eCATALOG SOLUTIONS | PART COMMUNITY

THE VERTICAL MARKETPLACES

Accessing new Customer Potentials

CADENAS Technologies AG
CADENAS Group

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THE VERTICAL MARKETPLACES

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

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The CADENAS Product Portfolio

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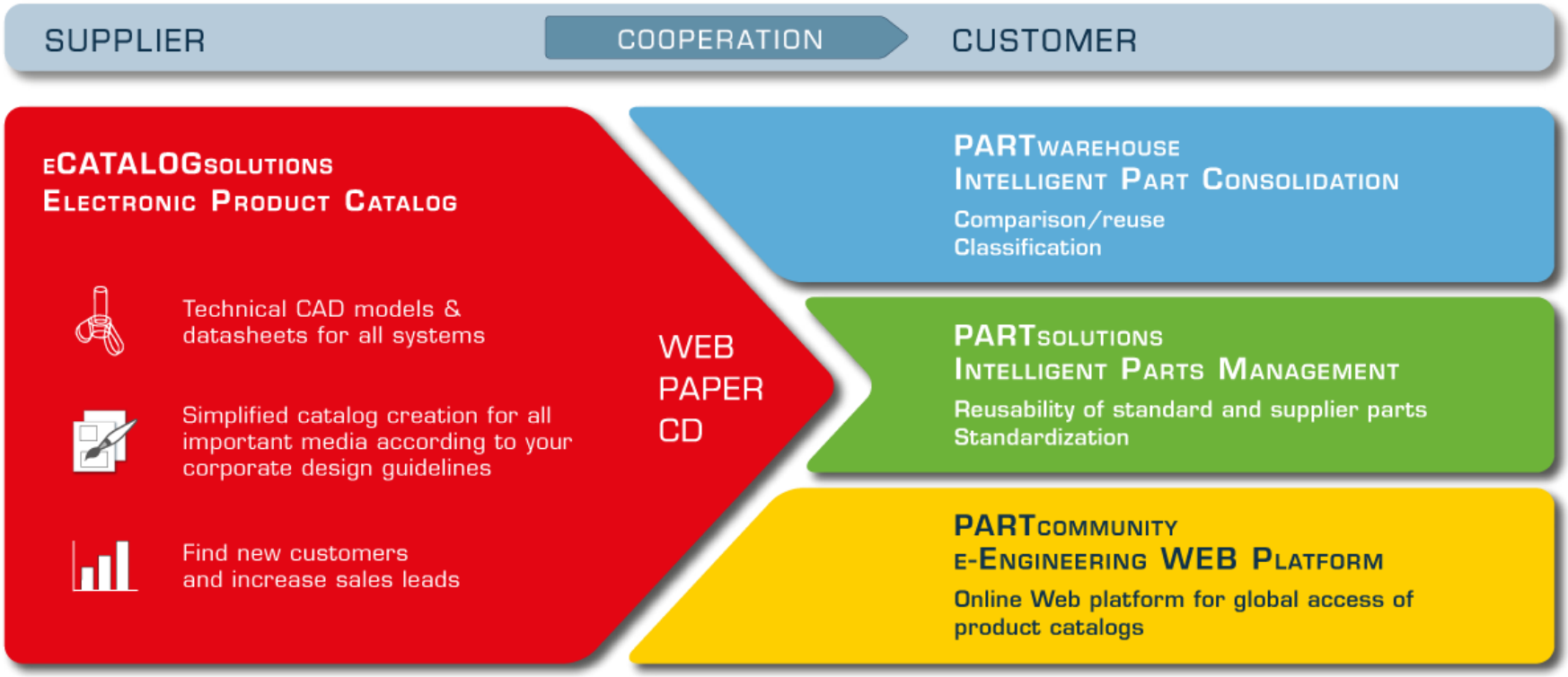

Technologie changes in PARTcommunity 2.0

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- **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**

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New functions in PARTcommunity 2.0

