"The Cash Burner"

CLASSIC MARKETING

VS

"The Sales Machine"

3D CAD ONLINEPORTAL PARTcommunity
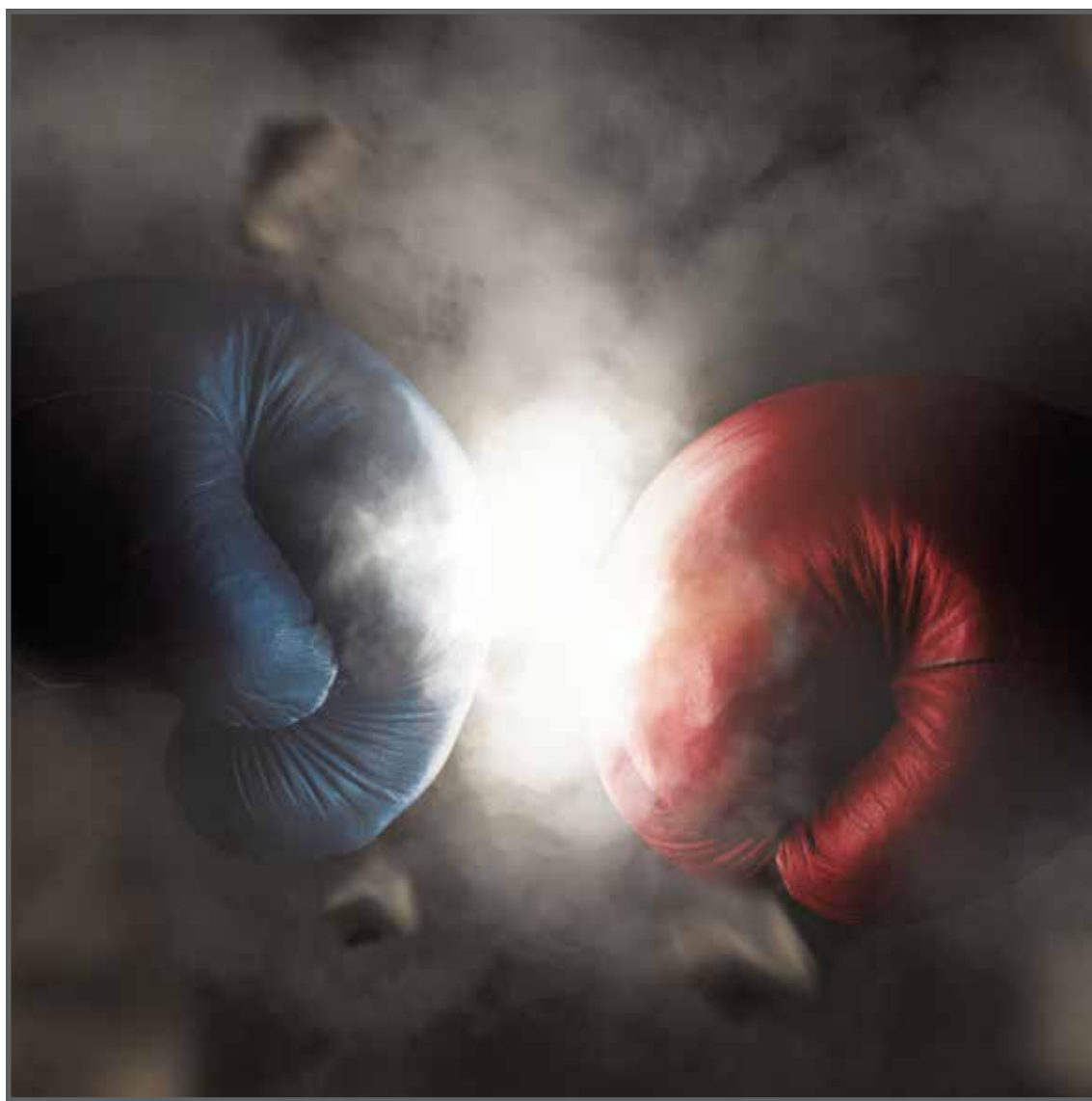
★ ★ ★ **The Duel** ★ ★ ★

Tradition versus Innovation
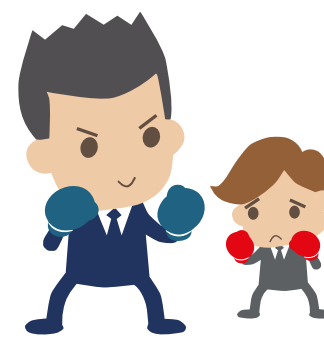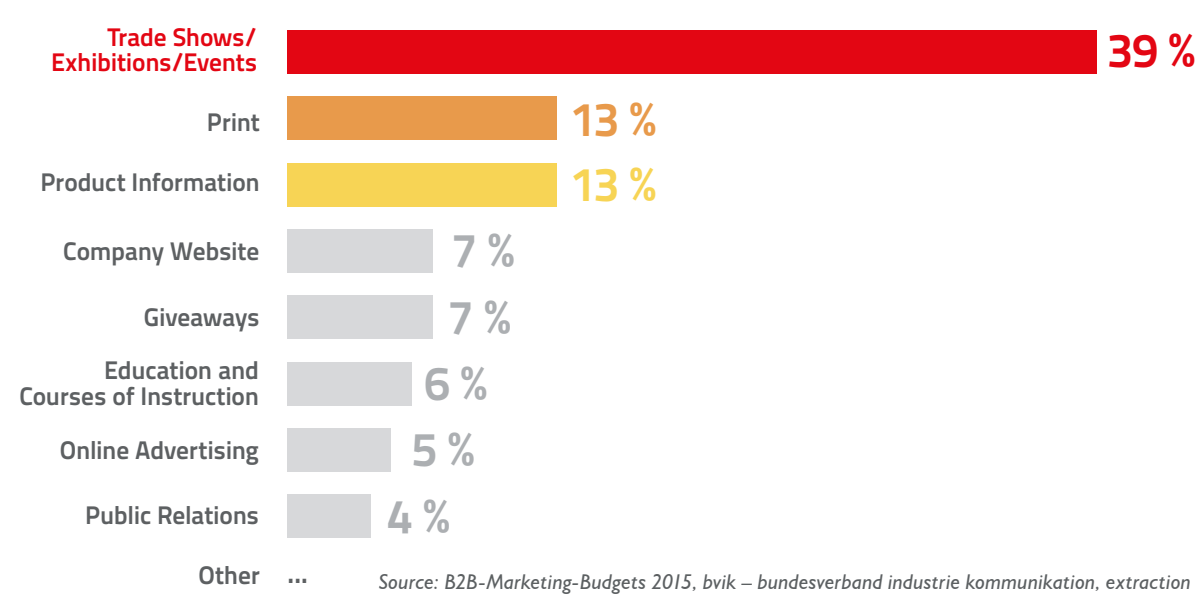
Who will score more points?

2017

Classic marketing vs. PARTcommunity Who's the champion?

» I know that half of my money is wasted on advertising. I just don't know which half. «

Henry Ford already knew that only a part of his marketing budget had the desired effect. Even many marketing managers assume rightly so that a budget is not necessarily used for the most efficient channels. The reason: Decisions are too often made according to instinct.

How has the marketing budget been distributed up to now?

Category	%
Trade Shows/Exhibitions/Events	39 %
Print	13 %
Product Information	13 %
Company Website	7 %
Giveaways	7 %
Education and Courses of Instruction	6 %
Online Advertising	5 %
Public Relations	4 %
Other	...

Source: B2B-Marketing-Budgets 2015, bvik – bundesverband industrie kommunikation, extraction

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 & print advertising - popular, but highly overestimated?

Surveys among marketing and sales managers show agreement that traditional marketing strategies, such as fairs and print ads, are usually overrated when it comes to creating leads and sales opportunities. (Source: 2015 State of Inbound report, Hubspot)

Experience has shown that only 1 – 5% of the leads obtained by fairs or printed ads actually result in sales. This is where the electronic product catalog from CADENAS, with its online 3D CAD download portal PARTcommunity, exploits its strength: Around 87% of the CAD manufacturer components downloaded by engineers and purchasers lead to the real sell of products.

Successful leads to actual sales

|	
Print Advertising	1 %
Trade Show	5 %
PARTcommunity	87 %
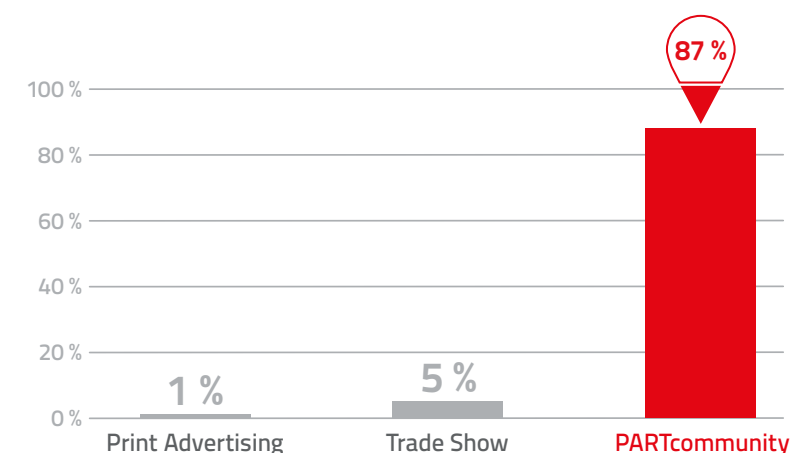
Don't just wait for the lucky punch: Go for winning strategy with PARTcommunity!

In order to land targeted, effective punches today, you have to stay in motion. What might have been a secret recipe in the past is probably no longer the most promising tactic nowadays. It pays to take a closer look at whether traditional marketing instruments still have the greatest possible impact or whether there are other strategies that can promise success.

For the sake of simplicity, we have done this for you and will show you with a wink, what the tactical advantages are that you can have with a 3D CAD online download portal PARTcommunity, based on the eCATALOGsolutions technology from CADENAS.
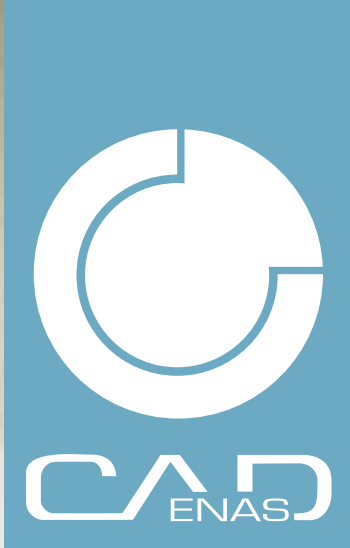
ROUND 1

PARTcommunity never complains about the hotel room!

