



IN NEED OF VACATION?

Then it's time for
eCATALOGsolutions!

2013

eCATALOG
SOLUTIONS
POWERED BY
CADENAS

IN NEED OF VACATION?

THEN IT'S TIME FOR eCATALOGSOLUTIONS!

Acting as a link between component manufacturers and the industry, CADENAS provides the software solution eCATALOGsolutions for designing and promoting Electronic CAD Product Catalogs.

The system which is modularly designed is integrated into your existing system topography and enables you to create your product catalog in all kinds of different output media like CD-ROM, web, mobile, PDF or print.

With eCATALOGsolutions you can merchandise your products automatically:

- With eCATALOGsolutions your Electronic CAD Product Catalog is represented in more than 50 market places, portals and social communities.
- Electronic Product Catalogs by CADENAS reach a potential of more than 6,000,000 engineers and purchasers in over 100,000 companies.
- Many leading companies were able to increase their profits by more than 30% with eCATALOGsolutions!
- More than 600 component manufacturers of numerous industries rely on eCATALOGsolutions by CADENAS.



INFOGRAPHICS: COMPLEXITY EXPLAINED IN A SIMPLE AND COMPREHENSIBLE WAY

In our society information has to be recorded and processed constantly and within a short period of time. Infographics are highly suitable for effective reading: Complex and abstract facts are prepared visually and contexts are explained in a simple and comprehensible way.

Look at our infographics to learn how eCATALOGsolutions, the comprehensive solution for Electronic Product Catalogs by CADENAS, can support you when merchandising your products.



Equipped with the Electronic Product Catalog eCATALOGsolutions
you are perfectly prepared for every situation.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	CW
	CADENAS COMPANY HOLIDAYS 1	CADENAS COMPANY HOLIDAYS 2	CADENAS COMPANY HOLIDAYS 3	CADENAS COMPANY HOLIDAYS 4	5	6	1
7	8	9	10	11	12	13	2
14	15	16	17	18	19	20	3
21	22	23	24	25	26	27	4
28	29	30	31				5

OUTSTANDING APPEARANCE WITH X-MEDIA PUBLISHING

With CADENAS' Electronic Product Catalog eCATALOGsolutions, you invest in a solution that grows along with your requirements.

**WE CREATE YOUR 3D CAD PRODUCT CATALOG REGARDLESS
OF WHICH MEDIUM YOU PREFER!**

The modularly constructed system eCATALOGsolutions is connected to your existing system landscape and enables you to create your CAD product catalog in the most diverse output media, such as CD-ROM, web, mobile, PDF or print.

