

eCATALOGsolutions

**CADENAS is a key element in making
IMI Precision Engineering an online
world class experience**

Case Study

IMI Precision
Engineering



IMI Precision Engineering is seeing a huge increase in customer satisfaction all thanks to the first ever integration of eCATALOGsolutions into an eShop

For IMI Precision Engineering customer satisfaction is key and providing product information in a simple and easy to use product configurator was the best solution for their pneumatic actuator ranges. An eCATALOGsolutions Electronic Product Catalog was seamlessly integrated into the existing website and eShop maintaining the full IMI Precision Engineering branding. "CADENAS was the obvious choice due to the ease with which we could embed configuration technology and CAD downloads into our existing website," explains Jez Ashton IMI Precision Engineering Global Online Marketing Manager.

IMI Precision Engineering believe that the eCATALOGsolutions forms a key part of their online marketing strategy for their products which is powered by CADENAS.

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Configure Product

The configuration tool enables you to quickly select an actuator to suit your exact needs. Use the drop down boxes and sliding scales to choose the cylinder diameter and stroke length you require and then select other configuration and mounting options. Once you've finalised your configuration you can download a CAD file if required and check the price and availability and then add your configuration to your basket.

[View Availability](#)

PRA/802032/M/50

Item	PRA/802032/M/50
Standard Cylinder	Profile Barrel
Cylinder diameter	32 mm
ATEX conformity	No
Piston rod materials	Stainless steel martensitic (1.4021)
Variant	<div> M - Standard, no variant MU - Extended piston rod JM - Double ended piston rod </div> <div> </div> <div> 1/5 </div>
Special Variants	Standard, no special variant
Stroke length	50 2800 mm

Item
PRA/802032/M/50

Delivery Date: 03/07/2017

Quantity

[Add to Basket](#)

Please login to see the price and availability of your configuration.
[Product Datasheet \(PDF\)](#)

Seamlessly Embedded Portal into the Existing eShop

Actuators and grippers are the first two examples of configurable products with many more to follow which will be offered by IMI Precision Engineering a global manufacturing company with locations in over 75 countries.

The CADENAS solution supports multiple languages ensuring the offering is truly global, as well as providing over 100 native CAD formats online within the eShop. "An Electronic Product Catalog is something that CADENAS has been providing for over 20 years. For IMI Precision Engineering we wanted to take it to the next step and offer an embedded portal that communicates with the customers' existing eShop and CRM system.

This is the first, but certainly not the last time CADENAS has done this type of link between a companies' existing set up and a new Electronic Product Catalog," explains Jürgen Heimbach, CEO of CADENAS GmbH.

The screenshot displays the IMI Precision Engineering eShop interface. The main configuration form includes the following fields:

M/146050/M/250+QM/146050/21+M/P74065(250,0,0,0)	
Item	M/146050/M/250+QM/146050/21+M/P74065
Guiding	Internal
Cylinder diameter	50 mm
Type	Magnetic
Stroke length	250 (range 0 to 8000) mm
Variant	Standard
End Mount	C - Foot
Centre Mount	Groove Key
Top Mount	None
Magnetically operated switches	None

Annotations and features shown:

- Pictograms:** A callout box showing two options: "Standard" and "L4 - Passive holding brake", each with a corresponding pictogram.
- Price & delivery information:** A callout box showing a magnified view of the pricing section:

YOUR CONFIGURATION:	
Part Number	Price
M/146050/M/250	
QM/146050/21	
MP74065	
Total price	£722.77
Delivery Date:	14/07/2016
1 Quantity	
Add To Basket	
- Interactive 3D preview:** A callout box showing a 3D model of the actuator with the IMI Precision Engineering logo.

The client can select the product they want, configure it to the specific dimension required with the help of pictograms, and then check the availability and price before buying it directly online. "Our customers can configure product, obtain a price and availability and order online instantly. All the information needed is available in real time and the user has it all presented on a single page of the website.

Configuration and CAD functionality provided by CADENAS is a key enabler as we strive to provide a world-class online solution," further explains Jez Ashton. The 3D CAD download portal is seamlessly embedded within the eShop ensuring an individual tailored offering within the existing IMI Precision Engineering branding that clients recognize.