The Cash Burner	0	1	The Sales Machine

JANUARY

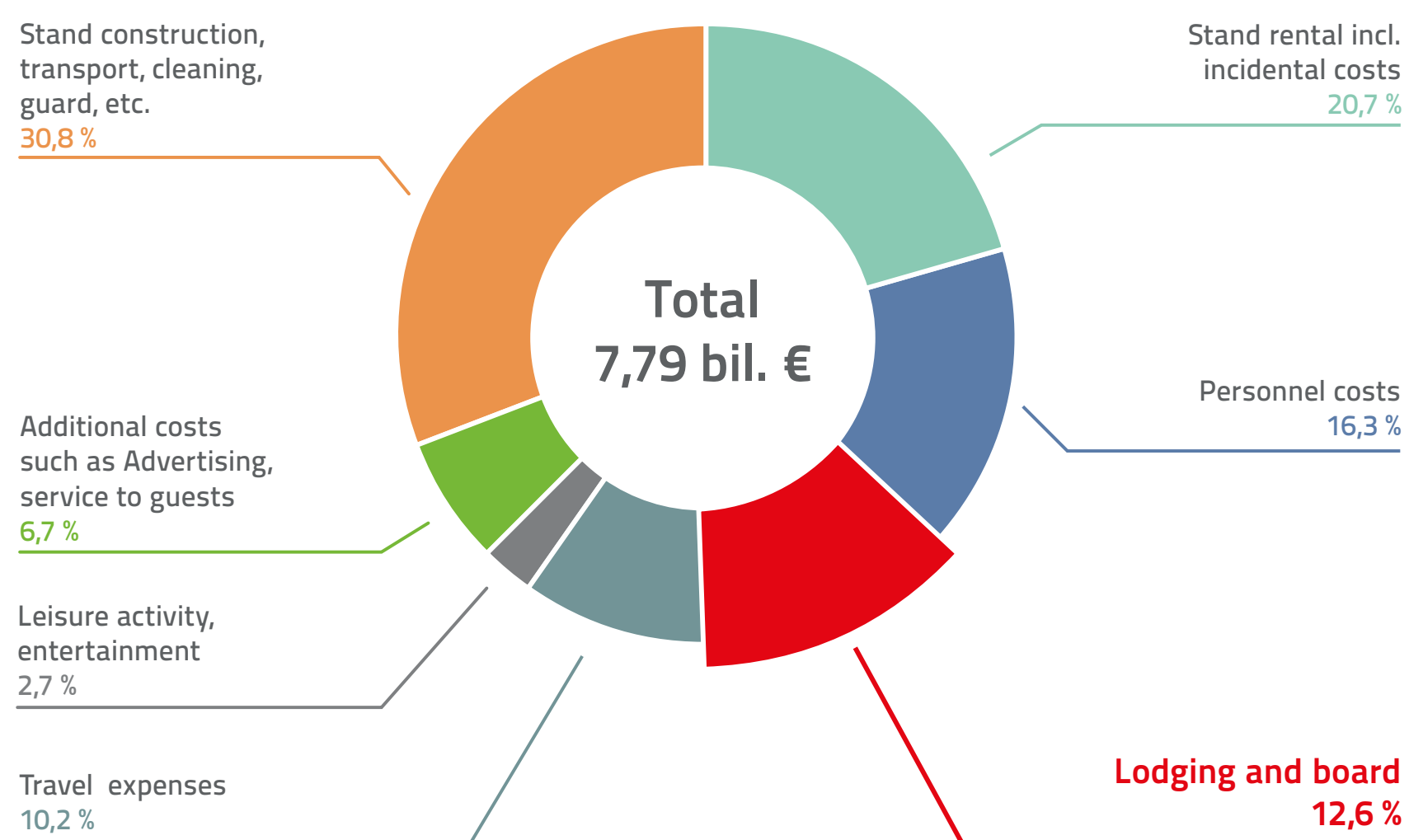| MO	TUE	WED	THU	FR	SA	SUN	CW
						New Year´s Day 1	52
CADENAS Company Holidays 2	CADENAS Company Holidays 3	CADENAS Company Holidays 4	CADENAS Company Holidays 5	Epiphany* 6	7	8	1
9	10	11	12	13	14	15	2
16	17	18	19	20	21	22	3
23	24	25	26	27	28	29	4
30	31						5

* not nationwide

JANUARY 2017

PARTcommunity never complains about the hotel room!

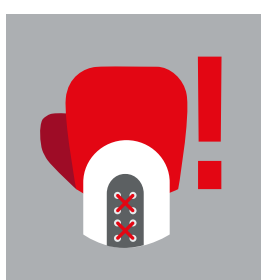### Who booked this crappy hotel room yet again?

The trade fair organisation team spent months of intensive preparation on planning to ensure the full success of the fair, but the detailed feedback given doesn't concern the fair stand but rather the accommodation: Too small, too far away, not much of a breakfast, bad Wifi connection, unbearable street noise.

Did you know that 12.6% of the entire trade fair budget is used for the board and lodging of the exhibition staff?

Fair expenditure of the exhibitors
Average exhibition year

Stand construction, transport, cleaning, guard, etc.
30,8 %

Additional costs such as Advertising, service to guests
6,7 %

Leisure activity, entertainment
2,7 %

Travel expenses
10,2 %

Total
7,79 bil. €

Stand rental incl. incidental costs
20,7 %

Personnel costs
16,3 %

Lodging and board
12,6 %

Quelle: AUMA_MesseTrend 2015

With PARTcommunity, you can spare yourself the grumbling fair colleagues and if you wish, you can even do without the entire hotel and fair expenses. You can get your leads with the 3D CAD download portal, without the whole sales team being out of office for days on end.
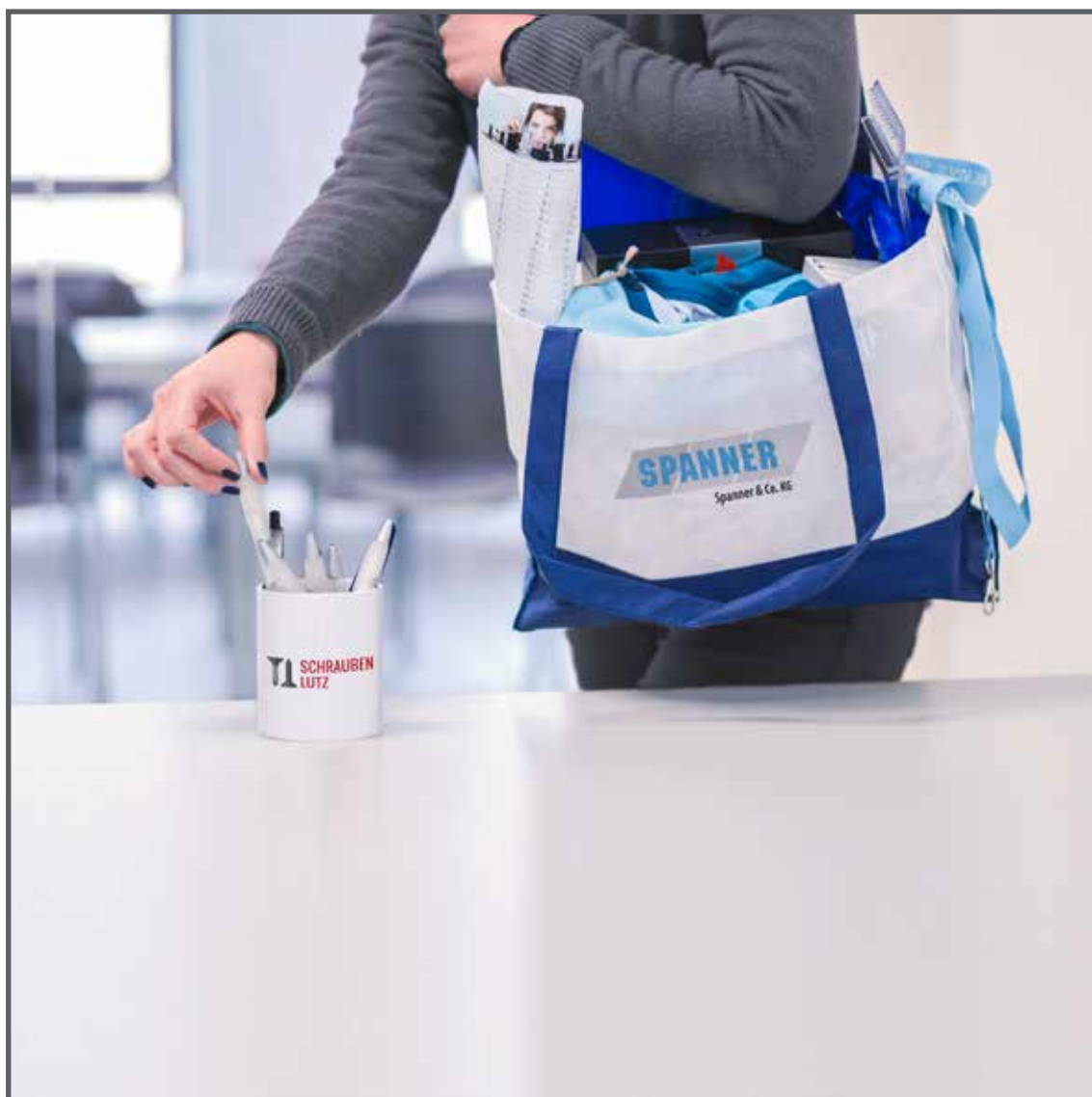
PARTcommunity doesn't attract any „packrats"!

The Cash Burner	0	2	The Sales Machine

FEBRUARY

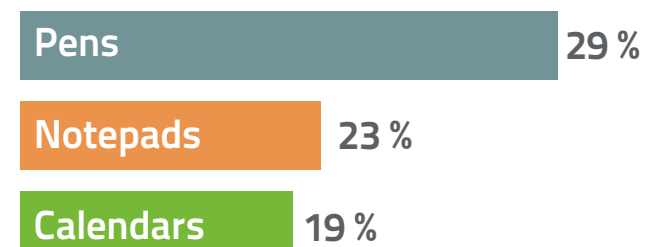| MO	TUE	WED	THU	FR	SA	SUN	CW
		1	2	3	4	5	5
6	7	8	9	10	11	12	6
13	Valentine´s Day 14	15	16	17	18	19	7
20	21	22	23	24	25	26	8
Carnival Monday 27	Shrove Tuesday 28						9

