

eCATALOG solutions

# Samtec Driving Business with Digital Customer Experience

Case Study



# Samtec Leading Electronic Industry with Digital Tools and Online Access to 3D CAD

## Connector manufacturer uses innovative online configurator to boost electrical component business

Samtec, Inc., a privately held \$625 million global manufacturer of a broad range of electronic interconnect solutions, recently launched an advanced interactive catalog of 3D CAD models built by CADENAS. The new, easy-to-use online tool enables engineers to dynamically configure, preview and download over one-trillion Samtec product models in the native CAD format of their choice. Once configured, components can be purchased in just a few clicks. This digital capability adds speed, accuracy and flexibility in the design process for engineers specifying Samtec components.



The engineer's design process has become more complex as we have entered the digital realm. Digital product samples have become just as important as physical product samples. Samtec began a digital transformation more than 15 years ago by creating a unique library of 3D CAD models in-house. The models were built per customer request and posted online for downloading.

“Over time that approach proved limited,” says Daniel Williams, Business Analyst at Samtec, Inc. “The models were static and instantly outdated. We could only support a few standard formats. Additionally, our storage costs were rising and our response

times slowed as the number of models requests increased. We needed a different solution.”

The customer experience – both digitally and via customer service – remains paramount to Samtec's success. They did not rest on past success when looking for areas to improve their customer service and digital outreach.

Samtec initially approached CADENAS PARTsolutions LLC, the US subsidiary company of CADENAS Technologies AG, to replace the need for physical samples. Working together, Samtec and CADENAS expanded the scope and scale of the project, creating a tailored solution which is designed to grow and evolve with their business.



# Samtec began a 15-year digital transformation in the early 2000's, creating 3D CAD models in-house for their clients.

» Over time that approach proved limited, the models were static and instantly outdated. We could only support a few standard formats. Additionally, our storage costs were rising and our response times slowed as the number of models requests increased. We needed a different solution. CADENAS replaced our entire 3D CAD model catalog in 9 months, and now the CAD models are dynamically generated in real-time on their servers and instantly available in 150 current formats. «



Daniel Williams  
Business Analyst  
Samtec, Inc.

The screenshot shows the Samtec website's 3D configurator interface. At the top, there is a navigation bar with links for 'Free Samples', 'Pricing and Delivery', 'Place an Order', and 'Application Engineering'. The main header features the Samtec logo and a search bar. Below the header, the product page for 'STMM Electrical & Mechanical Models' is displayed. The page includes a 'Features' section with a bulleted list: '2.00 mm (.0787") pitch', 'All common pin counts from 3 to 25', 'Polarization notch', and 'Through-hole, right-angle and surface mount'. A 'Mates' section provides a link to see a full list of mates related to STMM. A '3D Models' section contains a table with configuration options and a 3D model of the terminal strip.

Option	Value
Series	STMM
Number of Positions	12
Lead Style	02
Plating	2 - 20micron* Default
Tail Option	SM - Surface Mount
Polarization Option	16
Locking Clip	1C - Locking Clip
Pin and Place Pad	1K - Polyamide Pin & Pad
Part Number	STMM-112-02-S-D-SM-16-1C-K
Number of Pins	D

Samtec's new 3D configurator and CAD catalog



## Customer Service is the key

With sights set on an industry leading digital customer experience, Samtec Inc. selected CADENAS to help them achieve their objectives.