ELECTRONIC PRODUCT CATALOG



Social Media
Marketing

Integration in
Facebook

Your catalog as app

Integration in
any website

Marketing via Vertical
Market Places

Tradeshaw entertainment
with AR, Kinect & Wii

PURCHINEERING

Offline data carrier
CD / DVD

Modern print catalog

Photorealistic images

3D PDF datasheet

Statistics for
marketing and sales

Product configurator

Selection wizard

Intelligent
CAD models





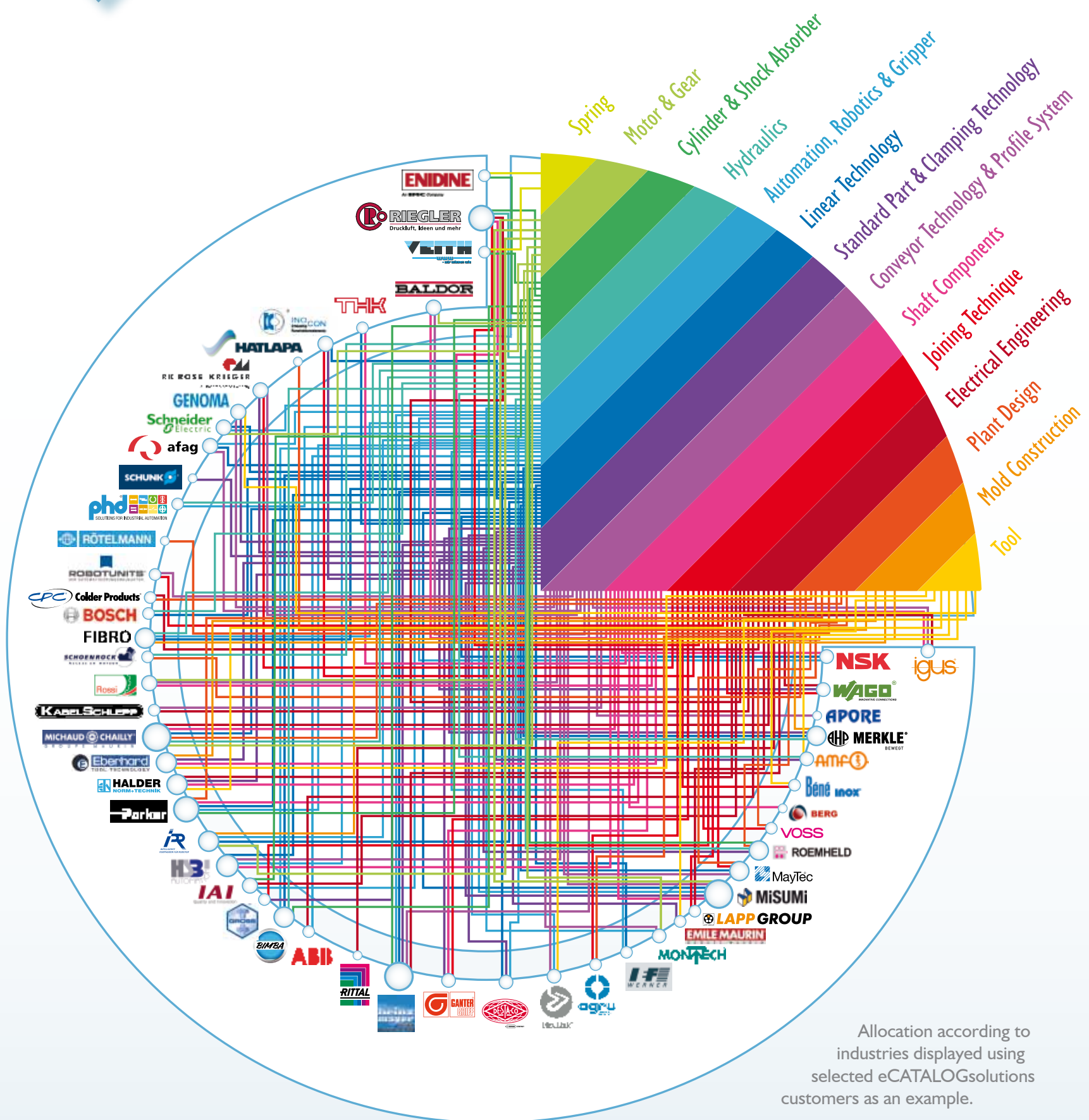
ROME, ITALY

Whatever industry... all roads lead to eCATALOGsolutions.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	CW
				1	2	3	5
4	5	6	7	8	9	10	6
11	12	13	14	15	16	17	7
18	CADENAS INDUSTRY-FORUM 19	CADENAS INDUSTRY-FORUM 20	21	22	23	24	8
25	26	27	28				9

THE RIGHT SOLUTION FOR EVERY INDUSTRY

MORE THAN 600 COMPONENT MANUFACTURERS OF DIFFERENT INDUSTRIES WORLDWIDE RELY ON eCATALOGSOLUTIONS FOR THEIR ELECTRONIC PRODUCT CATALOGS.





VARANASI ON THE BANKS OF THE GANGES, INDIA

MARCH 2013

Emphasize your individuality with an Electronic CAD Product Catalog in your corporate design powered by CADENAS.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	CW
				1	2	3	9
4	5	6	7	8	9	10	10
11	12	13	14	15	16	17	11
18	19	20	21	22	23	24	12
25	26	27	28	29	30	31	13




EVERY MANUFACTURER GETS HIS CUSTOMIZED DESIGN



THE FIRST IMPRESSION COUNTS! MOST OF THE TIMES OUR DECISIONS ARE INFLUENCED BY THE OUTWARD APPEARANCE.

A continuous and unmistakable appearance is the most important condition for successful brand communication. With CADENAS' eCATALOGsolutions we integrate your Electronic Product Catalog seamlessly into your corporate design.



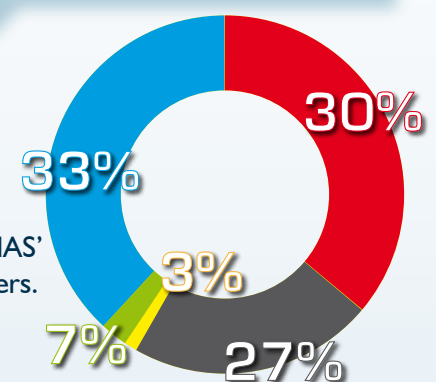
COLOR & EFFECT

-  stimulating, energy, heat, promoting action
-  balanced, calmness, health, growth, hope
-  optimistic, exhilarating, intelligence, light, happiness

-  confidence, professionalism, patience, freedom, calming
-  luxury, stylish, elegance, power

POPULARITY

With 33% blue is the most popular color for logos among CADENAS' catalog customers.





JEMAA EL-FNAA, MARRAKESH

APRIL 2013

eCATALOGsolutions by CADENAS opens up the world's most important market places to you.

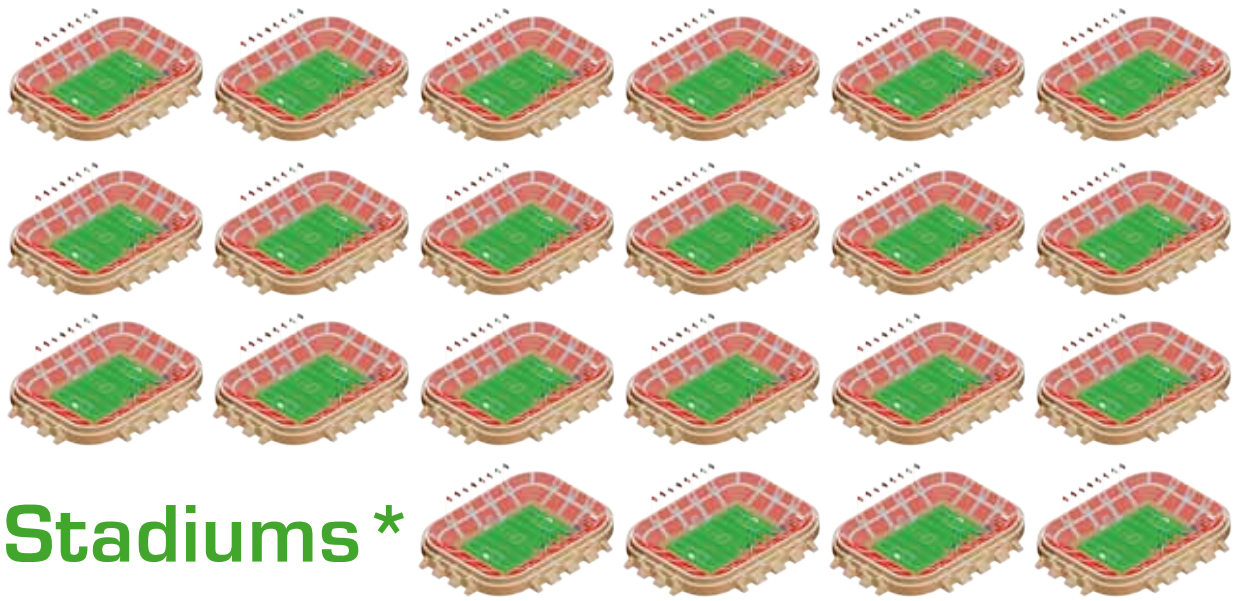
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	CW
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8	9	10	11	12	13	14	15
15	16	17	18	19	20	21	16
22	23	24	25	26	27	28	17
29	30						18

6,896,700 ENGINEERS

IN 59 VERTICAL MARKET PLACES AWAIT YOU!