PARTcommunity
doesn't attract any „packrats"!
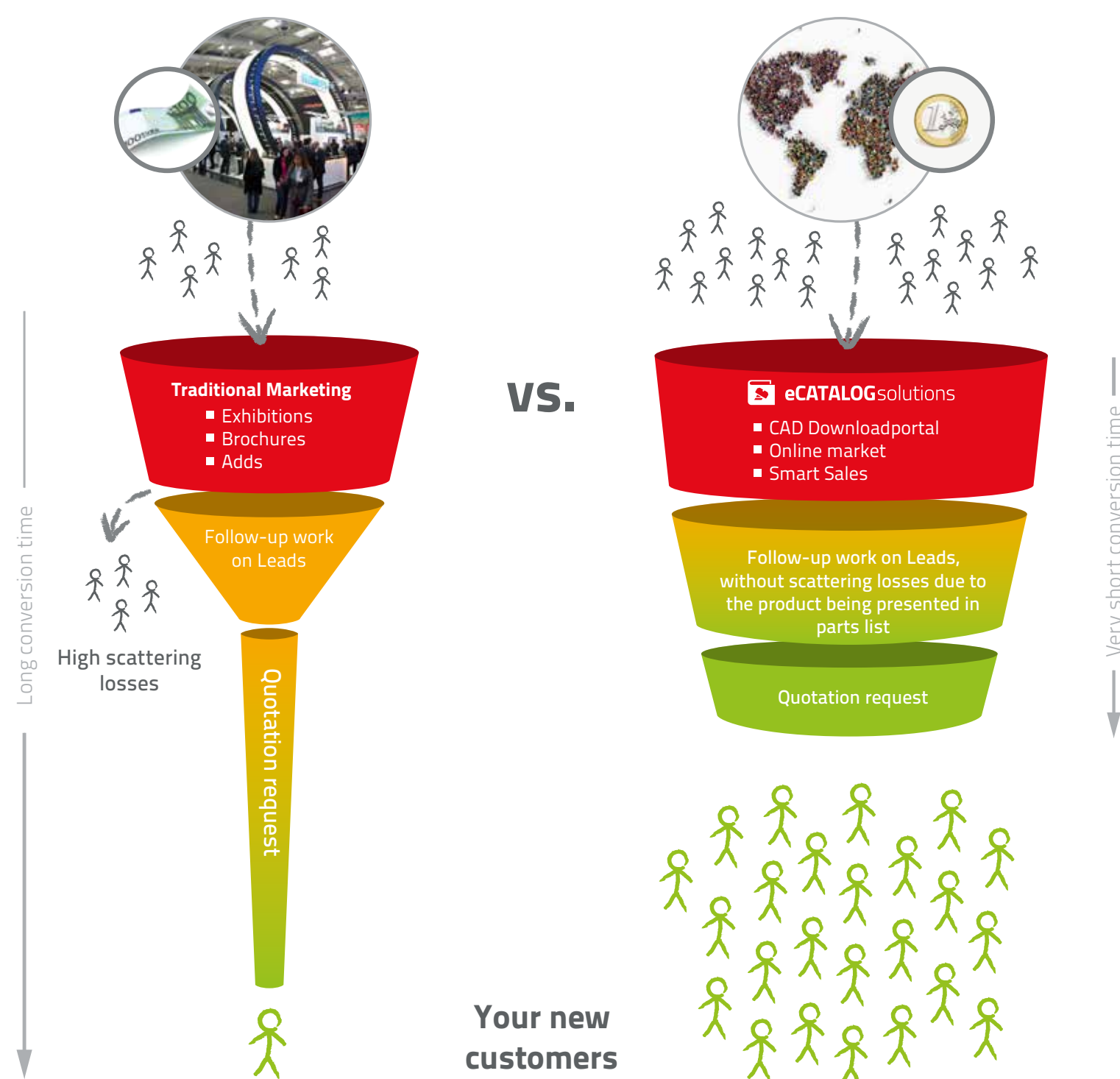
3.48 billion euros is spent on promotional items

In 2014, total turnover for promotional items amounted to 3.48 euros. The most popular being pens, note-pads and calendars. 74% of the respondents hope to increase the name recognition of their company through promotional items. (Source: DIMA Market Research, promotional items monitor 2015)

With promotional items, it's not long before reality sets in. To be sure, there are plenty of people who gladly accept a gift, but do they really constitute the target group you are trying to reach? Or are they primarily trade fair visitors, such as students, teachers, etc., who have a passion for collecting small gimmicks?

The most widely used promotional items

Pens	29 %
Notepads	23 %
Calendars	19 %

Source: DIMA Market Research, promotional items monitor 2015

Long conversion time

Traditional Marketing
- Exhibitions
- Brochures
- Adds

VS.

eCATALOGsolutions
- CAD Downloadportal
- Online market
- Smart Sales

Follow-up work on Leads

Follow-up work on Leads, without scattering losses due to the product being presented in parts list

High scattering losses

Quotation request

Quotation request

Very short conversion time

Your new customers

Target your marketing budget without scatter loss with an electronic product catalog eCATATLOGsolutions from CADENAS:
For the same "little money" you spend on needless promotional gifts, reach 100% of your target group, offer your customers an indispensable added value and ensure yourself the best sales opportunities the most direct way.
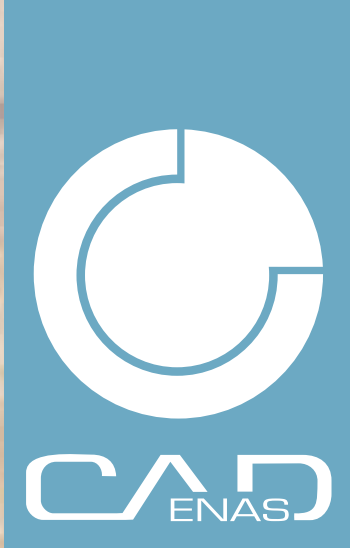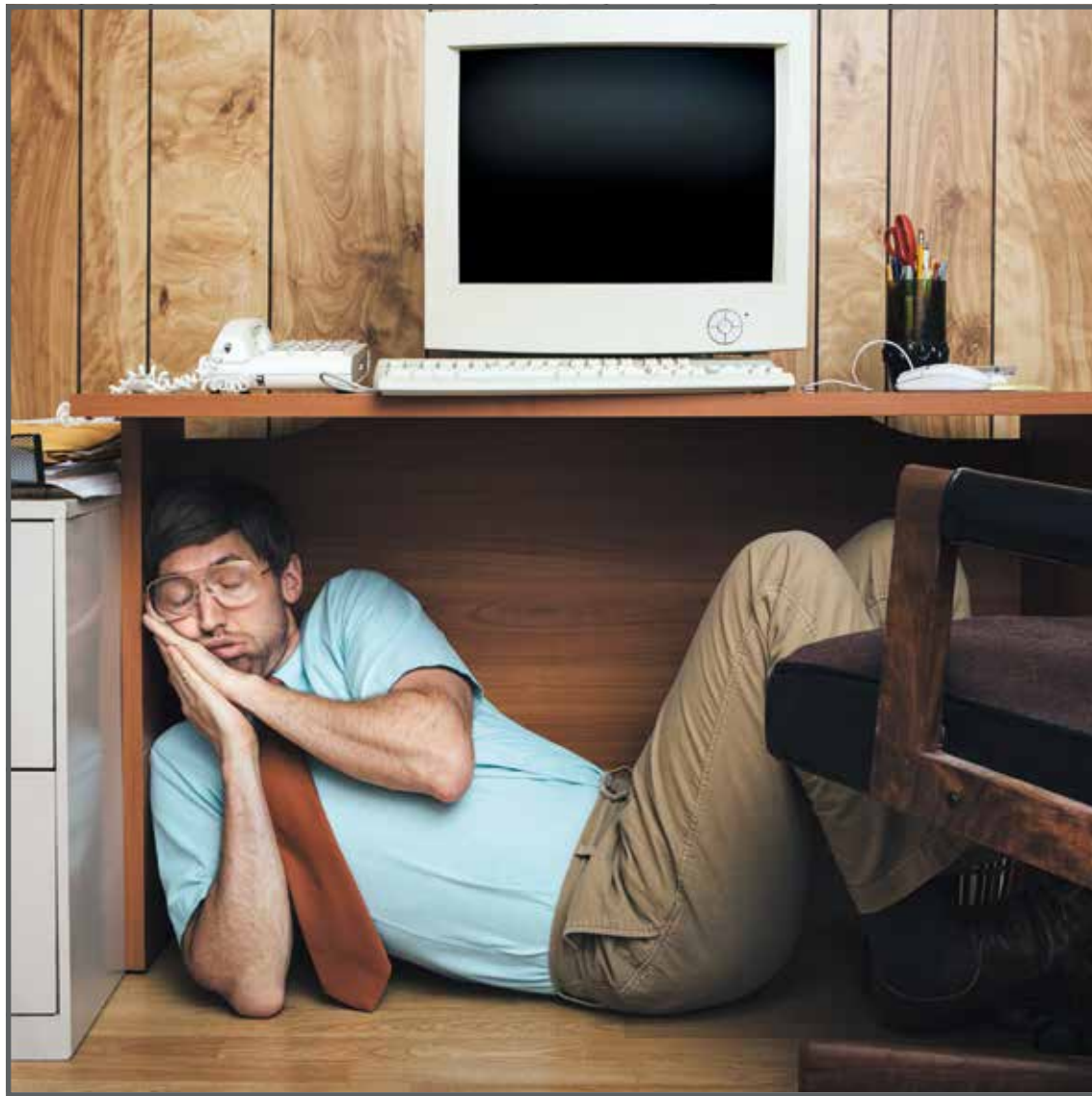
ROUND 3

PARTcommunity is available 24/7!

