Balluff GmbH. Sensor solutions and systems.

With more than 50 years of experience, Balluff GmbH is today a world leading and high-performance manufacturer of sensor solutions.

BALLUFF
sensors worldwide

Balluff GmbH. Company site Germany

Balluff is a medium-sized family business in the fourth generation.

Balluff GmbH. Worldwide

# 54 subsidiaries and representative offices, 7 production sites

Neuhausen a.d.F., Florence, San Martín, Bayswater, Brunn am Gebirge, Minsk, Leuven, Vinhedo, Sofia, Mississauga, Shanghai, Zadar, Prag, Århus, Lahti, Marne La Vallée, Thessaloniki, Tai Po, Veszprém, Govandi, Tangerang, Holon, Grugliasco, Tokio, Seoul, Vilnius, Subang Jaya, Querétaro, Vught, Grimstad, Manila, Wrocław, São Domingos de Rana, Bukarest, Moskau, Valjevo, Singapur, Bratislava, Miklavž na Dravskem polju, Johannesburg, Sant Cugat del Vallès, Sävedalen, Dietikon, Taipeh, Bangkok, Istanbul, Cheadle, Odessa, Alexandria, Almaty

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Balluff GmbH. Industries

We are at home in many different sectors

Automotive, factory automation, metal working, renewable energies, hydraulics and pneumatics, wood industry, packaging and filling, plastic...
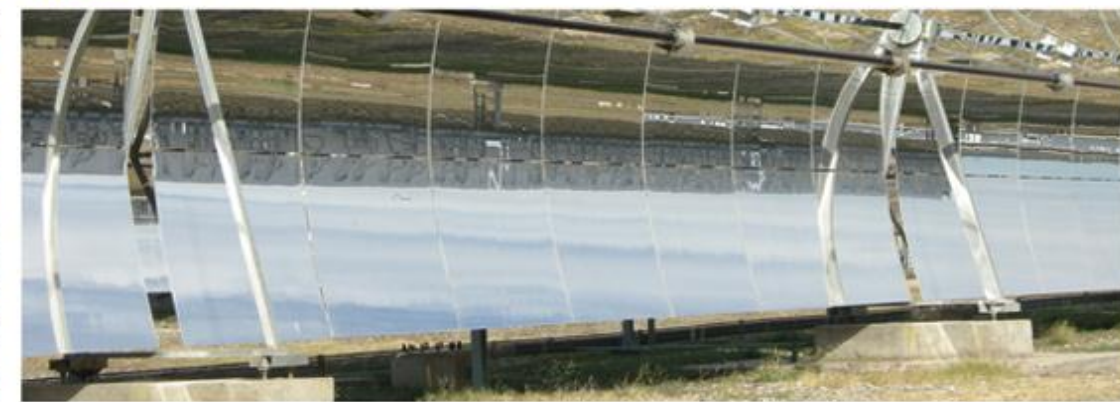
Balluff GmbH. Full Range

Balluff stands for comprehensive system expertise from a single source, sophisticated technology and greatest reliability. And even more: distinctive customer orientation, fast and global service and excellent assistance quality.

When a business expands the number of customers expands as well. Thus there is a growing demand for 3D models, where every customer wants to have models in the common CAD format of his company.

This takes alot of time and costs money.
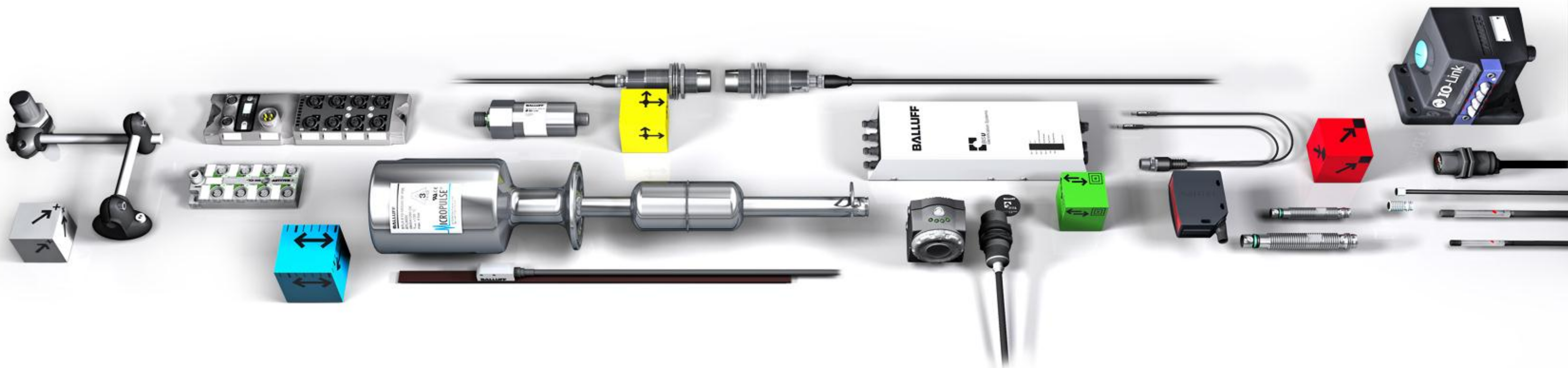
To find the best solution we started
to cooperate with Cadenas.

