



eCATALOG SOLUTIONS | PART COMMUNITY

THE VERTICAL MARKETPLACES

ACCESSING NEW CUSTOMER POTENTIALS

The company



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

About me

Jürgen Heimbach

Employees



~ 300 weltweit

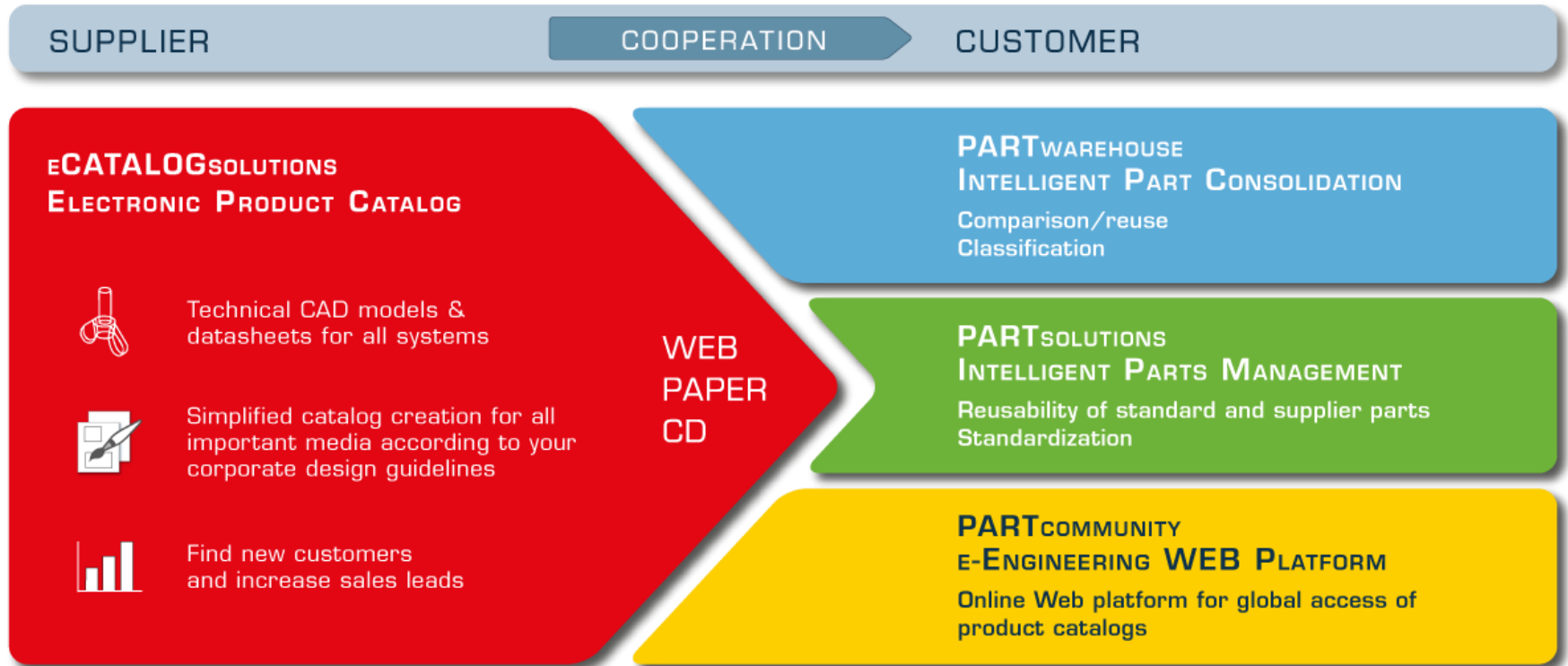
Markets



Growth > 20 %
~ 350,000 Licenses and > 500 Catalogues



The CADENAS Product Portfolio





Technologie changes in PARTcommunity 2.0

The screenshot shows the PARTcommunity 2.0 website interface. The main content area displays a table of CAD models with the following columns: LINA, Stackhöhe, Zeile, D, Kolbendurchmesser (mm), D1, Stangendurchmesser (mm), and VOLUMEN. The table contains four rows of data:

LINA	Stackhöhe	Zeile	D	Kolbendurchmesser (mm)	D1	Stangendurchmesser (mm)	VOLUMEN
BVZ	200 4025 01 201	1	40		25		0.000
BVZ	200 5002 01 201	2	50		32		0.000
BVZ	200 6340 01 201	3	63		40		0.000
BVZ	200 6050 01 201	4	60		50		0.000