**6,896,700
engineers
for example
fit in**

**70
Maracanã Stadiums***



*** THE MARACANÃ STADIUM IN RIO DE JANEIRO IS ONE OF THE LARGEST STADIUMS IN THE WORLD. IT HAS A CAPACITY OF 120,000 SPECTATORS.**

**Calculate your potential at:
www.cadenas.de/calculator**





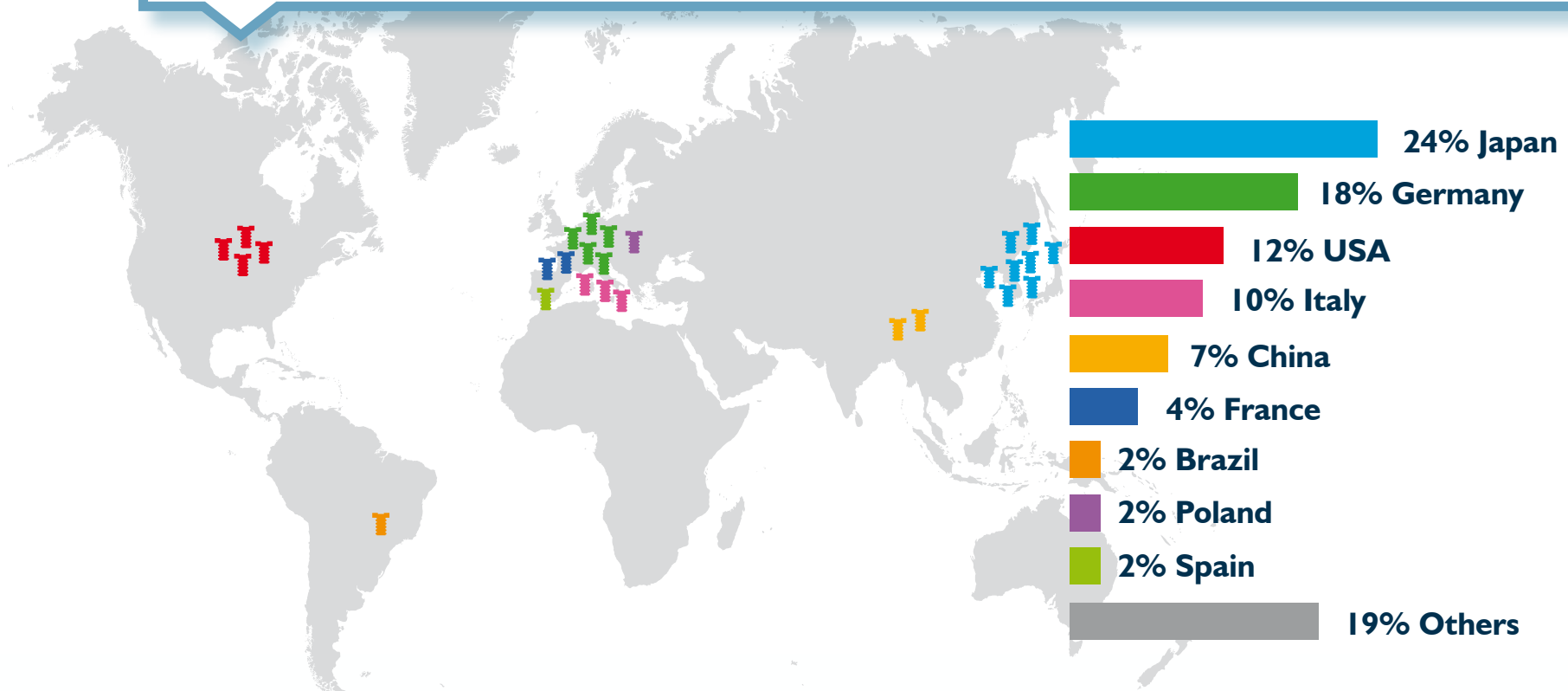
With an Electronic Product Catalog by CADENAS a potential of more than 6,896,700 international engineers lies in your hands.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	CW
		1	2	3	4	5	18
6	7	8	9	10	11	12	19
13	14	15	16	17	18	19	20
20	21	22	23	24	25	26	21
27	28	29	30	31			22

THE PARTcommunity USERS

The 3D CAD download portals PARTcommunity by CADENAS belong to the daily tools of engineers around the world.

WHO IS THE 3D & 2D CAD DOWNLOAD WORLD CHAMPION?