3D model service at Balluff GmbH

Tech.Service

Global sales

Customer

CRM

Balluff-Cadenas Manager

PARTcommunity

eCatalog

- – eCatalog Management
- – Budget (Orders, Control)
- – Modeling
- – PARTcommunity
- – Statistics (Processing)
- – Operative Contacts (Service, Customers)
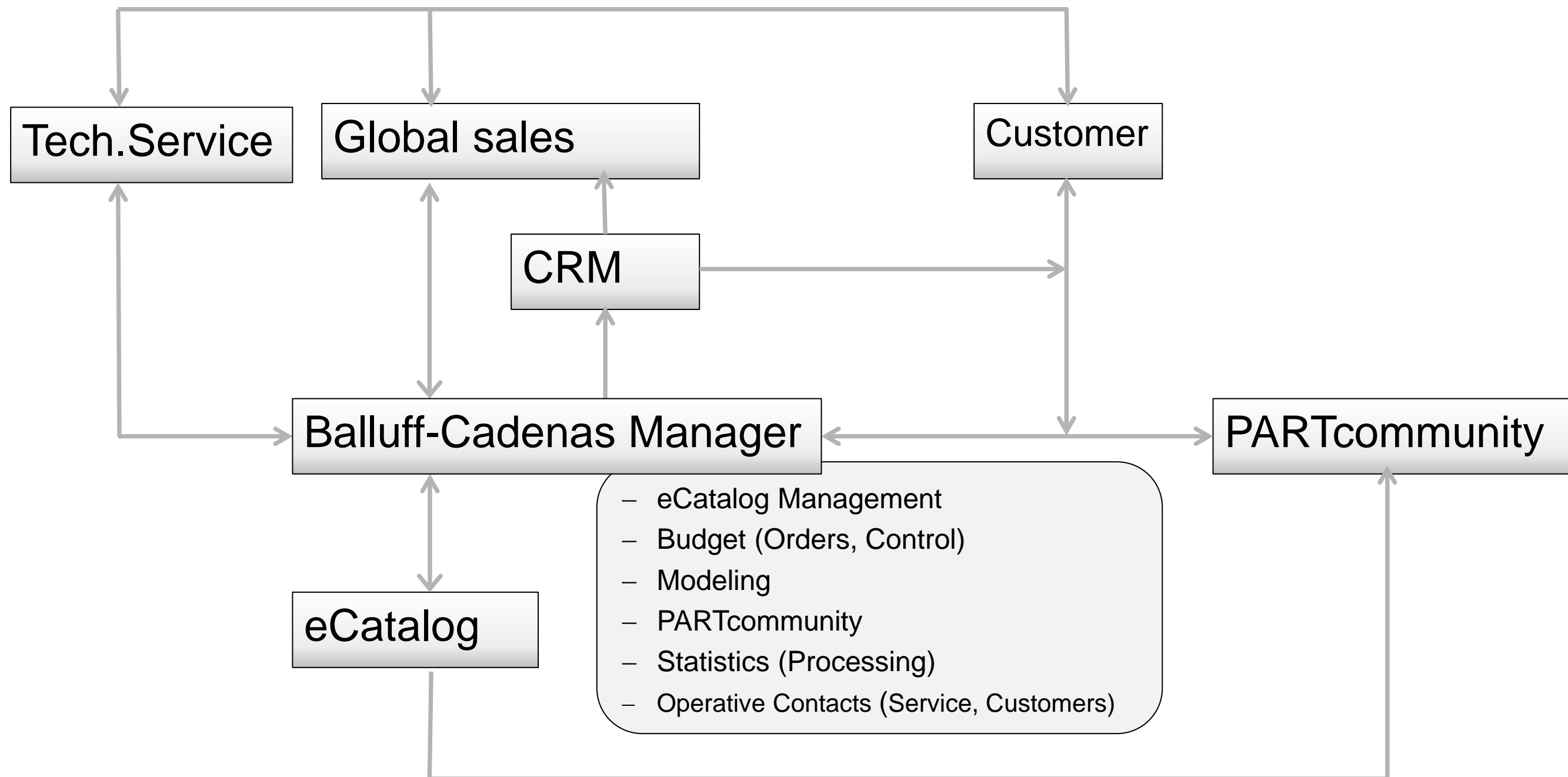
Facts and figures

Trend for the creation of 3D models. Currently about 93% of Balluff'
products are listed in the PARTcommunity Catalog.

Number of models rose
beyond 8200 in 2011.

Since October 2011 we
have been using the new
2.0 version of the
PARTcommunity Catalog.

■ 3D Modelle
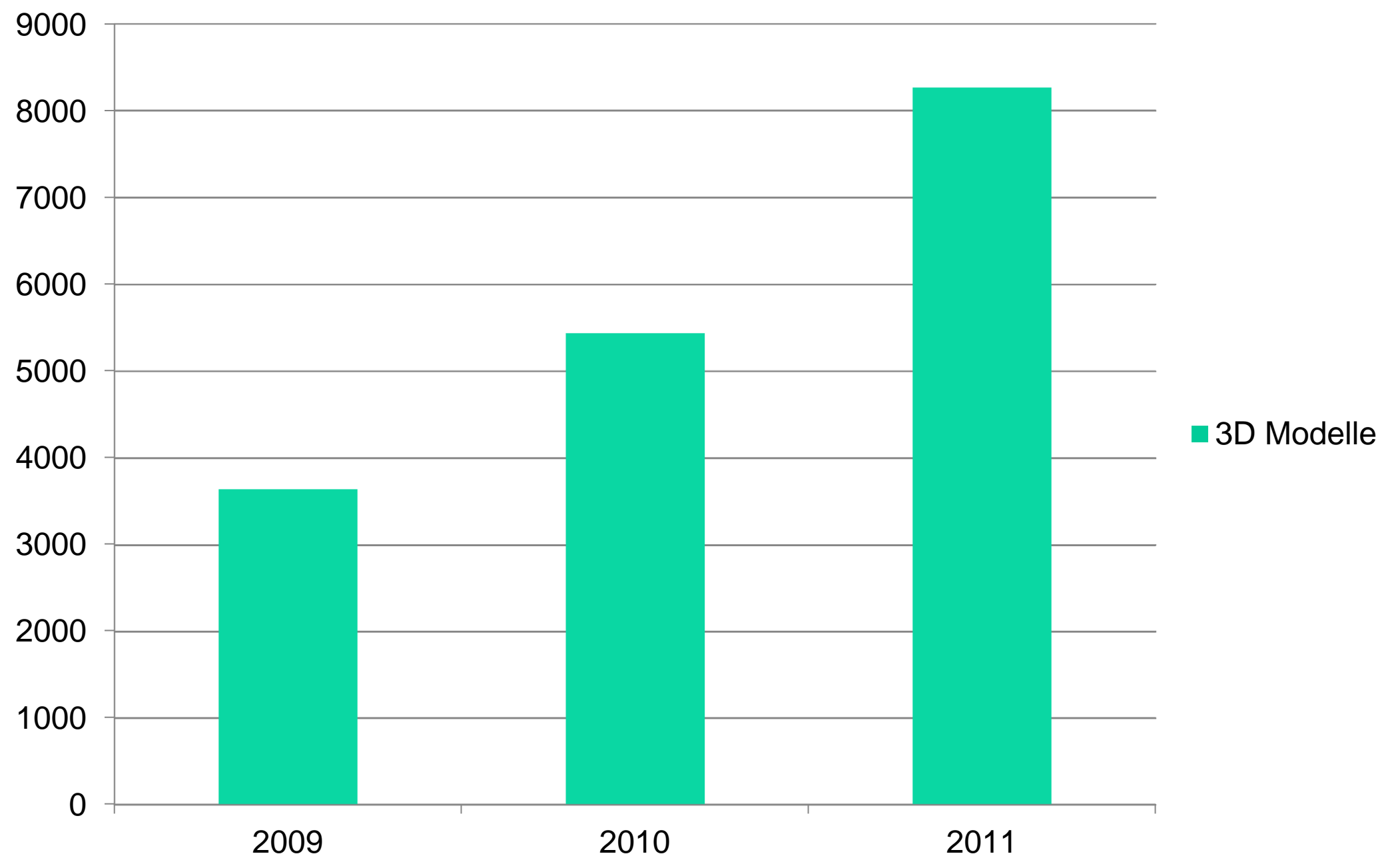
PARTcommunity 2.0. Overview

Better arrangement of the surface and better adapted to the manufacturer's design.

