



eCATALOG
SOLUTIONS

THE ELECTRONIC PRODUCT CATALOG

FAR BEYOND CAD MODELS

About **87%**
of **downloaded**
CAD models lead to
purchased products.



HOW DO YOU DECIDE ON A PRODUCT?

At the beginning is the engineer – he alone makes the decision for your product!



THE ENGINEER

specifies your parts.
He influences the decision on
your product.

THE BUYER

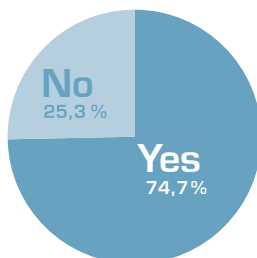
negotiates the price with
you and buys the product.

THE ASSEMBLER

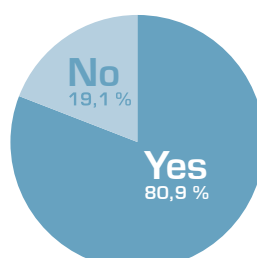
uses your product.

CADENAS survey among buyers of components

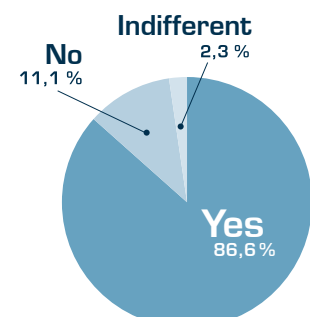
Will you choose one supplier
over another because they have
CAD data for you to download?



When you download 3D parts,
do you prefer to get your parts in
your native CAD file format?



When you download a part into
your design does that part get
purchased?



With eCATALOGsolutions we support the engineer optimally during the design process.

eCATALOGsOLUTIONS – FAR BEYOND CAD MODELS

CADENAS eCATALOGsolutions is the solution for manufacturers of engineered products to create Electronic Product Catalogs and market them globally. As a central product information system, eCATALOGsolutions provides far more than the media-neutral authoring, management, maintenance and modification of your product data.

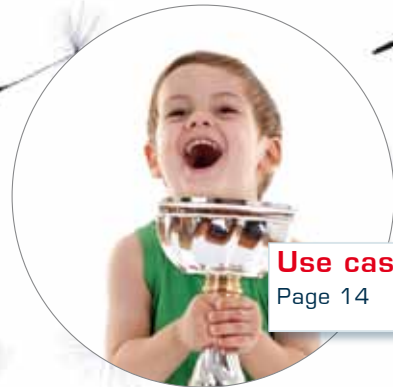
eCATALOGsolutions revolutionizes your marketing, paving the way for the construction and procurement process by engineers and buyers, and offers tremendous marketing opportunities through numerous vertical marketplaces.



**Scalable solution
with modules**
Page 7



**Intelligent 3D
CAD models**
Page 10



Use cases
Page 14



Product configurator
Page 8



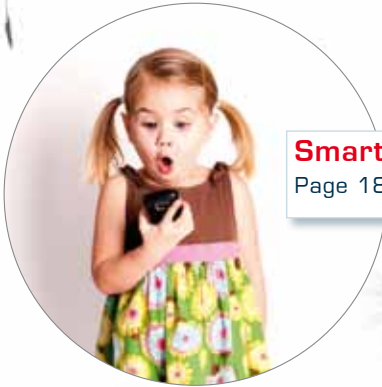
**Revolutionary
print catalog**
Page 16



Innovative technologies
Page 12



Your corporate design
Page 20



Smart catalog
Page 18



**Worldwide marketing
via marketplaces**
Page 28



**Omnipresent through
ePRODUCTplacement**
Page 22



Mobile marketing
Page 32



**Tradeshow
entertainment**
Page 26



**Sales statistics and
analysis**
Page 36



Target group mix
Page 30



**Consultation with
experience**
Page 6

WE WANT TO UNDERSTAND YOU AND YOUR CUSTOMERS

"Man has two eyes and two ears, but only one tongue; thus he should only talk half as much as he sees and half as much as he hears."

MAHATMA GANDHI

With the Electronic Product Catalog of the eCATALOG-solutions technology, CADENAS has been setting standards since 1992. Take advantage of our long-standing experience and our over 600 successfully implemented product catalogs.

We will offer you extensive advice on how you can best tailor your Electronic CAD Product Catalog to your needs and target group. Together with you, we will come up with a detailed requirement list and will actively help you obtain an optimized 3D CAD product catalog for your customers with our know-how.



The detailed project planning and intensive support enable us to reach the goals defined together with you.

Workshops with suppliers and buyers, organized by CADENAS, help you to recognize market requirements early on and react to them.

The **bait should catch the fish**
not the fisherman!



OUR SOLUTION GROWS WITH YOUR EXPECTATIONS

With eCATALOGsolutions, CADENAS' Electronic Product Catalog, you are investing in a solution that grows with your specifications.

The modularly constructed system is connected to your system architecture and enables you to create your product catalog in different output media such as DVD, online, PDF or print.

We publish your 3D CAD product catalog, regardless of which medium you prefer.



Your catalog for WEB, as DVD, PDF or in PRINT



"With CADENAS we found a marketing partner who guarantees the most marketing potential for Febrotec with the least effort required."

JÜRGEN SCHLABACH
CEO
Febrotec GmbH

Febrotec Feldern

SIMPLIFY AND STREAMLINE YOUR PRODUCT CONFIGURATION PROCESS

As products are becoming increasingly more complex they require modern manufacturers to simplify the product configuration process. With the Electronic Product Catalog by CADENAS, you can make your products easily understandable for all customers.

eCATALOGsolutions supports you with an assistant and an interactive product configurator. Of course you also have the opportunity to integrate your existing solution.

Configuring your products is so easy – a child could do it... It is fun!

With the assistant in your Electronic Product Catalog interested parties are led directly to the right part without needing prior knowledge about your components.

In addition there is the interactive product configuration which gives your customers the opportunity to assemble products individually and flawlessly without requiring CAD software or profound knowledge about the product. Components can be combined with each other in an interface and the fitting 3D CAD geometry of the assembly can be created.

Systems of rules ensure avoidance of wrong combinations, which inevitably lead to unpleasant surprises. This simplifies the construction process of engineers and consequently shortens the processing time considerably.

"We only hear positive feedback from our customers. With the CADENAS solution, we are represented well in the digital age and can offer our customers maximum service."

MARTIN GEIGER
Product Manager Linear Motion
Schneider Electric Motion
Deutschland GmbH



Examples for successful product configurators

Festo AG has been offering its customers an online product configurator since 2009. This enables the combination of Festo components and the ensuing export of 3D CAD geometries. The Festo products can be customized at the request of the customers and thus are made available to them.

FESTO

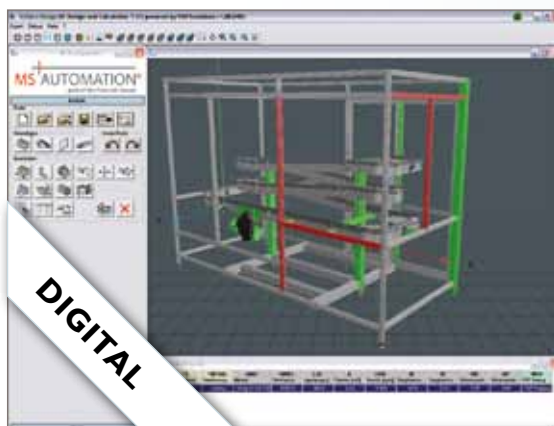
Product configurator online/offline with closed variants:



MS⁺ AUTOMATION[®]

- part of the FlexLink Group

Product configurator online/offline with open variants:



IMPORTANT

With CADENAS you don't accidentally fall into the patent trap!