| The Cash Burner | 0 | 3 | The Sales Machine |

MARCH

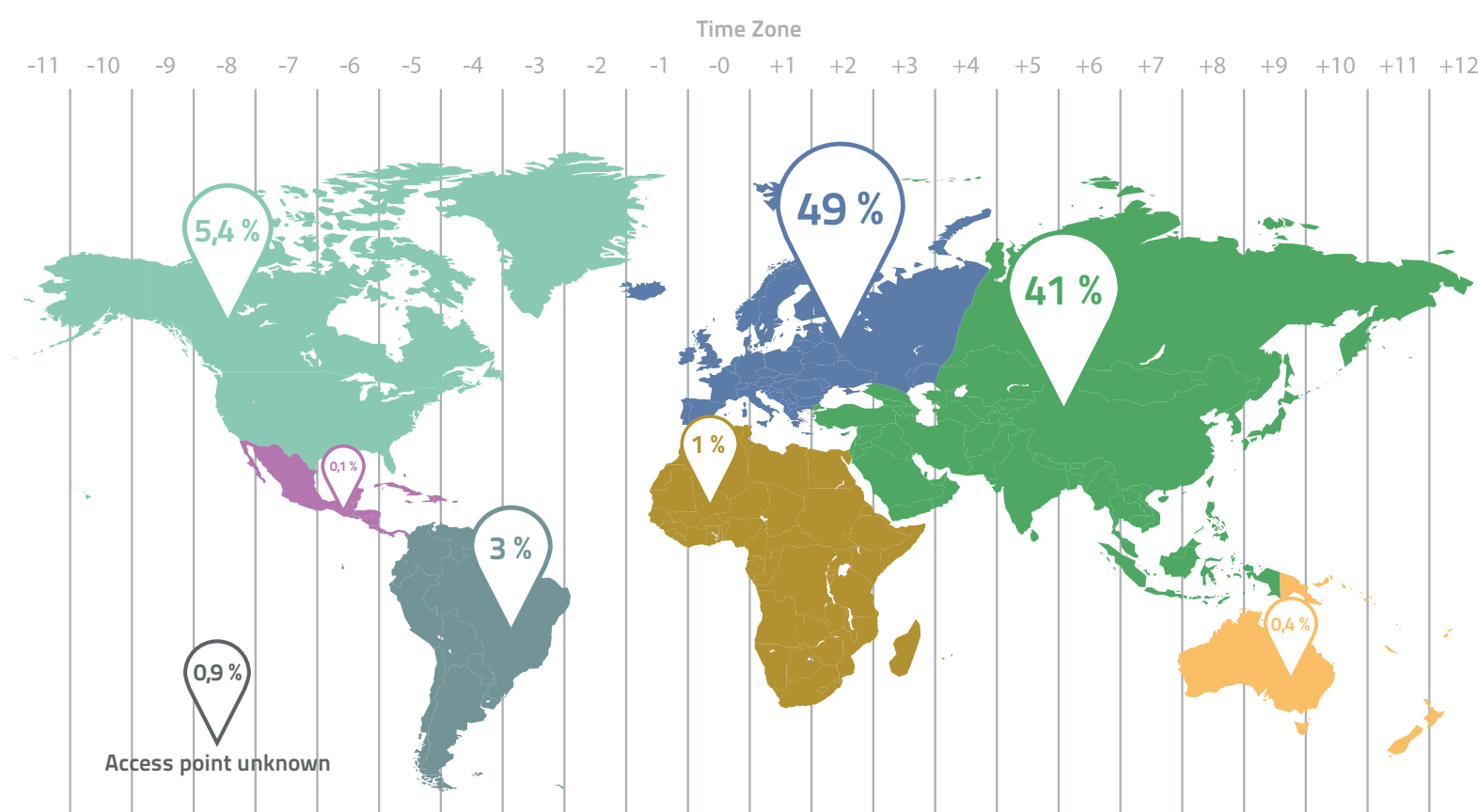| MO	TUE	WED	THU	FR	SA	SUN	CW
		1 Ash Wednesday	2	3	4	5	9
6	7	8	9	10	11	12	10
13	14	15 18th CADENAS Industry-Forum	16 18th CADENAS Industry-Forum	17	18	19	11
20 Spring Begin	21	22	23	24	25	26 Begin Daylight Saving Time	12
27	28	29	30	31			13

MARCH 2017

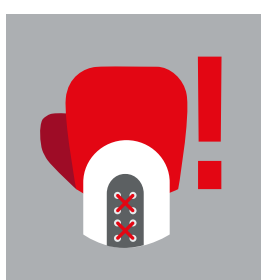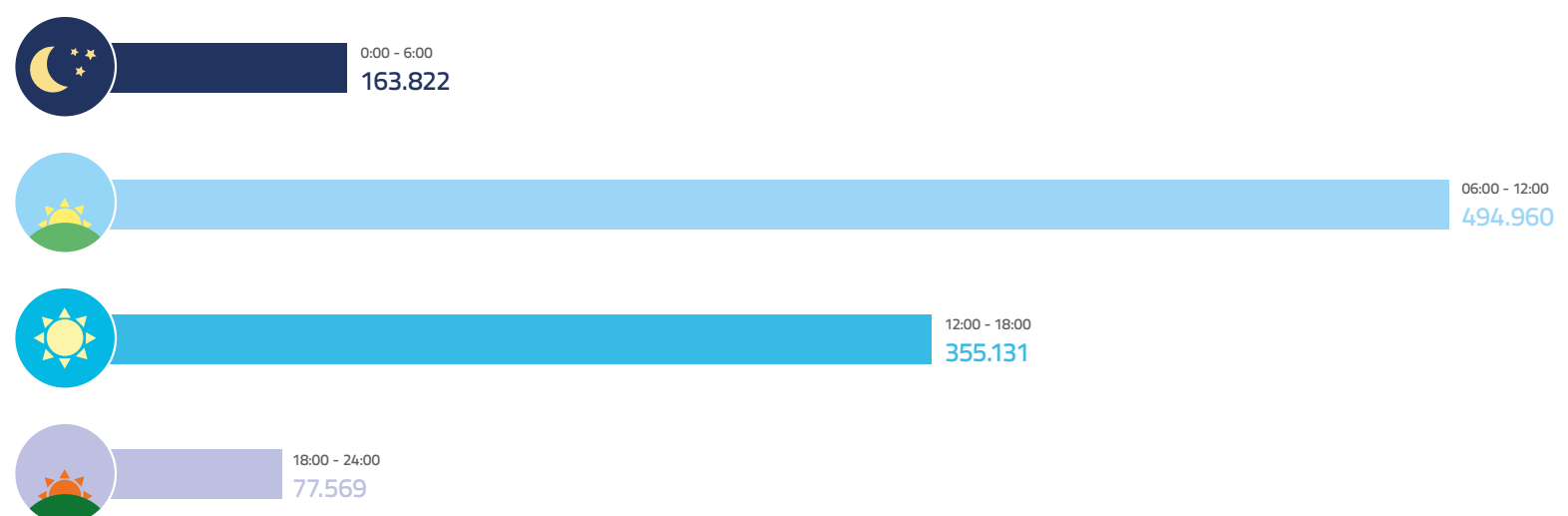## PARTcommunity is available 24/7!

PARTcommunity is always available

The global world makes it much easier today for companies to sell their products worldwide. An obstacle still remaining, however, are the different time zones, which makes it difficult to react in time to inquiries.

Vists to PARTcommunity according to time zones in %

Time Zone

-11 -10 -9 -8 -7 -6 -5 -4 -3 -2 -1 -0 +1 +2 +3 +4 +5 +6 +7 +8 +9 +10 +11 +12

5,4 %

49 %

41 %

0,1 %

1 %

3 %

0,4 %

0,9 %

Access point unknown

Visits to PARTcommunity according to time of day (MET)

0:00 - 6:00
163.822

06:00 - 12:00
494.960

12:00 - 18:00
355.131

18:00 - 24:00
77.569

You are well equipped with an Electronic Product Catalog or a 3D CAD online portal PARTcommunity: Across all time zones, 24 hours a day and 7 days a week, your customers and prospective customers have access to your product information and design data.

ROUND 4

PARTcommunity won't burn all kinds of money for your exhibition stand!

| The Cash Burner | 0 | 4 | The Sales Machine |

APRIL

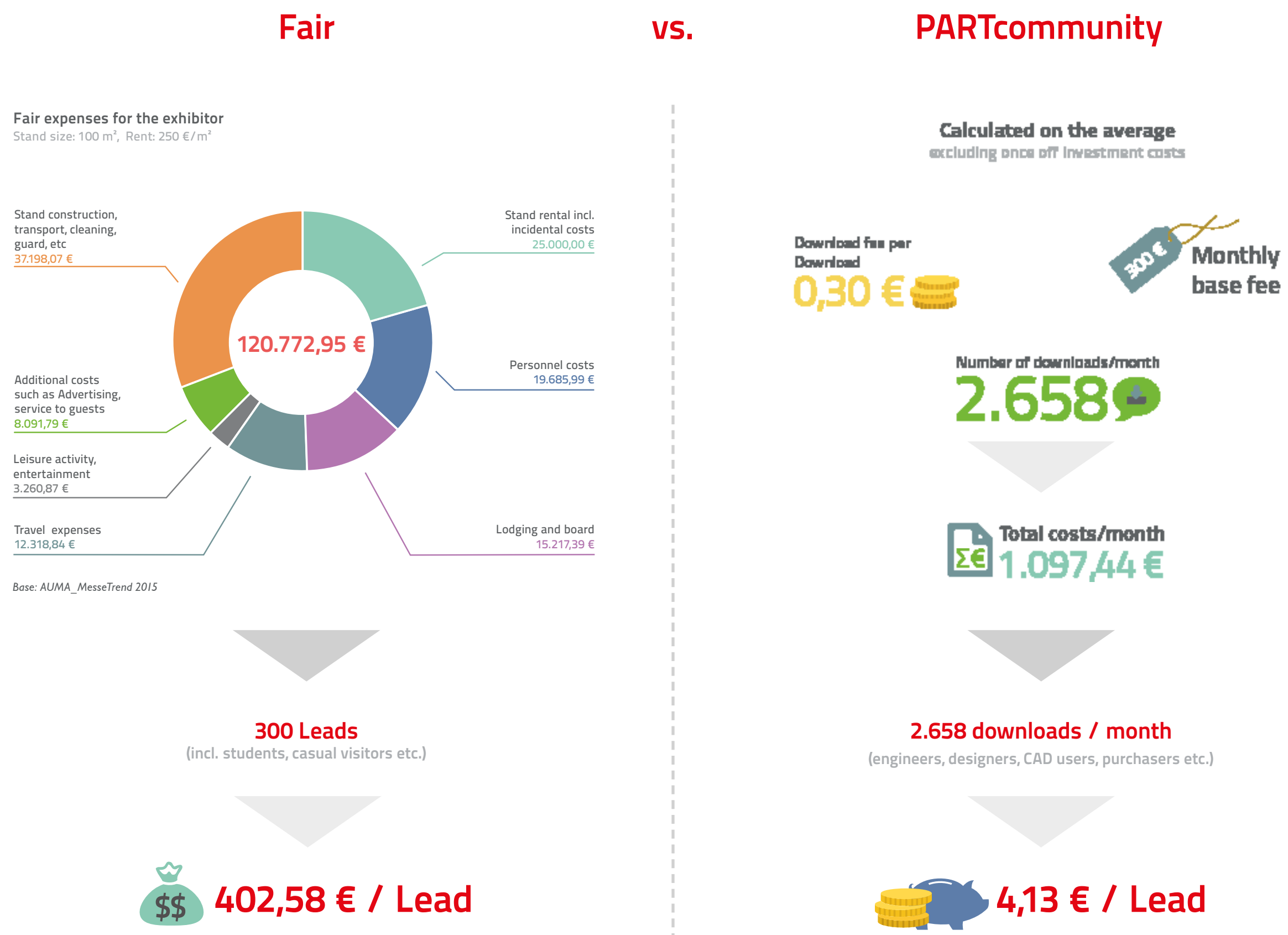| MO	TUE	WED	THU	FR	SA	SUN	CW
					1	2	13
3	4	5	6	7	8	9	14
10	11	12	13	Good Friday 14	Holy Saturday 15	Easter Sunday 16	15
Easter Monday 17	18	19	20	21	22	23	16
24	25	26	27	28	29	30	17

APRIL 2017

**PARTcommunity
won't burn up all kinds of money
for your exhibition stand!**

Trade fairs are popular and expensive, but are they really efficient?

It's easy to calculate if the potential of optimized online sales are being underestimated and the enormously high importance of trade fairs should be reconsidered. It pays to have a closer look at the profitability of these two marketing instruments in a direct comparison.