Version 1.9

Version 2.0
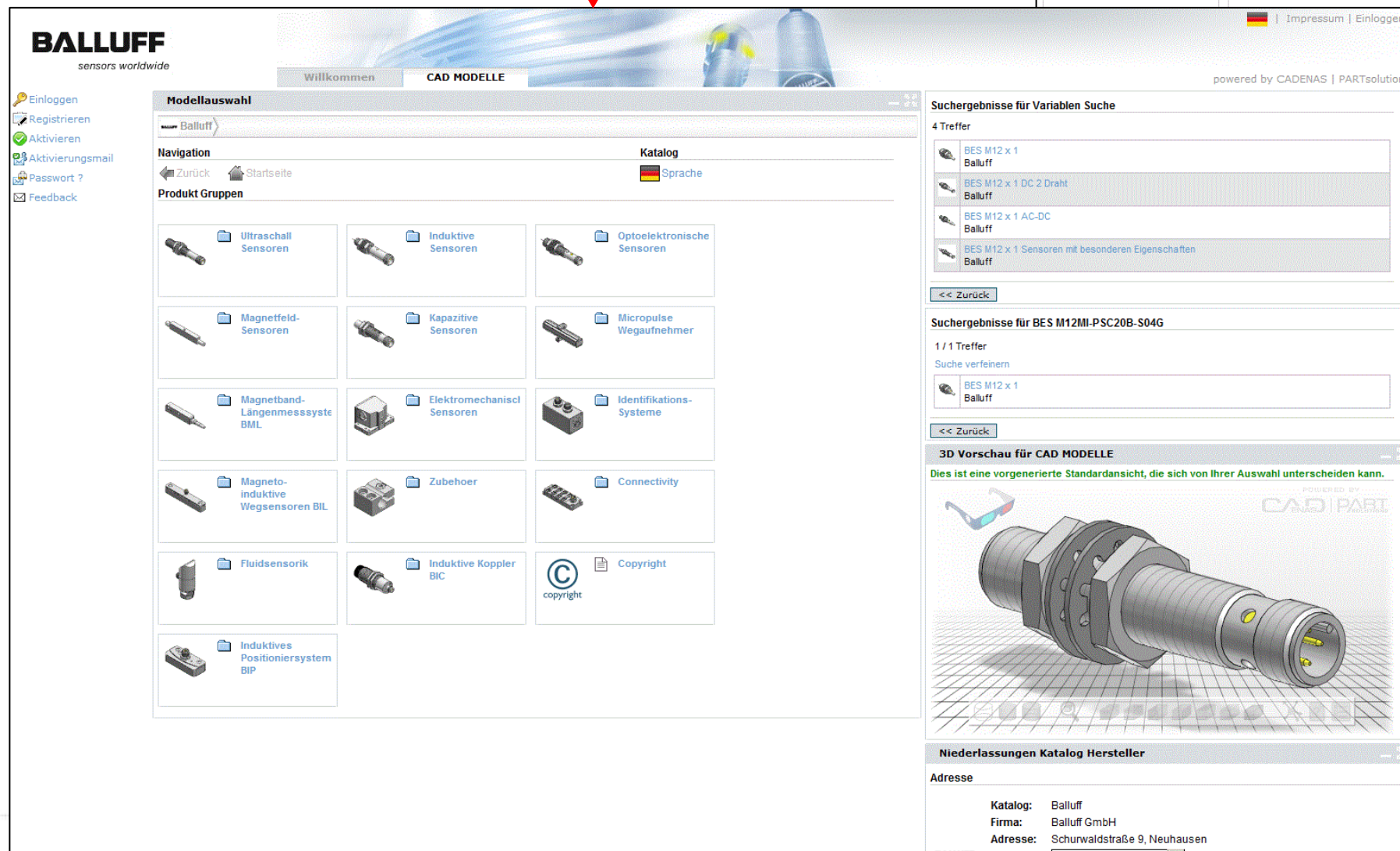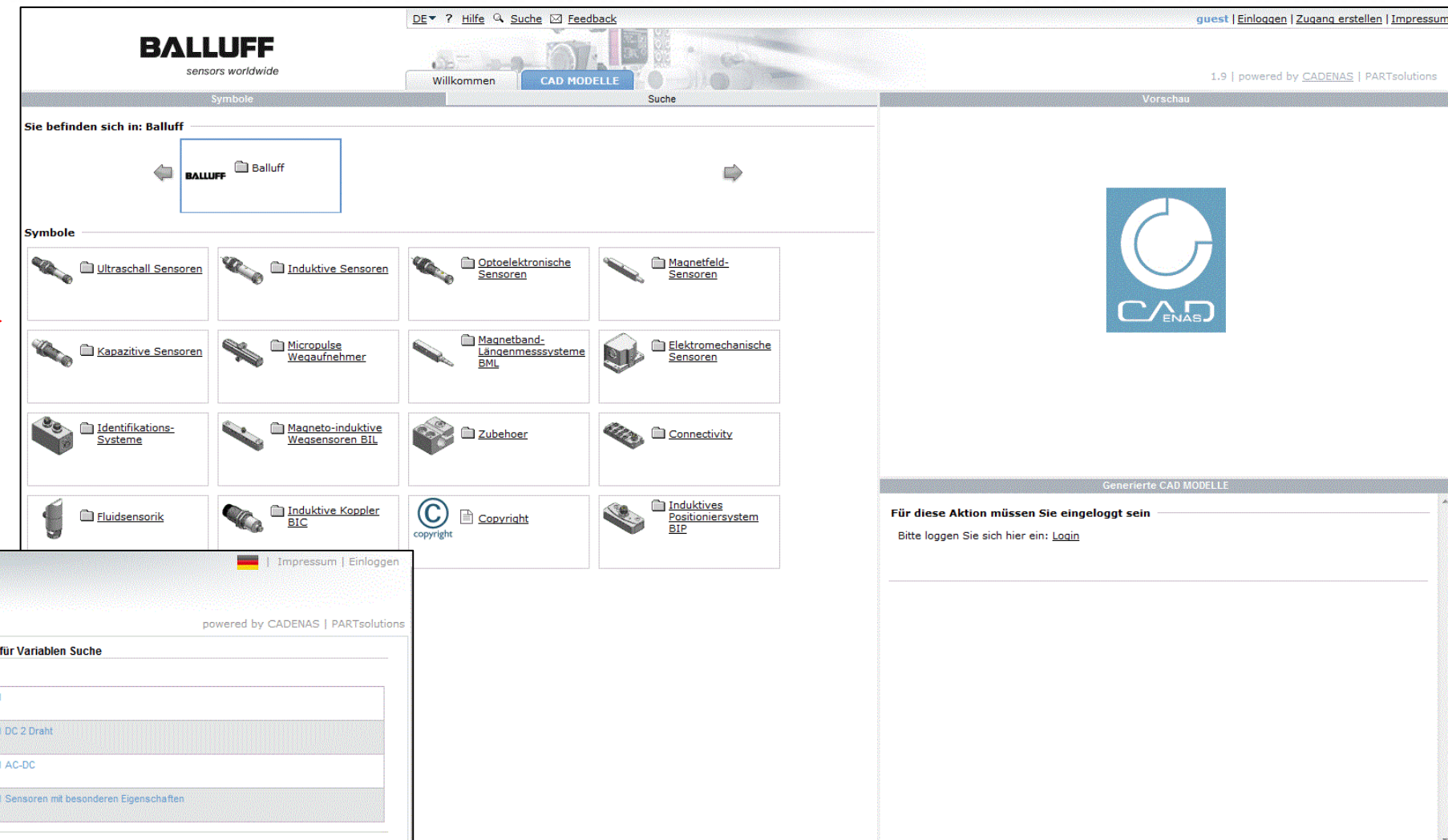
All important features and functions for instance parts master, search for variables, login, are available at a glance and intuitively recognizable.

