS, you can offer engineers and purchasers the best possible service while reducing the workload of customer support.

### Intelligent engineering data

The geometry of a component alone is insufficient for an engineer. With eCATALOGsolutions, your digital engineering data contains all the essential metadata of the components such as kinematics information to test motion sequences, centers of mass, material or environmental protection standards.



### Your catalog » Ready for INDUSTRY 4.0 «

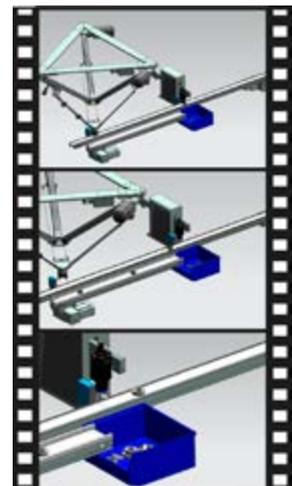
Topics such as "Industry 4.0" and "Internet of Things" necessitate an increase in networking between the real and the digital world. The more individual components need to communicate with each other in the production process, the more intelligent digital data must be provided.

### Example: Simulation of production plants

The commissioning of a production plant means, as a rule, weeks of preparatory work for line mechanics to carry out fine-tuning for control and processes. Through the Mechatronics Concept Designer (MCD), in connection with the intelligent CAD models from CADENAS, the commissioning of technical plants can be tested beforehand and the detail coordination of control can be carried out digitally. This greatly shortens the lead time to production start.



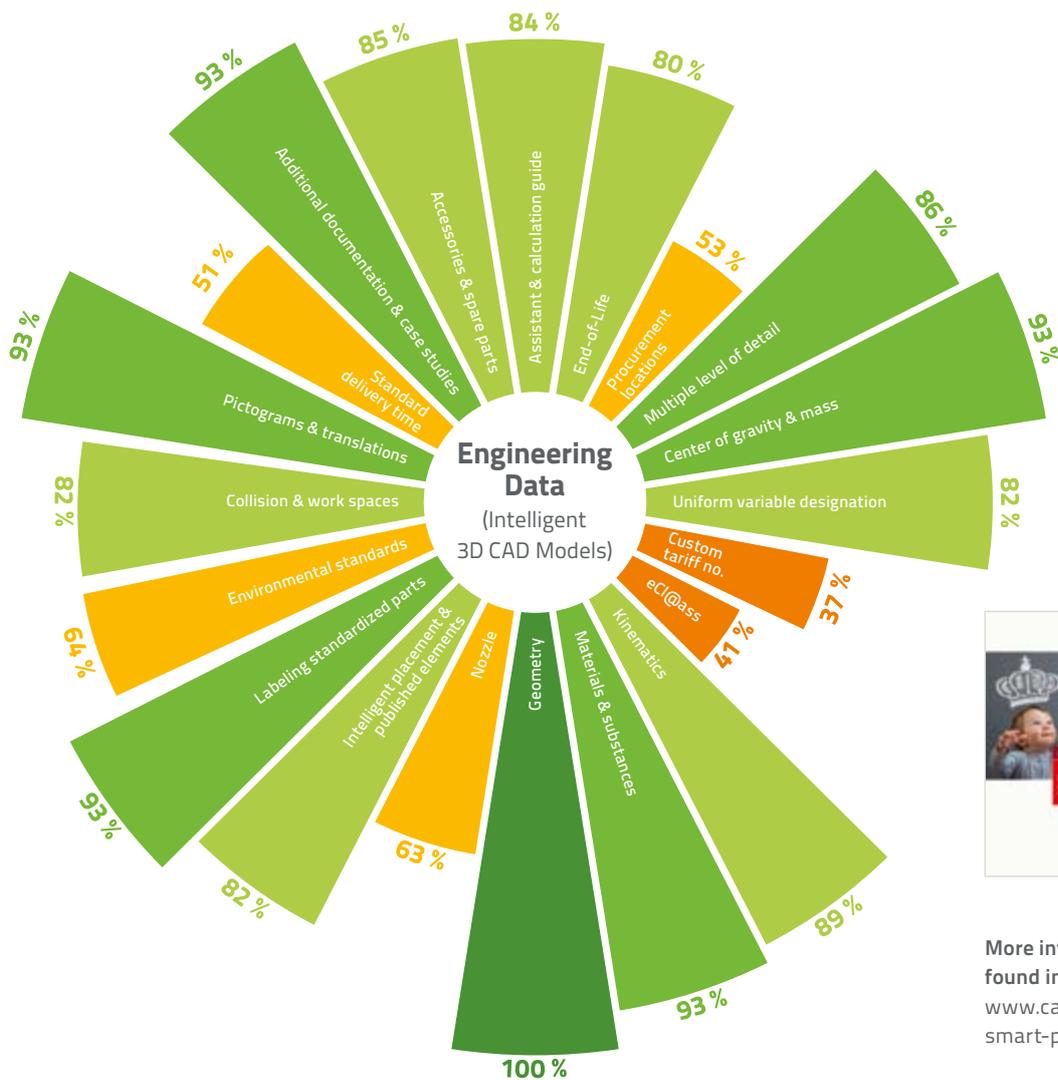
This way to the video presentation:  
<http://www.cadenas.de/videos/mcd>



eCATALOGsolutions enables component producers to provide their digital product data for the product development process with all the required intelligent information, thus being well-equipped for the future.

## Survey – What information does the engineer really need?

The importance of intelligent engineering data for the daily work of engineers, technicians and purchasers is shown by the feedback of 1,430 professionals from the industry who were surveyed. The following graphic visualizes the share of the respondents who need this information in their daily design work.



More information can be found in our brochure at:  
[www.cadenas.de/brochure/smart-parts](http://www.cadenas.de/brochure/smart-parts)

With the Electronic Product Catalog eCATALOGsolutions, you don't make basic CAD models, but genuine intelligent engineering data with all the necessary information. It relieves your customer service, since fewer callbacks are required and the engineer is supported, as tedious and time-consuming preliminary work is no longer necessary.

»» Through CADENAS, there is finally a system on the market that offers us the possibility to integrate not only CAD geometries, but also kinematic functions, collision analysis, stroke variations and much more. ««

Volker Göbel  
 CEO  
 Andreas Maier GmbH & Co. KG

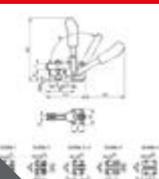
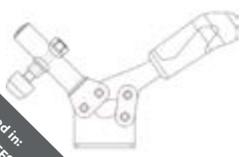


## Don't pass the work to the customer

Component manufacturers are often of the opinion that dimensioned 2D drawings are good enough for their customers, as the engineer is able to create the needed 3D model himself.

The work required is thus passed on to the customer and is unnecessarily multiplied: Instead of being done by component manufacturers once, the same product must be modelled by customers a thousand times.