Fair   vs.   PARTcommunity

Fair expenses for the exhibitor
Stand size: 100 m², Rent: 250 €/m²

Stand construction, transport, cleaning, guard, etc
37.198,07 €

Stand rental incl. incidental costs
25.000,00 €

120.772,95 €

Personnel costs
19.685,99 €

Additional costs such as Advertising, service to guests
8.091,79 €

Leisure activity, entertainment
3.260,87 €

Travel expenses
12.318,84 €

Lodging and board
15.217,39 €

Base: AUMA_MesseTrend 2015

300 Leads
(incl. students, casual visitors etc.)

402,58 € / Lead

Calculated on the average
excluding once off investment costs

Download fee per Download
0,30 €

300 € Monthly base fee

Number of downloads/month
2.658

Total costs/month
1.097,44 €

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

4,13 € / Lead

A 3D CAD download portal PARTcommunity, based on the eCATALOGsolutions technology, lowers the costs for a sales lead by an average of 1/100th compared to a trade fair lead.

ROUND 5

PARTcommunity can manage without the exhibition jerk!

The Cash Burner	0	5	The Sales Machine

MAY

MO	TUE	WED	THU	FR	SA	SUN	CW
Labor Day **1**	2	3	4	5	6	7	**18**
8	9	10	11	12	13	Mother´s Day 14	**19**
15	16	17	18	19	20	21	**20**
22	23	24	Christ´s Ascention **25**	26	27	28	**21**
29	30	31					**22**

MAY 2017

PARTcommunity manages without the exhibition jerk!

Grab the attention of more than 14 million engineers for your products

Everybody knows them, nobody wants to be in their shoes: Trade show jerks. They sweat under artificial fur, have only narrow slits to see through and walk their soles to the ground. Mascots are often "brought to life" by walking acts and are supposed to draw attention to themselves at small as well as big events. Many companies thus try to give their brand a friendly face.

eCATALOGsolutions draws maximum attention to your products on a daily basis, without using the poor „volunteer".

14,785,200 engineers in 85 portals are waiting for you!

Autodesk	Google Play	App Store	DraftSight	Machine Design
AUTODESK	GET IT ON Google Play	Download on the App Store	DraftSight	machine design
🌐	🌐	🌐	🌐	🇺🇸
3.000.000 Users	310.000 Users	300.000 Users	3.000.000 Users	185.000 Users

The BIM Hub	B2B PARTcommunity	WeChat	web2cad	CADshop
theBIMhub	PARTcommunity	WeChat	web2CAD	CADSHOP
🌐	🌐	🔴	🔴	🇨🇭🇩🇪🇦🇹
120.000 Users	240.000 Users	500.000.000 Users	410.000 Users	100.000 Users

KEM	wirautomatisierer	Datasolid	IRONCAD	Nemetschek
KEM	wirautomatisierer.de	Data Solid	IronCAD	ALLPLAN
🇨🇭🇩🇪🇦🇹	🇩🇪🇦🇹	🌐	🌐	🌐
47.000 Users	74.000 Users	100.000 Users	245.000 Users	100.000 Users

... And many more

Calculate you potential at
https://www.cadenas.de/microsites/ecat/calculator/

With the 3D CAD download portal PARTcommunity, your products are represented worldwide on over 85 well-known platforms and will grab the attention of more than 14 million engineers and purchasers.

ROUND 6

PARTcommunity is always well visited!

| The Cash Burner | 0 | 6 | The Sales Machine |

JUNE

MO	TUE	WED	THU	FR	SA	SUN	CW
			1	2	3	Whitsun Sunday 4	22
Whitsun Monday 5	6	7	8	9	10	11	23
12	13	14	Corpus Christi* 15	16	17	18	24
19	20	Summer Begin 21	22	23	24	25	25
26	27	28	29	30			26

* not nationwide

JUNE 2017

**PARTcommunity
is always well visited!**

What goes on each day at PARTcommunity?

Activities during a day on PARTcommunity portals, the solution for the
marketing of your electronic CAD product catalog from CADENAS.

7 Min. Ø
stay

37 %
use
Chrome

26 %
use
Firefox

26 %
use
Internet Explorer

11 %
use
other
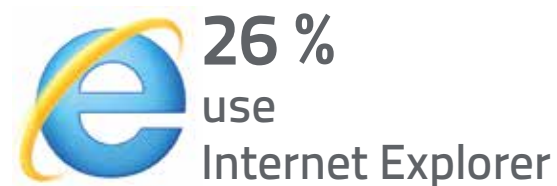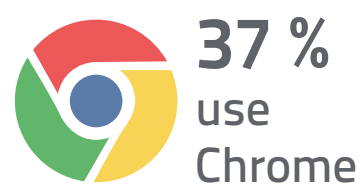
2.984
New registrations

1,3 mill.
US dollars turnover via web platform
for CADENAS customer Misumi

32 Catalog updates

587.124
CAD model downloads

102.346
Search queries

PARTcommunity and the Electronic Product Catalog, based on eCATALOGsolutions technology, are the daily tools of millions of engineers
and purchasers. The fact that this service is indispensable is shown by our constantly growing access and download numbers.

ROUND 7

PARTcommunity can reply to several inquiries at the same time!

| The Cash Burner | 0 | 7 | The Sales Machine |

JULY

| MO	TUE	WED	THU	FR	SA	SUN	CW
					1	2	26
3	4	5	6	7	8	9	27
10	11	12	13	14	15	16	28
17	18	19	20	21	22	23	29
24	25	26	27	28	29	30	30
31							31

**PARTcommunity
can reply to several inquiries
at the same time!**

**Interactive product configurator at Montech AG:
Creating an offer only takes 30 minutes instead of 1 day**

Before the interactive product configurator from CADENAS was introduced at Montech, customized layout planning, price calculation and offer creation took a complete day to do. The interactive product configurator enables complete offers to be created in half an hour.

Without product configurator		With product configurator
⏱ **8 hours**	**VS.**	⏱ **½ hour**
1. Request with customer sketch		1. Request with customer sketch
2. Project department creates CAD		
3. Price calculation with ERP		2. Preparing proposals
4. Preparing proposals		

Interactive product configurator LT40
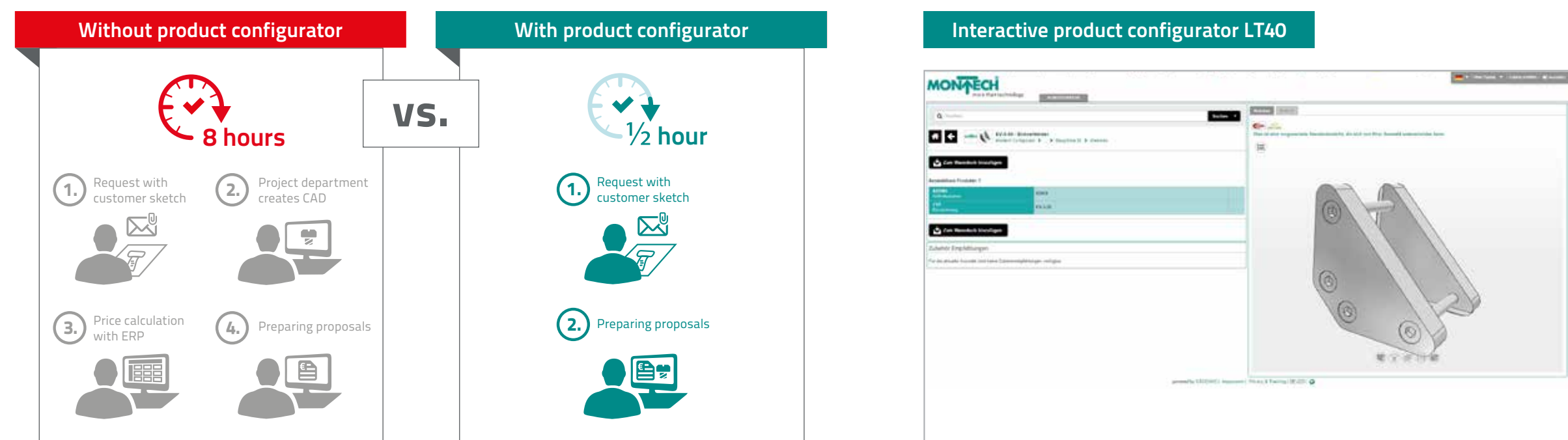
The interactive product configurator enables companies to set up order processing and certain production processes in a more efficient manner.
Through the automation of countless processes many costs are spared.
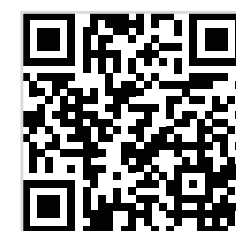
MONTECH

www.cadenas.de/
anwenderberichte/montech

With the interactive product cofigurator from CADENAS, you make it possible for your customers to put products together individually and error-free without CAD software and without prior knowledge. The design process is simplified for your customers and at the same time, the workload for your sales and service is reduced.

ROUND 8

There is no office fighting at PARTcommunity!

| The Cash Burner | 0 | 8 | The Sales Machine |

AUGUST

MO	TUE	WED	THU	FR	SA	SUN	CW
	1	2	3	4	5	6	31
7	Peace of Augsburg* 8	9	10	11	12	13	32
14	Assumption Day* 15	16	17	18	19	20	33
21	22	23	24	25	26	27	34
28	29	30	31				35

* not nationwide

AUGUST 2017

There is no office fighting at PARTcommunity!

Smart Sales: Determining sales regions & GPS

When you are selling your products to a large market, you need many sales representitatives to cover the ground. You will also probably have divided the market up with the help of different criteria and allocated each sales representitative with a seperate area.

An integrated role-system within the Smart Sales solution from CADENAS enables you to limit each sales representitative's access. This allows for them to only be able to see the download information of customers and prospective customers within ther assigned sales region.

In combination with the up-to-date GPS position, all those prospects can be located in the direct vicinity. This makes for example an optimized route planning possible for your sales force.