The product configuration procedure with CAD automation has been protected by the European Patent EP 1 251 444 B1 since October 12 th, 2005. Festo AG & Co. KG (Esslingen) is the patent holder. CADENAS GmbH and their customers are permitted to use this patent.

OPTIMAL CAD DATA FOR ENGINEERS

With eCATALOGsolutions your product data is made available so that engineers can easily, and without much effort, embed these into their designs. This encourages the use of your products during the product development stage.

The right CAD format

With the Electronic Product Catalog, your products are available as native 3D CAD models in over 85 different file formats of current CAD systems, such as: CATIA®, Autodesk® Inventor®, SolidWorks®, Creo Parametric, NX™, AutoCAD®, Solid Edge®, etc. The use of native 3D CAD models during construction guarantees engineers' maximum efficiency and functionality during product development.

CAD models with intelligent information

The geometry of a part alone is not enough for construction. Metadata of CAD components is of equal importance. With eCATALOGsolutions your Electronic Product Catalog contains CAD models with intelligent functions that go beyond simple geometry. This gives engineers the ability to access product information and utilize the intelligent parts to study kinematics of assemblies, for example.

"Thanks to CADENAS, there is finally a system on the market which gives us the opportunity to integrate kinematics functions, collision analyses, stroke changes, etc. with pure CAD geometries."

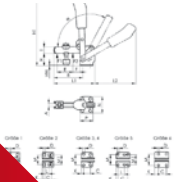



VOLKER GÖBEL

CEO

Andreas Maier GmbH & Co. KG



Which part would you decide on?

1) PDF/Print	2) 2D Data	3) 3D Data – Neutral Format	4) 3D Data – Native Format
 <p>Creation: 30 MINUTES</p>	 <p>Creation: 20 MINUTES</p>	 <p>Creation: 12 MINUTES</p>	 <p>Immediate implementation</p>
You receive a paper catalog or a PDF and have to create the 3D CAD model yourself.	You receive a 2D geometry and build a 3D CAD model with some difficulty.	You receive a CAD model in a neutral format which needs conversion.	You get your CAD format! Load the part in your CAD system and quickly finish your design.
HIGH ERROR RATE!	HIGH ERROR RATE!	The result is a 3D PHOTO!	

If you download 3D CAD models, do you prefer models that are in your CAD format?

(Source: CADENAS survey)

YES

80.9 %

NO

19.1 %

What makes a part intelligent?

Kinematics information trajectory

Symbols and attributes for circuit diagrams and flow charts

Thread length/depth and other important connection dimensions

Texture

Color

Density

Material

Level of detail for mechanical engineering and plant construction

Date of expiration – replaced by components

Weight

Information for technical documentation



Supported CAD systems

 AUTODESK INVENTOR	 AutoCAD	 NX	 SOLID EDGE	 3D SOLIDWORKS
 CATIA	 Allplan	 creo A PTC Product	 MegaCAD	 TopSolid
 vero	 Cimatron	 AVEVA	 ZUKEN	 ZWCAD®
Many more CAD systems				

INNOVATION INSTEAD OF “ME TOO”

CADENAS' goal is to be a technology leader, not a “me too” copy of others.

With eCATALOGsolutions, CADENAS' Electronic Product Catalog, you are always one step ahead with innovative and future-oriented technology.

Example for CADENAS innovations with web technologies

Individual Layout

Allocate individual areas in your 3D CAD download portal, customize the color scheme itself and create additional tabs linked to content.

Live Support

With live chat you can give customer service in real time.

Individual Configuration

Define value ranges for individual 3D CAD model creation to be reviewed in preview and then loaded into a CAD system directly.

Use Cases

In practical examples, engineers show numerous design ideas with their components. This promotes exchange of knowledge by the engineers and for you as manufacturer it's valuable food for thought to develop and optimize future products.

Image Slider

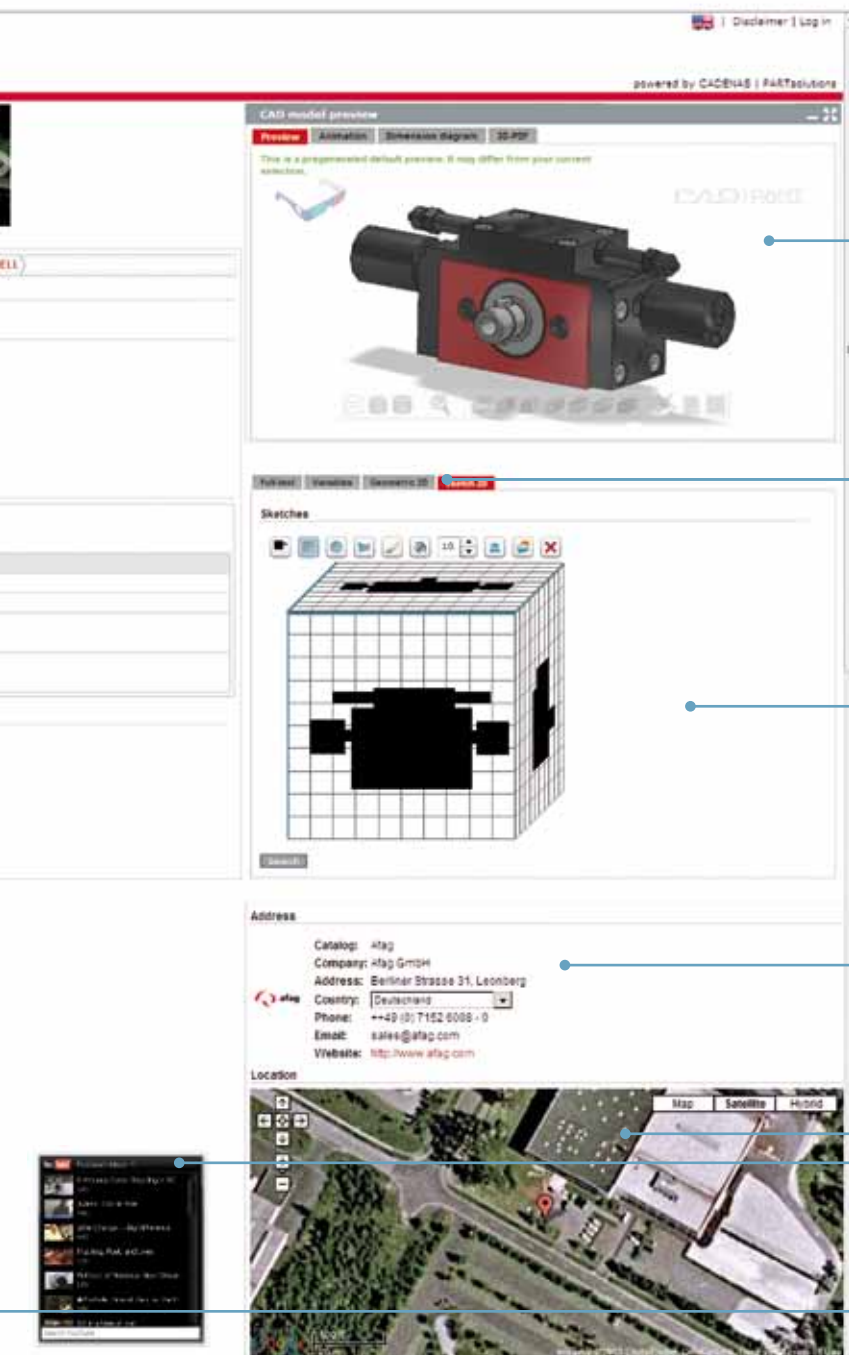
As a component manufacturer, take advantage of the opportunity to integrate an individual image slider into your portal.