PARTcommunity 2.0. Overview

Due to folding desktop attributes the view is flexible and can be changed quickly.

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sensors worldwide

PARTcommunity 2.0. Overview

An important feature on the homepage is the overview of all Baluff locations worldwide with phone numbers and addresses.

PARTcommunity 2.0. Languages

Version 2.0 has two language levels or areas: the interface language and the catalog language. This way every catalog manufactuer can decide himself which language he wants to use for the catalog.

Balluff Catalog:

2010 – 3 languages;

2011 – 7 languages;

2012 – 10 languages are planned

PARTcommunity 2.0. Search

The highest priority of our comprehensive catalog is a quick and precise search.

1. Search for variables according to:
   – Order code;
   – Size;
   – Article description;
2. Full-text search:;

Results of an imprecise full-text search:

Results of an imprecise search for variables:

PARTcommunity 2.0. Search

At a precise full-text search for certain product descriptions

you get the whole product table with 267 lines, so that you have to continue searching.

The search for variables with the exact article description generates unique search hits and takes less than a second.

PARTcommunity 2.0. Search templates.

1. Standard Search

3D-Search

2D Sketch Search

2. Balluff Search.

3. Search "2012".

PARTcommunity 2.0. From searching to product selection.

The near future?

We do not only want our customers to find certain parts in our catalog easily and quickly but also to be able to choose their desired product according to predefined search criterias.

Without filter, 409 lines

With three successive filters, 7 lines

PARTcommunity 2.0. Extended functionality.

Accessory references.

Quickly and easily find accessories that match your product – this is an important and interesting solution many of our users would appreciate.