**The bait should catch the fish not the fisherman**

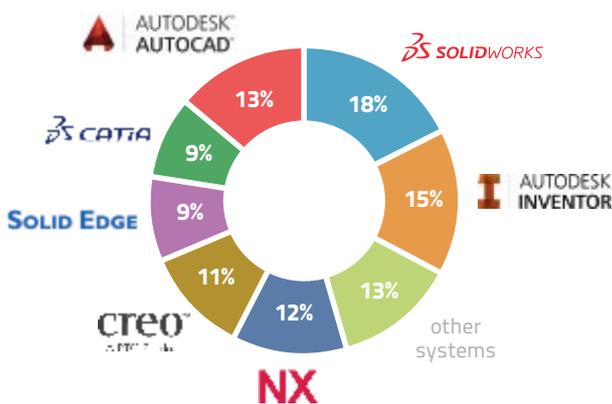
| Print/PDF  | 2D Data   | 3D Data – Neutral format<br>e. g. STEP, DXF  | 3D Data – Native format  |
|--|---|--|--|
|         |  |  |                       |
| Created in:<br>30 MINUTES  | Created in:<br>20 MINUTES   | Reworking:<br>12 MINUTES   | Immediate<br>use   |
| The engineer receives the paper catalog or a PDF and has to create the 3D model himself. | Engineer receives 2D geometry and tediously constructs a 3D model.                | Engineer receives a CAD model in neutral format which he must convert.             | Engineer receives his CAD Format! He loads the part in his CAD system and can quickly finish his design. |
| <b>HIGH ERROR RATE</b>   | <b>HIGH ERROR RATE</b>  | The result is a 3D PHOTO   |  |

## Over 100 native CAD formats

Does it sound impossible to have the right CAD model, for every CAD system and for every version? With eCATALOGsolutions it's no problem!

Your components are made available to engineers as genuine native 3D CAD models in over 100 different formats of common CAD systems such as CATIA®, Autodesk® Inventor®, SolidWorks®, Creo Parametric, NX™, AutoCAD® or Solid Edge®.

Which CAD systems do your customers use?



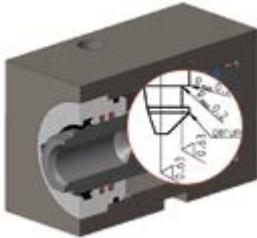
Source: CADENAS Survey of Engineers 2014

**For all of the available CAD systems and versions, the market share of individual systems rarely exceeds 15%. With the multi CAD solution from CADENAS, you can reach over 95% of the market.**

## Protection from product piracy with the engineering data model from CADENAS

A counterfeit product will often not meet the expectations of the customer. Loss of image as well as a decrease of customers and profit are the consequences. Fighting product piracy therefore has top priority for most companies.

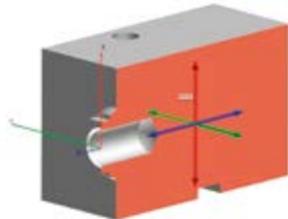
**As few trade secrets as possible, as much technical information as necessary for the engineer.**



### Manufacturing CAD model

When manufacturing CAD models are offered for download, there is actually the risk of disclosing intellectual property because all production data is being forwarded, including production and positional tolerances as well as confidential data.

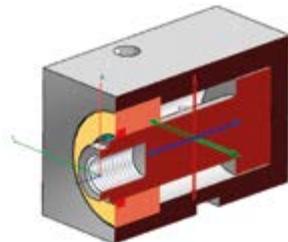
- ➖ Contains product secrets
- ➖ Easy to be copied by the competition



### Conture envelope model

Conture envelope model are good protection from product piracy, however, they also keep the entire sales potential from being exploited. The strongly simplified 3D model only shows the outline of the product, which makes it difficult for the engineer to integrate those components into their design. Alternative providers with expressive CAD models will stay ahead of the game.

- ➖ No intelligence
- ➖ No kinematics
- ➖ Useless for Industry 4.0 or other processes



### Engineering data model from CADENAS

The Electronic Product Catalog and intelligent engineering data from CADENAS have all the information, for example material, kinematics, geometry, etc., that engineers and designers need for their daily work. Your intellectual property, however, remains protected from product piracy.

- ➕ All necessary information such as kinematics, threads and functions, and much more, is on hand



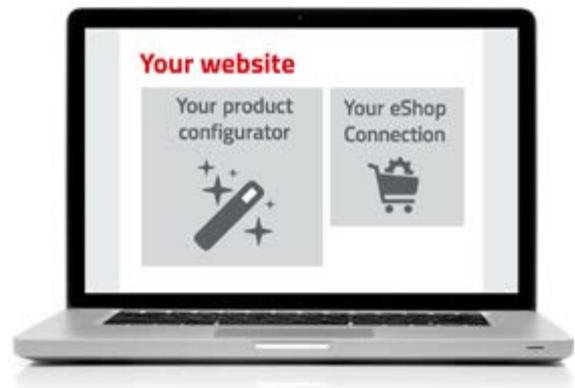
**With an Electronic Product Catalog of eCATALOGsolutions technology, your CAD models show just enough information for the design process but not enough to be copied.**

## Seamless integration of your download portal

The digital data of your components can easily be accessed for download at your website with eCATALOGsolutions.

The download portal can be seamlessly adapted to your corporate design. By request, intelligent engineering data can even be made available directly on your product page to download.

In addition, the embedded technology offers the possibility to incorporate your existing eShop or your CRM system. Based on the individual configuration of the customer, information about prices and delivery times can be obtained immediately.



Customer example: Product configurator of IMI Precision Engineering  
<https://www.imi-precision.com/uk/en/Configure.aspx?pn=RM/8016/M/50>

| Item                           | M/146050/M/250+QM/146050/21+M/P74065 |
|--------------------------------|--------------------------------------|
| Guiding                        | Internal                             |
| Cylinder diameter              | 50 mm                                |
| Type                           | Magnetic                             |
| Stroke length                  | 250 mm                               |
| Variant                        | Standard                             |
| End Mount                      | C - Foot                             |
| Centre Mount                   | Groove Key                           |
| Top Mount                      | None                                 |
| Magnetically operated switches | None                                 |

**Pictograms**

- Standard
- L4 - Passive holding brake

**Price & delivery information**

**YOUR CONFIGURATION:**

| Part Number           | Price             |
|-----------------------|-------------------|
| M/146050/M/250        |                   |
| QM/146050/21          |                   |
| M/P74065              |                   |
| <b>Total price</b>    | <b>€722.77</b>    |
| <b>Delivery Date:</b> | <b>14/07/2016</b> |
| 1 Quantity            |                   |