Current GPS Position

Authorised Sales Region
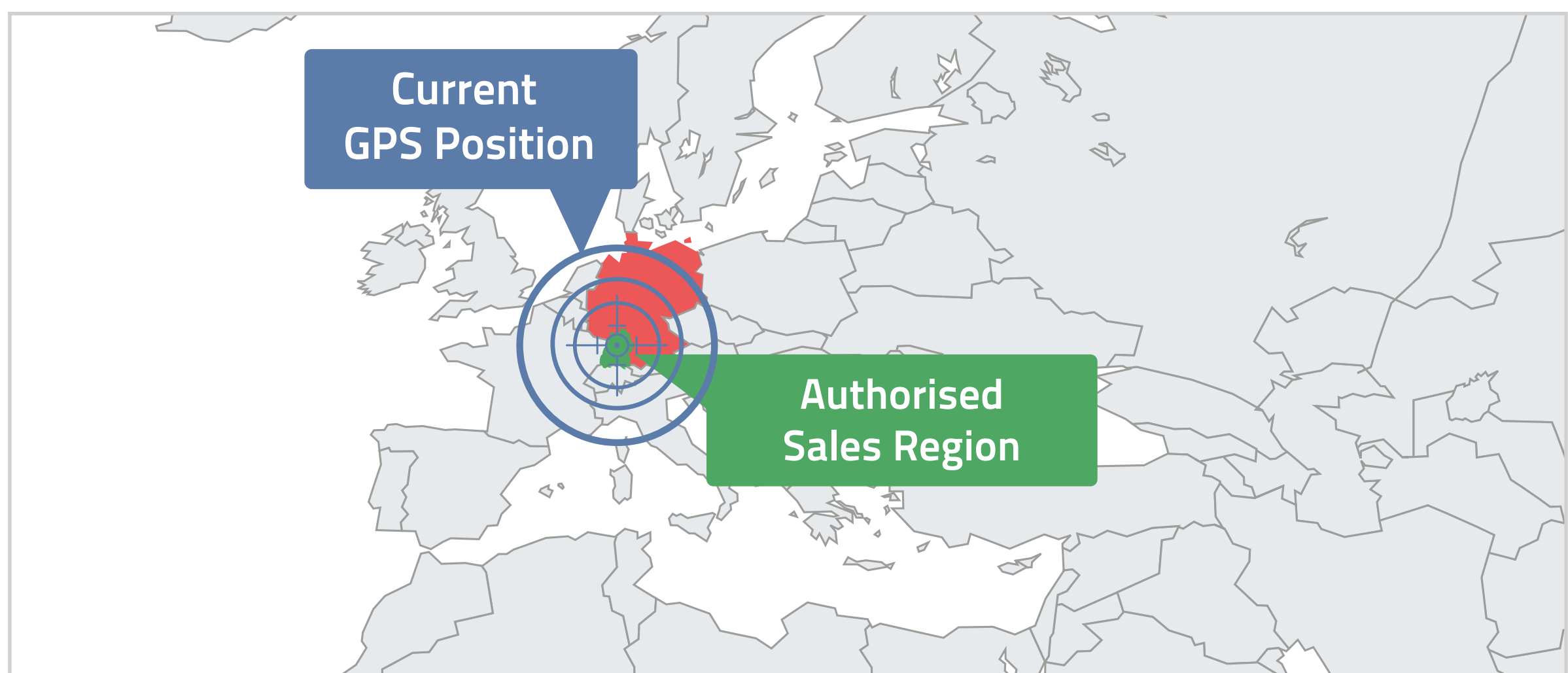
The 3D CAD download portal PARTcommunity, in combination with the Smart Sales solution from CADENAS, offers your sales reps the possibility to make an optimized route plan for upcoming customer visits.

SEPTEMBER

| MO	TUE	WED	THU	FR	SA	SUN	CW
				1	2	3	35
4	5	6	7	8	9	10	36
11	12	13	14	15	16	17	37
18	19	20	21	Autumn Begin 22	23	24	38
25	26	27	28	29	30		39

SEPTEMBER 2017

PARTcommunity is always presented to your customers with class!

An individual design for each manufacturer

The first impression is often the most important! We usually do judge books by their covers. A consistent and unmistakable appearance is the most important condition for successsful brand communication. With eCATALOGsolutions from CADENAS, your Electronic Product Catalog fits seamlessly into your corporate design.
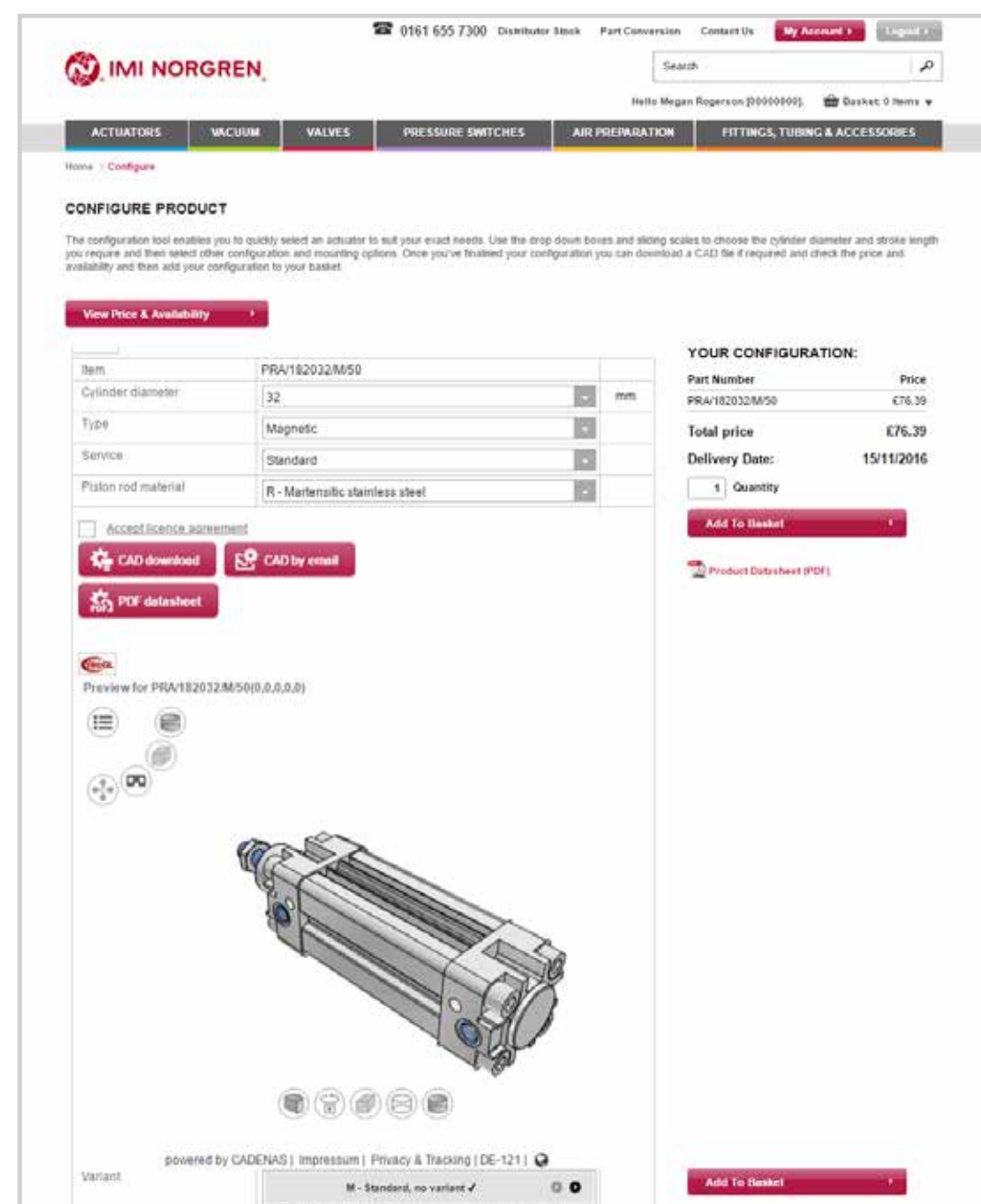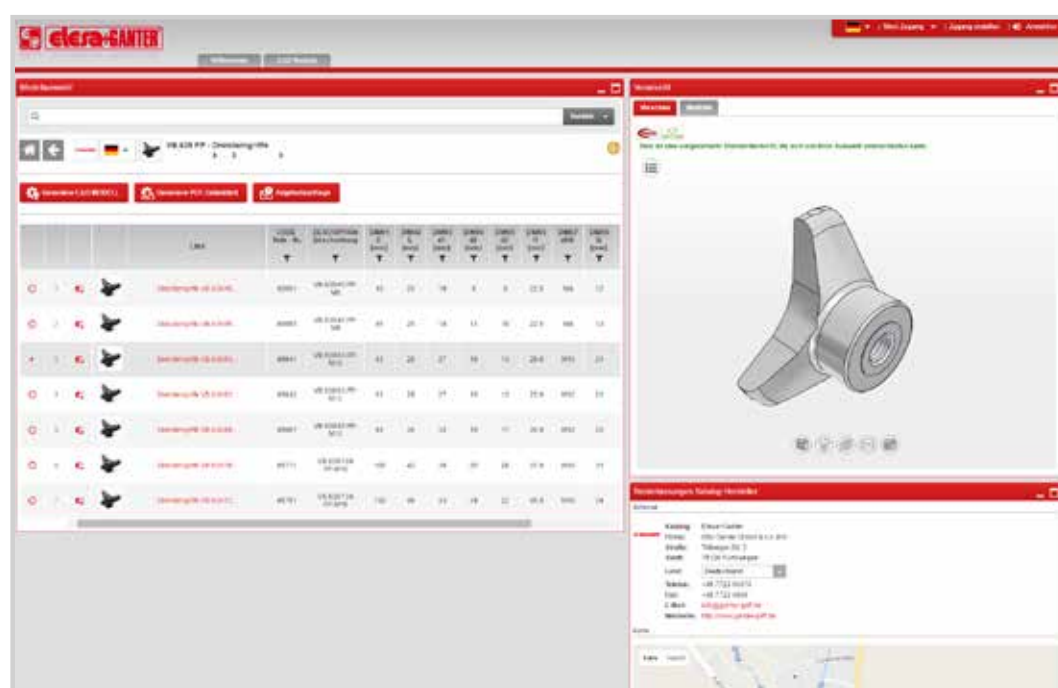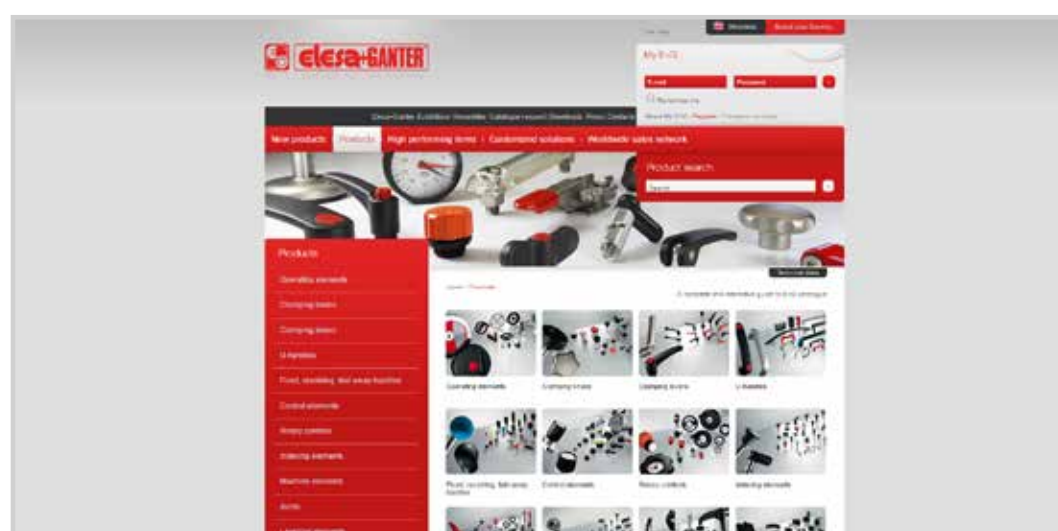
With eCATALOGsolutions, the corporate design of your 3D CAD download portal PARTcommunity is retained according to your specifications. No matter how you wish to be presented to your customers, we will take on the challenge.