Accessory Wizard.
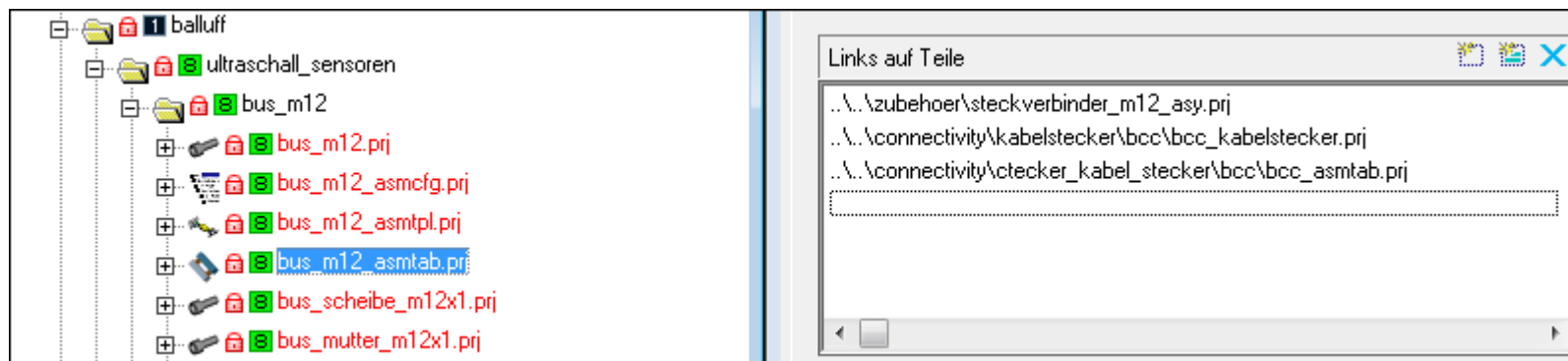
PARTproject

PARTcommunity
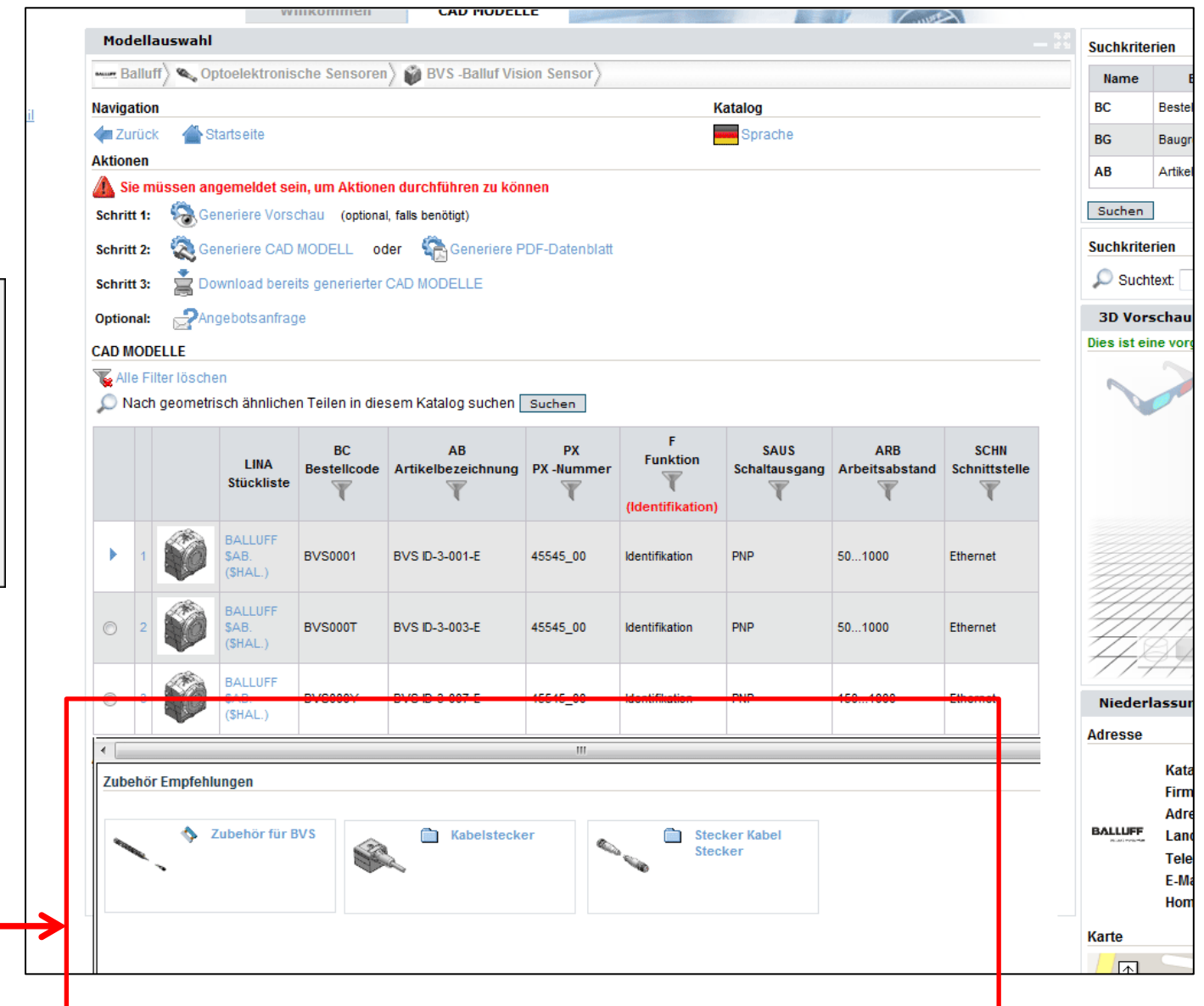
PARTcommunity 2.0. Extended functionality.

Accessory references.

Sometimes the „project to project" link is not sufficient.

Diverse Accessory

Connectors   Sensors

No Conncector

Connector S4

Connector S49

The possibility to not only allocate the whole project to another,
but also be able to establish links between the parts of different
projects, would be the ideal solution for the accessory wizard.

PARTcommunity 2.0. PDF-Data Sheets.

PARTcommunity offers the possibility to download 3D PDF data sheets with 3D and 2D product views.

Besides that almost all catalog parts are linked to Balluff's technical data sheets.