**Interactive 3D preview**

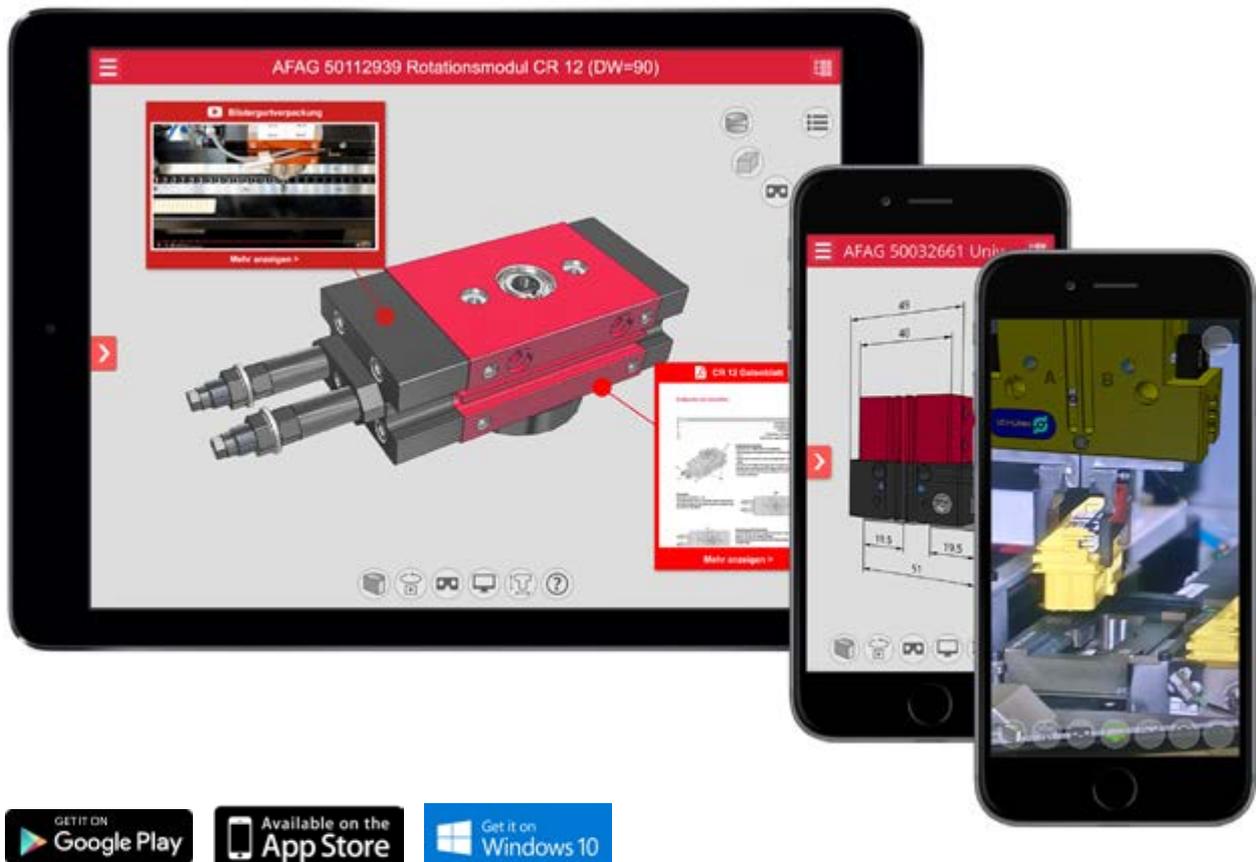
**Add To Basket**

## App as mobile solution for engineers, purchasers & sales

With an individual app from CADENAS, your customers and prospects can search your Electronic Product Catalog mobile for components, configure them easily and quickly forward information to other project members (e.g. engineering).

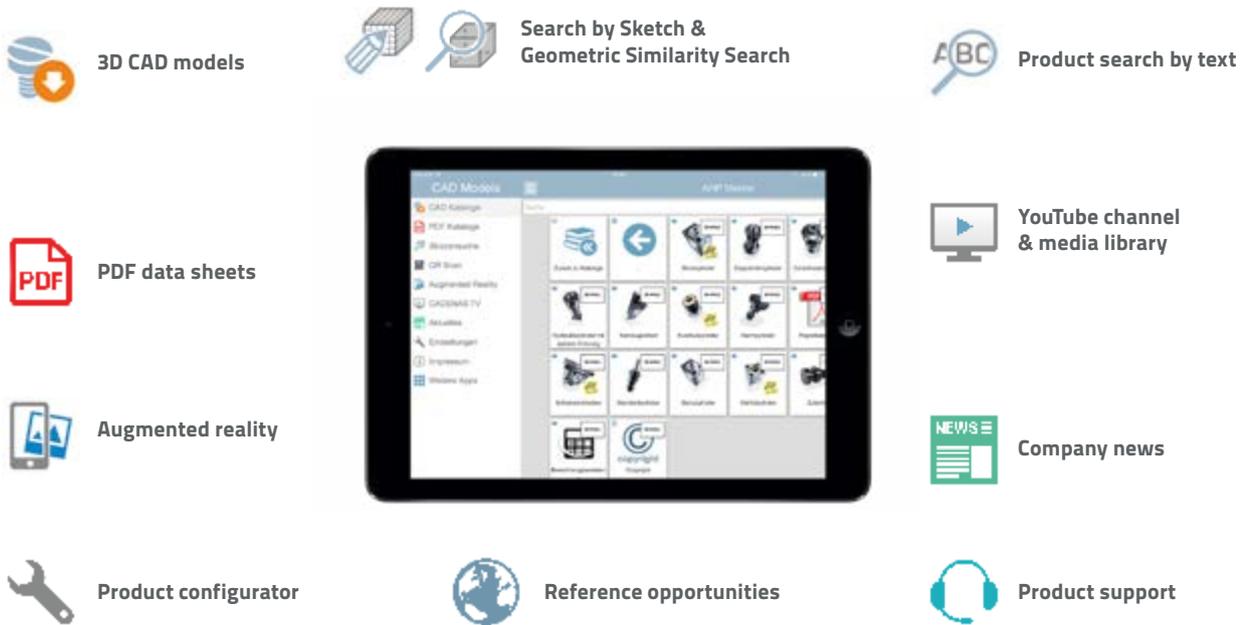
The creation takes your corporate design into account and offers you many advantages such as:

- Best possible service for customers and prospects with limitless research and configuration possibilities
- Worldwide distribution of your app, thus via your product catalog on market places like App Store, Google Play and Windows Phone
- Enables your customers and your sales an accelerated meeting culture and mobile data research during meetings
- Modular design of the app makes it possible for you to decide your range of functions



## App features

The modern structure allows you to individualize your app as you wish. You determine your own range and the functions, for example: 3D CAD models, Search by Sketches, Full-text Search, product configurator, offer requests, augmented reality, examples of application, news, support and much more.

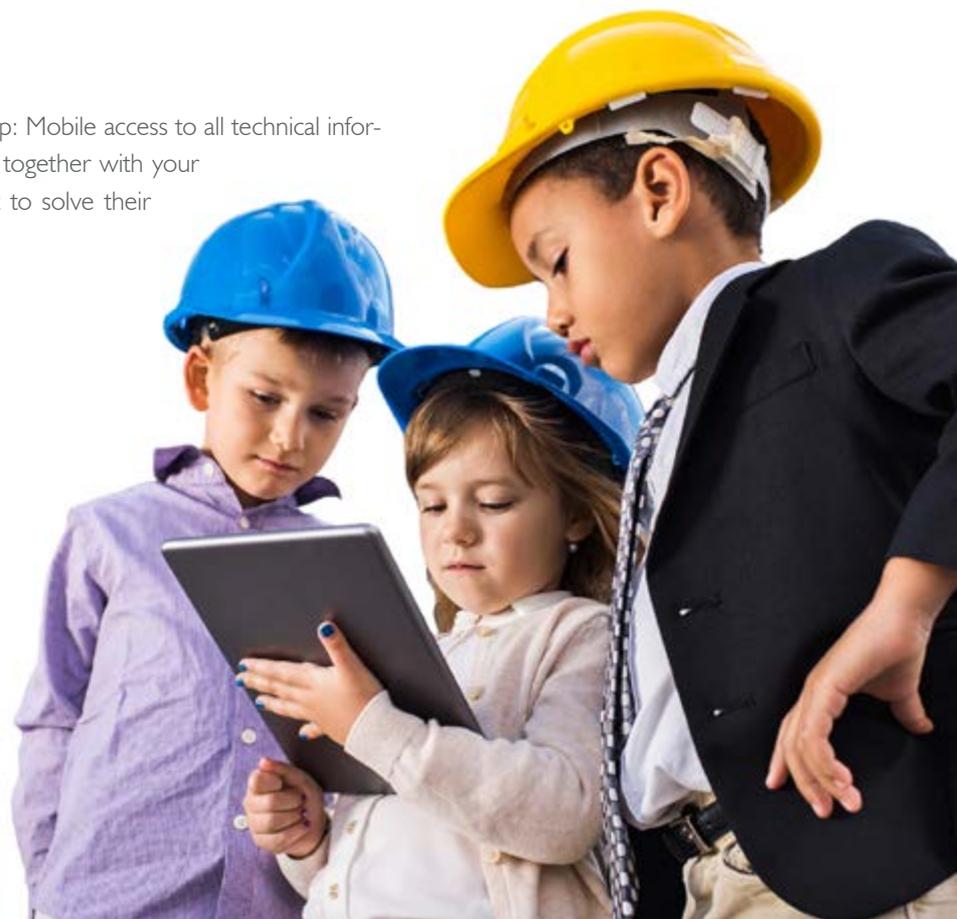


## The app as sales support

Your sales will also benefit from an individual app: Mobile access to all technical information about your products makes it possible, together with your customer on site, to find the best component to solve their design task.