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

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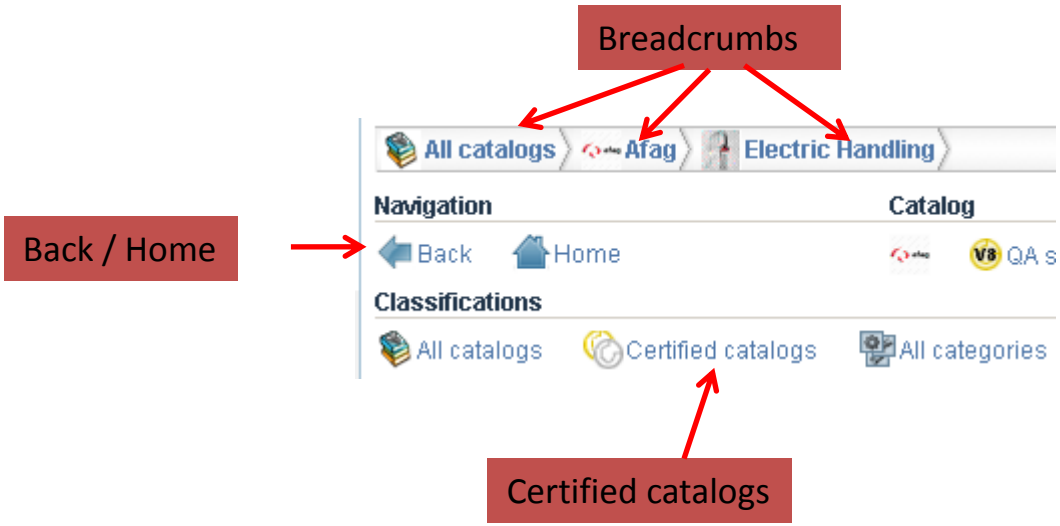
Enhanced navigation elements

- **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**



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Languages

- **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**

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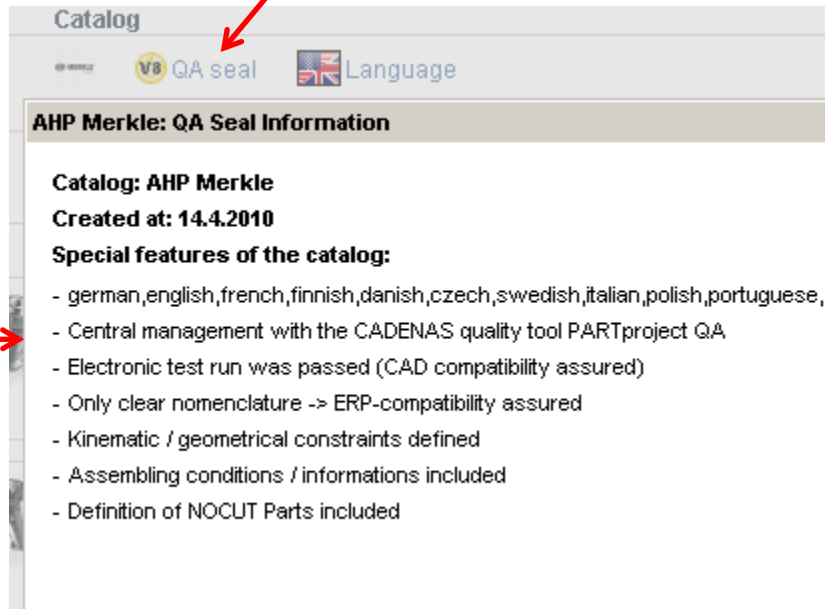
QA informationen

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

QA seal

QA informations



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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**

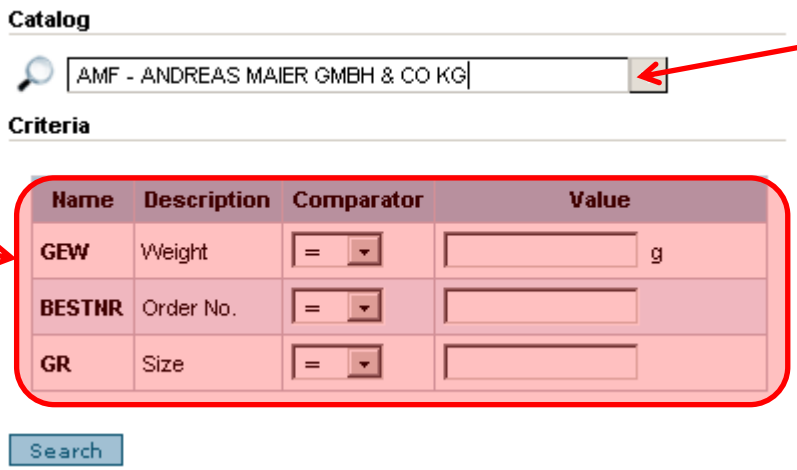
New search types
Fulltext and variable search

- **Full text search with wildcards (*) possible**

- **Variable search according to numerical variables and text variables possible**

Catalog selection (OEM only)