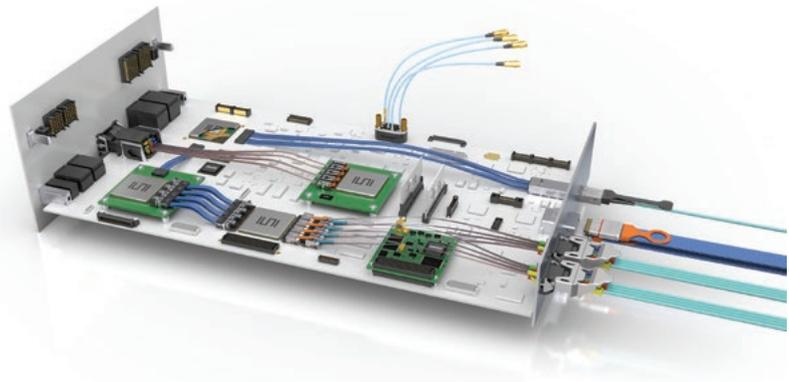
“The opportunity to integrate with a world class platform and collaborate with their technical support team proved indispensable. They exceeded our expectations to create the exact solution we needed. Their implementation team responded quickly and professionally as the project progressed.” says Daniel Williams, Business Analyst at Samtec, Inc.

## Reducing Sample Times from 24 Hours to 24 Seconds

Samtec's Sudden Service® capabilities to support their global customers with the tools, products and services to ease the connector design process. This dedication to customer service sets Samtec apart from their competitors. “We built a reputation as an industry leader by providing mechanical product samples within 24 hours or less,” says Daniel Williams, Business Analyst at Samtec, Inc.

Looking to achieve similar success for their digital customer experience and replace an aging catalog, Samtec partnered with CADENAS to handle the heavy-lifting for the project.

“CADENAS PARTsolutions LLC replaced our entire 3D CAD model catalog in 9 months, and now the CAD models are dynamically generated in real-time on their servers and instantly available in 150 current formats,” says Mr. Williams. “We are known for our 24 hour sample model, but we are now accelerating that by providing digital samples within 24 seconds.”