The screenshot displays the AFAG eCATALOG web portal. The top navigation bar includes 'Welcome' and 'CAD models'. A sidebar on the left contains links for 'Log in', 'Register', 'Activate', 'Activation Mail', 'Password 1', and 'Feedback'. The main content area features a large image slider showing red sports cars. Below the slider, there's a 'Navigation' section with 'Home' and 'Catalog' links, and a 'Language' dropdown set to 'Deutsch'. The 'Actions' section lists steps: 'Step 1: Generate preview (optional if required)', 'Step 2: Generate CAD model or Generate PDF data sheet', 'Step 3: Download generated CAD models', and an 'Optional: Request for quotation' link. The 'Variables' section shows a table for 'AFAG 15004000 Rotationsmodul R04210' with columns for Name, Description, and Value. The table includes rows for 'BRN' (Bestellnummer: 11001000), 'TYP' (Typ: R04210), 'DIL' (Driftwinkel: 90, 0.0 to 180.0), and 'HUB' (Hub: 0.0 to 0.0). A 'Live Chat' window is open in the bottom right corner, showing a user profile, a chat input field, and a 'Send' button. A small calendar widget is visible in the bottom right corner.

"Technically speaking, as well as concerning the size of the offers, CADENAS is a leader in the area of electronic product catalogs worldwide. That is why we are so optimistic that with this partnership, we will be able to create optimal conditions for all Autodesk customers in order to continue improving the efficiency of our engineering department."

BURKHARD HÖRNIG

Marketing Solution Manager
Autodesk GmbH



3D View

3D CAD models may be pre-viewed in different views. In addition to line view, engineers may view models in shaded view, zoomed in/out, and even in red/cyan display for a real 3D feel.

Geometric Search in 3D

By uploading an existing CAD part you can find similar components within a catalog.

Searching with a 2D Sketch

With the help of the 2D sketches created by the sketcher tool, the product catalog may be scanned for fitting or similar components.

Reference sources

Make a list of sales offices available to the visitors of your download portal.

Google Gadgets & Feeds

The CAD download portal offers you the opportunity to integrate Google gadgets (currency converter, event calendar, etc.), as well as company news as feeds.

OUR MOTIVATION: TO BECOME THE LARGEST ENGINEERING ENCYCLOPEDIA IN THE WORLD!

CADENAS' PARTcommunity offers a large variety of manufacturer catalogs and is the perfect platform for engineers to exchange their knowledge. Within the 3D CAD catalogs members of the community can post interesting use cases about every component.

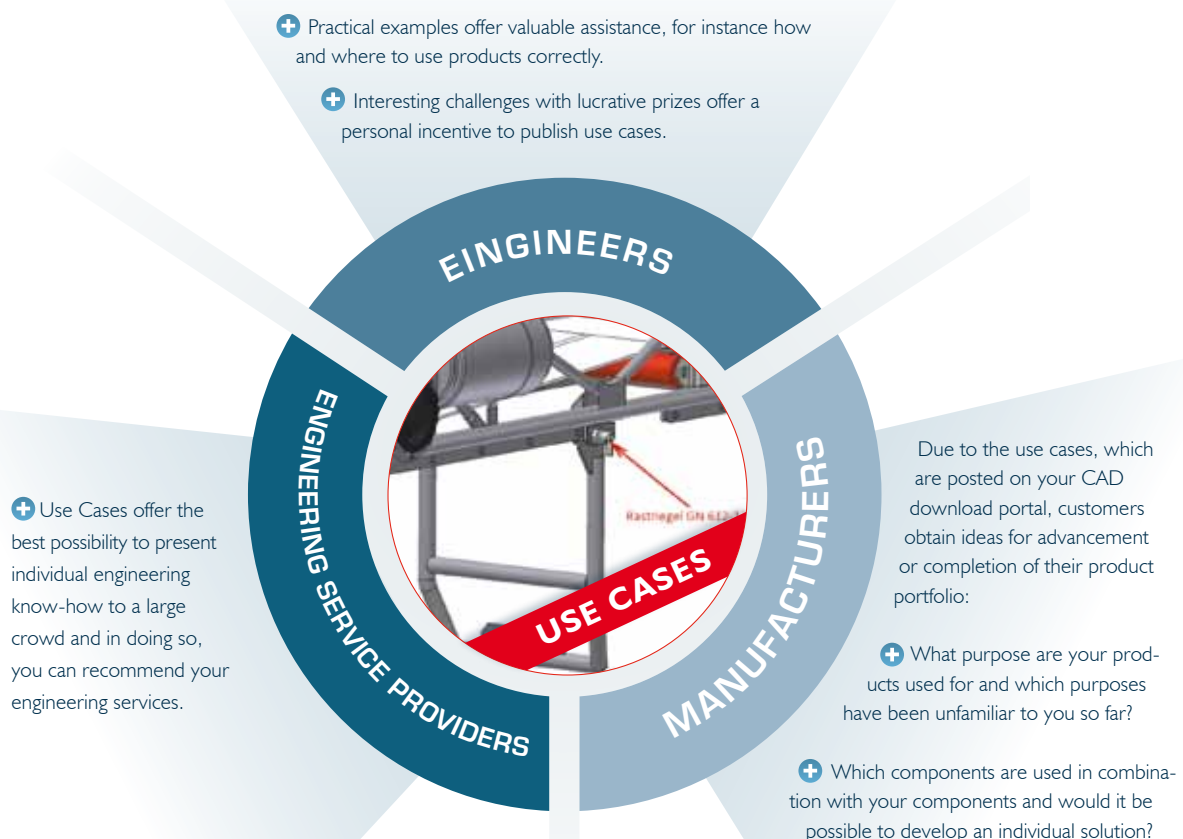
What is a use case?

Use cases are examples of how components are used in practice, which can be posted as a 2D drawing, 3D CAD design, image or video on the 3D download portal PARTcommunity.

The use cases, published by engineers or manufacturers, appear directly under the respective component in the corresponding manufacturer's catalog and on the homepage under the category "Use Cases – Knowledge".

Who benefits from the use cases?