- Based on Java Portlet technology, in other words every section is shown in its own window (portlet)
- Page layouts are quickly and individually adjustable by the portal owner
- User accounts are valid for all portals, only one registration necessary
- Faster page construction thanks to Ajax-Requests (asynchronous server requests, only parts of the page are shown new)
- Embedding of foreign sites or Google gadgets in portlets is possible



New functions in PARTcommunity 2.0

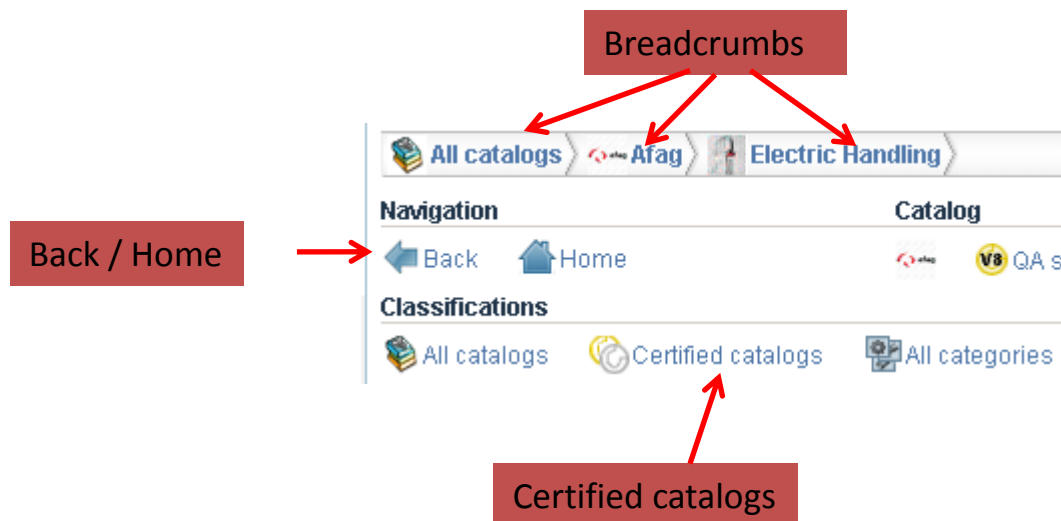
LINA	Zeile	D	D1	VOLUMEN
Stückliste		Kolbendurchmesser [mm]	Stangendurchmesser [mm]	Ochsenm. ausfahren
BIVZ 200 4005 01 201..	1	40	25	0.000
BIVZ 200 5002 01 201..	2	50	32	0.000
BIVZ 200 6340 01 201..	3	63	40	0.000
BIVZ 200 60050 01 201..	4	60	50	0.000

- **Faster navigation with "Back" and "Home" links**
- **GUI and catalog language can be changed separately**
- **New filter to find catalogs**
- **Link to show certified catalogs only**
- **Geometrical search (2D sketch, 3D STL, similar parts)**



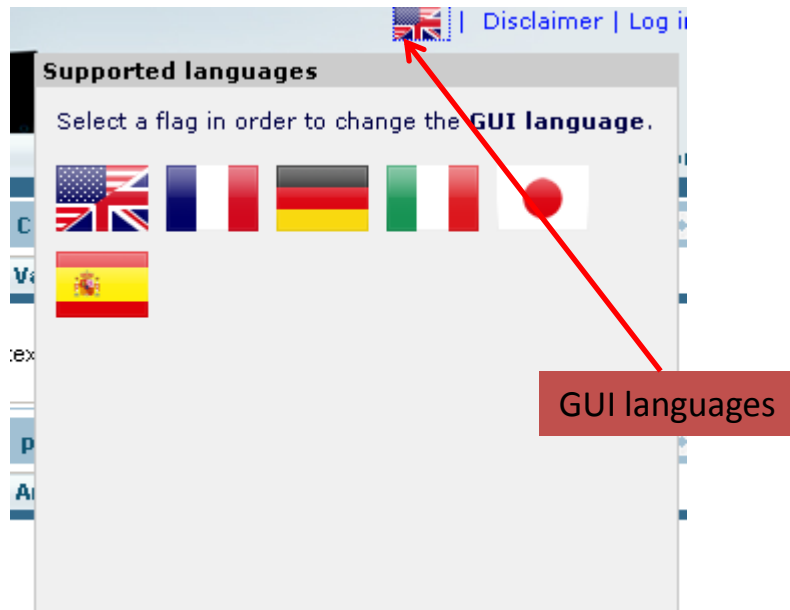
Enhanced navigation elements

- **Back button: a level back in the catalog structure**
- **Home button: back to catalog start page (OEM) or catalog main level (Supplier)**
- **Certified catalogs (OEM): Display all certified catalogs**
- **Breadcrumbs: navigate freely within the selected path**