Search variables



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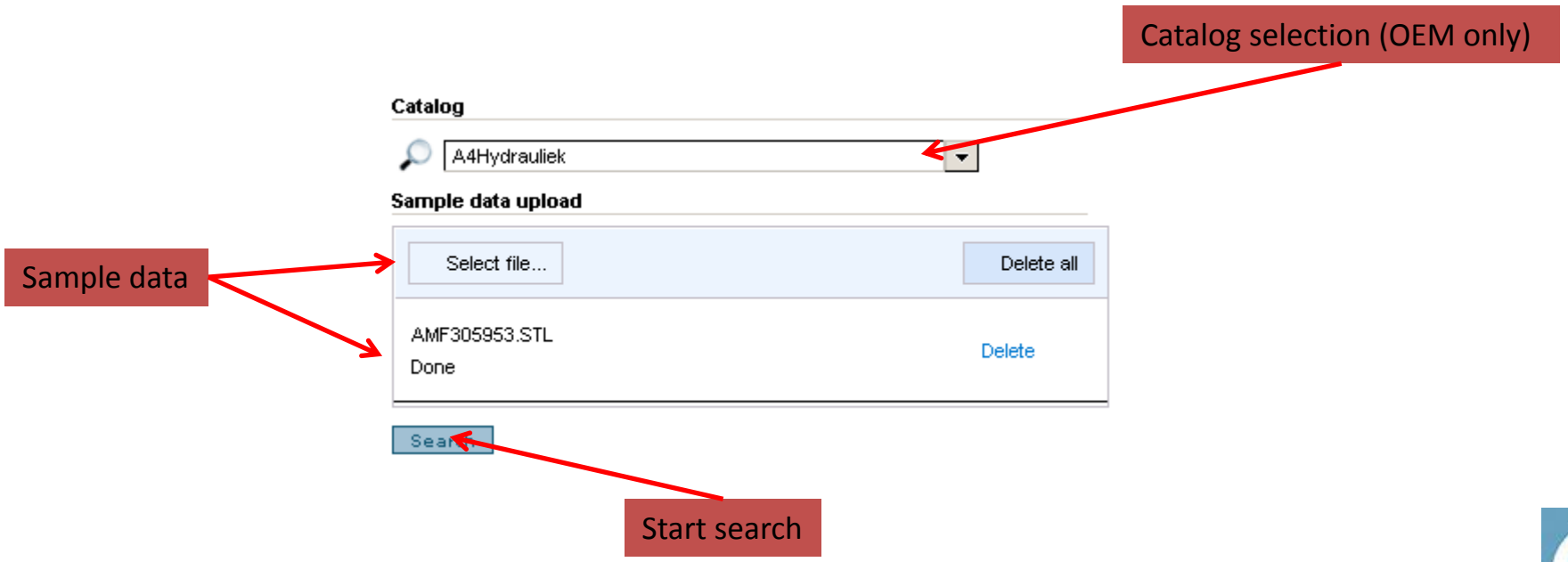
New search types
Geometrical 3D search