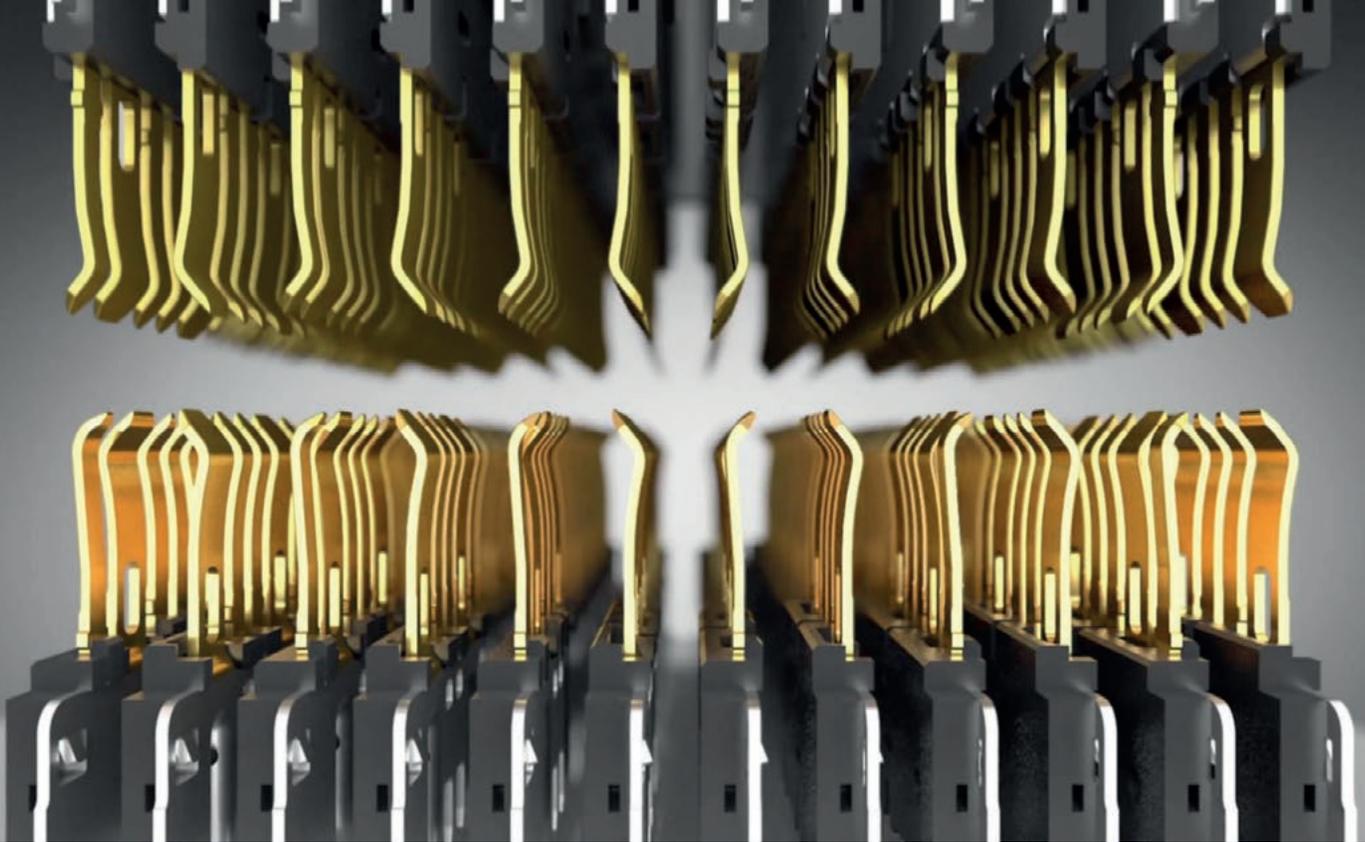


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Daniel Williams  
Business Analyst  
Samtec, Inc.





## Using a world-class platform to meet exacting requirements

“For Samtec, 3D model accuracy and reduced download times were essential. CADENAS brought those capabilities to the table,” adds Williams. “The opportunity to integrate with a world class platform and collaborate with their technical support team proved indispensable. They exceeded our expectations to create the exact solution we needed. Their implementation team responded quickly and professionally as the project progressed.”

## Digital performance proves an air-tight ROI

Samtec’s interactive catalog of 3D CAD models is built upon CADENAS eCATALOGsolutions platform, which leads the industry with more than 700 active clients.

“Samtec has truly embraced our digital catalog technology while promoting it extremely well to their electronic engineering user base. Their download performance is the proof.” says Jay Hopper, VP of Sales and Marketing at CADENAS PARTsolutions LLC. “Every minute an engineer downloads a Samtec product model into one of their designs, around 26,000 downloads per month. That’s a marketing tool that performs.”

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Jay Hopper  
VP, Marketing & Business Development  
CADENAS PARTsolutions LLC



# Company Info

## Samtec Inc.

Founded in 1976, Samtec is a privately held, \$625 million global manufacturer of a broad line of electronic interconnect solutions, including IC-to-Board and IC Packaging, High Speed Board-to-Board, High Speed Cables, Mid-Board and Panel Optics, Flexible Stacking, and Micro/Rugged components and cables. Samtec Technology Centers are dedicated to developing and advancing technologies, strategies and products to optimize both the performance and cost of a system from the bare die to an interface 100 meters away, and all interconnect points in between. With 33 locations in 18 different countries, Samtec's global presence enables its unmatched customer service.

[www.samtec.com](http://www.samtec.com)



## CADENAS

CADENAS is a leading software developer in the areas of Strategic Parts Management and parts reduction (PARTsolutions), as well as Electronic Product Catalogs (eCATALOGsolutions). Included are also the numerous innovative search functions, like the Geometric Similarity Search GEOsearch, which is offered as alternative or supplement to the traditionally classified parts master under the term of intelligent finding. With its customized software solutions, the company acts as a link between the component manufacturers with their products and the purchasers. In doing so, the company serves more than 10,000 customers in 40 countries.

With its more than 300 employees at 17 international subsidiaries, the name CADENAS (Hispanic: process chains) has been standing for success, creativity, support and process optimization since 1992.

[www.cadenas.de/en](http://www.cadenas.de/en)



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