- **Desktop and catalog languages can be changed separately from one another**
 - **Supported desktop languages may be set by users**
 - **Supported catalog languages are taken directly from the catalog**





- QA information are now visible on supplier portals
- QA seal is shown on all catalog levels

The screenshot shows a web interface for a catalog. At the top, there is a header with the word "Catalog" and a navigation bar containing a "QA seal" icon and a "Language" dropdown menu. Below the header, a section titled "AHP Merkle: QA Seal Information" is displayed. This section contains the following text:

Catalog: AHP Merkle
Created at: 14.4.2010
Special features of the catalog:

- german,english,french,finnish,danish,czech,swedish,italian,polish,portuguese,
- Central management with the CADENAS quality tool PARTproject QA
- Electronic test run was passed (CAD compatibility assured)
- Only clear nomenclature -> ERP-compatibility assured
- Kinematic / geometrical constraints defined
- Assembling conditions / informations included
- Definition of NOCUT Parts included

Two red callout boxes with arrows point to specific elements: one labeled "QA seal" points to the QA seal icon in the navigation bar, and another labeled "QA informations" points to the "Special features of the catalog" section.



New search types

- **The following search functions are available in PARTcommunity 2.0**
 - **Full text search across all catalogs**
 - **Variable search in a catalog**
 - **Geometric 3-D search based on STL compare data in a catalog**
 - **Geometric 2-D search based on sketches in a catalog**
 - **Geometric similarity search based on a selected project in a catalog**



New search types

Fulltext and variable search

- Full text search with wildcards (*) possible
- Variable search according to numerical variables and text variables possible

Catalog

Criteria

Name	Description	Comparator	Value
GEW	Weight	=	<input type="text"/> g
BESTNR	Order No.	=	<input type="text"/>
GR	Size	=	<input type="text"/>

Catalog selection (OEM only)

Search variables





New search types

Geometrical 3D search

- As comparison data an STL file is uploaded
- Based on this file a search in the selected catalog follows

The screenshot shows a web interface for searching in a catalog. At the top, there is a 'Catalog' dropdown menu with 'A4Hydrauliek' selected. Below it is a 'Sample data upload' section containing a 'Select file...' button, a 'Delete all' button, and a list of uploaded files. One file, 'AMF305953.STL', is listed with a 'Done' status and a 'Delete' link. At the bottom of the upload section is a 'Search' button. Red callout boxes with arrows point to these elements: 'Sample data' points to the 'Select file...' button and the file list; 'Catalog selection (OEM only)' points to the dropdown menu; and 'Start search' points to the 'Search' button.