PARTcommunity PDF data sheet
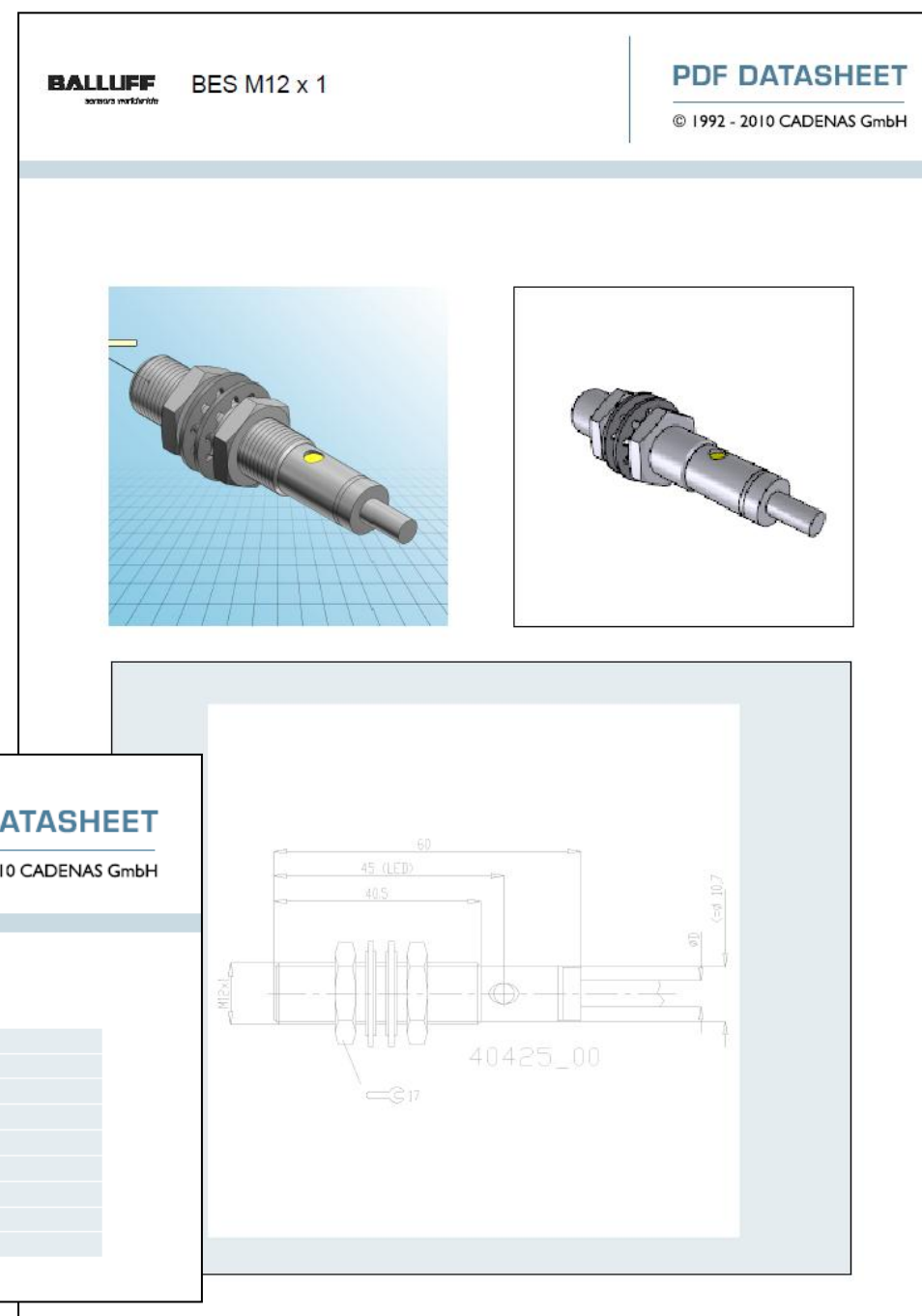
Balluff technical data sheet
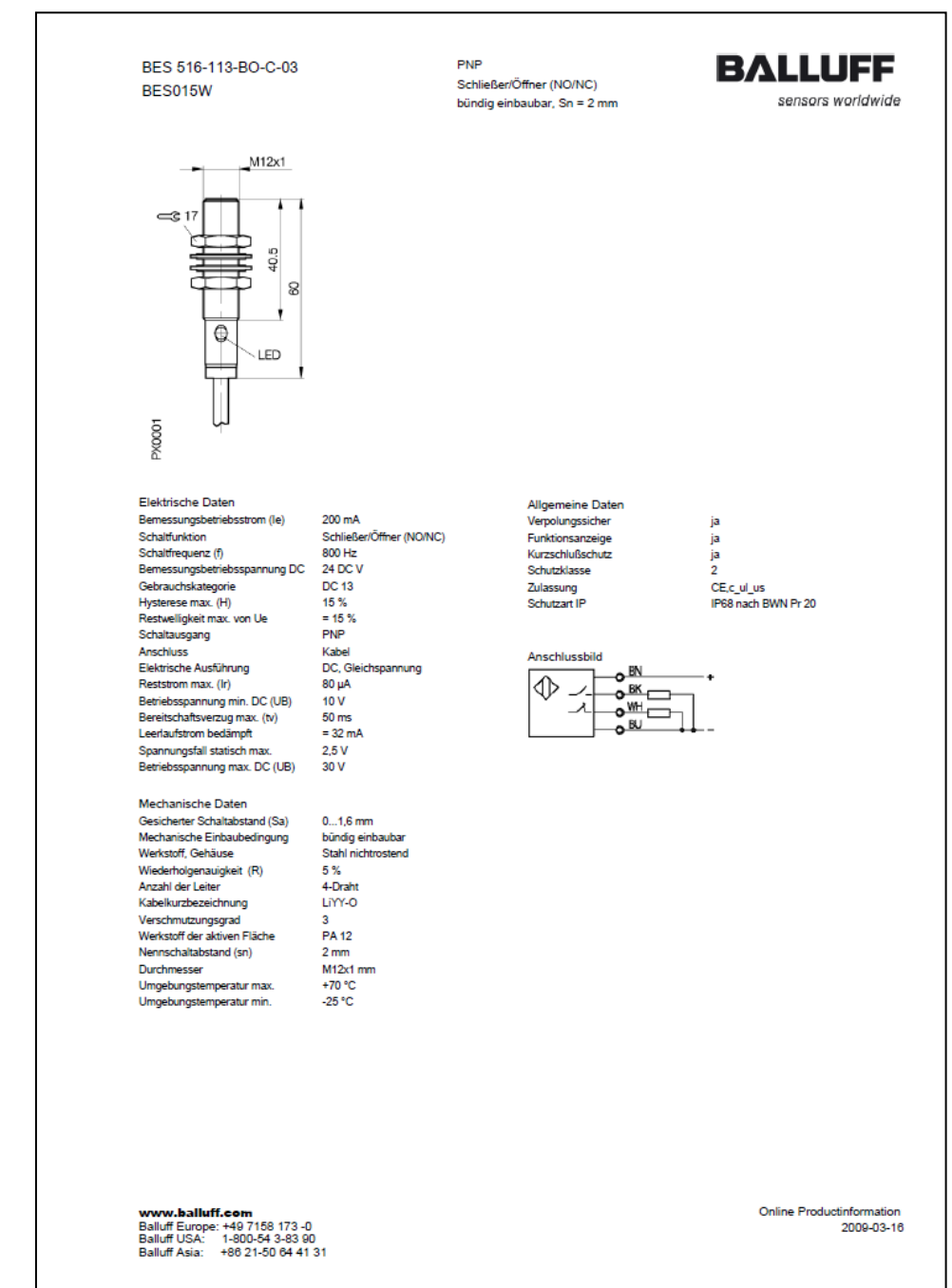
PARTcommunity 2.0. Extended functionality.
Applications and Systems.

Balluff does not only offer particular products, but increasingly more complete solutions. We have a broad application range. Thus we had the idea to publish application examples on PARTcommunity as well.

		BC	AB	AUS	PX	BG Baugröße	MA Maß [mm]
	BIS M Auswerteeinheiten		Applikation Ident-Komplettlösungen für Transfersysteme Bosch-Rexroth			150x90	150x90x45,5
2	BALLUFF-BIS M-352-001-S115	BIS00NY	BIS M-352-001-S115	Schreib-Lesekopf, Antenna Stab	46495_00	25x50x10	118x68x41,6
	BALLUFF-BIS M-305-001	BIS00NK	BIS M-305-001-S115	Schreib-Lesekopf	46495_00	25x50x10	118x68x41,6
						M18x1	118x68x41,6
						24x24x21	24x24x21
						Ø10 x 4,50	Ø10 x 4,50

BALLUFF-BIS M-6002-019-050-03-ST11

| Name	Beschreibung	Wert
PDF	PDF Dokument	PDF Dokument
BC	Bestellcode	BIS00EW
AB	Artikelbezeichnung	BIS M-6002-019-050-03-ST11
AUS	Ausführung	Auswerteeinheit kompakt, Profibus DP
PX	PX-Nummer	43235_01
BG	Baugröße	150x90
MA	Maß	150x90x45,5 mm
AB1	AB1	BIS_M-6002-019-050-03-ST11