USER ACTIVITIES



2.5 CAD downloads per second



286,676 CAD downloads per business day



87% lead to sold products

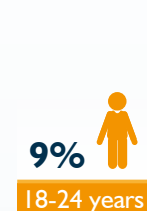
DEMOGRAPHY



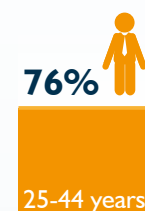
76% male



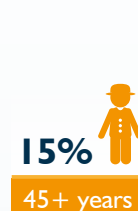
24% female



9%
18-24 years



76%
25-44 years



15%
45+ years

FAVORITE DOWNLOADS

MISUMI
Clamp



Eaton Möller

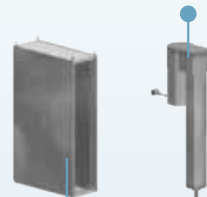
Double actuator

Motovario
Motor



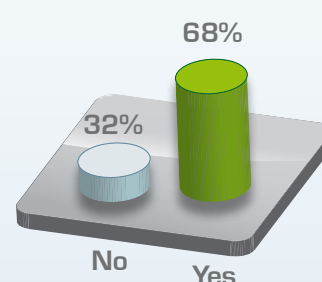
Baying systems TS 8

Rose + Krieger
Electronic cylinder



Rittal

3D CAD MODELS FOR MOBILE



68% of the download customers would appreciate an app for 3D CAD models



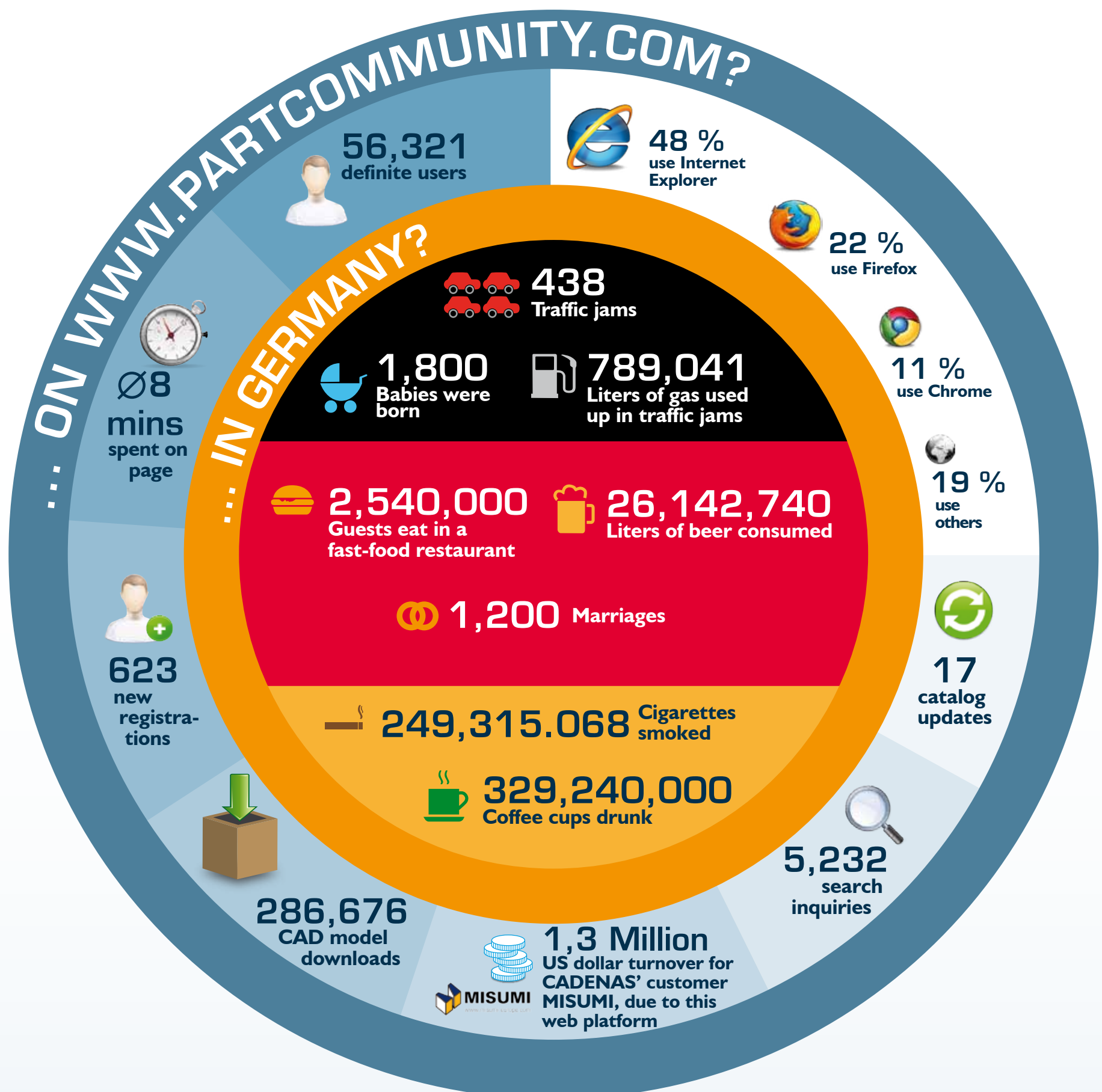


First-class products made in Germany: Every day 56,321 engineers rely on the CAD download portal PARTcommunity by CADENAS.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	CW
					1	2	22
3	4	5	6	7	8	9	23
10	11	12	13	14	15	16	24
17	18	19	20	21	22	23	25
24	25	26	27	28	29	30	26

WHAT HAPPENS IN ONE DAY...

Activities during the course of a day in Germany and on PARTcommunity, the platform for marketing your Electronic Product Catalog by CADENAS.