The use cases, published on www.partcommunity.com, offer a significant benefit for manufacturers, engineers and engineering service providers:



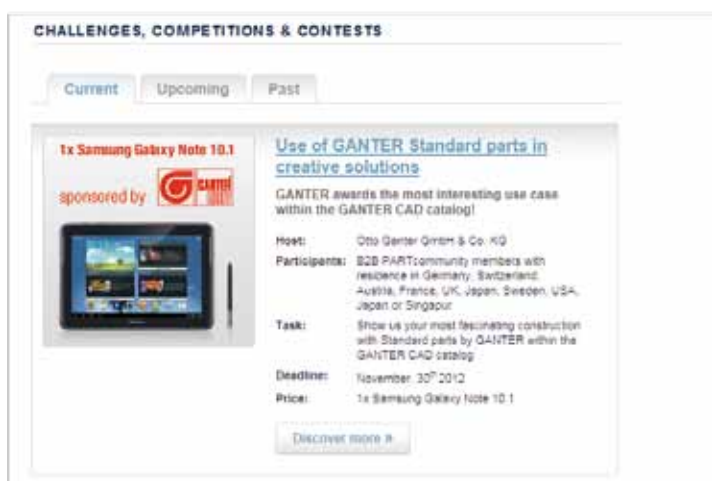
Engineering challenges: Raise awareness & increase your reach

If you would like to know where your components can be used, start your own engineering challenge with us!

Under **www.engineering-challenges.com** we offer manufacturers the opportunity, to encourage CADENAS PARTcommunity users with a challenge to post their use cases.

You define the tasks and award the best use case with a lucrative prize after the end of the participation period. CADENAS publishes the challenge and actively advertises it among the users of the PARTcommunity download portal.

We gladly support you in realizing your own challenge. For further details please contact us under Marketing@cadenas.de.



"Our challenge in cooperation with CADENAS was a success. We were amazed how many use cases were presented. For Gantar the challenge was an uncomplicated way of getting ideas for further developing products directly from the engineer."

AXEL WEBER

Head of the marketing department

Otto Gantar GmbH & Co. KG



DEFINITELY NOT AN OBSOLETE MODEL: THE PRINT CATALOG IS BECOMING MODERN!

Even if printed paper catalogs alone do not suffice as a qualified customer support and retention tool, the print catalog is still a vital resource even in today's digital media world. In the marketing mix, it certainly continues to play an important role.

The revolutionary solution for your print catalog

Until now, the creation of a print catalog has been a timely and cost-intensive project which was usually carried out by an agency. It was not possible to manage the product data for print, CD, and internet catalog in one central location. This often required separate maintenance for changes of product data in each medium and language.

With eCATALOGsolutions, all data is maintained in one central database. Changes to product data are automatically contained in the print catalog and do not need to be controlled each time during printing with the agency.



Cross Media Publishing with eCATALOGsolutions


eCATALOGsolutions enables a deep integration into Adobe® InDesign® and QuarkXPress®. After automatically importing technical product data from the central database into the print catalog templates, only some minor finishing touch-ups are required. This standardized process enables you to create a print catalog that is always up-to-date.

The advantages for your print catalog


- A central database and continuous use of all data for all media
- Data management at one central location
- Elimination of additional error sources
- Quick creation of different catalogs in numerous languages
- Connection between print and online catalog
- Support from Adobe InDesign and QuarkXPress

CADENAS' print catalog can be enhanced by many additional innovative functions, aside from the traditional and technical product information:

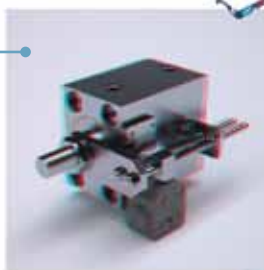
Block Cylinder BZ



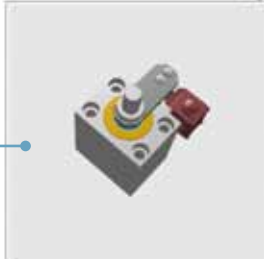
- Compact Hydraulic Cylinder
- Maximum operating pressure 500 bar
- Primarily used for mold construction
- Piston diameters from Ø16 mm to Ø200 mm
- Several piston diameters with standard strokes in stock
- Multiple mounting options available
- Piston rods ground and hardened
- Various switch types available for limit position polling




Real 3D effect with red/cyan glasses



PDF with rotatable 3D components




Quick Response Code for direct access to your website




Augmented Reality Marker for interaction

- Product videos
- Interaction with 3D models



Rendered product images



SMART CATALOG: FROM THE PRINT CATALOG DIRECTLY TO THE CAD MODEL

With CADENAS' innovative eCATALOGsolutions technology you get an easy connection from your print catalog to a 3D CAD model.

The QR code – optimized for component manufacturers

By supplementing the product pages of your print catalog with individual QR codes, your customer instantly finds the right 3D CAD model. This seamless transition is made possible by CADENAS newly developed QR technology, patent pending.

In order to use this function your customers only need CADENAS' mobile app, which they can download for free on the common Android and iOS platforms.

After reading in the respective QR code, the right component automatically appears in 3D on the mobile device. When touching the download button, the 3D CAD model is immediately sent via email in the CAD format the user prefers.



The benefit for your customers:

- No tedious navigating through the complete online catalog necessary
- No more false CAD models because of manual entries

This innovation is patent pending and therefore exclusively and worldwide available to CADENAS' customers only.

More comfort for your customers: Get to the CAD model in 3 steps

With eCATALOGsolutions you build the bridge from a print catalog to the digital components of your Electronic Product Catalog. Engineers and purchasers get directly and quickly to the 3D CAD models of your products:



**ONLY in
5 Seconds**

FROM PAPER

TO DIGITAL

1



SELECT COMPONENT IN THE PRINT CATALOG

Your customer searches your print catalog for a suitable part for his design. After finding one, he would currently have to tediously click through your complete online catalog to get to the 3D CAD model of the selected component.

However, your print catalog is equipped with QR codes especially designed by CADENAS, which have deeplinks to your Electronic CAD Product Catalog.

2



SCAN QR CODE

With a smart phone or a tablet on which the free CADENAS App for 3D CAD Models is installed, your customer scans the QR code.

3



CHECK 3D CAD MODEL AND SEND VIA EMAIL

The 3D CAD model of the component appears directly on the display and can be checked over, if necessary.

By touching the download button, your customer gets the CAD model in the preferred CAD format via email and can insert it into his design.



"Thanks to the excellent integration opportunity of the CADENAS technology, it can be seamlessly embedded into our product catalog online, while complying with our corporate design."

JÜRGEN HERR
Project Manager
Festo AG & Co. KG

FESTO

CORPORATE DESIGN HAS MANY FACES

With CADENAS eCATALOGsolutions, your corporate design remains consistent with your requirements. Regardless of how you want to present yourself to your customers, we will gladly accept this challenge.

Examples for seamless integration of eCATALOGsolutions into existing corporate design



Seamless integration of 3D CAD portal into corporate design



3D CAD PORTAL



CUSTOMER WEBSITE



Seamless integration of product configurator into corporate design



PRODUCT CONFIGURATOR



CUSTOMER WEBSITE

Got overlooked
in the course of contract awards and the
competitor was chosen?



ePRODUCTPLACEMENT MOVES YOUR PRODUCT INTO THE SPOTLIGHT

How often have you gotten the short end of the stick in reference to your competitor, even though your products are not only cheaper, but would have been a better fit? Marketing and sales are only effective if they offer the right product at the right time, right place and to the right person.