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|		Order code	Material description		Remark
1.1		**Processor Unit ProfiBus DP**			
		BIS00EW	BIS M-6002-019-050-03-ST11		Profibus DP
1.2		**Antennas (Write-/Read heads)**			
		BIS00NY	BIS M-352-001-S115		Write-/Read head for corner tag (with rod antenna; e.g. BIS00M2) with remote electronic; 0.5m cable
		BIS00NK	BIS M-305-001-S115		Write-/Read head for round data tag (with round antenna; e.g. BIS004A) with remote electronic; 0.5m cable
		BIS00P2	BIS M-307-001-S115		Write-/Read head M18 for round data tag (with round antenna; e.g. BIS004A) with remote Electronic; 0.5m cable
1.3		**Data Tags**			
		BIS00NZ	BIS M-191-02/A		FRAM 2.000Byte (rod antenna)
		BIS004A	BIS M-122-02/A		FRAM 2.000Byte; „Balluff Pill", flush mountable in metal; 10mm (round antenna)
		BIS00M2	BIS M-152-03/A		EEPROM 112Byte (rod antenna)
		BIS00P1	BIS M-154-03/A		EEPROM 112Byte (rod antenna) in 8x35mm plastic housing
1.4		**Accessories**			
		BAM01MY	BAM MB-XA-010-B07-4		Stainless steel V2A mount for flat antenna
		BCC00RA	BIS Z-501-PU1-05/M		cable, Write-/Read head to processor, 5m

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sensors worldwide

PARTcommunity 2.0. Applications and systems.

The near future?

Desired extensions:

The reference assistant of PARTprojekt should help the user to choose between accessory and application reference.

The accessory area is also supposed to be extended with applications.

PARTcommunity 2.0. „Special request"

Above this we would also like to have a text note next to the configurable product. Some users get stuck at this point and generate the model without knowing that they are only one step away from configurating the right product:

Das Teil kann weiter konfiguriert werden.

PARTcommunity 2.0. Results and Feedback.

One of the most important features of a new version is a highly improved performance. PARTcommunity 2.0 speeds up the download of the CAD model with the new download function PART2CAD. Thus the integration of the new Baluff model into the respective CAD system is directly possible without further buffering. It supports all common CAD systems.

|	PARTcommunity 1.9 (Ladezeit in %)	PARTcommunity 2.0 (Ladezeit in %)	Verbesserung von 1.9 auf 2.0
Startseite komplett laden	100%	85%	15%
Ordner Utraschall Sensoren öffnen	100%	66%	34%
Bus M12 öffnen	100%	47%	53%
Bus M12 Tabelle öffnen + 3D Vorschau laden	100%	43%	57%
Tabelle Zeile wählen	100%	53%	47%
3D Vorschau generieren	100%	70%	30%
CAD Modell generieren	100%	83%	17%
Suche nach Bestellnummer	100%	13%	87%

According to measurements carried out by Cadenas the time used for searching is decreased by up to 87 % and up to 57% for downloading.

We got a very positive feedback from our service department on PARTcommunity 2.0. Our customers especially like the efficient and intuitive search for different criterias as well as the improved download of CAD models.

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A direct consequence of the new portal is the increasing number of downloads.

Files download before- and with version 2.0
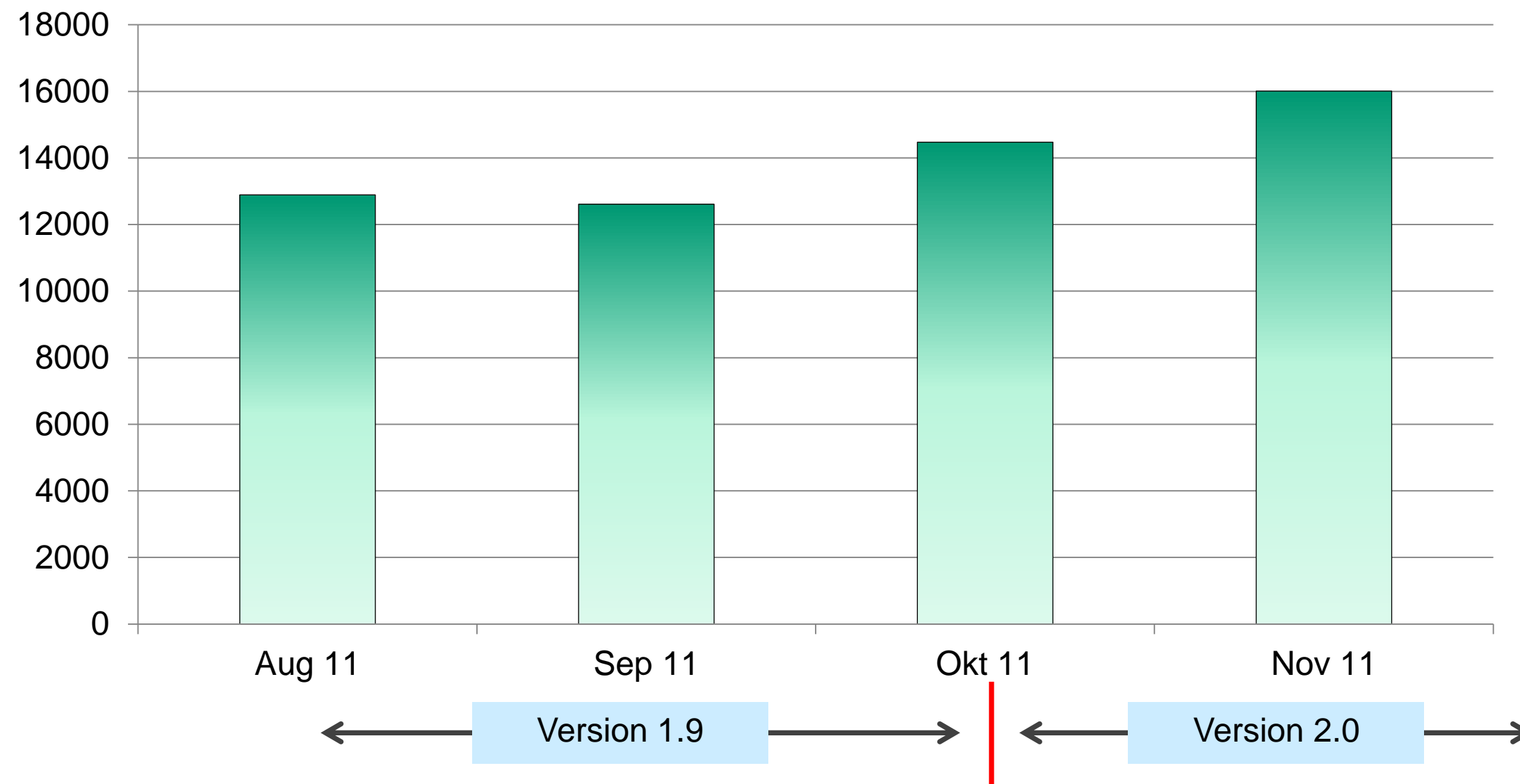
Due to the Cadenas' Config-Tool numerous download data doesn´t just disappear, but is acitvely used.

