



eCATALOG
SOLUTIONS

THE ELECTRONIC PRODUCT CATALOG

UNIQUE SOLUTIONS FOR MARKETING, SALES AND ENGINEERING



CADENAS Technologies AG

CADENAS Group

eCATALOG
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THE ELECTRONIC
PRODUCT CATALOG

Company & Logo



est. 1992
100 % private
Process chains
(CADENAS span. chains)

My person



Felix Krause
Key Account Manager



Employees



~ 250 worldwide





Link between component manufacturers and the industry

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Manufacturers



ABB

afag

AMF

DANLY

DE-STA-CO

DIRAK

FESTO

FIBRO

ifm

igus

Kipp

KSB

LAPP GROUP

MADLER

MISUMI

mk

MOELLER

norelem

> 600 catalog manufacturers from all kinds of industries cooperate with CADENAS

75% of the TOP 25 manufacturers already cooperate with CADENAS



Industry



> 10.000 Companies with
> 450.000 Users apply Part Management.

154 of them are among the TOP 1000 German global players

Moreover CADENAS has access to 6,800,000 potential web downloaders

CADENAS is used a lot for product design as well as manufacturing equipment and tool making for ET/NT and KT by purchase and engineering departments!





Focus CADENAS -> CAD and more !

How do you decide on a product ?

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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

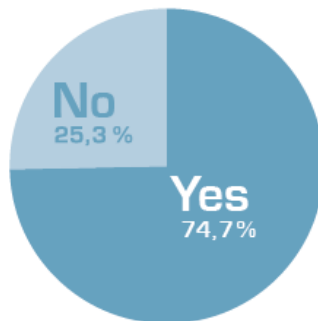
uses your product.



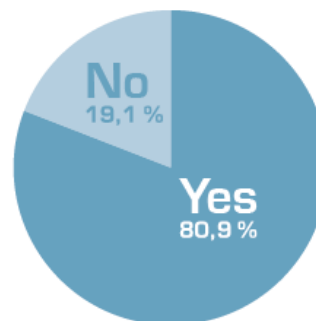
Survey: What do engineers think ?

CADENAS survey among engineers

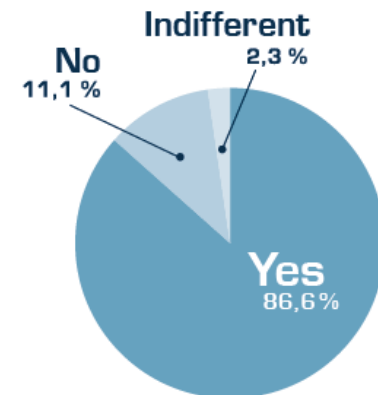
Will you choose one supplier over another because they have CAD data for you to download?



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?



Smart Parts

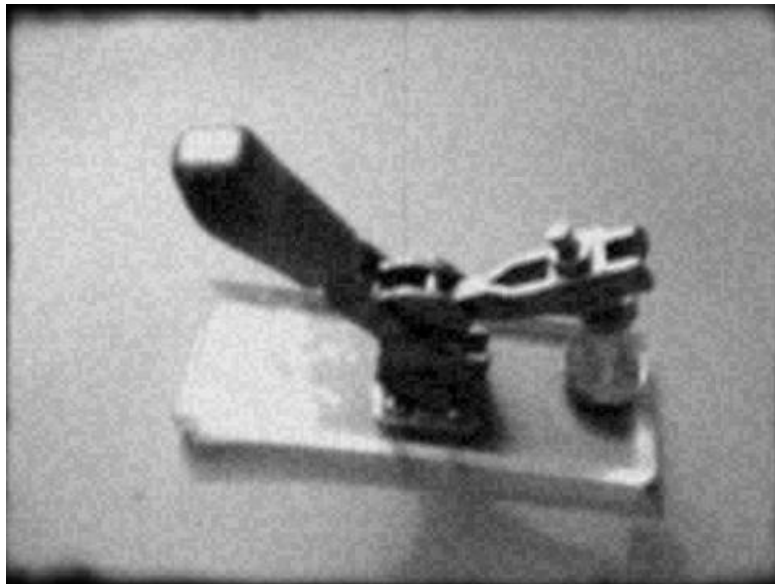
Not the size is decisive, but the technology !

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DER ELEKTRONISCHE
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„Technology from the last century,
as it is offered by many on the market“

Smart Part by CADENAS





Why an APP? – The answer: Mobile Internet: The future!