NAMIBIA, AFRICA

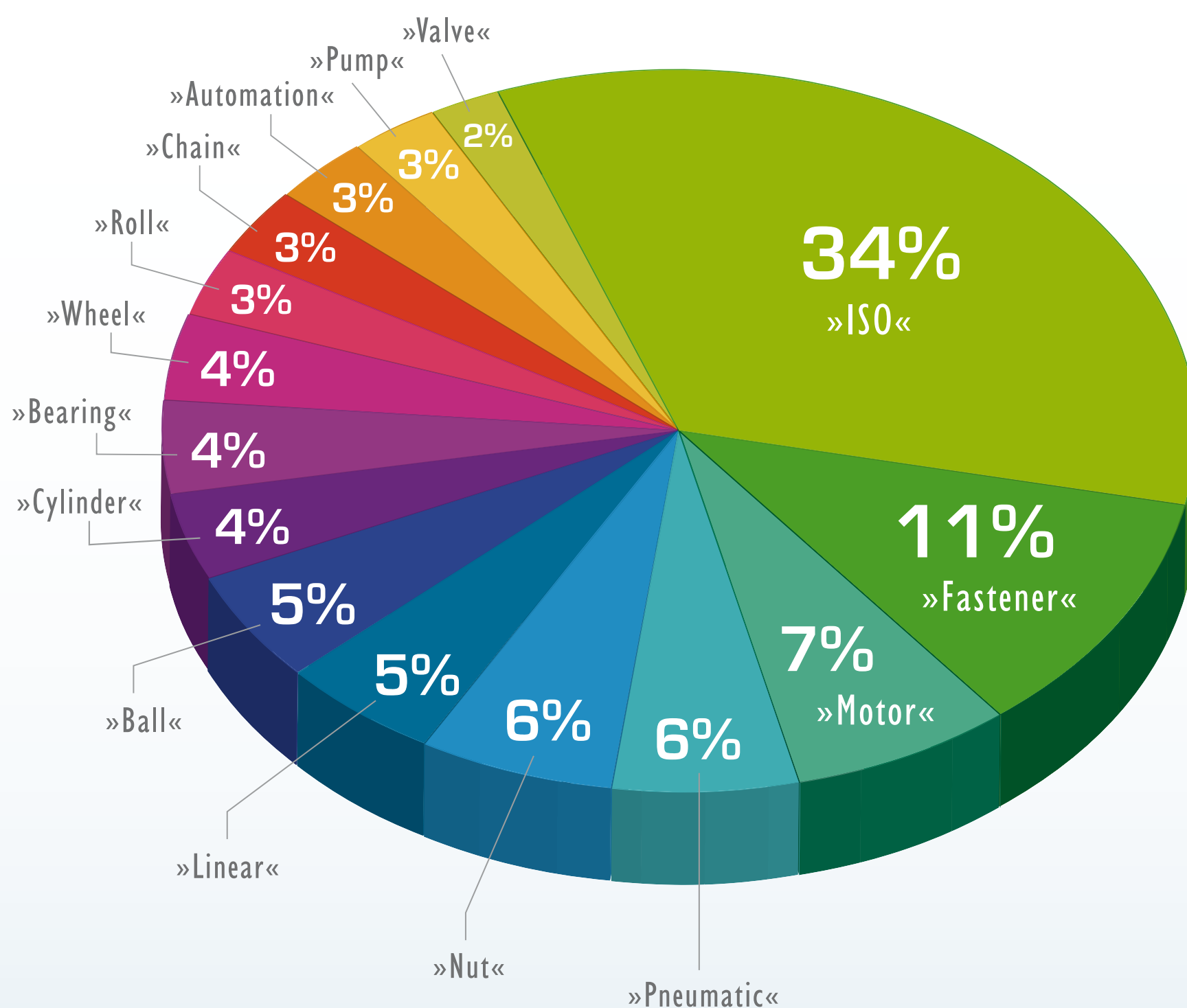
JULY 2013

With eCATALOGsolutions your customers easily find what they are looking for.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	CW
1	2	3	4	5	6	7	27
8	9	10	11	12	13	14	28
15	16	17	18	19	20	21	29
22	23	24	25	26	27	28	30
29	30	31					31

THE MOST COMMON SEARCH TERMS AT WWW.PARTCOMMUNITY.COM

PERCENTAGE DISTRIBUTION OF THE TOP 15 SEARCH TERMS BY
GERMAN USERS OF CADENAS' 3D CAD DOWNLOAD PORTAL.





Prepared for any customer request: With eCATALOGsolutions
your products are available in all standard formats.

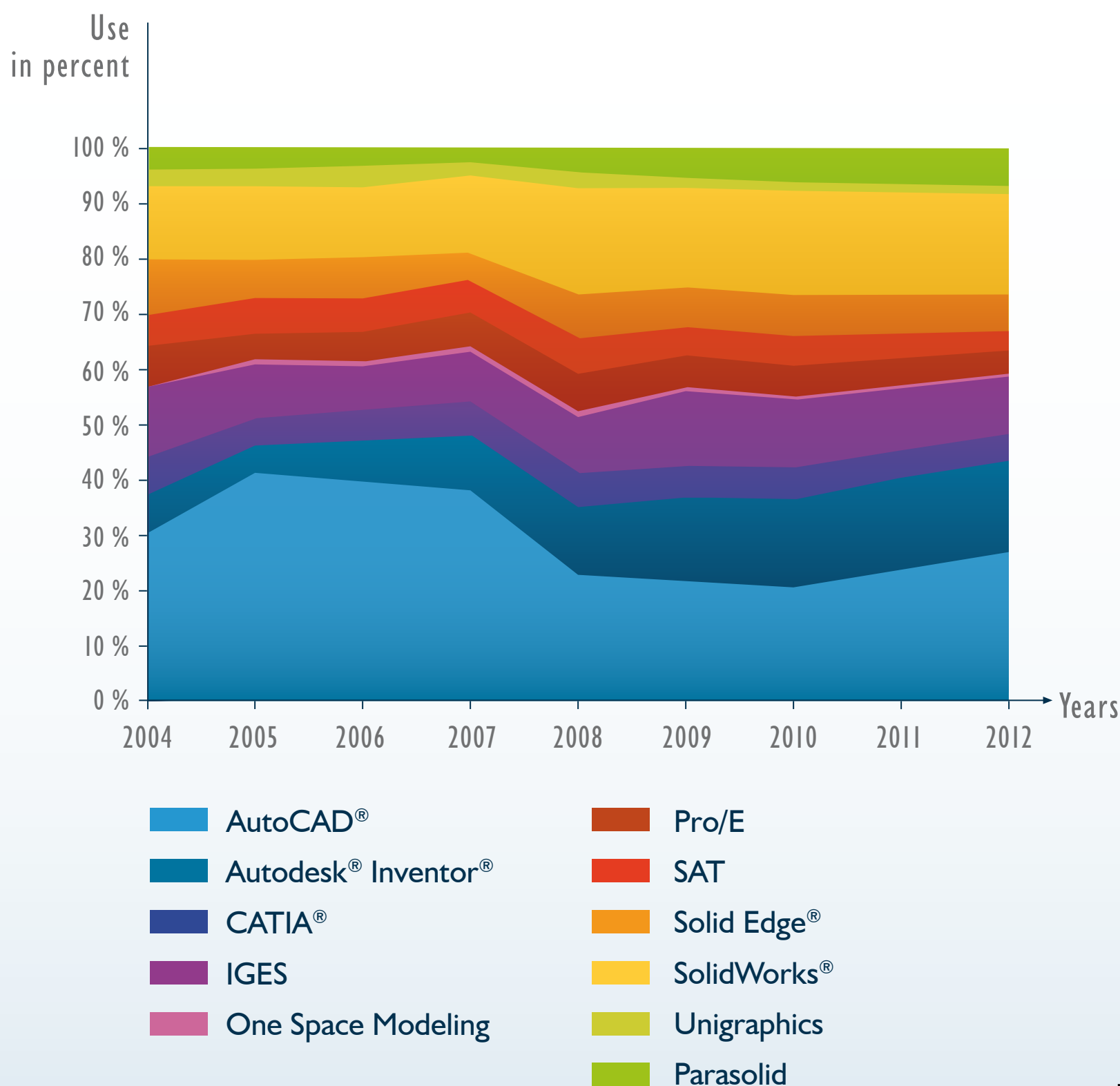
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	CW
			1	2	3	4	31
5	6	7	8	9	10	11	32
12	13	14	15	16	17	18	33
19	20	21	22	23	24	25	34
26	27	28	29	30	31		35

FAVORITE CAD FORMATS

USER'S TOP 11 FAVORITE CAD FORMATS OF THE CAD DOWNLOAD PORTAL PARTCOMMUNITY IN THE COURSE OF TIME.