Here for the video:  
<https://www.youtube.com/watch?v=ycaR8yzLhTg>



## The Interactive Product Configurator – Individually upon customer request

Companies have to meet the needs of customer requests today and offer tailor-made products. This presents numerous challenges for manufacturers: High consultancy expenses for the correct configuration, individual generation of design data for customers, costly calculations of offers ...

With the Interactive Product Configurator from CADENAS, you give your customers the possibility to put products together correctly without CAD software and prior knowledge predetermined. Guidelines will prevent incorrect combinations beforehand. The matching 3D geometry of the assembly can also be generated automatically.

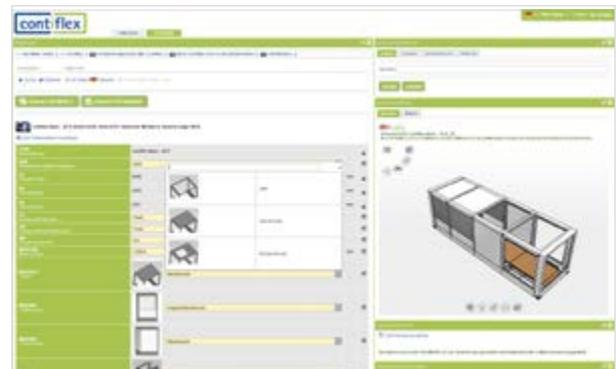
It simplifies the design process for your customer and, at the same time, reduces the workload of your sales and service.

### Example of the KML Miller Product Configurator

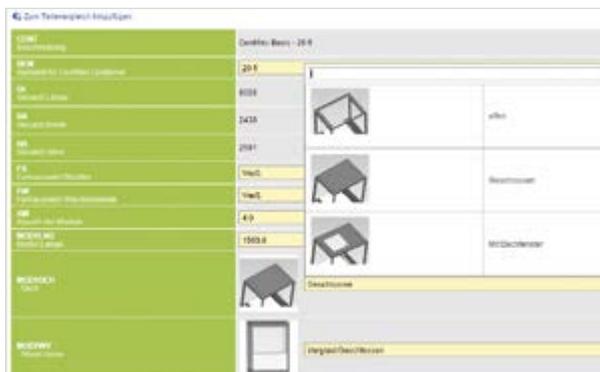
The modular structure of the special cabs and container solutions of KML Miller offer the advantage of implementing customer-specific solutions by means of pre-defined components flexibly, cost-effectively and with minimum individual development effort. By implementing an Interactive Product Configurator from CADENAS, customers can combine their desired containers digitally according to need regarding wall, roof and interior construction and export as intelligent 3D engineering data.



Configurator welcome page



Configurator overall view



Pictograms for visual configuration



Interactive 3D preview

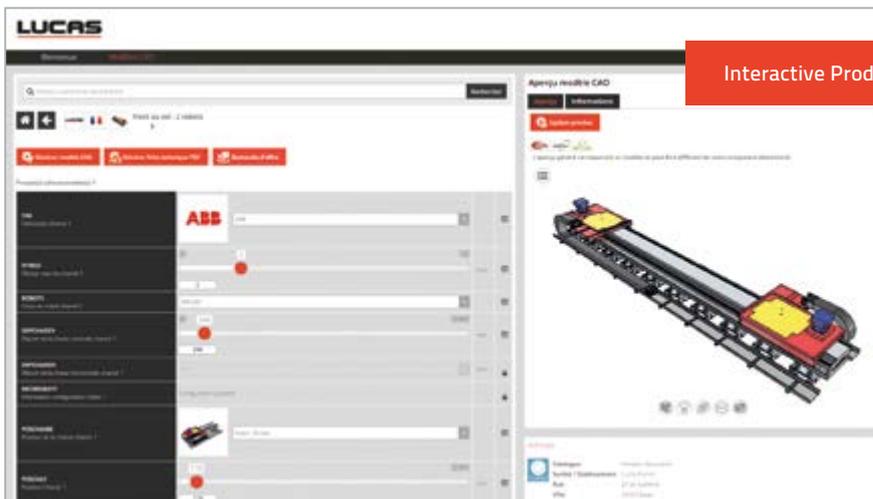
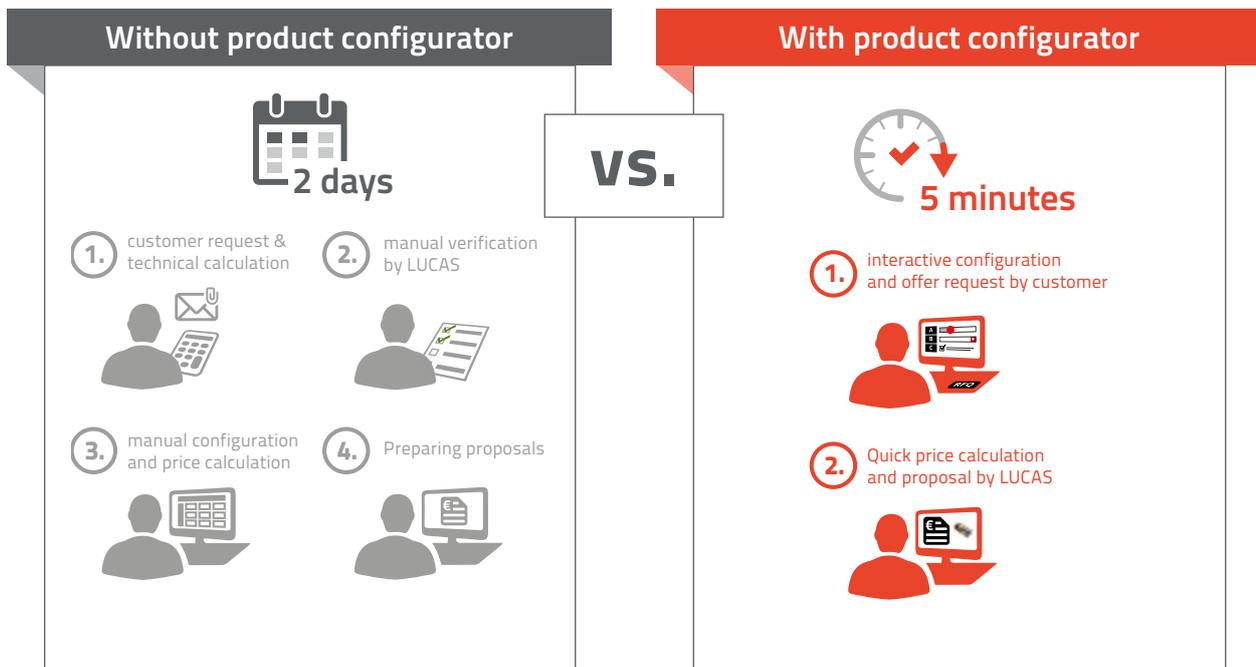


Live test of the configurator :  
<https://kml-miller.partcommunity.com/>

## Example of the LUCAS France Product Configurator

Before the implementation of the product configurator customer requests made to LUCAS France had to be internally checked by an engineer. Then an individual offer had to be manually created. This process took an average of 2 full working days.