Internet statistics – important marketing tools.

Statistics are downloaded, researched and evaluated on a regular basis.

Statistics like the number of downloads and the customer activities are saved as xls-table.

Internet statistics – important marketing tools

Processing statistics in the CRM

(Customer Relationship Management).

A Excel list with the monthly downloads is created for every CRM contact number and attached as „activities".

Internet statistics – important marketing tools.

The reason is, that the corresponding sales representative has to open the activity/appointment and switch the status from „Open" to „Done". Thus it is guaranteed that he reads the attachement (excel list) and the downloads and can address them to the customer at the next appointment.

You have more information about the customer and thus expect a higher participation in projects, for example, which leads to higher sales.

Vorgangsart	Kategorie	Status	Prio...	Beschreibung
Besuch Vertrieb	Produktneuheiten	Erledigt	mittel	JA PP BSP Netzteile HB -->
Ausgehende E-Mail	E-Mail	Erledigt	mittel	Newsletter Nov 2011_DE
Ausgehende E-Mail	E-Mail	Erledigt	mittel	Newsletter Okt 2011_DE
Ausgehende E-Mail	E-Mail	Erledigt	mittel	Messeeinladung Motek Sep 2011...
Kontakt allg.	Email	Offen	mittel	Cadenas Download August 2011
Sondervereinbarung	Absprache SNP	SV Gültig initial	mittel	Sondervereinbarung BATCH
Kontakt allg.	Email	Offen	mittel	Cadenas Download July 2011
Ausgehende E-Mail	E-Mail	Erledigt	mittel	BranchenNL Intel Netzgeräte Jul ...

Internet statistics – important marketing tools.

By evaluating the further excel processing you can determine how active customers in different countries where for example in November 2011.

By comparing it to existing customer data you can Find out who is a new customer and who directly accessed the portal without prior consultation etc.

Country	Total entries	Entries without duplicates
Germany	945	405
USA	179	88
Italy	147	76
Canada	131	38
Czech Republic	115	51
Poland	106	43
Austria	86	46
France	64	33
China	43	15

Internet statistics – important marketing tools.

Further research is interesting for sales and marketing.

A table is used to examine which products are interesting for the customers and which should be promoted increasingly, etc.

The table of November 2011 shows the following priorities:

Products	Downloads
Inductive sensors	517
Accessory	457
Displacement transducers	383
Optoelectronic sensors	377
Electromechanical sensors	136
Capacitive Sensors	89
Magnetic field sensors	81
Identification systems	63

This way you can also create a download rating of particular products. It is especially interesting if the download numbers correspond with the issues of the last newsletter.

According to a survey carried out by Cadenas 87% of downloaded CAD models lead to purchased products. Thus interest directly correlates to sales.

## Internet statistics – important marketing tools.

Since not all branch offices have access to the CRM-System, branch offices get an email with the statistics in xls format and a xls table with all active products via http://balluff.partcommunity.com .

Internet statistics – important marketing tools.

Cadenas offers a professional and well-prepared statistic package with important analyses and data interpretations.

The next step could be to actively use these statistics.
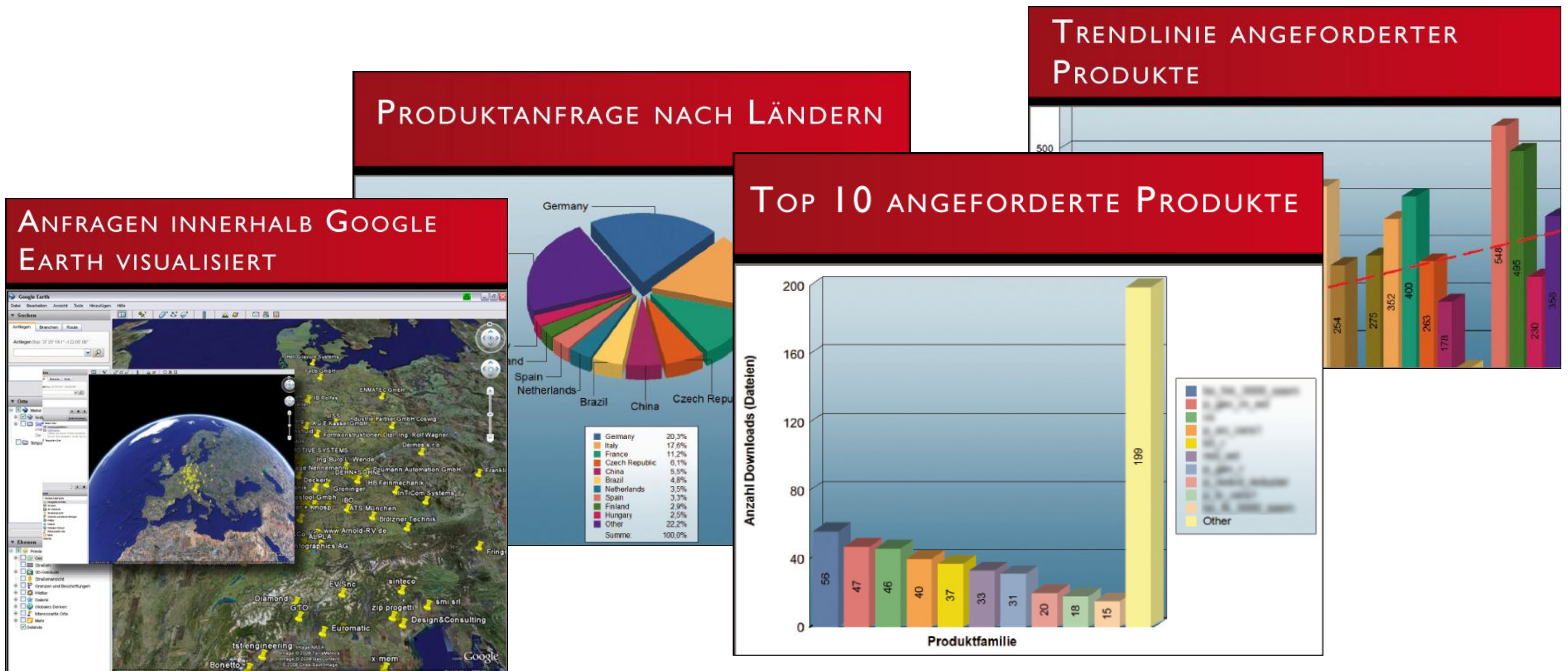
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Together we are on the way to continue our success story.