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Quelle: Youtube.com & Google ©



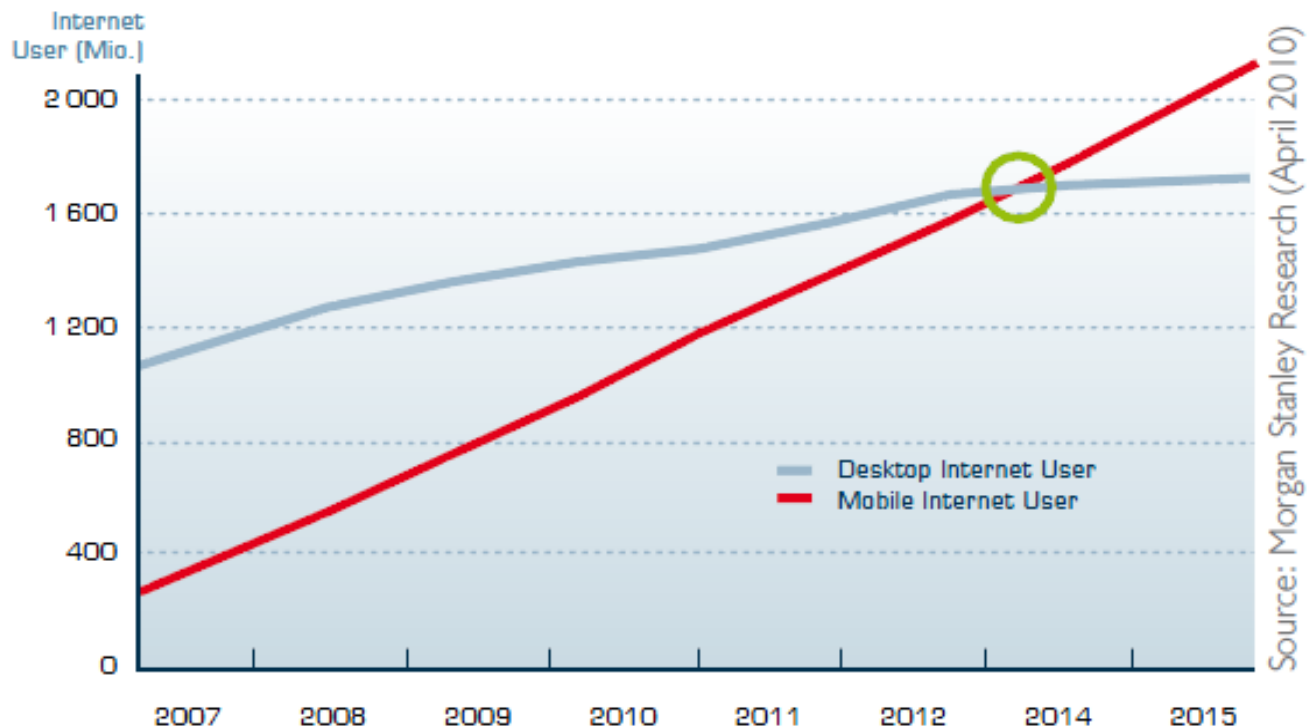
Why an APP? – The answer: Mobiles Internet: The future!

„Today more people have a contract for a cell phone than they have for an internet connection“

Outlook : Mobile vs. Desktop Internet User

Plenty of studies forecast:

Already in 2013 more people will use mobile internet instead of common internet from the desktop.





Focus CADENAS -> Trendy technologies

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All developments of CADENAS are always made in a way, that they can be used for all operation systems of mobile devices which are current trend.

Thus CADENAS currently concentrates on the operation systems Android™, Windows Phone and iOS



Mobile Media Usage Among US Mobile Phone Users, by Operating System, September 2009 (% reach)

	Mobile media	E-mail	News/ info browser	Any app	Social networking	IM
Apple	94%	87%	80%	83%	58%	43%
Android	92%	63%	80%	82%	52%	46%
Smartphone	80%	70%	65%	59%	43%	37%
Non-smartphone	26%	12%	14%	13%	8%	10%

Note: three-month average ending September 2009

Source: comScore Inc., 'Android: Crashing the Smartphone Party' as cited in press release, December 17, 2009