ROUND 10

PARTcommunity shows no functionality problems caused by trade fair parties!

| The Cash Burner | 0 | 10 | The Sales Machine |

OCTOBER

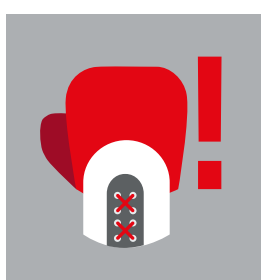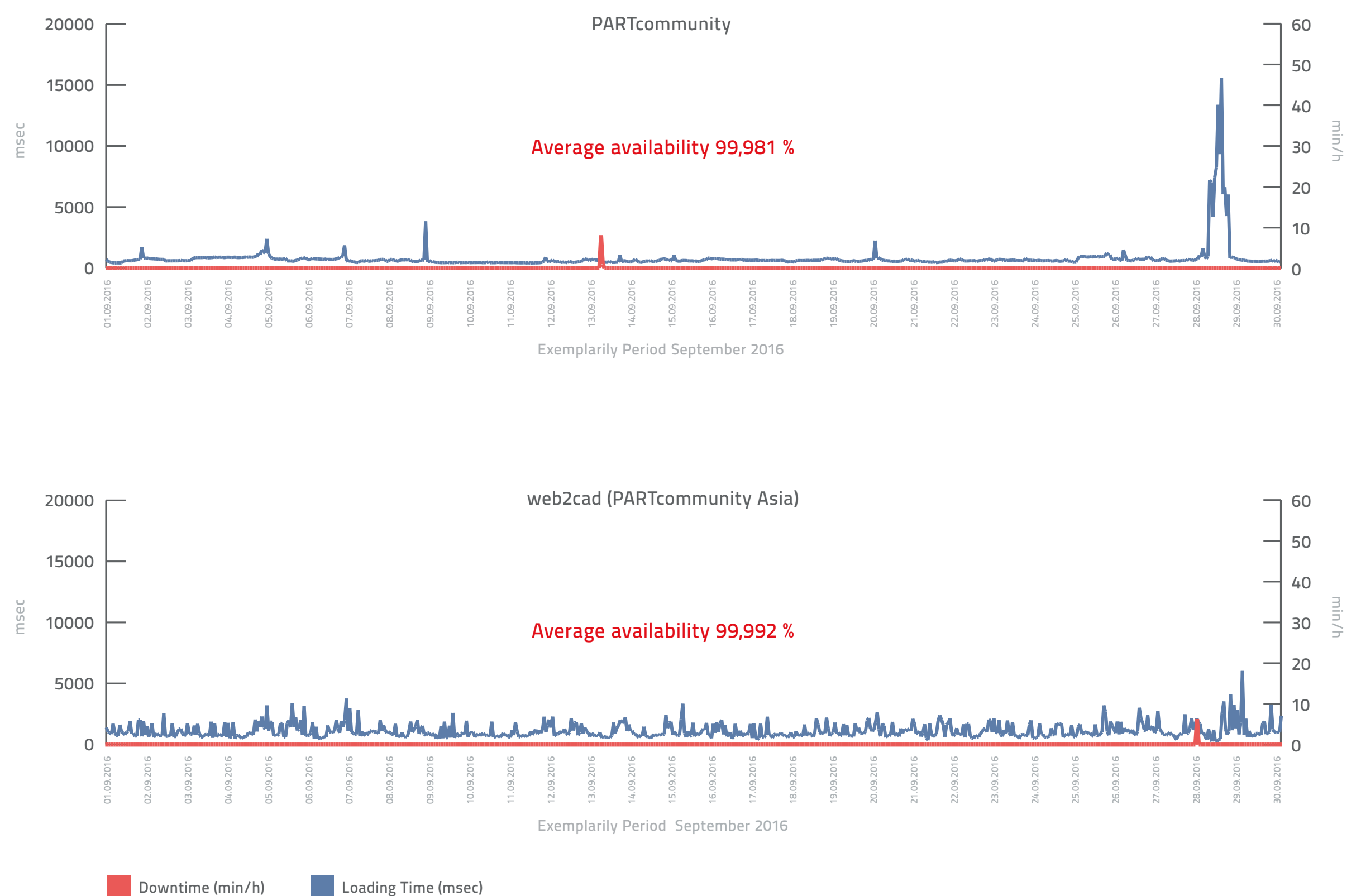| MO	TUE	WED	THU	FR	SA	SUN	CW
						Harvest Festival 1	39
2	German Unity Day 3	4	5	6	7	8	40
9	10	11	12	13	14	15	41
16	17	18	19	20	21	22	42
23	24	25	26	27	28	Adoption of Wintertime 29	43
30	Reformation Day 31						44

OCTOBER 2017

PARTcommunity
shows no functionality problems
caused by trade fair parties!

PARTcommunity – Reliably the best service for your customers

After-fair parties are always popular with sales teams. But that could have possible repercussion on the next exhibition day: Customer advisors who are overtired might not be the best thing for the enthusiastic marketing of your product portfolio.

No failures to worry about with CADENAS: The 3D CAD download portal PARTcommunity, based on eCATALOGsolutions technology, supports you in the marketing of your products with the greatest reliablity.

PARTcommunity

Average availability 99,981 %

Exemplarily Period September 2016

web2cad (PARTcommunity Asia)

Average availability 99,992 %

Exemplarily Period September 2016

■ Downtime (min/h)   ■ Loading Time (msec)

We host the 3D CAD product data of your PARTcommunity download portal on fast and reliable servers in Germany. We do everything to make sure your digital product information, even with high access numbers, are always delivered to engineers and purchasers.

ROUND 11

PARTcommunity focuses on the really important things!

| The Cash Burner | 0 | 11 | The Sales Machine |

NOVEMBER

MO	TUE	WED	THU	FR	SA	SUN	CW
		All Saints' Day* 1	2	3	4	5	44
6	7	8	9	10	St. Martin's Day 11	12	45
13	14	15	16	17	18	Remembrance Day 19	46
20	21	Day of Repentance* 22	23	24	25	Sunday in commemoration of the dead 26	47
27	28	29	30				48

* not nationwide

NOVEMBER 2017

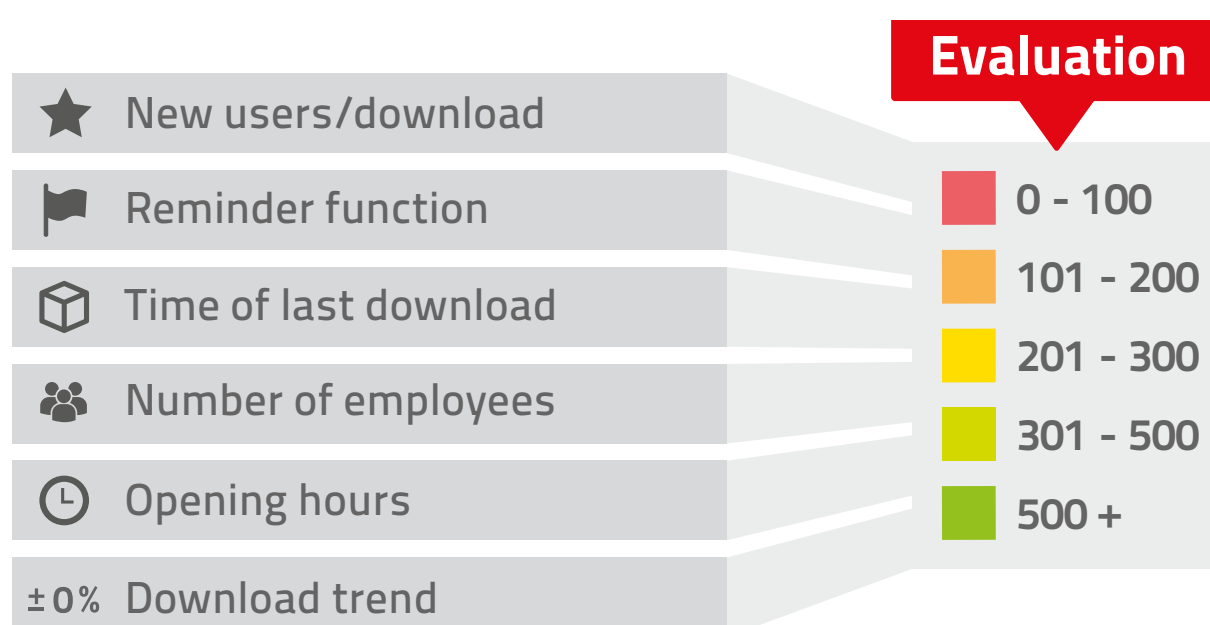## PARTcommunity focuses on the really important things!

Smart Sales: Analysis of all downloads including scoring
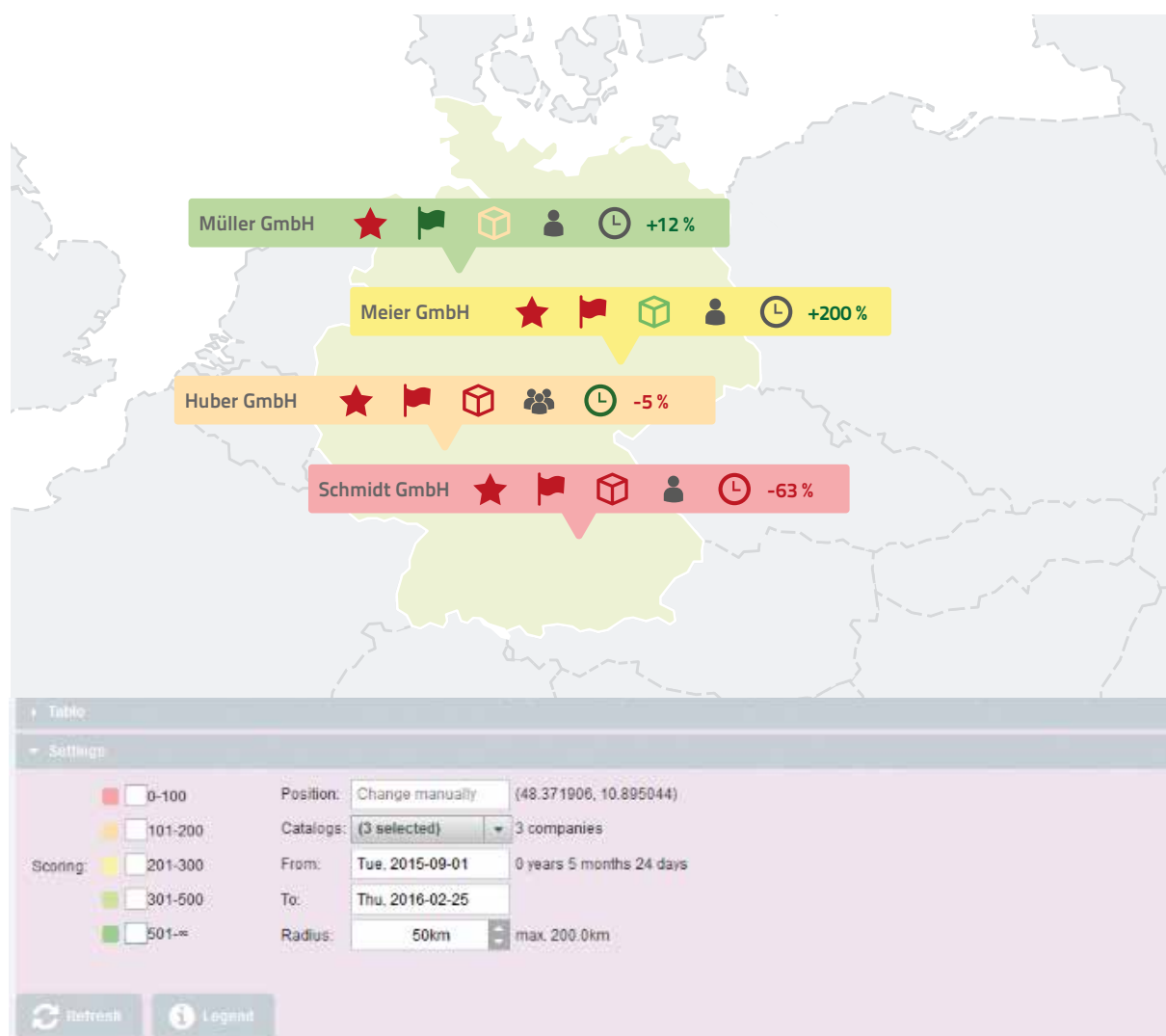
The Smart Sales solution from CADENAS sorts the CAD model downloads of your Electronic Product Catalog according to companies and analyses the data based on topicality and the number of downloads.