Most CAD systems rely on their own file format which makes data exchange between different CAD programs significantly more complicated. The multitude of CAD formats, as well as the changing importance of the systems presents a challenge for manufacturers of components in relation to the availability of their CAD models.

With eCATALOGsolutions by CADENAS you can use all existing CAD systems and can be sure that your catalog will be able to cover future data formats as well. Only CAD models in each system specific data format will give engineers the full functional range for their constructions.





SYDNEY OPERA HOUSE, AUSTRALIA

The Electronic Product Catalog by CADENAS offers you the perfect stage to highlight your products.

SEPTEMBER 2013

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	CW
						1	35
2	3	4	5	6	7	8	36
9	10	11	12	13	14	15	37
16	17	18	19	20	21	22	38
23	24	25	26	27	28	29	39
30							40

MORE PERFORMANCE FOR YOUR MARKETING BUDGET

With the Electronic CAD Product Catalog of CADENAS' eCATALOG-solutions technology and the Virtual Market Places you will reach a multitude of new interested parties on a daily basis for a small sum.

HOW MUCH DOES A NEW CONTACT COST?

TRADE SHOW BOOTH



Ø 2.5 useful contacts/day
Ø 1,000 EUR costs/contact

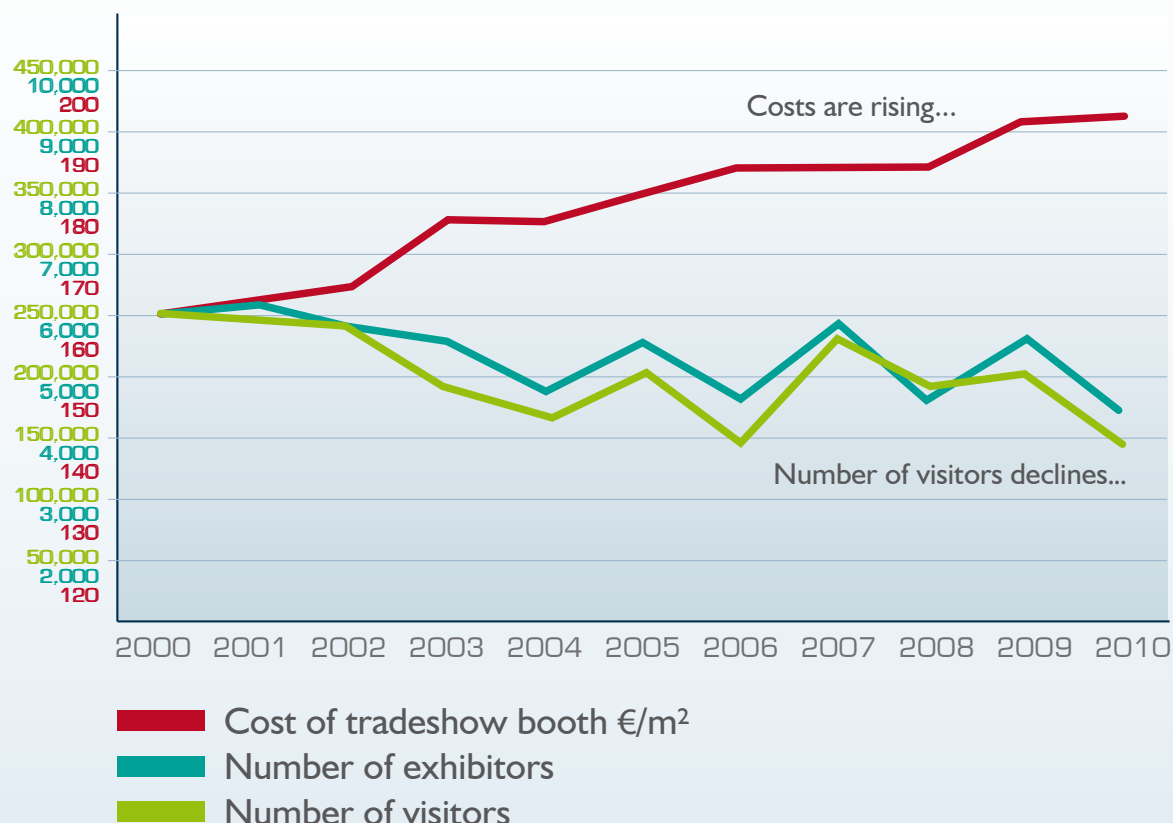
VS.

VERTICAL MARKET PLACES BY CADENAS



Ø 6 EUR costs to win a new customer

Analysis using the example of the largest industrial trade show:



The sobering balance of one of the favorite instruments of communication shows the following: A total investment of 2,000 EUR per sales representative and tradeshow day will supply 2.5 useful contacts per sales representative/tradeshow day at the end of a tradeshow. Below the line one single tradeshow contact costs nearly 1,000 EUR. (Result based on a tradeshow questionnaire of the capital goods industry 2002, Clausen Consulting)

Almost three quarters of all exhibitors have second thoughts about the cost-benefit ratio. The consequence of this growing dissatisfaction in combination with the constantly increasing costs of participation in a tradeshow is reflected in the diminishing number of German exhibitors.





