



# AHP Merkle - Cadenas Industry Forum 2012

ahp.advanced & ahp.price



#### **AHP Merkle GmbH**

- Small business with 130 employees
- Founded in 1973
- Family-run company in the 2nd generation
- Market leader in producing hydraulic cylinders tool and mold construction
- Global presence with 17 agencies abroad
- Since the beginning of 2010: AHP is located in the completely redesigned company head office in Gottenheim. Investitment: 7.5 mn €





### History of the product data

- First print catalog shortly after foundation
- 1996 Introduction of the first 2D DXF component catalog
- 2000 Creation of the first 3D catalog and free access for customers to the download portal PARTserver
- 2002 First multilingual product catalog in 11 languages
- 2006 Redesign of product data to components
- 2010 Print catalog was completely redesigned
- 2010 New CD with new functions (Partsolutions V9)
- 2011 PARTcommunity 2.0 with 3D data sheet
- 2012 ahp.advanced & ahp.price



#### What has CAD data been used for so far?

- Provide customers with CAD data offline
- Generate CAD data in-house and without construction.
- Sales Offices can globally generate CAD data independent from the plant



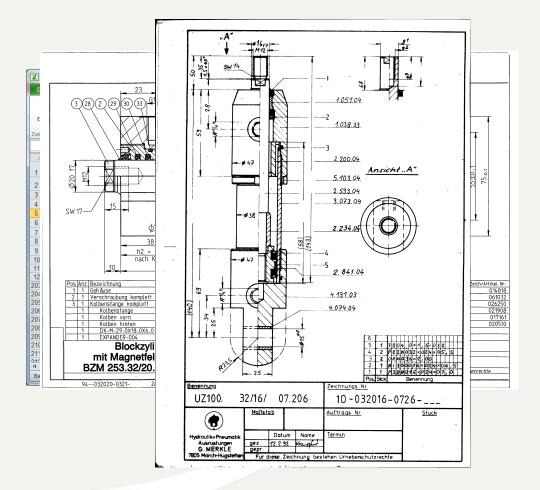
### Limits of the CD up til now

- Only "dummy proofe" data can be generated
- The internal standard is much bigger than standard communicated in print and CAD catalogs. This data cannot be generated.
- Only used for CAD data



### Other important functions for sale

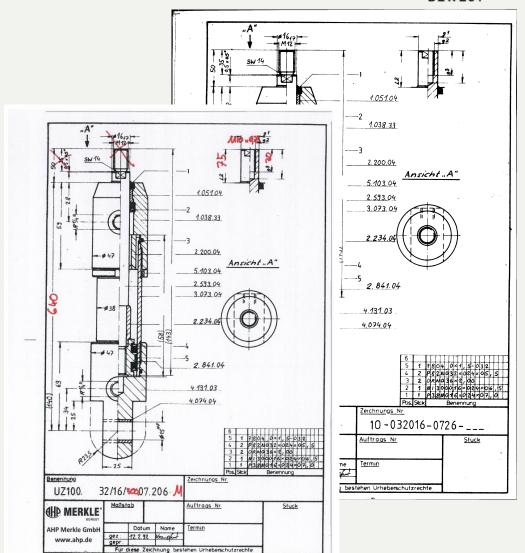
- Price calculation
- Generate an expanded standard
- Dimension sheets





## **Creation**of dimension sheets

- Search for the dimension sheet in DMS
- Print it out
- Modify it according to the customers demands
- Fax, Scan or Email



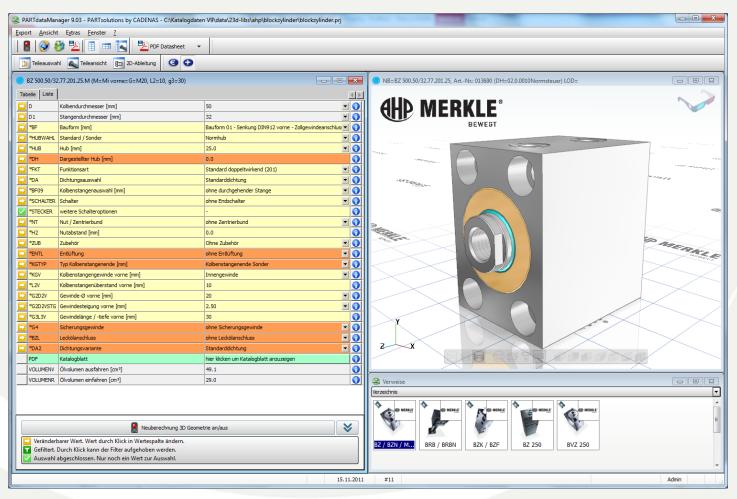


# Idea: Combine different processes at a certain point: Cadenas

- For customers hardly anything should change
- Internal expanded selection possibility
- Followed by a price calculation
- Finished with generating CAD data and a dimension sheet

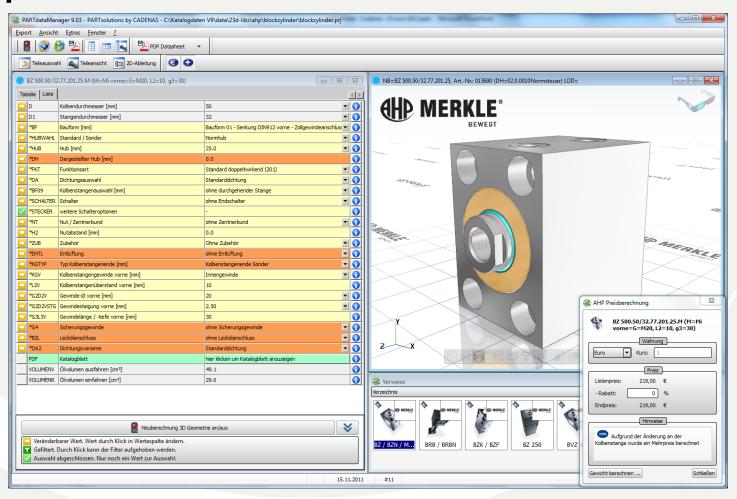


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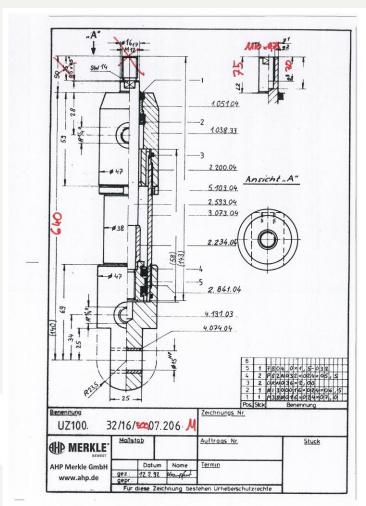


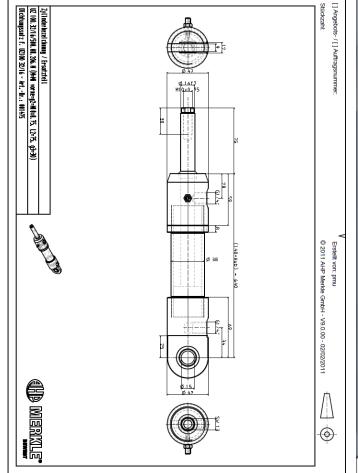
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### ahp.dimension sheet







### Life-Presentation...



### **Future**

- ahp.app
- Sale with mobile PC



### **Questions?!**