An Increase in Sales Leads

A specific part number is assigned to each customer configured product that has been downloaded. This is then stored within the IMI Precision Engineering CRM system along with the customer details enabling the sales nurturing process to begin. Nurturing involves providing additional and relevant product information that has been tailored to the specific product downloads that have been made. This ensures higher customer satisfaction and customer conversion rates which is a win-win situation for client and provider alike.

IMI Precision Engineering predicts that this link between the systems will help to drive an increase in sales. "It took no time at all before the CADENAS and IMI Precision Engineering teams were working effectively together. It was a very easy transition," tells Jez Ashton of IMI Precision Engineering.

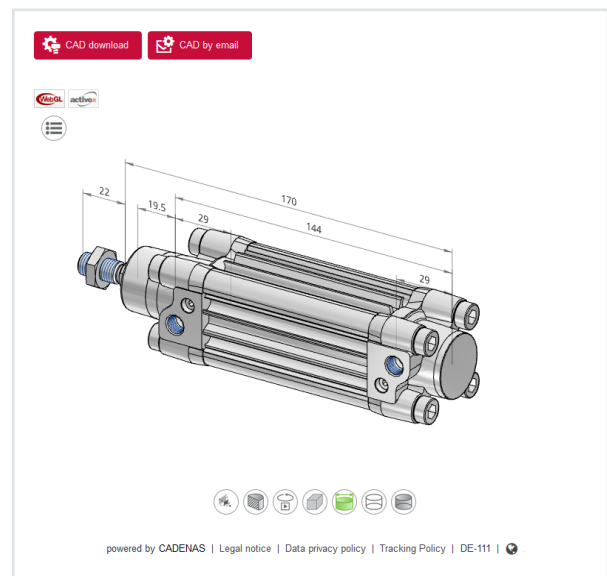
Test it For Yourself

To see more of IMI Norgren's online and configurable 3D CAD manufactured products follow the link to their eShop:

www.imi-precision.com/uk/en/

And to learn more about making your own Electronic Product Catalog powered by CADENAS see here:

www.cadenas.de/electronic-productcatalog



Just the Start for IMI and CADENAS' Relationship

"Creating an Electronic Product Catalog that is seamlessly integrated within the existing IMI eShop and CRM system was highly recommended by CADENAS. We believe in becoming a trusted partner and advisor with IMI Precision Engineering in order to help deliver a "Best In Class" online go to market offering for their complete product range," announces Colin Johnson, Director of CADENAS UK.

IMI Precision Engineering plan to extend not only the offering to their entire product range but also across locations around the world. This will ensure the solution is tailored by country location helping to further provide a specifically customized end user experience.

» It took no time at all before the CADENAS and IMI Precision Engineering teams were working effectively together. It was a very easy transition. «

Jez Ashton, Global Online Marketing Manager - IMI Precision Engineering



IMI Precision Engineering at a glance:



Over **400 employees** worldwide



Places of production and distribution in **75 countries**



eCATALOGsolutions is **seamlessly integrated** into the IMI eShop



Easy to use **product configurator**



Company Description

IMI Precision Engineering

IMI is a world leader in motion and fluid control technologies. Wherever precision, speed and engineering reliability are essential, we deliver exceptional solutions which improve the productivity and efficiency of our customers' equipment.

As a business, IMI aims to understand our customers' challenges. We then connect our products, people and expertise in order to deliver exceptional service and solutions. These improve the performance of our customers' machinery.

IMI has a deep understanding of our focus industry sectors and have a growing reputation in each. We use this knowledge and understanding to take our solutions deep into these sectors helping more customers enjoy GREAT solutions.

www.imi-precision.com



CADENAS GmbH

CADENAS is a leading software manufacturer in the areas of strategic parts management and parts reduction (PARTS-solution) as well as electronic CAD product catalog (eCAT-ALOGsolutions). Included are the numerous innovative search functions such as the Geometric Similarity search GEOsearch, which is termed Intelligent Finding and is offered as an alternative and supplement to the traditional classified parts master. With its tailor-made software solutions, CADENAS provides a link between component manufacturers and their products as well as their customers. The company thus supports worldwide over 10,000 customers in 40 countries. With more than 300 employees at 17 international locations, CADENAS stands for success, creativity, consultancy and process optimization since 1992.

www.cadenas.de/en