With the Interactive Product Configurator by CADENAS the complete offer can today be created in 5 minutes.



Interactive Product Configurator - LUCAS France



[www.cadenas.de/success-stories/lucas](http://www.cadenas.de/success-stories/lucas)

»» The greatest advantage of our product configurator lies in the preparation of offers: What previously took us two days to complete can be done now in a matter of minutes. ««

Stéphane Lucas  
Project Engineer  
LUCAS FRANCE

**LUCAS**



### 3D PDF data sheet – Ultimate cheat sheet for your customers

With eCATALOGsolutions, 3D PDF data sheets, on the basis of individual product configuration, can be directly generated “on the fly” from your Electronic Product Catalog. Thus you can provide your customers with all the important component information of each configured part in a compact document. It's your decision what information should be contained in the 3D PDF data sheet.

#### Individual data table

All the important technical details about the product such as: Order number, holding force, tightening torque, performance, etc. are presented clearly in a tabular form.

| Dimensions                                     |            | Product Data                   |          |
|--|------------|--------------------------------|----------|
| MGHT (mounting hole)                           | from above | Item number (clamping element) | WKR2845A |
| H0 (locking height / mm)                       | 58         | Size of shaft / mm             | 28       |
| A (width / mm)                                 | 78         | Rating power / N               | 1396     |
| B (locking length / mm)                        | 82         | Rotating torque / Nm           | 7        |
| Q0 (locking screw thread)                      | M10        |                                |          |
| H (depth of locking screw thread / mm)         | 16         |                                |          |
| R (shaft center - fixing surface / mm)         | 30         |                                |          |
| P0 (clamping lever adjusting side bottom / mm) | 25         |                                |          |
| B0 (mounting hole length / mm)                 | 9          |                                |          |
| A0 (mounting hole width / mm)                  | 65         |                                |          |
| L (clamping lever length / mm)                 | 65         |                                |          |
| A2 (clamping lever unthreaded / mm)            | 58.8       |                                |          |
| A3 (clamping lever threaded / mm)              | 41.8       |                                |          |
| B2 (clamping fork height)                      | 54         |                                |          |

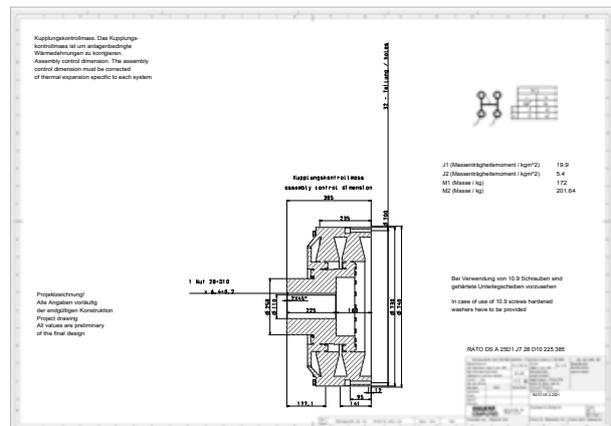
#### Interactive 3D view

Integrate a 3D model of the configured component, available in any view by turning, zooming and moving. The self-imposed view can also be printed.



## 2D derivation with automatic dimensioning

Detailed 2D dimensional drawings with important information such as tolerances and fits can also be integrated into the PDF data sheet.

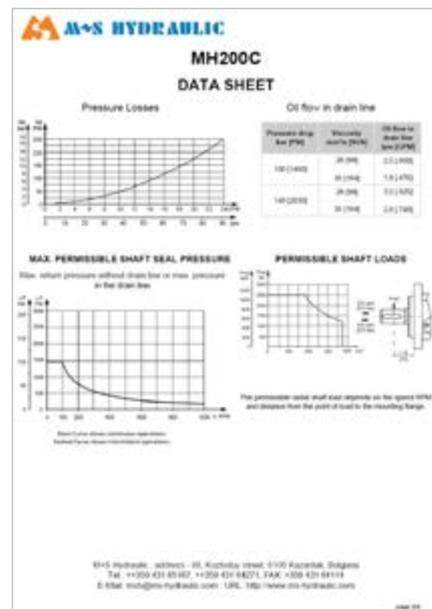


## Context and configuration dependent information

Individual integration of dynamically-generated information “on the fly” is also possible, for example local sales contact depending on customer’s location, integration of technical diagrams according to customer configuration, etc.



Supplier information depending on location



Product configuration dependent information and graphics

## Your corporate design

You decide how your 3D PDF data sheet should look and what information will be available to the customer. We will create an individual template as you wish, taking your corporate design into account.



## A product catalog for all output formats

With the Electronic Product Catalog eCATALOGsolutions from CADENAS, you are counting on a solution that will grow with your requirements.

With the modular structured system, all product data is managed in a central database. This enables you to distribute your product information in various output media such as DVD, Web, PDF, printed catalog or app.





Can your  
**product marketing**  
**excite** your  
**target group?**



# If marketing still looks as follows ...

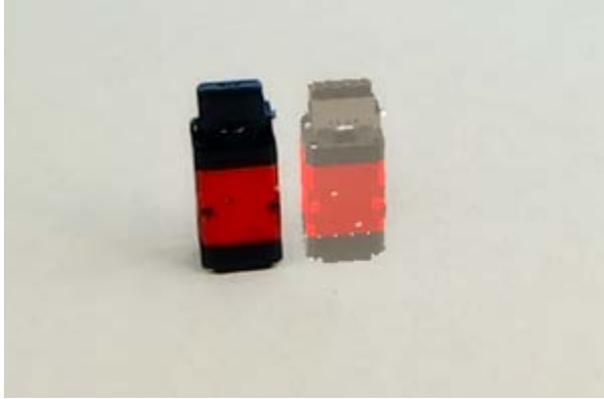
... then it's time for an innovative marketing strategy with eCATALOGsolutions!

Many component manufacturers fall back on the tried and tested, but what marketing must do in any case is: Excite and captivate. It goes without saying that a classic trade fair alone won't do it. Marketing can reach its full potential only when modern technologies are combined with creativity.

**Trade fair planning, proven = old?**



With eCATALOGsolutions, you get a hold of an innovative tool that helps you draw the attention of customers and prospects and will leave a lasting impression – whether trade fair, print or digital.



## Augmented Reality (AR)

- Use Augmented Reality Marker to make your brochures and flyers come alive with superimposed 3D models.
- Supplement your catalog with audio-visual information via AR.
- Benefit from live broadcasting to create a fast and simple preview of your objects directly at the construction site.



Here the video:  
[www.cadenas.de/videos/ar](http://www.cadenas.de/videos/ar)



## Virtual Reality (VR)

If you wish to make your products perceptible via virtual reality, you don't necessarily have to fall back on expensive technology: With a simple kit of a cardboard viewer, a smartphone and the CADENAS app, your customers and prospects can immerse into the virtual world of their products.



Here the video:  
[www.cadenas.de/videos/vr](http://www.cadenas.de/videos/vr)





## Holography

Create the perfect illusion with the holographic display of DREAMOC™ technology. Floating 3D animations provide incredible possibilities to present your products with this innovative presentation technology, for example at trade fairs.



Here the video:  
[www.cadenas.de/videos/holograph](http://www.cadenas.de/videos/holograph)

The DREAMOC technology makes it even possible to combine real products with holographic animations.