Our philosophy behind the term ePRODUCTplacement is that your products should become omnipresent for engineers – online or offline.

S(E)O you will also be found!

With CADENAS' innovative functions, we ensure that the products in your Electronic CAD Product Catalog can also be found by the engineer.

Most visitors usually become aware of your products thanks to search engines. In order to reach a better placement within the search results, not only the contents of your webpage play an important role, but the entire "package".

Therefore it is important to have a self-explanatory domain name, where the product description is included in the URL to facilitate its role during search engine optimization because search engines need usable information and can't index cryptic URLs.

At CADENAS your Electronic Product Catalog will be created with a corresponding URL. Then your download portal is ready for the search engines!



Search text:

screw search

Result:

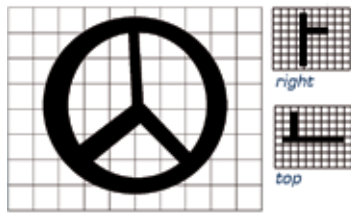


At the right time...

The engineer needs a specific component for his construction and therefore searches for a matching part on CADENAS' 3D CAD download portal.

When the engineer knows what he needs, it is important for your product to be his first choice. However, if you do not appear in the search result list, the engineer may choose your competitor.

CADENAS offers you the opportunity to be on the safe side with a **context sensitive banner**. You define your relevant search terms and your banner shows up conspicuously during a search query with these keywords above the search results.



Result:



Search in all languages – without using a single word!

Engineers and buyers know what they are looking for, but often are unsure of its name. It is our goal to lead engineers and buyers to their desired product without knowing the article description.

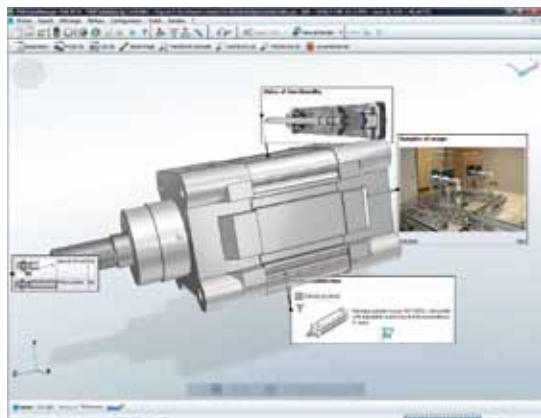
"Find by sketching" is a helpful sketcher function, developed by CADENAS, where a simple 2D sketch of the part in question may be created without a CAD system. The search result list offers products similar to the sketched part. Alternatively, this function works with an imported photograph.



Get the customers from your competitor

With the help of the **Geometric Similarity Search GEOsearch** by CADENAS, engineers can simply search through the available product catalogs of any component manufacturer according to geometrically similar parts.

The CAD data of an already available component are loaded into the software. The system then searches through the catalogs for parts which are similar to this component.



We seduce, you sell

CADENAS eCATALOGsolutions helps you make it easier for customers to find information which best supports their work.

With the **interactive dictionary**, we make all important product information easily understandable.

Expand your components with fitting and functionality information, give application examples, link to websites, or refer to available replacement parts.

Support the engineer with your Electronic Product Catalog which illustrates important product details. This makes it a lot easier for the engineer to choose your product.



The bridge between paper and digital

For companies that do not want to avoid traditional advertising in trade magazines/journals, CADENAS offers special rebates with which you can attract the reader's attention in an innovative way.

The example to the left, shows an insert in "K CAD CAM". The 3D glasses, as well as the booklet, were created through the cooperation between CADENAS, the publisher, and some eCATALOGsolutions customers.

eCATALOGsolutions offers
plenty of attractions that will
fascinate your
tradeshow
visitors!

"Especially with the 3D and augmented reality display of the Afag innovations, Afag was able to explicitly demonstrate that Afag is a leader both with the quality of its products, as well as with the use of the newest computer technology."

MARC ZINGG
Business Development, North America
Afag Automation AG



THE INNOVATIVE TRADESHOW STRATEGY FOR MORE ATTENTION

In today's information age we are continuously exposed to an immense advertising wave. The biggest challenge for companies is to make boring advertising information fascinating for customers and prospects, resulting in a lasting advertising impact.

CADENAS' Electronic Product Catalog supports you in making your tradeshow presentation an unforgettable experience.

And this is how a tradeshow presentation works, straight out of the books:

1



CONVERSATION STARTER

With a flat screen monitor and a **Wii remote** control at your tradeshow booth, you can show your products virtually in 3D. Passing tradeshow visitors will be curious about your booth and stop by to learn more. Let the interested party get a feel for controlling 3D models within your Electronic Product Catalog by allowing them to use the Wii remote control. This not only ensures interest in your booth, but is a good conversation starter for you to introduce your products and launch into a sales pitch.

2



FASCINATE WITH INFOTAINMENT

In order to not only have informative, but also entertaining products, you can give interested visitors a pair of **3D glasses**. Real, almost touchable part images will certainly impress your tradeshow booth visitors. As a give-away, the glasses, marked with your web address, also ensure that the interested parties can find your 3D CAD Product Catalog again, online, after the tradeshow.

3



BUILD A BRIDGE BETWEEN PAPER AND DIGITAL

Conventional product flyers nowadays rarely peak interest. Therefore, you should impress your tradeshow visitors with the innovative **product flyer of the Augmented Reality**, which allows everyone to dip into virtual reality. With the required marker points, your flyer delights with overlaid 3D CAD models of the Augmented Reality.

4



FOLLOW-UP WITHOUT DELAY

You probably already succeeded in fascinating your tradeshow booth visitors. To make sure these visitors remember your products, show them how simple it is to reach your 3D catalog. With a smartphone and the **Quick Response Code** on your products, visitors may easily access your components. Ask for a business card or email address and send them the link to your Electronic Product Catalog as a result of the mobile search, directly to the email address of your prospective customer.

Our vertical marketplaces
offer a potential of
7,000,000
engineers and buyers
for your 3D CAD models.



"The way engineers work has changed drastically in the last few years. Nowadays it is absolutely normal that CAD models of products are available for download on online portals and can be downloaded by buyers."

MARTIN GEIGER
Product Manager Linear Motion
Schneider Electric Motion
Deutschland GmbH



WORLDWIDE MARKETING ON RENOWNED MARKETPLACES

Power your marketing potential to the maximum!

The multiplier for your Electronic CAD Product Catalog are our numerous vertical marketplaces.

To win one customer and maximize advertising success, the number of the online marketplaces on which your catalog is represented is imperative. With CADENAS you will be present on over 60 vertical marketplaces, portals and social communities. In turn, your Electronic Product Catalog reaches more than 7,000,000 engineers and buyers in over 100,000 companies.

Excerpt of over 60 vertical marketplaces

					...and many others

Calculate your potential!

We'll show you how many engineers will choose your products!