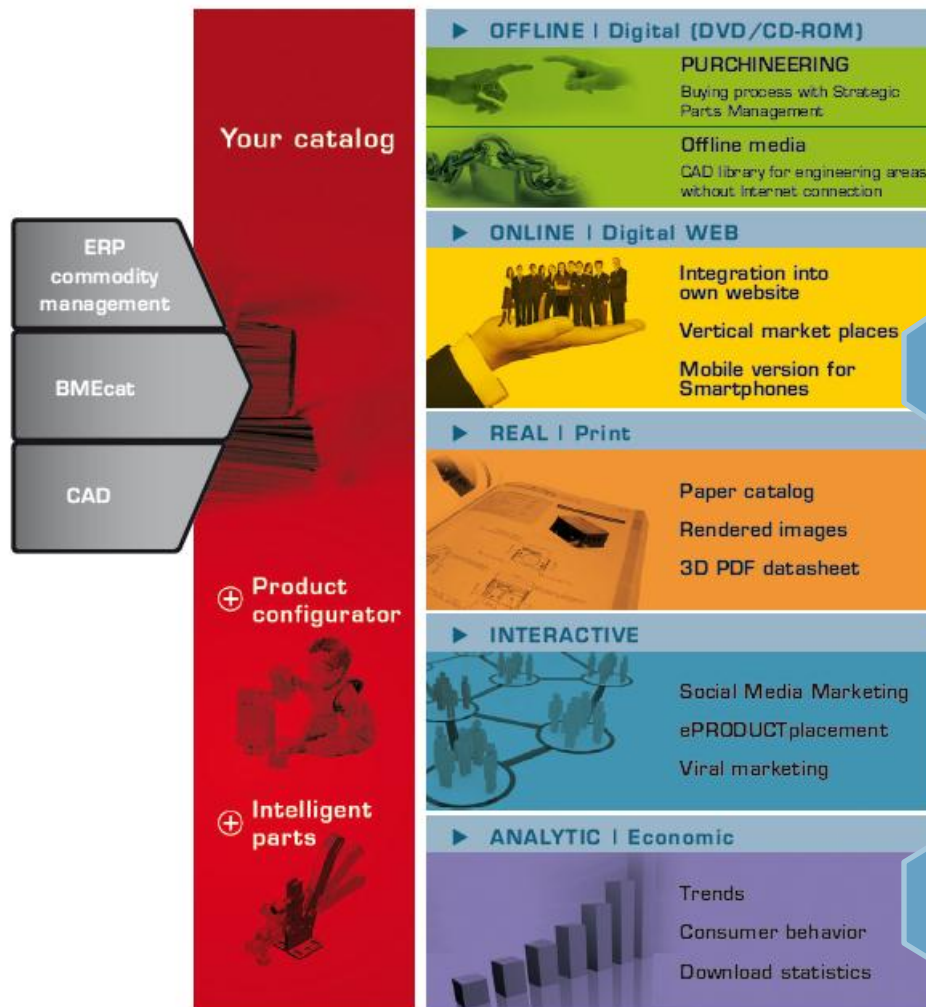


Far more than CAD models

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Modular solution!



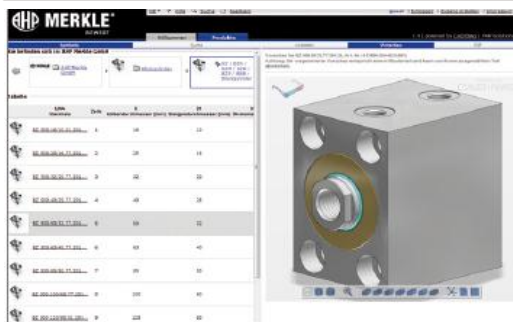


Corporate Design has many faces nowadays...

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3-D CAD PORTAL



ASSISTANT



AUGMENTED REALITY FLYER



3-D GLASSES



CD-ROM*



TRADESHOW BOOTH*



PRINT CATALOG*



WEBSITE*



IMAGE BROCHURE*





**Corporate Design has many faces
nowadays...**

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... one more is added:

The eCATALOGsolutions APP!