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



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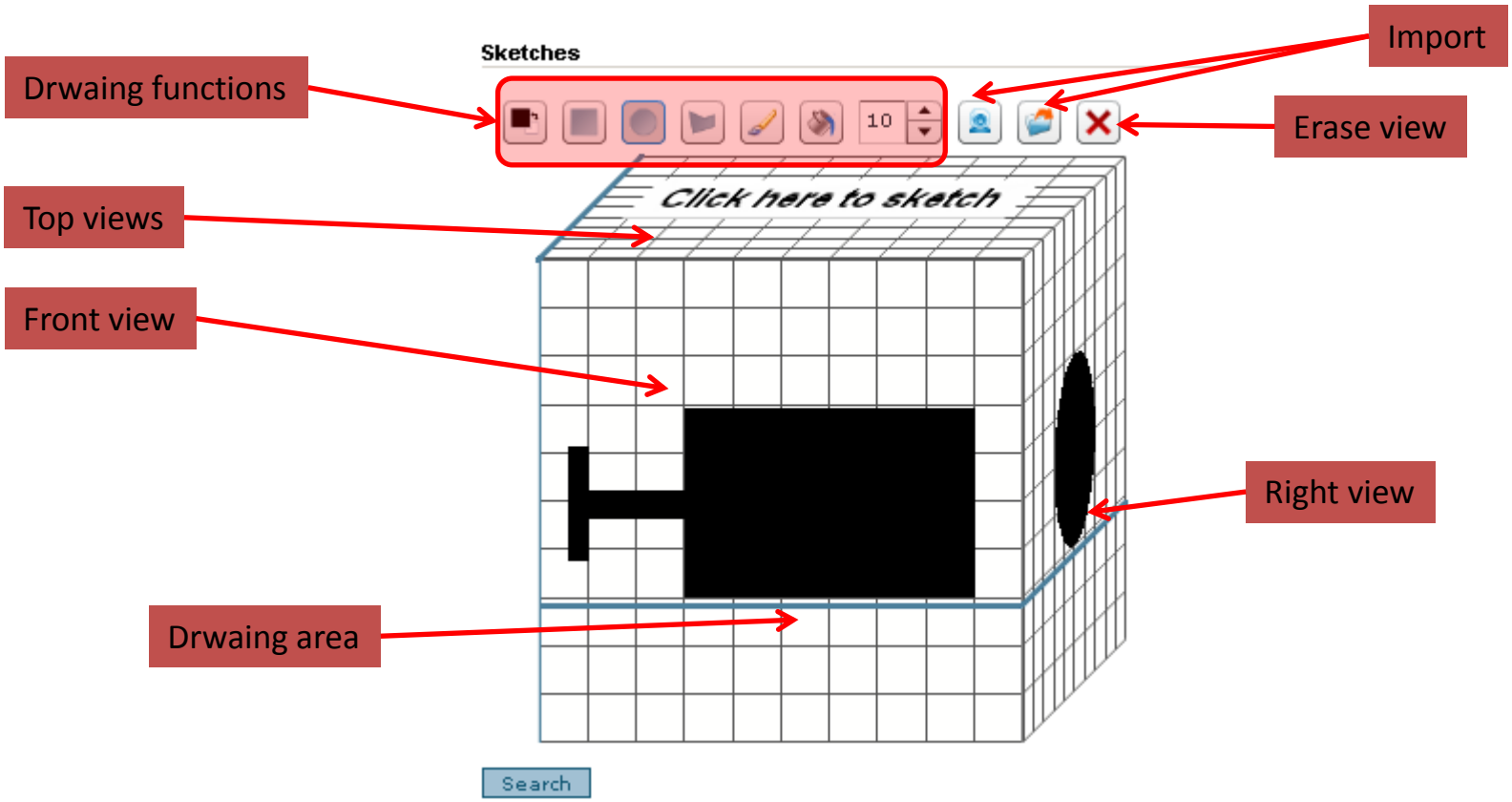
New search types
Geometrical 2D search

- **Up to three views (front, top, right) can be used as sample data**

- **Sketch drawing, import existing files or import via a webcam**



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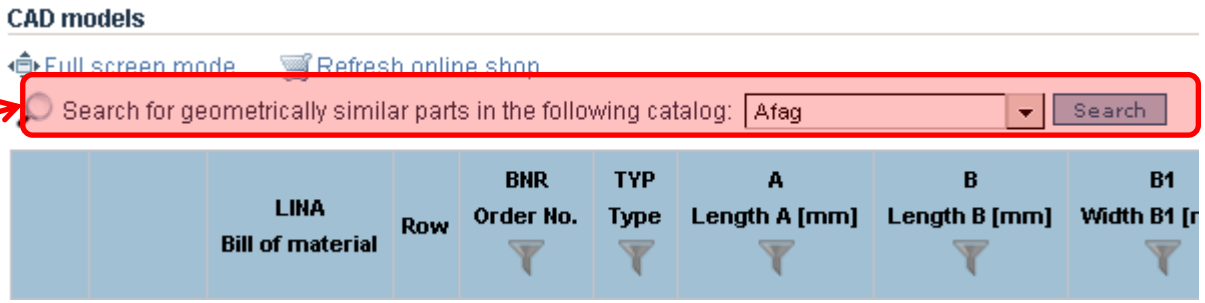
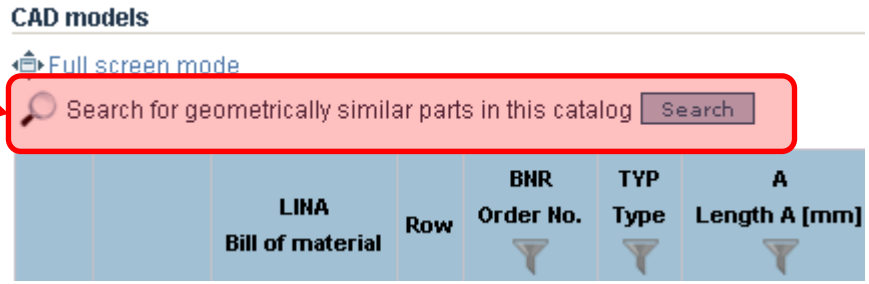
New search types
Similarity search