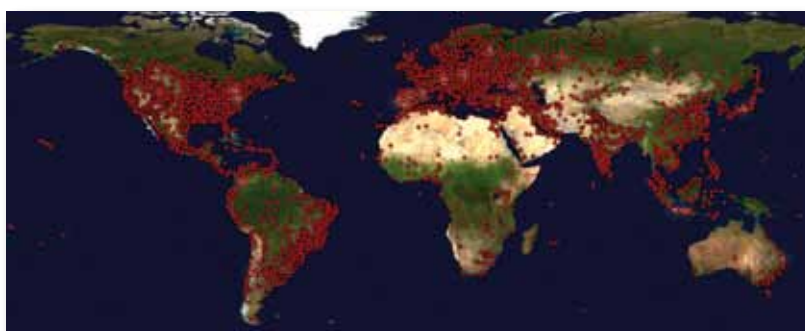
Test it now:



1. Photograph the Quick Response Code with your smartphone or directly at:

www.partcommunity.com/calculator

2. Choose your target group and calculate the potential.



MIX IT BABY

Every customer is different and unique and wants to be dealt with accordingly. Therefore, the market segmentation and orientation to the respective customer requirements is the key to sale success.

It's the right mix that does it!

Different target groups each require fitting communication instruments and efficient distribution channels. The goal is to address customers more effectively and efficiently, and especially treat them according to their customer value. Only the right mix of quality versus quantity ensures lasting company success.

eCATALOGsolutions – the best recipe for all target groups

With CADENAS eCATALOGsolutions you address all different target groups at the same time and thus cover the whole market.

CADENAS eCATALOGsolutions lets your Electronic Product Catalog become the central communication channel. Whether all-encompassing or very targeted, with eCATALOGsolutions by CADENAS your Electronic Product Catalog will do justice to the requirements of small engineering offices and engineers of well-known manufacturers in the mechanical engineering, electrical engineering, automotive engineering, and plant manufacturing industries.

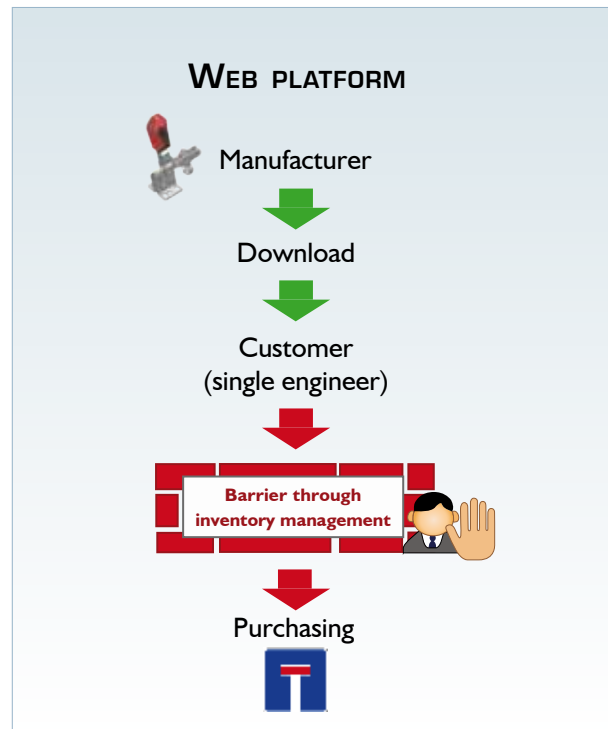
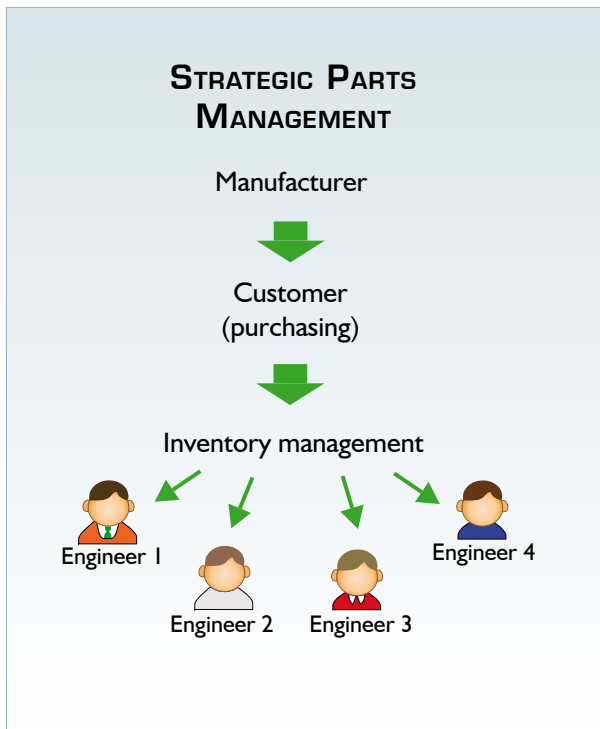
"We chose CADENAS, because we saw the opportunity to be present on the desktop of engineers around the globe."

JOHN BUBNIKOVICH

Director, Global Marketing & Segment Strategy
DE-STA-CO Industries Inc.



Reach both target groups 100%



Strategic Parts Management for corporate clients

International manufacturers with a high rate of purchasing often have a standardized design and buying process. In order to use this process optimally, these companies use CADENAS' Strategic Parts Management PARTsolutions.

With your Electronic Product Catalog, your products will be directly integrated into the Strategic Parts Management PARTsolutions and thus into the purchasing process of major international enterprises.

Web platform for engineering offices

CAD download portals are used mainly in engineering offices, however also in numerous medium-sized enterprises, which often only operate nationally and have a comparatively lesser purchasing volume. Here, numerous design and purchasing processes are manual. Online 3D CAD models often meet the needs of these users.

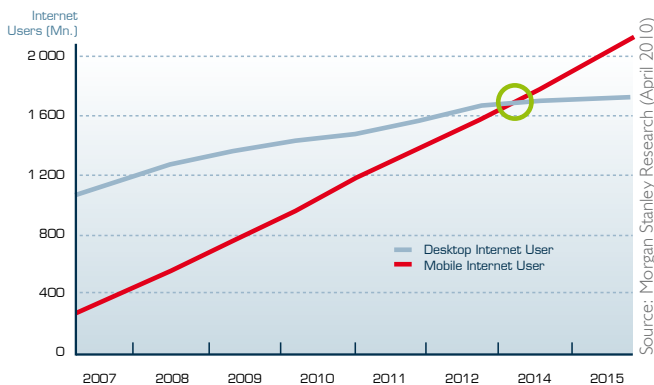
With eCATALOGsolutions you are represented on numerous CAD download portals.

Industries accessible with eCATALOGsolutions:



FIT FOR THE FUTURE WITH MOBILE MARKETING

Due to the ever-increasing blend of the digital and real world, in addition to the strongly growing expansion of smartphones and tablet PCs, mobile marketing is on a growth course. Already today, more people worldwide have a mobile phone contract than internet access.



Outlook Mobile vs. Desktop Internet User

Numerous studies claim that mobile marketing will develop from an infrequent to an essential ingredient of the marketing mix.

It is estimated that in 2014 mobile internet use will overtake conventional internet use.

CADENAS identifies new trends in the market to ensure that your company is prepared today for technologies of tomorrow. For example, CADENAS is developing apps for your mobile marketing activities.

Technology Trends

The CADENAS apps are planned for Android™, iOS and Windows Phone. By developing eCATALOG solutions apps, CADENAS is investing in future-proof and important technologies for mobile devices.