eCATALOGsolutions APP -

App for engineers and purchasers

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Product configurator

Combine components without error and create corresponding 3D CAD geometries



Search by sketch

Find components through 2D sketches



Product information

Details and pictures of individual products



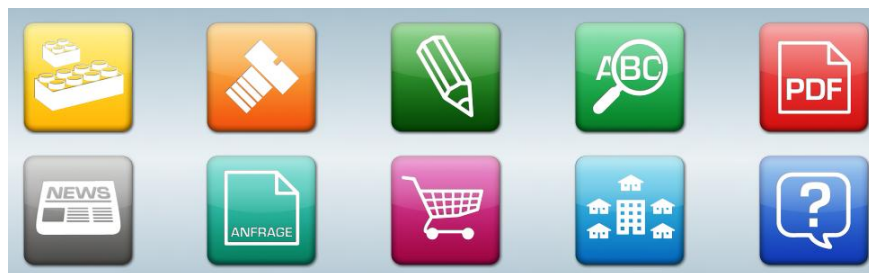
3D CAD models

Browse entire catalog



Product search by text

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



Query

Request for proposal



How to buy

Addresses and contact information of sales offices



News

Up-to-date information about products and the company



eShop

Order components directly online



Support

Support for questions regarding products and the company

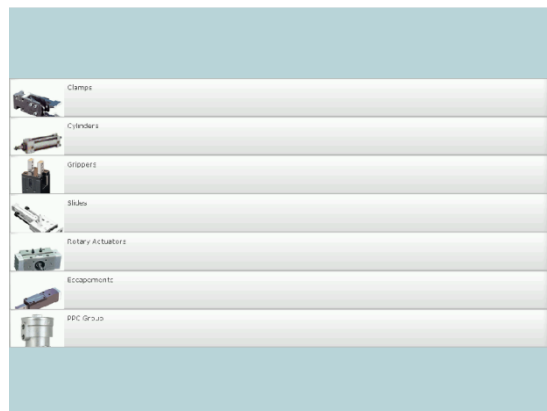


eCATALOGsolutions APP -

Live Demo

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Ident number	GRA
Design No.	5
Bore Size	5
Min Total Jaw Travel	4
Manifold Option	
Mounting Option	
Fluid Compatibility	
Direction	
Position	0
Switch	
Nominal Total Jaw Travel	4
A Closed	25
A Open	29
B1	31
B2	0
B3	0.0
B4	34.4
B5	10
B1	MT.6 x C.35
B2	1.5
B3	5

Always stay up-to-date about your portal, even on the road!

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Information about accesses sorted by:

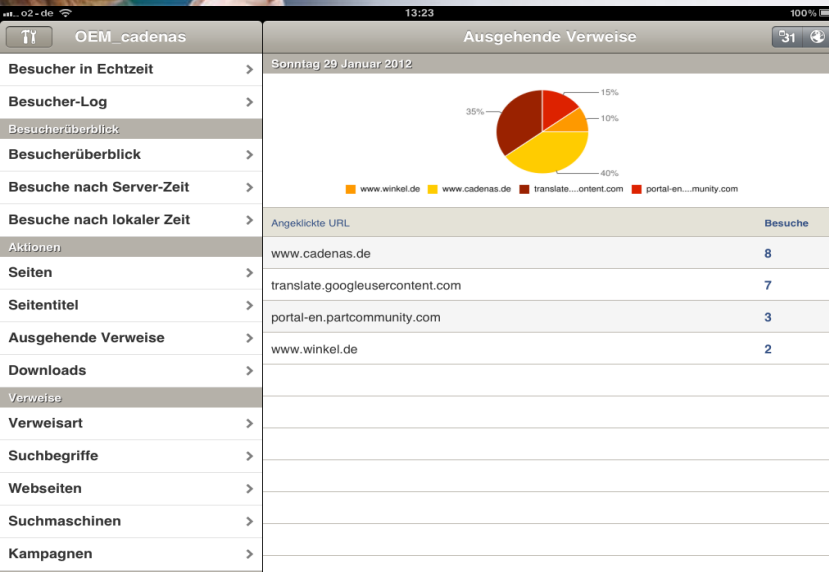
- Search engine and search terms
- Which external websites have called up your portal been?
- Countries and continents
- Which screen resolutions, browser, operation systems....does your visitor use?
- Real-time display of your visitor with language, browser, IP address, operation system and origin of the visit
- And many more...



Always stay up-to-date about your portal,
even on the road!
LIVE DEMO:

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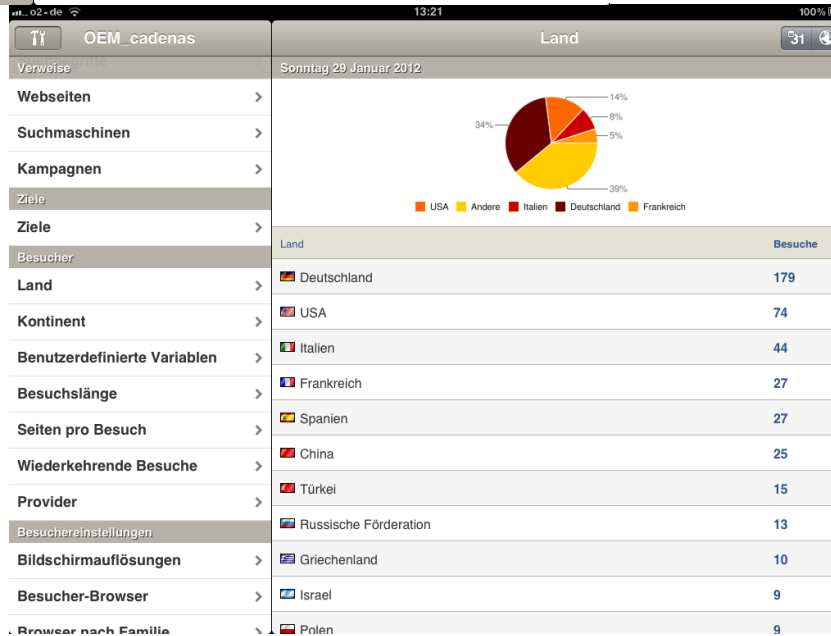
13:21 100%