- **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**

Similoarity search OEM



Similarity search Supplier



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PART2CAD

- **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**

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PART2CAD

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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

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Location of catalog vendor

Address

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

Location

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

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

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Request for quotation

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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

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

Alternate shipping address

Amount and date

Amount: 20
Planned delivery date: Feb 14, 2011

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

Additional Message

Preview Request

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

<< Back

CAD ENAS

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**

Portal management

- **PARTcommunity 2.0 offers a new administration interface for manageing 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

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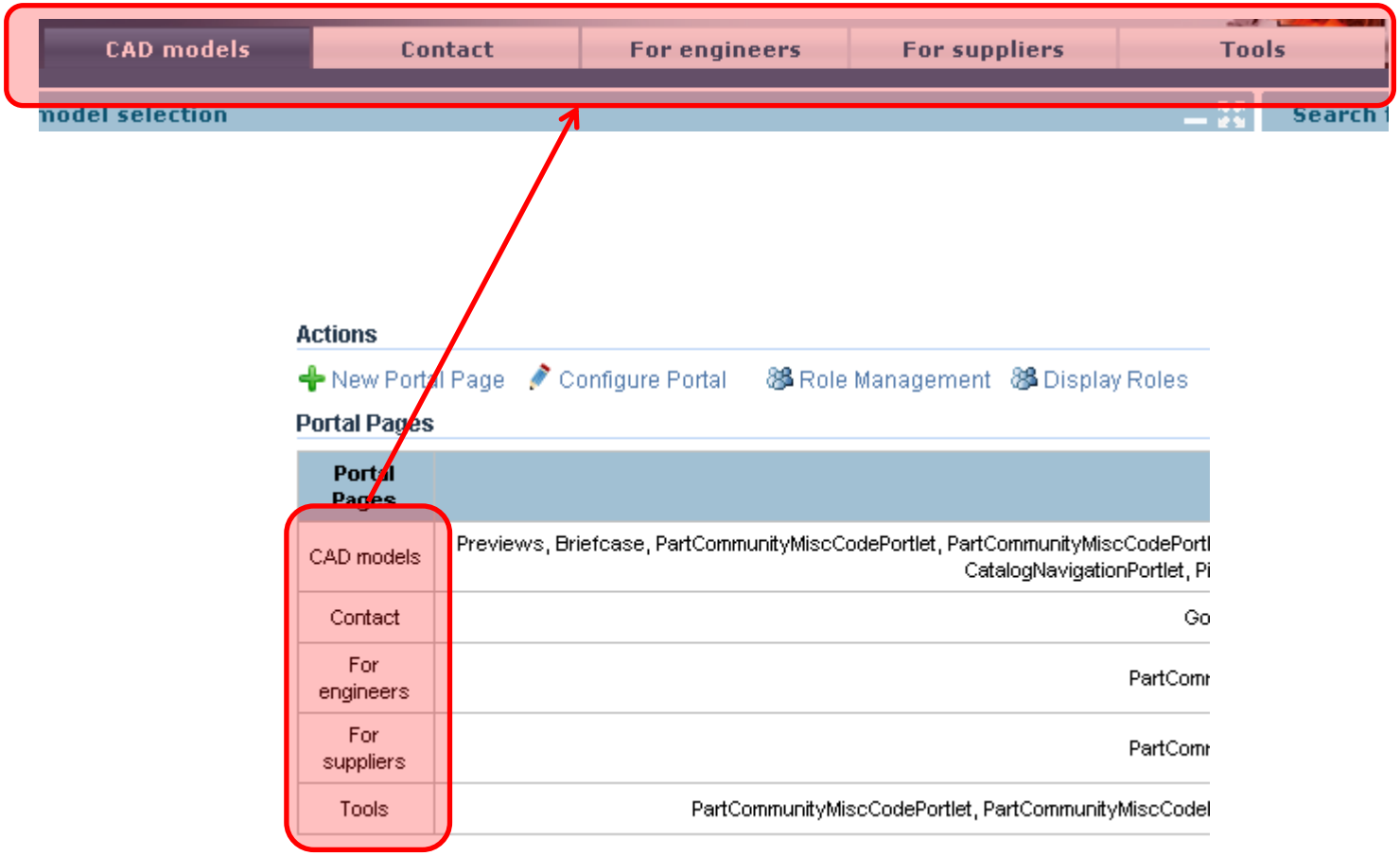