APP FOR ENGINEERS, PURCHASERS AND SALES

With an individual CADENAS' eCATALOGsolutions app, customers and prospects can browse their Electronic CAD Product Catalog for components and easily configure them on their mobile device.

Sales profits from an individual app, as well: The mobile access to all technical information of your product makes it possible for you and your customer to find the best component for solving his design task.

Example functions, that could be part of your individual app:

3D CAD models

Browse the complete catalog

Product configurator

Combine components without error and create the corresponding 3D CAD geometry

Search by Sketch

Find components with a 2D drawing

Product search by text

Full-text Search engine with foreign language support and suggestions for alternative search terms

Use cases

Post use cases of components with your smartphone

Augmented Reality

Let engineers dive into augmented reality

Enquiry

Request for proposal

Product information

Details and pictures of individual components

News

Up-to-date information about products and the company

How to buy

Addresses and contact information of sales offices

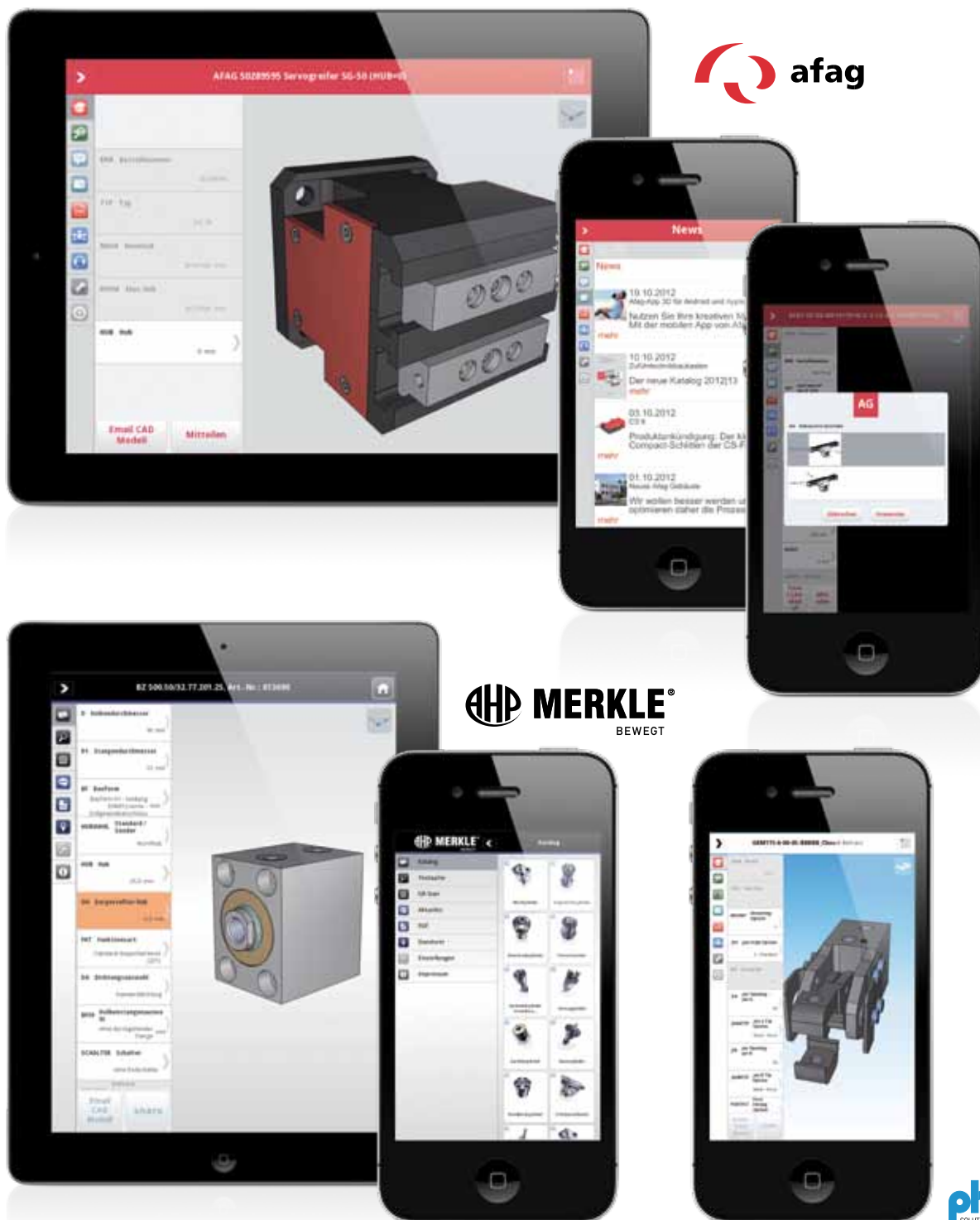
Support

Support on questions regarding products and the company



EXCERPT OF INDIVIDUAL APP DEVELOPMENTS

Due to the modern structure of the app for 3D CAD models, your app can be designed according to your needs. Many eCATALOGsolutions customers already sell their products with an individual CADENAS app.



Expand your traditional online communication by mobile activities!

AWARDED BASIC TECHNOLOGY FOR YOUR APP

The basic technology for an individual CADENAS' 3D CAD Models App has already found recognition several times:



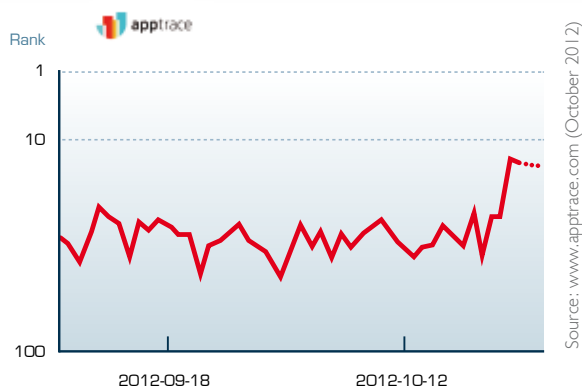
Trade journal “elektrotechnik”

In the context of the “automation app award” CADENAS' app was awarded by the trade journal elektrotechnik in the technical category.



Trade journal “Desktop Engineering”

Desktop Engineering, an English trade journal for engineers, selected the 3D CAD Models App as “pick of the week”.



Webstatistics appttrace.com

The app for 3D CAD models is listed at rank 15 in Germany and globally at rank 18.699 of the most popular apps for iOS in the catalog category. Thus CADENAS app is among the top 9% of about 1 mn apps on appttrace.com. (October 2012)

The app in detail

You can find extensive information about how you are one step ahead of your competitors with an individual CADENAS app, in our brochure.



Your link to the brochure

www.cadenas.de/mobile-marketing



“With eCATALOGsolutions we
increased our
sales leads
by 80%.”

STEVE GILLIOM
Vice President of Information Technology
PHD, Inc.



CONTROL THE SALES PROCESS AND INCREASE COMPANY SUCCESS

The statistic and analysis tools provided by CADENAS eCATALOGsolutions provides visibility to your customer demographics.