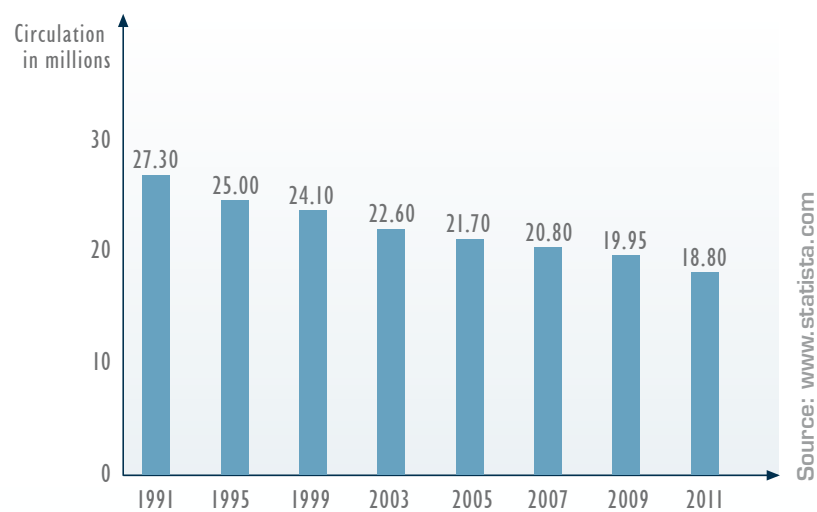
With the Electronic Product Catalog eCATALOGsolutions
you are perfectly prepared for the mobile age.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	CW
	1	2	3	4	5	6	40
7	8	9	10	11	12	13	41
14	15	16	17	18	19	20	42
21	22	23	24	25	26	27	43
28	29	30	31				44

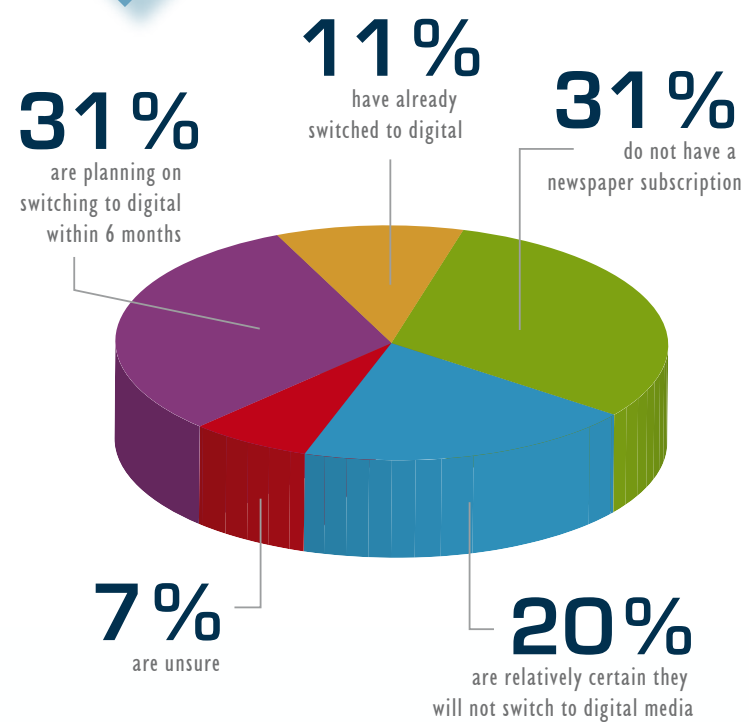
PRINT VS. DIGITAL

The world is changing! Conventional paper media is paling! Information is now usually being drawn from the internet.

THE DEVELOPMENT OF THE CIRCULATION OF GERMAN DAILY PAPERS FROM 1991 TO 2011 IN MILLIONS



TABLET VS. DAILY PAPER



YOUR ELECTRONIC PRODUCT CATALOG AS APP FOR THE MOST IMPORTANT OPERATING SYSTEMS

With an individual eCATALOGsolutions app by CADENAS, your customers and prospects may search through your Electronic Product Catalog for components and even configure them using their mobile device.

Your app, created by us, can be enhanced with additional functions according to your wishes.

Get a first impression about the possibilities with the free app for 3D CAD models from CADENAS: www.cadenas.de/en/app-store



Google Android™
Largest market share in Germany



Apple iOS™
Installed 4x more often in the business area than Android



Windows M8
High potential, same platform as Windows 8, shared applications possible





NEW HAMPSHIRE, USA

Even the birds in the trees are tweeting it:
With eCATEGORIALsolutions your products spread virally on social networks.

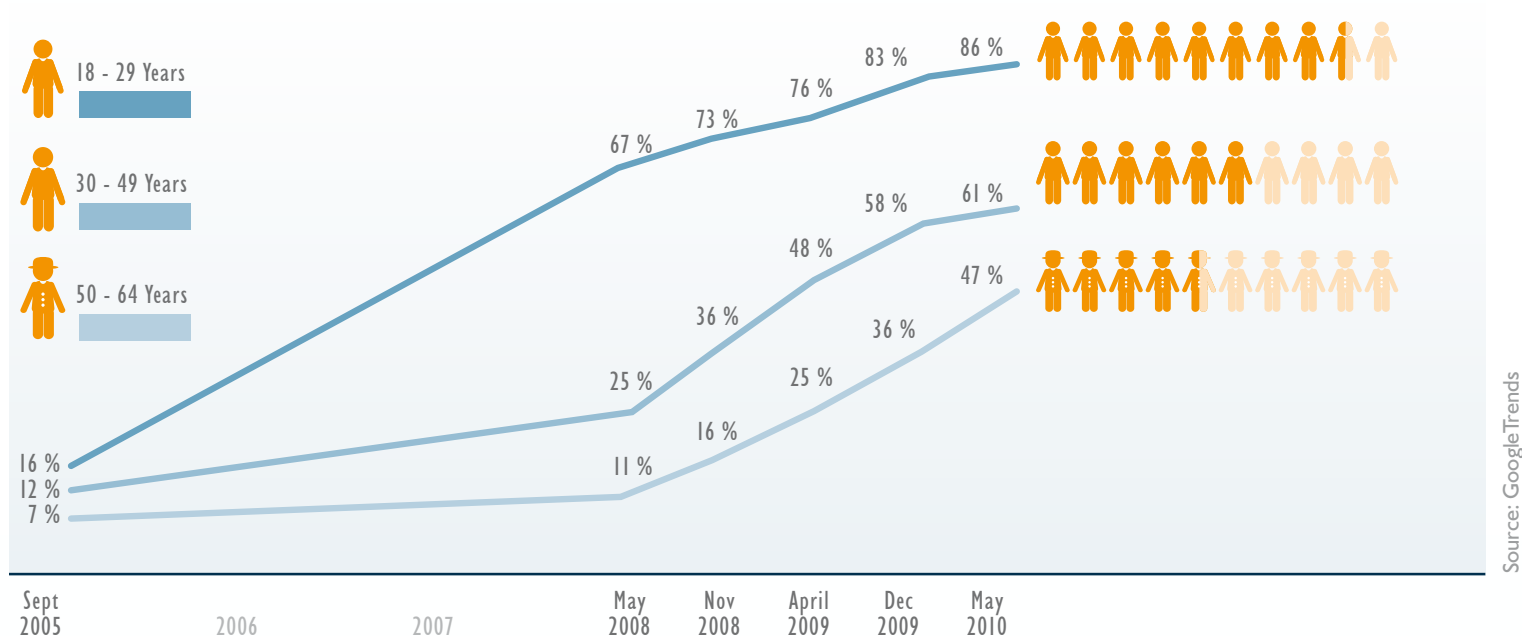
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	CW
				1	2	3	44
4	5	6	7	8	9	10	45
11	12	13	14	15	16	17	46
18	19	20	21	22	23	24	47
25	26	27	28	29	30		48