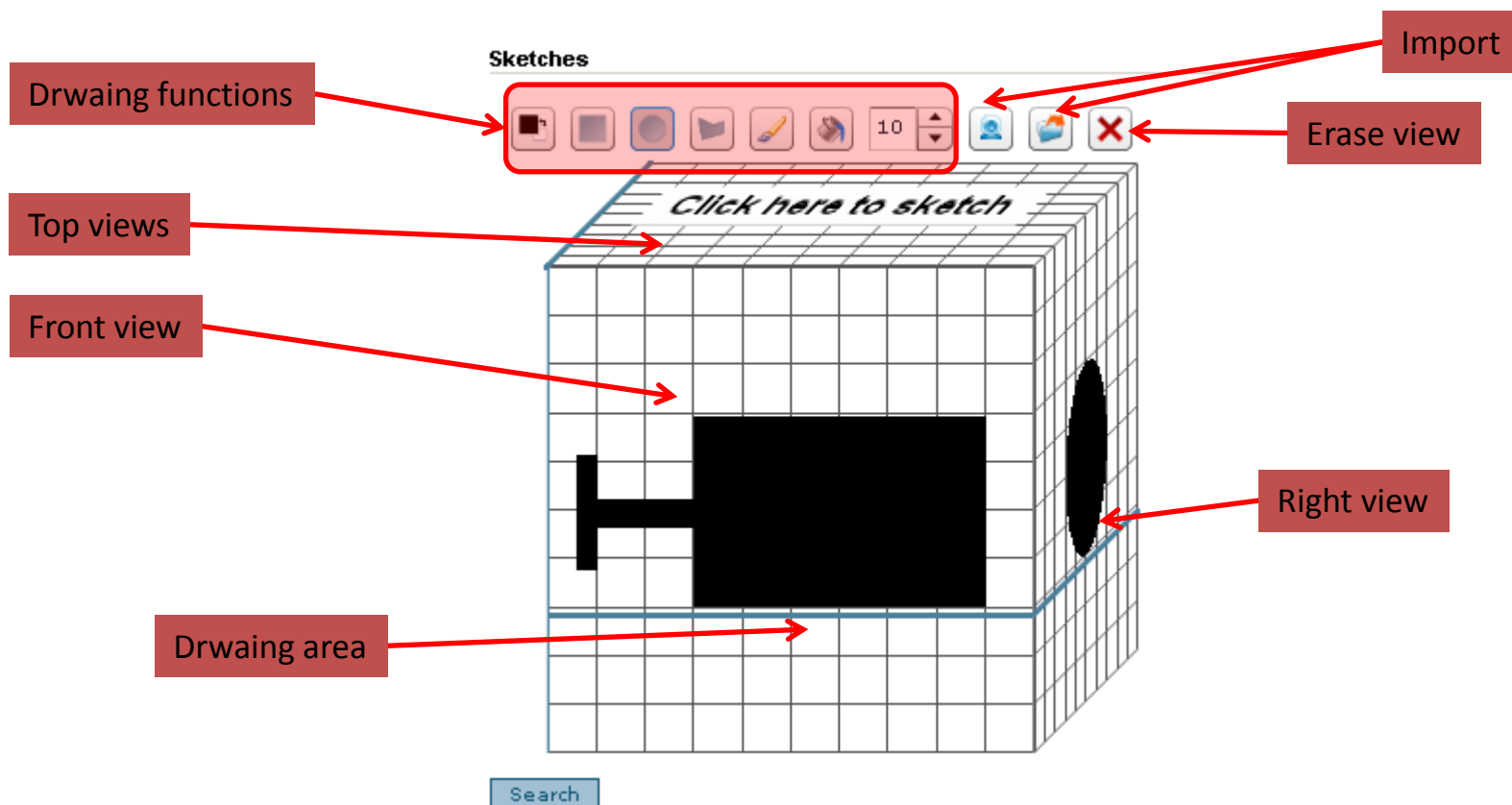




New search types

Geometrical 2D search

- Up to three views (front, top, right) can be used as sample data
- Sketch drawing, import existing files or import via a webcam





New search types

Similarity search

- After selecting an assembly or a single part, you can search for geometrically similar parts in the same or in OEM portals in different catalogs

CAD models

[Full screen mode](#) [Refresh online shop](#)

Search for geometrically similar parts in the following catalog: Afag

LINA	Row	BNR	TYP	A	B	B1
Bill of material		Order No.	Type	Length A [mm]	Length B [mm]	Width B1 [r

Similarity search OEM

CAD models

[Full screen mode](#)

Search for geometrically similar parts in this catalog

LINA	Row	BNR	TYP	A
Bill of material		Order No.	Type	Length A [mm]

Similarity search Supplier





➤ **New PART2CAD functionality for faster parts generation**

- **Generation of the CAD formats no longer occurs on the servers, but on the computer of the end-user**
- **Therefore the long wait times during peak hours is omitted**
- **The generated models can be inserted into the CAD immediately and be placed in the proper directory structure without detours, unpacking and copying is no longer necessary**
- **PART2CAD is available for the following CAD systems**
 - **Inventor**
 - **Solidworks**
 - **Solidedge**
 - **CATIA**
 - **PRO/Engineer Wildfire**
 - **One Space Designer**





	Flange for SZ 250.36/28 - Art. No.: 028813	CAD	Direct integration	Delete
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PART2CAD CADENAS GmbH - Mozilla Firefox

http://www.partserver.de/partserver/preview/30901745/p2cinv_applet.html

CADENAS PART2cad

Wählen Sie die CAD Version, in die das Modell übertragen werden soll:

Autodesk Inventor 2011

Auswählen Abbrechen

Beachten Sie, dass Ihr CAD System gestartet sein muss.