OEM_cadenas

Besucherüberblick

Sonntag 29 Januar 2012

Besucher in Echtzeit	Sonntag 29 Januar 2012
Besucher-Log	Besuche 548
Besucherüberblick	Eindeutige Besucher 421
Besucherüberblick	Aktionen 3224
Besuche nach Server-Zeit	Maximale Aktionen bei einem Besuch 96
Besuche nach lokaler Zeit	Absprungsrate 35%
Aktionen	Aktionen pro Besuch 5.9
Seiten	Durchschnittliche Besuchszeit (in Sekunden) 00:08:56
Seitentitel	
Ausgehende Verweise	
Downloads	
Verweise	
Verweisart	
Suchbegriffe	
Webseiten	
Suchmaschinen	
Kampagnen	





Five reasons for an APP:

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„Trends need fans, to survive on the market! You only gain fans by setting trends (standards) and offering the best service for your customers/fans. CADENAS: Setting Standards“ (Jürgen Heimbach, CEO CADENAS GmbH)

1. Trendsetter
2. Brandsetter
3. Fansetter
4. Standardsetter
5. Servicesetter

CADENAS

SETTING STANDARDS





Five reasons for an APP:

1. Trendsetter

Innovations are quickly seen as standard.

If a company fails to meet the standard, people start to doubt the innovation spirit which (from the customers view) applies not only for marketing but also for the company.

With the CADENAS APP:

- You are a technological pioneer
- Have permanent access to the customer
- Provide information in an isolated environment without (Web 2.0-) distraction

Interesting area



Five reasons for an APP:

2. Brandsetter

In a competitive market brands have to be focused on **presence** and **sustainability**.

Once an APP is installed it remains there quite a long time.



In the APPSTORE (e.g.) there is a rating function. APPS which have a good rating are recommended, talked about and you get direct feedback from the user.



Positive rating increases the ranking of the APP and the brand-awareness you desire is generated by the „App-Economy“.



Five reasons for an APP:

3. Fansetter

Due to fact that brands, products and services are replaceable, customers are nowadays more than prepared to change suppliers.



With adds facebook offers companies an APP for mobile users. If you are satisfied with your supplier (a „**Fan**“), you will concentrate on him and be the first to hear about innovations.

If you want to keep your „**Fans**“, cannot do without offering an APP for all cell phone operation systems. At least if you don't want to use your fans in the mobile web.





Five reasons for an APP: 4. Standardsetter

If you want to have a pioneering role on the market you have to define rules (standards).

This applies for communication, product development and customer service.

The modern „Web 2.0 Concept“ says:

The community of users contributes to the optimum.

This means in our case: The internal users (marketing, sales representatives) AND customers communicate improvement suggestions and thus they work together on the best solution.





Five reasons for an APP:

5. Servicesetter

24/7 Support and Service is (almost) standard to most customers.



Support

Support on questions
regarding products
and our company

The more mobile a person is (not online on the internet) , the faster he needs access to the most important information and brand services.



3D CAD models

Browse the whole catalog

The faster a customer finds all relevant data (e.g. contact possibilities to sales staff) the less it is likely that he will change to another supplier.



Purchase possibilities

Addresses and contact to sales
offices

For your profitability calculation there are many important points you should consider:

- Your sales representatives always have the information/product data with them, that is up-to-date
- You reduce the volume of your print catalog
- (Free of charge) distribution of your APP worldwide
- Best service and information for your customer
- Modified and faster communication structure → engineers can immediately compare data with their mobile devices and send CAD geometries via email.
- Fast search possibilities (Full-text , 2D-sketches )
- And many more...



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SETTING STANDARDS

Thank you for your attention

QUESTIONS?

FEEDBACK?

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Email: F.Krause@cadenas.de





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