---

» Afag gave an impressive demonstration at the MOTEK with their innovations, in particular with a 3D and augmented reality presentation, showing that Afag is leading in the quality of their products as well as having the latest computer technology. Afag and CADENAS complement each other ‚Yesterday. Today. Tomorrow.‘ as technological leaders at the highest level. «

Armin Doser  
 CEO Sales and Marketing  
 Afag Automation AG

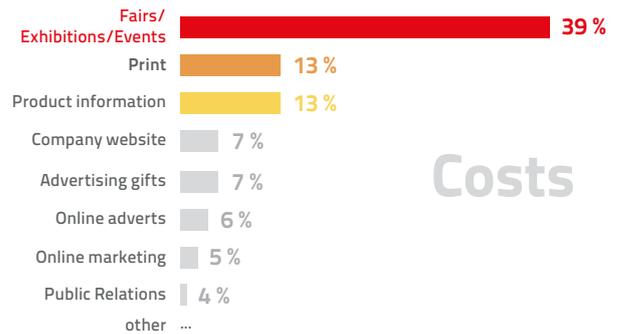


## Classic marketing vs. eCATALOGsolutions – Who’s the champion?

What was once a secret recipe in the past might no longer be such a promising tactic for marketing today. It pays off to have a closer look at whether traditional marketing instruments still make the greatest possible impact or whether other strategies promise more success.

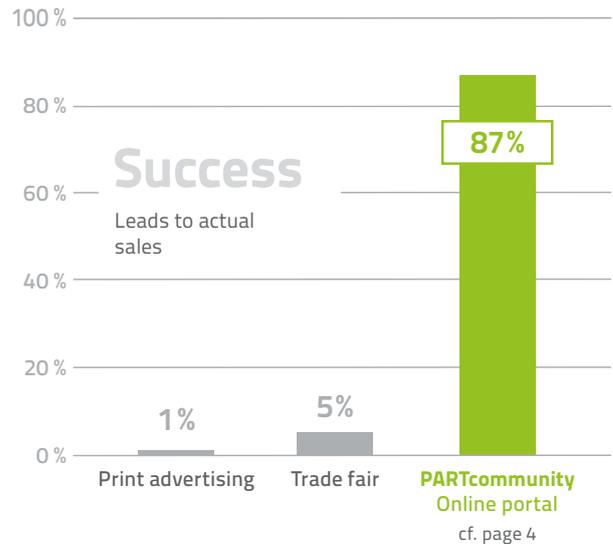
### How have marketing budgets been distributed up to now?

A look at the distribution of marketing budgets in industrial companies shows that traditionally the biggest share of nearly 40% goes for trade fairs, followed by classic print advertising. Are those really the most effective channels of communication to increase sales? No, according to the opinion of many marketing managers.

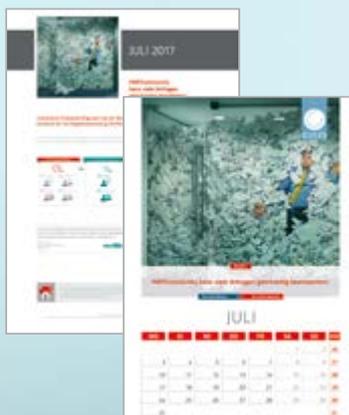


### Trade fair & printed ads – Popular, but highly overestimated?

According to a survey among marketing and sales managers, there is agreement that traditional marketing strategies, such as trade fairs and printed advertising, are overestimated when it comes to generating leads and sales opportunities. (Source: 2015 State of Inbound report, Hubspot) Experience shows that a mere 1-5% of leads generated by fairs or printed advertising actually turn into sales.



The Electronic Product Catalog from CADENAS, with its online 3D CAD download portal PARTcommunity, shows its strength here: About 87% of the manufacturer components downloaded by engineers and purchasers result in actual products sold.



### CADENAS wall calendar 2017

Huge, hidden potential is waiting for you! Find out whether traditional marketing instruments still count and what the tactical advantages of a 3D CAD models download portal based on eCATALOGsolutions are.



Here the calendar:  
[www.cadenas.de/calendar](http://www.cadenas.de/calendar)

**Fairs are popular and expensive, but are they really efficient?**

It's easy to determine whether the potential of optimized online sales is underestimated and the high value placed on trade fairs has to be reconsidered. A closer look at the profitability of these two marketing instruments in a direct comparison could pay off.

**Trade fair**

vs.

**PARTcommunity**



Basis: AUMA\_FairTrend 2015

**300 leads / fair**  
(incl. students, casual visitors, etc.)



**402.58 € / Lead**

**Calculation sample**  
including investment costs of 120,000 €

Download fee per download

**0.30 €**



**Monthly base fee\***

\*plus maintenance costs: 500 €

Number of downloads/month  
**2,000**

Total costs/month  
**Σ€ 1,400 €**

**2.000 downloads / month**  
(engineers, designers, CAD users, purchasers, etc.)



**5.70 € / Lead\***

\*in the first 12 months after investment

**Is your sales team  
really effective?**



Lemonade  
25¢

## Offering the right product, to the right person, at the right time and the right place

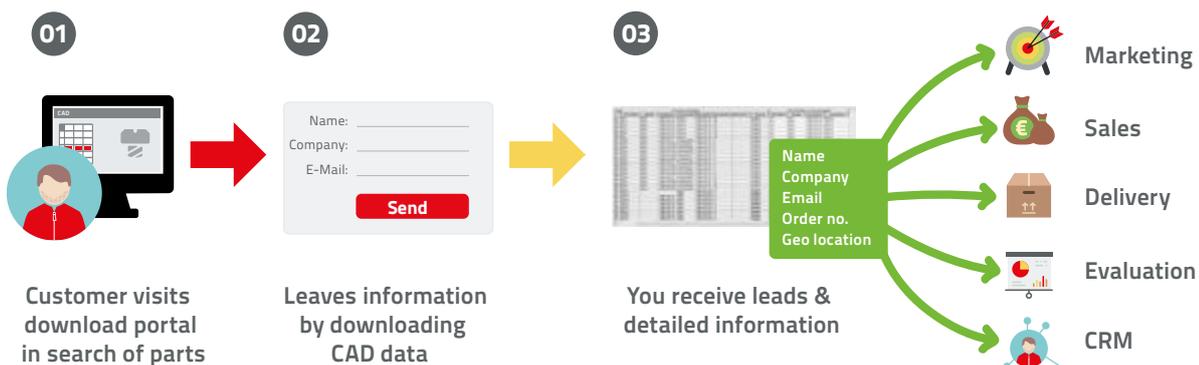
You know, of course, how many customers and prospects your sales force visits per week. But are the contacts with potential and promising margins for the future visited, or does the reality look different:

- Mainly „coffee visits“ with the good old regulars, whose sales are steadily decreasing.
- Appointments for small orders that could have been done on the phone
- Unnecessary appointments because the prospects don't really fit into the company's target group.
- Zig-zag route plans due to a lack of effective trip planning



### Closer to the customer with Smart Engineering

The Electronic Product Catalog with its Smart Engineering solution completely revolutionizes sales: Your product catalog as a 3D CAD download portal serves engineers and purchasers as an optimal search platform. Every single download supplies valuable information about the interests of the user, which is bundled and systematically evaluable by Smart Engineering.



Your sales is thus closer to the customer and knows their needs. Their value can thus be assessed and the sales potential better exploited.

## Generating leads with Smart Engineering

The internet has established itself as an essential research and information media also in the B2B business. It follows that online offers and sales have to be interwoven as best as possible.