SOCIAL MEDIA IS TRENDY

While in former times one got ideas from print media, many people find Facebook to be the number one source of inspiration!

SOCIAL NETWORKING IS SPREADING QUICKLY.

Percentage display of American internet users that visit social network pages, according to age groups.



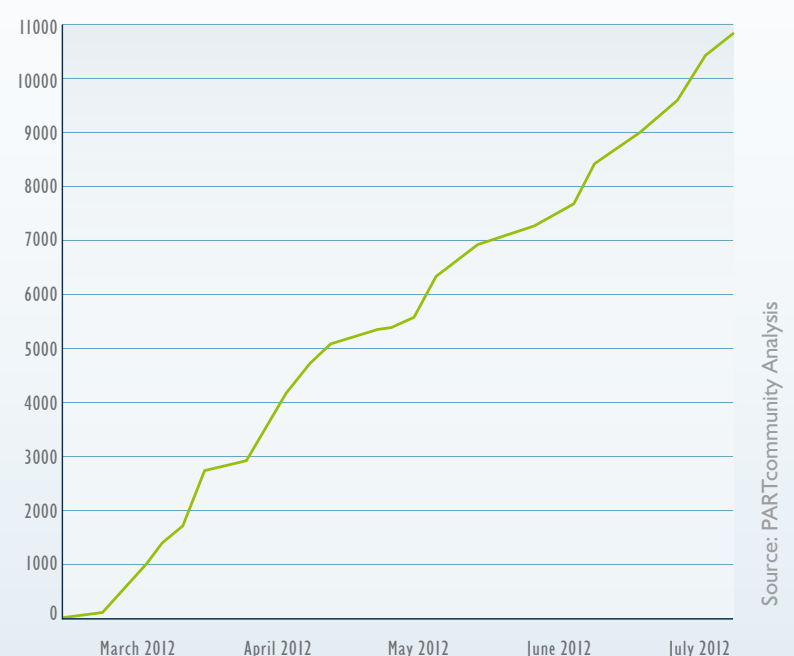
YOUR PRODUCTS AS 3D CAD MODELS ON FACEBOOK

Bring attention to your products: The 3D CAD download portal based on CADENAS' PARTcommunity technology can easily be integrated into Facebook.



10,700 PARTCOMMUNITY FANS

3D CAD models are favorites on Facebook too: Our Facebook page 3D CAD Models PARTcommunity <http://www.facebook.com/Free2D3DCADParts> reaches over 10,700 fans. Trend rising. (As of: 08.2012)





ST. CROIX, CARIBBEAN

With an Electronic Product Catalog powered by CADENAS
your products are merchandised automatically.

DECEMBER 2013

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	CW
						1	48
2	3	4	5	6	7	8	49
9	10	11	12	13	14	15	50
16	17	18	19	20	21	22	51
23	24	25	26	CADENAS COMPANY HOLIDAYS 27	28	29	52
CADENAS COMPANY HOLIDAYS 30	CADENAS COMPANY HOLIDAYS 31						1

SUCCESSFUL MARKETING OF PRODUCTS

How **MISUMI**, A REFERENCE CUSTOMER, PROFITS FROM
CADENAS' ELECTRONIC PRODUCT CATALOG



MiSUMi



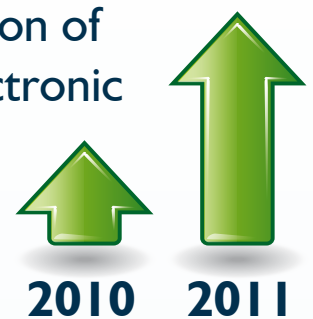
Delivery of
1,125,000
CAD models per month
to MISUMI customers
worldwide

from which
87% lead
to purchased
products

\$ 460 Mn.
sales per year
via web platform



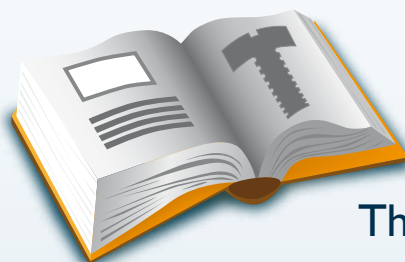
49% growth
of CAD model downloads
by implementation of
CADENAS' Electronic
Product Catalog



67 CAD
formats
ensure maximum
customer satisfaction



3,450
product pages
in the MISUMI print catalog!



There are
97 billion
combinations
for each double page

The Electronic Product
Catalog is available in
10 languages!