- Which products are developed on which market?
- How does the lifecycle of my product change?
- How do my marketing actions affect sales?
- Which markets are strong/weak for my company?
- What will be ordered tomorrow?
- How can storage be optimized?
- Where do I find the highest number of prospects?
- How can business trips of the sales team be optimized to meet the most customers?

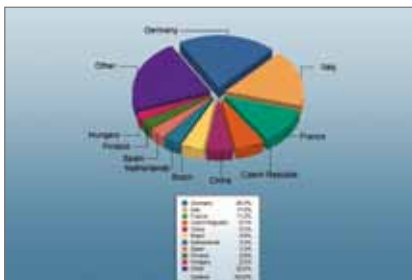
"Since we released the native CAD catalog with CADENAS, we achieved a 10x increase in downloads."

ANTHONY PADALINO
Global Market Analyst
D-M-E Company LLC

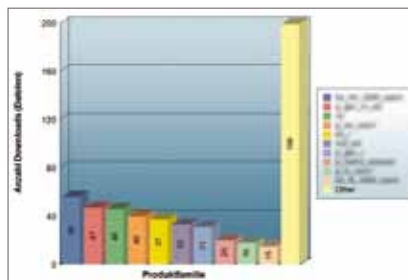


It is our philosophy not to just create any statistic. We supply economically valuable analyses and information.

PRODUCT SURVEY BY COUNTRY



TOP 10 REQUESTED PRODUCTS



REQUESTS VISUALIZED WITHIN GOOGLE EARTH



MOBILE ANALYSIS



LASTING AND SUCCESSFUL CUSTOMER RETENTION

It is important to us to analyze the requests of our customers, to understand them and serve them as expected. We see it as our goal to protect customer investment and work for the future.

These facts speak for themselves:

- **300** dedicated employees worldwide
- **600** product catalogs in the areas of mechanical and electrical engineering, architecture and shipbuilding
- **450,000** parts management users from 25,000 companies can use their product catalog embedded in ERP/PLM/CAD
- **7,000,000** web users in over 60 vertical marketplaces could become your customers
- **72,000,000** part downloads per year and nearly 650 million page impressions per year on our portals



CADENAS – SETTING STANDARDS

CADENAS is a leading software developer in the areas of Strategic Parts Management and reduction (PARTsolutions) as well as Electronic Product Catalogs (eCATALOGsolutions).

CADENAS tailorable software solutions act as a link between component manufacturers, their products and the buyers.

With its 300 employees at 14 international locations, the name CADENAS (Spanish for chains) has stood for success, creativity, consulting and process optimization since 1992.

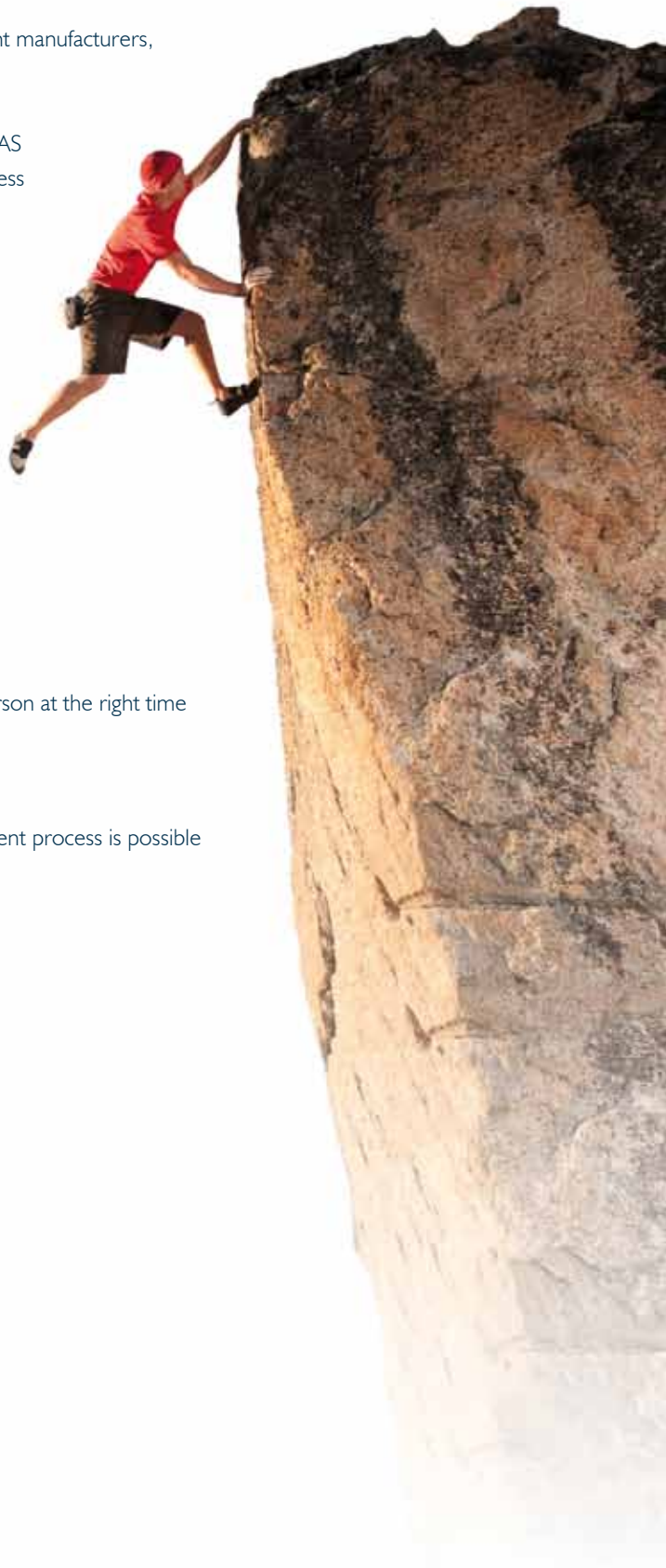
As a trend setter and initiator, CADENAS has already introduced many important innovations and trends.

These innovations include:

- 3D CAD Models App
- Smart catalog – print catalog becomes digital
- Use of 3D glasses to present CAD models
- Support of the Augmented Reality Technology
- ePRODUCTplacement – make the right part available to the right person at the right time
- Native & intelligent parts
- Open web platform with markup technologie
- With RFP (request of proposal) a seamless transition to the procurement process is possible
- Engineering knowledge database



More information about the latest innovations and the company can be found on our website at:
www.cadenas.de/en



CADENAS UNITES

COMPONENT MANUFACTURERS & SUPPLIERS
WITH THE INDUSTRY!

CADENAS SOLUTIONS
for **industrial buyers** of components

THE STRATEGIC PARTS MANAGEMENT

Sustainable cost reduction of standard, supplier and company parts for engineers and purchasers.



THE GEOMETRIC SIMILARITY SEARCH

Find available CAD geometries in a smart way and classify them semi-automatically.



THE ELECTRONIC PRODUCT CATALOG

The software solution to create and promote Electronic CAD Product Catalogs.



THE SUPPLIER PORTAL

The platform improves the communication to external suppliers.



THE VERTICAL MARKETPLACES

Numerous online marketplaces to multiply your Electronic CAD Product Catalog.



THE PURCHINEERING CONCEPT

Improves the cooperation between purchasing and engineering.



CADENAS SOLUTIONS
for **manufacturers & suppliers** of components



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