Numerous filtering options and presentation in a GoogleMaps surrounding map facilitates targeted sales activities.

★	New users/download
⚑	Reminder function
⬡	Time of last download
👥	Number of employees
🕐	Opening hours
±0%	Download trend

Evaluation

|	
🟥	0 - 100
🟧	101 - 200
🟨	201 - 300
🟩	301 - 500
🟩	500 +

The following points are included in the evaluation:

- When was the company's first download?
- How many downloads took place in the given time period?
- How many employees made downloads?
- Download trend over the selected period of time
- Number of CAD systems

Smart Sales helps your sales personnel to focus on the promising customers and prospects concerning acquisition and support.
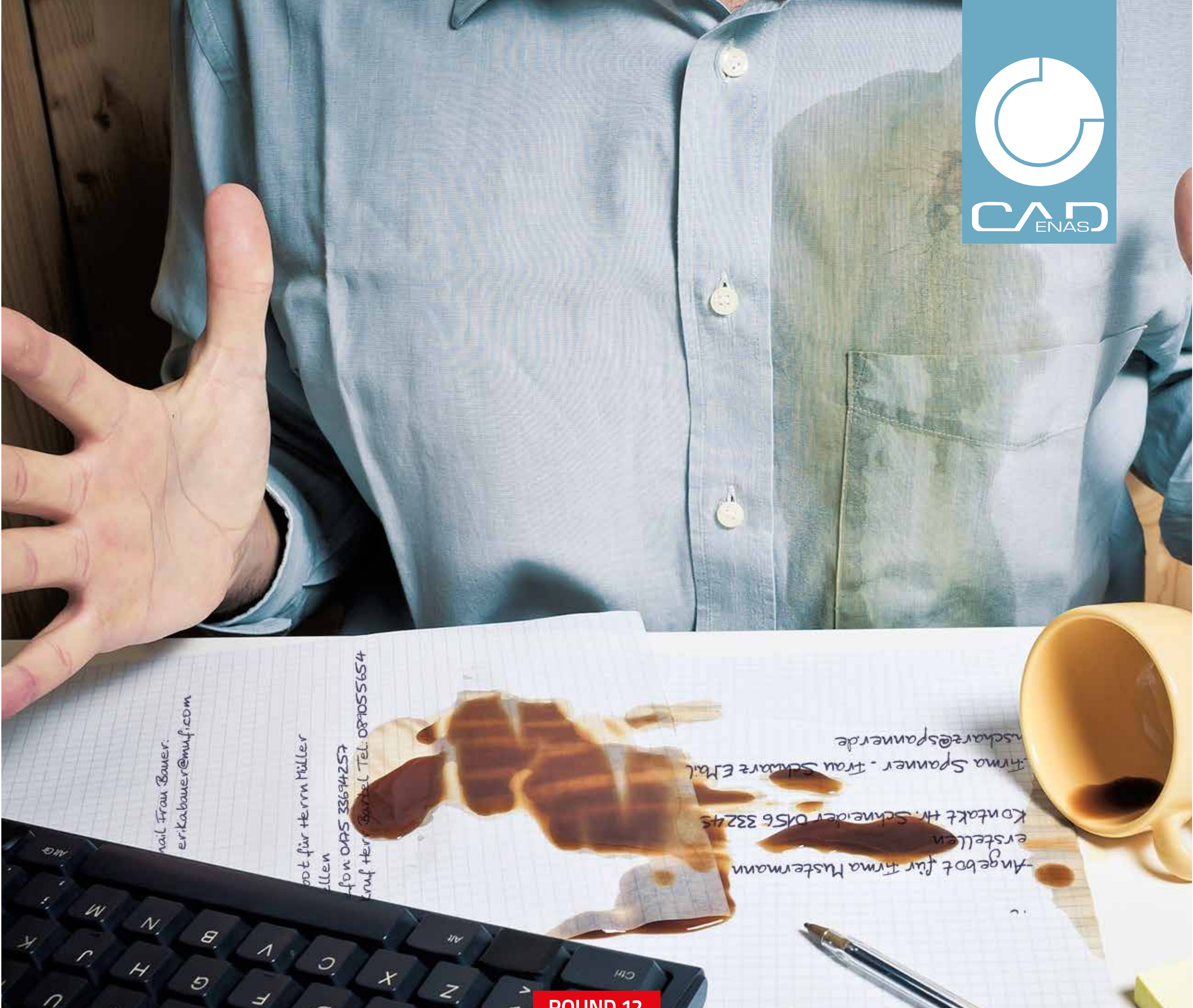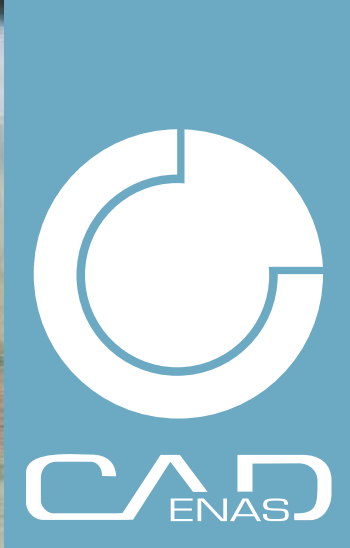
ROUND 12

PARTcommunity won't lose any important information!

| The Cash Burner | 0 | 12 | The Sales Machine |

DECEMBER

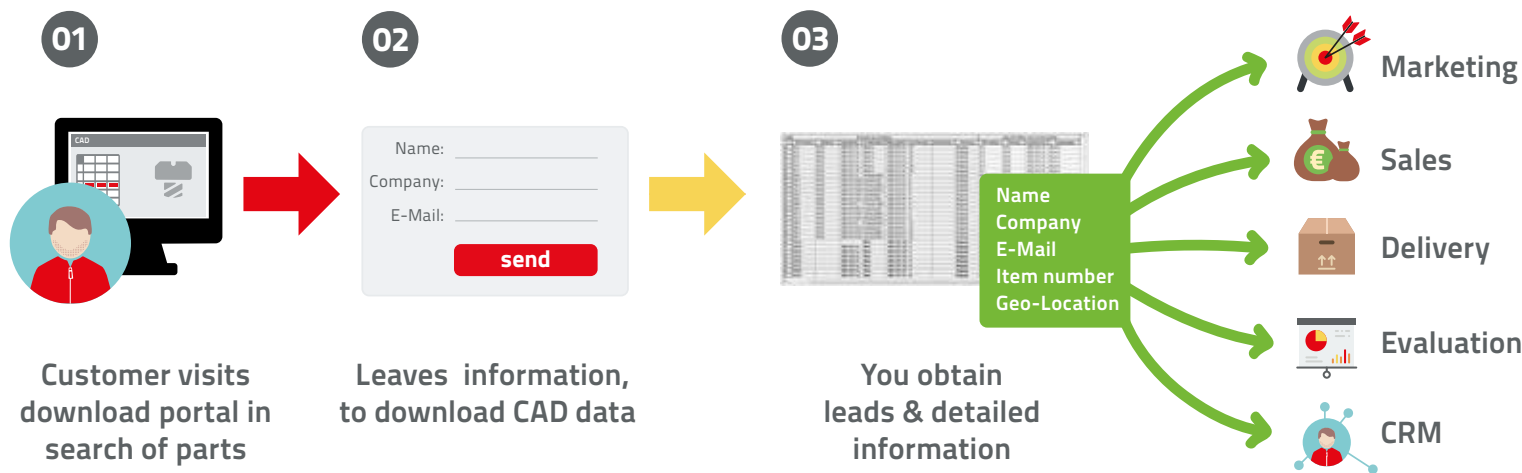| MO	TUE	WED	THU	FR	SA	SUN	CW
				1	2	1. Advent 3	**48**
4	5	St. Nicholas' Day 6	7	8	9	2. Advent 10	**49**
11	12	13	14	15	16	3. Advent 17	**50**
18	19	20	Winter Begin 21	22	23	Christmas Eve 4. Advent 24	**51**
Christmas Day 25	Boxing Day 26	CADENAS Company Holidays 27	CADENAS Company Holidays 28	CADENAS Company Holidays 29	30	New Year's Eve 31	**52**

DECEMBER 2017

PARTcommunity won't lose any important information!

Seamless documentation of all download information

To ensure that no more information is lost, the Electronic Product Catalog of eCATALOGsolutions technology completely revolutionizes your sales:

Your product catalog, as a 3D CAD download portal, serves engineers and purchasers as the optimal research platform. Every single download supplies valuable information about the interests of the user, which is then bundled and systematically analyzed.

01 Customer visits download portal in search of parts

02 Leaves information, to download CAD data

03 You obtain leads & detailed information

Name
Company
E-Mail
Item number
Geo-Location

- Marketing
- Sales
- Delivery
- Evaluation
- CRM

Conventional trade fair lead vs. Smart Sales – What's the difference?

	Conventional fair lead	Smart Sales incl. Big Data Analysis
Offer the right information, at the right time, to the right person, at the right (current) location	—	✓
Up-to-date information about the use of your products and long-term trends, separated according to the individual employees of your customer, quickly apparent via mobile	—	✓
Dynamic limitation of right to access as per city/ZIP/country with CRM connection	—	✓
Information about the customer's presence and the customer's typical presence times	—	✓

With Smart Sales, your sales are closer to the customer and you learn their needs. Their value can thus be determined and the sales potential exploited. So you can offer the suitable product to the right person, at the right time, at the right location.