Portal management
Changing the layout

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Portal Page Configuration

Layout:

Role 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

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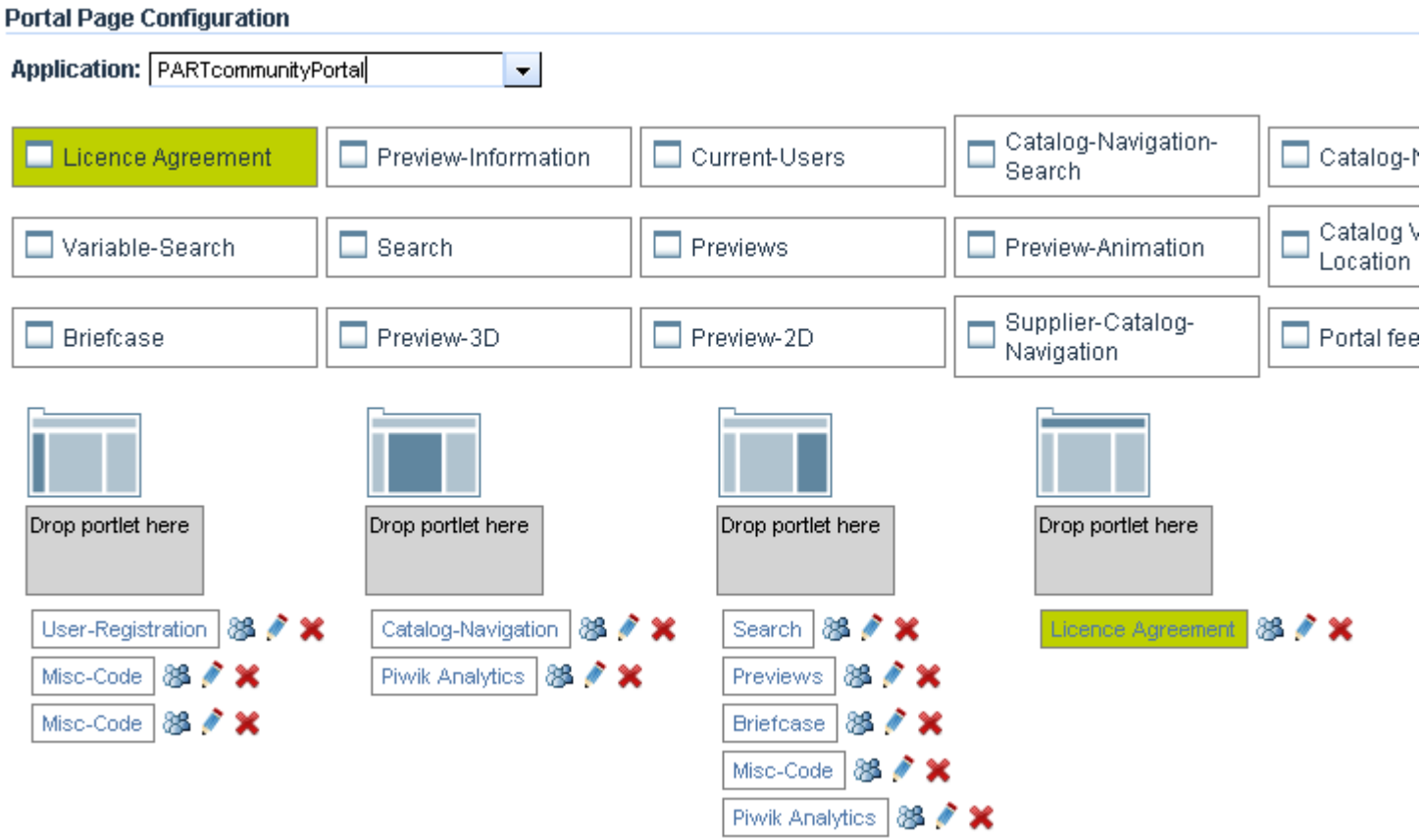

Portal management
Change icons

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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	#000000	☑	0	
generate-part-L1.gif	#000000	☑	1	

Preview:

Preview update

Portal enhancements

- **PARTcommunity 2.0 is based on an open architecture, which can be extended with your owns 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

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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 weigth for search engines and will result in a higher ranking**
- **In combination with keywords inside the HTML pages the ranking will be increased, too.**

CAD ENAS

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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