With a PARTcommunity 3D CAD download portal, based on the eCATALOGsolutions technology, you not only provide engineers and purchasers with all essential information online, but also offer users the possibility to start offer requests for the configured components easily with just a click.



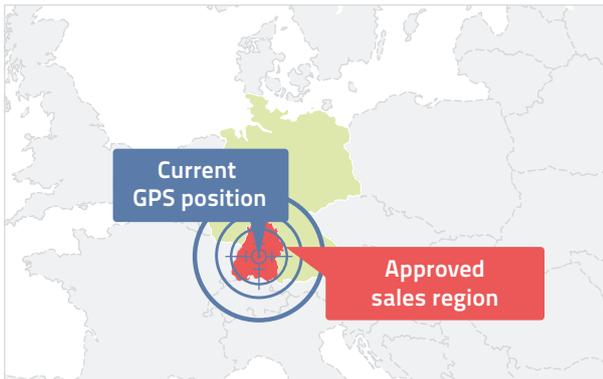
>> With the PARTcommunity solution,  
the sales of our components increased by 30%.<<

Steve Gilliom  
PHD Inc.



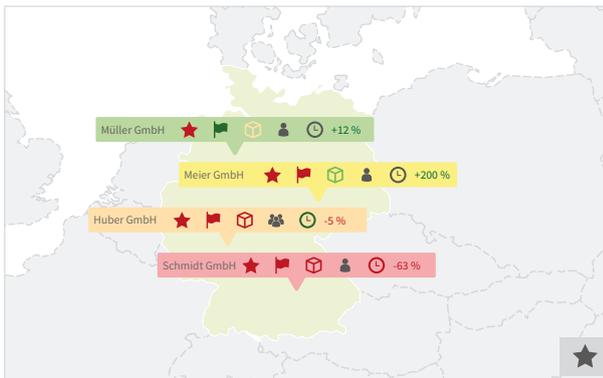
## Sales optimization & potential evaluation

Cold-calling is costly and success takes time. The sales rep who wants to reach new contacts knows how much searching time it involves. The Smart Engineering solution from CADENAS makes it possible to quickly identify potential new customers: Instead of working your way through endless Excel lists, the CAD downloads of your online catalog are clearly shown and can be evaluated systematically. The solution has also been optimized for mobile use.



### Defining sales regions & GPS

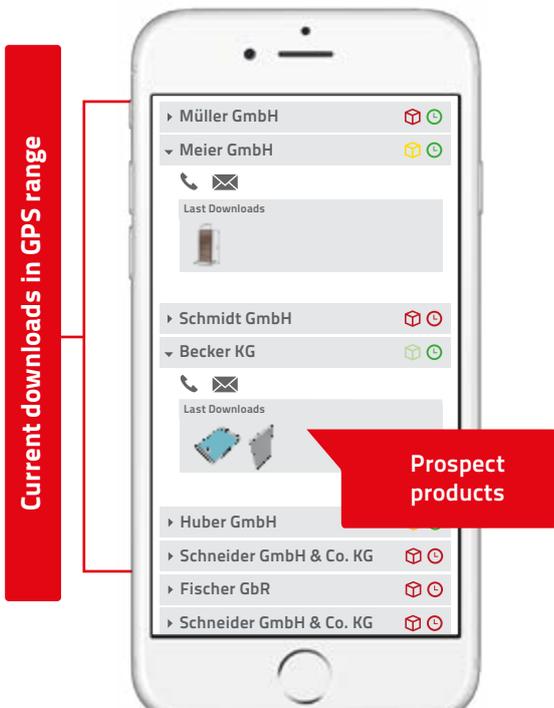
The sales representative only sees the download information of the customer and prospect within their assigned sales region. In combination with the current GPS position, prospective customers can be located in the immediate surroundings. This makes possible, for example: optimized route planning for your sales force.



### Overview of downloads in map view

The Smart Engineering tool from CADENAS arranges the CAD models downloads of your Electronic Product Catalog according to company and evaluates the data based on topicality and number of downloads. Numerous filtering options and representation in Google Maps help to facilitate a targeted use.

|                         | Evaluation |
|-------------------------|------------|
| ★ New users/download    | 0 - 100    |
| 🚩 Reminder function     | 101 - 200  |
| 📦 Time of last download | 201 - 300  |
| 👥 Number of employees   | 301 - 500  |
| 🕒 Opening hours         | 500 +      |
| ±0% Download trend      |            |



### Tabular detail view

A tabular view provides many additional details useful for your sales, such as which products have been downloaded from your catalog.

# eCATALOGsolutions

a solution that  
**pays off!**



# The multiplier for your Electronic CAD Product Catalog

eCATALOGsolutions from CADENAS offers you not only an optimal solution for the customer-friendly implementation of a digital product catalog, but also provides maximum international distribution.

The multipliers for your Electronic Product Catalog are our partnerships with numerous renown market places.

» Since releasing the native CAD catalog with CADENAS, we have ascertained that 10x more parts are being downloaded. «

Anthony Padalino  
Global Market Analyst  
D-M-E Company LLC



## Calculate your potential

Millions of engineers, purchasers and architects in the whole world use PARTcommunity.com and BIMcatalogs.net daily and are thus linked to vertical market places.



This means that your Electronic CAD Product Catalog is represented on **more than 90** online market places, portals and social communities. Your Electronic Product Catalog reaches a potential of **more than 18,000,000** users from **over 15,000** companies.



Test the potential for your target groups and markets:  
[www.cadenas.de/calculator](http://www.cadenas.de/calculator)

## The 360° solution for successful component manufacturers

eCATALOGsolutions offers a solution to cover everything from marketing to sales and technical service:

- **Marketing:** Draw attention to your products with groundbreaking features. Your target group will connect your innovative product presentation with innovative product technology.
- **Sales:** Each customer can be processed according to their needs and customer value. You offer the right products at the right time at the right location to the right people.
- **Technology:** You reduce the workload of your engineers, as the manual processing of frequent customer requests is a thing of the past. This leaves room for the development of innovative products.



### Benefit from our experience

CADENAS has been setting standards with the Electronic Product Catalog of eCATALOGsolutions technology since 1992. Benefit from our years of experience from over 700 successfully implemented product catalogs of ours.

We will advise you in detail how to coordinate your Electronic Product Catalog the best way with your needs and your target group. Together with you, we will work out a detailed list of requirements and with our know-how, we will help make an optimal digital product catalog for your customers and prospects.

Moreover, we will help you to recognize and react to general market requirements early on with a work group of suppliers and buyers organized by CADENAS.

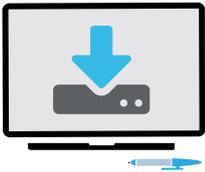
» In the framework of our ten-year cooperation with CADENAS, we have achieved many new development steps for our product catalog. We have been able to excite our customers with a lot of great innovations over the years. «

Christen Merkle  
CEO  
AHP Merkle GmbH



## Facts and numbers about product catalogs from CADENAS

EXPERIENCE  
since 1992



**400 000 000** parts  
downloads per year on our portals

**911 000** parts  
management users from over  
**15 000** companies  
can use your product catalog



**24 000 000** web users



at approx. 98 vertical market places  
could become your customers

**700** Product catalogs in areas of:



## More client voices

---

»» Our customers can configure our products, obtain information on prices and availability and order the desired components directly online. All the required product information is clearly available to our customers in real time on one single web platform. It is our goal to offer our customers a first-class online service. The configuration options provided by CADENAS and the CAD functionality are a basic prerequisite. ««

Jez Ashton  
IMI Precision Engineering  
Global Online Marketing Manager



»» The Electronic Product Catalog and the online download portal of CADENAS are an interesting and very important marketing instrument for our company with which many internal and external processes were improved. ««

Markus Moser  
Development of Mechanics  
Schneider Electric Motion Deutschland GmbH



»» The first impression was very positive. Due to the possibility to visualize the products in 3D and by shifting and turning them from all sides in a simulated reality, the customer gets a complete overview of the product. ««

David Maillart  
Head of Research and Development  
SOUCHIER



»» CADENAS is the link between our products and our customers. Since making our data available online, product inquiries continue to grow. The high number of accesses prove that we have found the perfect partner in CADENAS. ««

Rainer Bürkert  
CEO  
Würth Industrie Service GmbH & Co. KG



# CADENAS GmbH

## Setting Standards

CADENAS is a leading software manufacturer in the areas of Strategic Parts Management and parts reduction (PARTsolutions) as well as Electronic CAD Product Catalog (eCATALOGsolutions).