[Hilfe](#)





Contact the Supplier

➤ Display of subsidiaries of the catalog manufacturer


- In the catalog classifications all subsidiaries of a supplier can be saved separated by country
- These subsidiaries are then displayed in a separate portlet with a Google map
- A user can therefore quickly see whether or not there is a subsidiary in his/her vicinity and can then contact the manufacturer
- A laborious search, for example via Google is no longer necessary




Contact the Supplier

Location of catalog vendor

Address

Catalog: Afag
Company: AFAG Automation AG
 Address: Fiechtenstrasse 32, Huttwil
Country:
Website: www.afag.com

Location




Map Satellite Hybrid


Imagery ©2011, Map data ©2011 - Terms of Use

Location of catalog vendor

Address

Catalog: AMF - ANDREAS MAIER GMBH & CO KG
Company: ANDREAS MAIER GmbH & Co. KG
 Address: Waiblinger Str. 116, Fellbach
Country: Germany
Website: www.amf.de

Location



Map Satellite Hybrid

Imagery ©2011, Map data ©2011 - Terms of Use



Request for quotation

➤ Request for quotation

- **In the classifications per country / subsidiary a contact e-mail address can be applied**
- **Via a link a user can send a quotation request of a part directly to the supplier**
- **A complicated search for an address is also omitted here, all relevant data is available in PARTcommunity in one interface**




Request for quotation

CAD model selection

All catalogs > AHP Merkle > Block Cylinder > BZ / BZN / MBZ / BZR / BZP / BZH / BRB - Block Cylinder

Request for Quotation

Part information

 **Catalog Supplier:** AHP Merkle
Part identification: BZ 500.50/32.77.201.25, Art-Nr.: 013690 (DH=02.0.001)


Mail Options

Preferred country: Germany **Contact e-mail:** mailbox@ahp.de

Your e-mail (reply to): s.waldner@cadenas.de **Cc:** **Bcc:**

Subject: BZ 500.50/32.77.201.25, Art-Nr.: 013690 (DH=02.0.001)

User information **Alternate shipping address** **Amount and date**

Title: Mr. **Amount:** 20
First name: Stefan **Planned delivery date:**
Last name: Waldner 
Street: Berliner Str. 28b
City: Augsburg
ZIP: 86153
Country: Germany
State: Bayern
Company: Cadenas GmbH

ⓘ Please keep in mind that your request can only be processed if all necessary fields are set!

Additional Message

ⓘ After clicking this button your request will be sent to the catalog supplier.



Deeplinks

- **Deeplinks increase the accessibility of the electronic products**
- **Manufacturers who make deeplinks available on their own page, reach significantly higher downloads**
- **Easier entry for the user, since he is forwarded from a known supplier page automatically into the corresponding product on PARTcommunity**
- **With deeplinks, directories, projects and characteristics including value ranges can be managed**

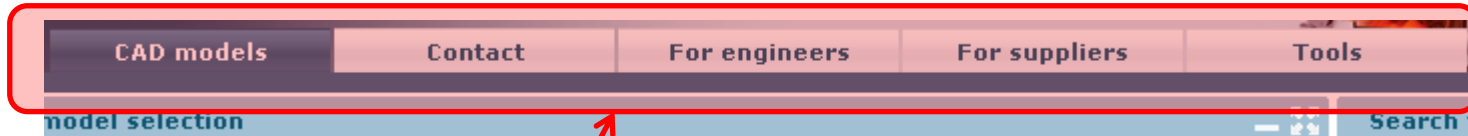


- **PARTcommunity 2.0 offers a new administration interface for managing a portal**
 - **Layout changes of a portal page in one click**
 - **Change composition of portlets or add new ones**
 - **Upload own logos, images and icons**
 - **One-click color changes**



Portal management

Portal pages



Actions

[+ New Portal Page](#) [Configure Portal](#) [Role Management](#) [Display Roles](#)

Portal Pages

Portal Pages	
CAD models	Previews, Briefcase, PartCommunityMiscCodePortlet, PartCommunityMiscCodePortlet, CatalogNavigationPortlet, Pi
Contact	Go
For engineers	PartComr
For suppliers	PartComr
Tools	PartCommunityMiscCodePortlet, PartCommunityMiscCodePortlet



Portal management

Changing the layout

Portal Page Configuration











Layout:



Rule management

Portal Page Configuration

Select layout Close

 Standard 100%	 Advertising 100%	 Standard 60% - 40%
 Advertising 60% - 40%	 Standard 40% - 60%	 Advertising 40% - 60%
 Standard 10% - 55% - 35%	 Advertising 10% - 55% - 35%	 Standard 35% - 55% - 10%
 Advertising 35% - 55% - 10%		



Portal management

Adding portlets

Portal Page Configuration

Application:

<input checked="" type="checkbox"/> Licence Agreement	<input type="checkbox"/> Preview-Information	<input type="checkbox"/> Current-Users	<input type="checkbox"/> Catalog-Navigation-Search	<input type="checkbox"/> Catalog-t
<input type="checkbox"/> Variable-Search	<input type="checkbox"/> Search	<input type="checkbox"/> Previews	<input type="checkbox"/> Preview-Animation	<input type="checkbox"/> Catalog v Location
<input type="checkbox"/> Briefcase	<input type="checkbox"/> Preview-3D	<input type="checkbox"/> Preview-2D	<input type="checkbox"/> Supplier-Catalog-Navigation	<input type="checkbox"/> Portal fee



Drop portlet here

User-Registration

Misc-Code

Misc-Code



Drop portlet here

Catalog-Navigation

Piwik Analytics



Drop portlet here

Search

Previews

Briefcase

Misc-Code

Piwik Analytics



Drop portlet here

Licence Agreement



Portal management

Change icons

Portal Images

Section
ACTION
BRIEFCASE
CATALOG
CATALOGPART
CATALOGSEAL
COMMON
DETAIL
ERP
FORMAT
GENERATION
LANGUAGE
MAIL
NAVIGATION
USER

6 portal image(s) available

GENERATION				
Image Name	Description	Type	Image	Actions
generate-part.gif	Generate part	COMMON		Edit
generate-pdf-datasheet.gif	Generate PDF datasheet	COMMON		Edit
generate-preview.gif	Generate preview	COMMON		Edit
generation-type-direct2cad.gif	Generation type "Direct2CAD"	COMMON		Edit
generation-type-download.gif	Generation type "Download"	COMMON		Edit
generation-type-mail.gif	Generation type "Mail"	COMMON		Edit

<< Back

Type Selection

Common
 Coloured
 Customised

Portal Image COLOURED

Image Name	Colour	Use Colour	Layer	Image
generate-part-L0.gif	<input type="text" value="#000000"/>	<input checked="" type="checkbox"/>	0	
generate-part-L1.gif	<input type="text" value="#000000"/>	<input checked="" type="checkbox"/>	1	

Preview:

Preview update





- **PARTcommunity 2.0 is based on an open architecture, which can be extended with your own content**
 - **CADENAS has developed special portlets to be able to add new content**
 - **You can add your own pages, RSS-feeds or even an eShop to your portal**
 - **You will be able to create an additional benefit for the end-user, PARTcommunity 2.0 offers more than CAD models**
 - **At the moment there is only one limitation: your own content can not communicate with other portlets**



Search engine optimization

eCATALOG SOLUTIONS | PART COMMUNITY

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- **PARTcommunity 2.0 can now be indexed by search engines like Google**
- **All links to subpages will be extended with keywords from the currently selected catalog**
 - **<http://cadenas.partcommunity.com/AHP-Blockcylinder>**
- **These keywords have a very high weight for search engines and will result in a higher ranking**
- **In combination with keywords inside the HTML pages the ranking will be increased, too.**





Future Developments

- **Context sensitive advertisement for search terms**
- **New operating element “Carousel” for easier operation on touch screens (iPad)**
- **Dynamic adjustment of the 2-D / 3-D previews for row change in table**
- **Register with foreign accounts, for example company accounts, Facebook, Google**
- **Integrate Augmented Reality to find a part**
- **API to enable communication between foreign portlets and Cadenas portlets**



Summary

Advantages for the User

- **Centrally available overview bar with the most important connections. This enables quicker changing of settings**
- **Unique display of similar elements, creating a higher recognition factor. The user can easily find his way around the page**
- **Catalog filter and navigation buttons to maneuver through the catalog structure quickly and smoothly**
- **Intuitive search functions to find parts faster. Find instead of search**



Summary

Advantages for the User

- **Simplified configuration of the CAD models**
- **Download of the CAD models was moved into the focal point, the user gets to the desired CAD model faster**
- **Only one registration needed for all portals, the login data are taken over into other 2.0 portals**
- **Reach the CAD model faster**
- **Direct contact to manufacturer possible**



Summary

Advantages for the Supplier

- **QA information always visible**
- **By embedding own content a value added can be generated for the user**
- **PARTcommunity 2.0 can thus become the central information platform for everything concerning your products**
- **A user can contact the supplier quicker**
- **The way from a simple download portal, further development with RFQ and eShop to the complete order platform**



Thank you for your attention

QUESTIONS?

FEEDBACK?

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