With its tailor-made software solutions, the company provides a link between component manufacturers and their products as well as their customers.

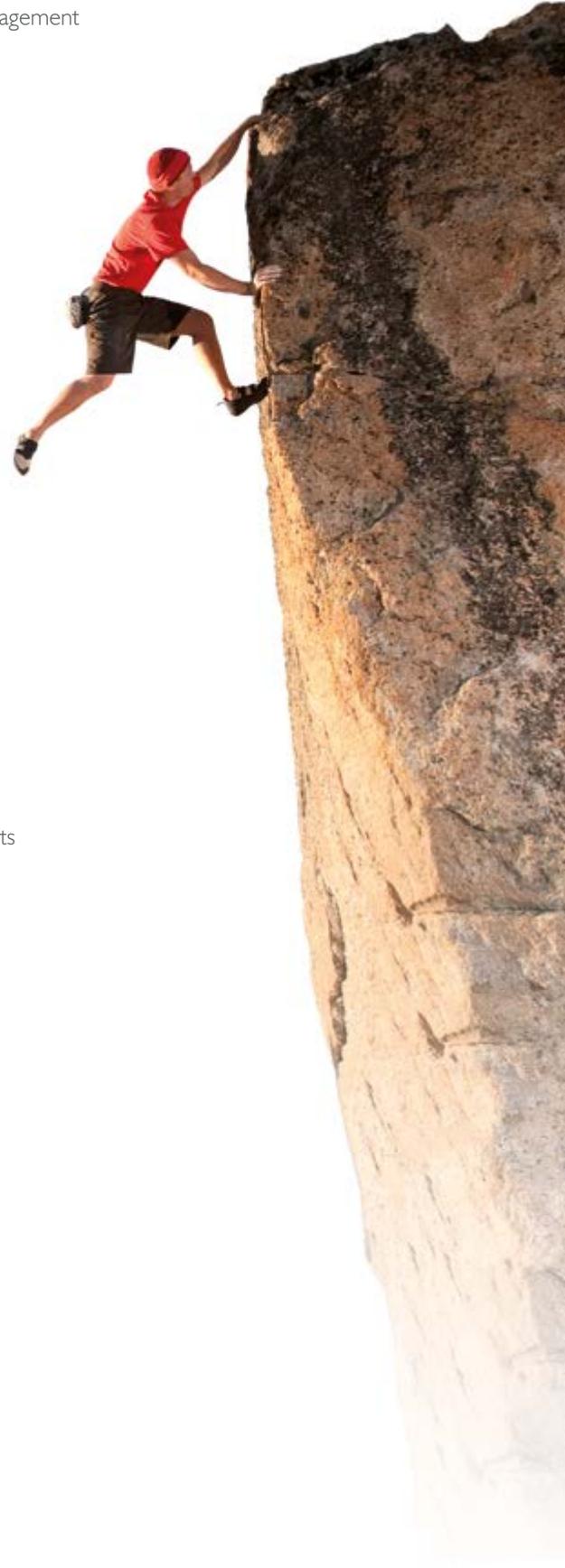
The name CADENAS (span. process chains) has stood for success, creativity, consultation and process optimization since 1992, with 350 employees at 18 international locations.

CADENAS has established many important innovations and trends in the role of initiator and pioneer.

These innovations include above all:

- Multi CAD solutions with native & intelligent engineering data
- PARTcommunity Embedded – Seamless integration of a 3D CAD model download portal into the company's websites
- Smart Engineering – Offering the right product, to the right person, at the right time and the right place
- 3D CAD models app – mobile access to millions of standards & purchase parts
- BIMcatalogs.net: Worldwide marketing of your components to architects, engineers and planners
- Support of augmented reality and virtual reality
- Seamless transition to the acquisition process with RFP (request for proposal)
- Engineering knowledge database

Further information about the latest innovations and our company is available at: [www.cadenas.de](http://www.cadenas.de)



# CADENAS unites manufacturers & suppliers of components with the industry!



CADENAS solutions for  
**manufacturers & suppliers** of components

## The Electronic Product Catalog



The software solution to create and promote Electronic CAD Product Catalogs.

## The Intelligent CAD Models



More than geometry: Optimal product and engineering data with the maximum comfort and functionality.

## The Smart Engineering Solution



Know who and where your customers are: Offer products at the right time, right place and to the right people.

## The Vertical Marketplaces



Numerous online marketplaces with millions of users to multiply your Electronic CAD Product Catalog.

## BIMcatalogs.net



Technologies and Know-hows of the Electronic Product Catalog for the architectural sector.



CADENAS solutions for  
**industrial buyers** of components

## The Strategic Parts Management

Sustainable cost reduction of standard, supplier and company parts for engineers and purchasers.



## The Geometric Similarity Search

Find available CAD geometries in a smart way and classify them semi-automatically.



## The Supplier Portal

The platform improves the communication to external suppliers.



## The PURCHINEERING Concept

Improves the cooperation between purchasing and engineering.



### CADENAS GmbH Augsburg

Schernecker Str. 5  
86167 Augsburg  
Phone: +49 821 2 58 58 0 - 0  
Fax: +49 821 2 58 58 0 - 999  
E-Mail: [Info@cadenas.de](mailto:Info@cadenas.de)  
[www.cadenas.de/en](http://www.cadenas.de/en)

### The CADENAS Group worldwide:

Augsburg Phone: +49 821 2 58 58 0 - 0  
Wolfsburg Phone: +49 5362 94 88 20  
Esslingen Phone: +49 7111 900 37 730  
Essen Phone: +49 201 2 48 89 9 - 0

Austria Phone: +43 664 24 52 713  
Italy Phone: +39 051 04 16 776  
France Phone: +33 4 74 55 26 96  
Sweden Phone: +46 723 038 090

USA Phone: +1 513 453-04 53  
UK Phone: +44 7949 69 67 51  
Croatia Phone: +385 35 63 82 25  
South Korea Phone: +82 505 936 - 93 60

Turkey Phone: +90 212 272 10 55  
Japan Phone: +81-3-59 61-50 31  
China Phone: +86 21 63 55 13 18

Copyright 1992-2020 CADENAS GmbH. All rights reserved. CADENAS, PARTsolutions, eCATALOGsolutions, PARTcommunity, PURCHINEERING, PARTcloud, ePRODUCTplacement, PARTserver, smartPART, web2cad und BIMcatalogs are brands of CADENAS GmbH, Augsburg. All further brand names, company names or product names are brands or registered trademarks of their rightful owner. Not liable for any information.

Status: September 2020 | GB | designed by [www.canvas.de](http://www.canvas.de)