eCATALOG SOLUTIONS

DER ELEKTRONISCHE PRODUKTKATALOG

WEIT MEHR ALS NUR CAD MODELLE

eCATALOGsolutions/print

Practical experiences

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eCATALOGsolutions/print

Practical experiences

eCATALOG SOLUTIONS

eCATALOGsolutions –
die durchgängige Lösung
mit Mehrwert

About us:

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Which product information does the customer need?

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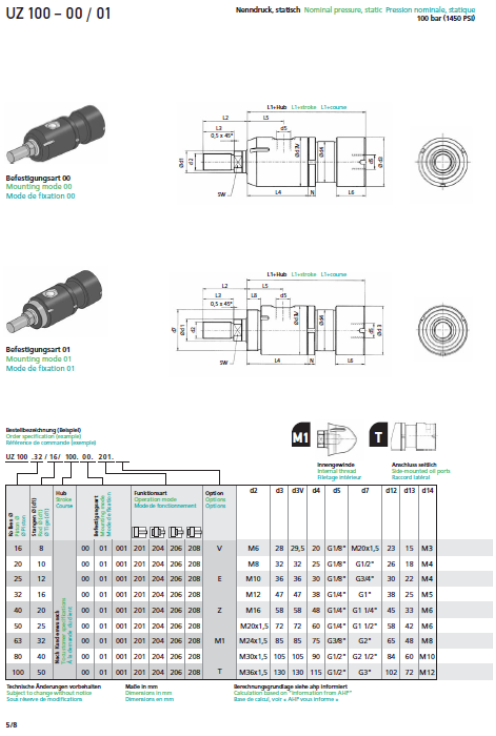
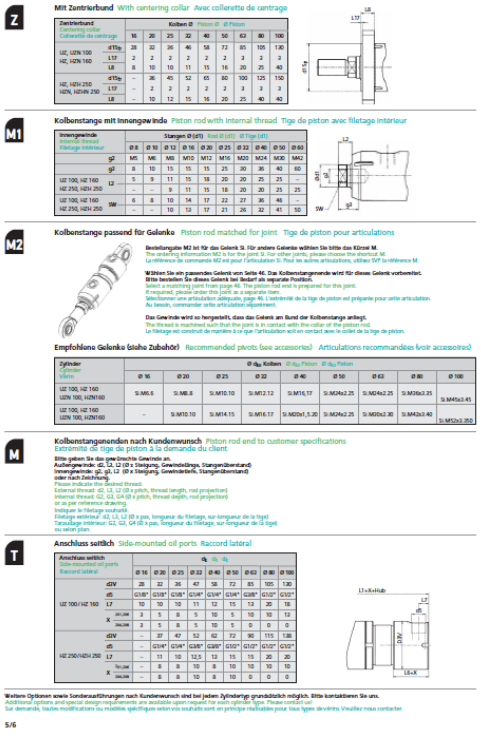
eCATALOGsolutions – die durchgängige Lösung mit Mehrwert

- Name
- Picture
- Description
- 3D display
- CAD data
- Technical data
- Dimension drawing
- Prices
- Accessory
- Fast information





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Requirements on a catalog

- Product information has to be quickly available
- Customer should be able to easily obtain information
- Low effort for data maintenance
- Increase customer retention
- Information has to be correct
- Information has to be complete
- Reduce in-house effort

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Disadvantages of separated systems for the 3D and print solution

- Data is present in different systems
- Multiple maintenance efforts
- Data controllers can‘t think outside the box
- Print catalog, web catalog and 3D are often on a different level
- Customer doesn´t know which media is up-to-date

- Result:
- -Customer unhappy
- -Hotline/ Sales department of the supplier is busy
- -Might even result in compensation for damages

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Benefits of CADENAS‘ continuous catalog solution

- One single data source
- High-quality editions
- Reduced effort for data maintenance
- All information at a glance
- Increased usability due to clear and continuous design specifications
- Customer can handle it better, since products and information always have the same structure
- All media have the same information

- -> eCATALOGsolutions contains almost all necessary information

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Cooperation started one year ago

asim
IT WORKS FOR YOU

&

CAD ENAS

Targets of the cooperation

- Every partner should contribute his strengths
- Offering a first class, continuous solution
- Support complex catalogs
- Create different catalog structures
- Fast and simple print production
- Printing templates for complete and extensive catalogs

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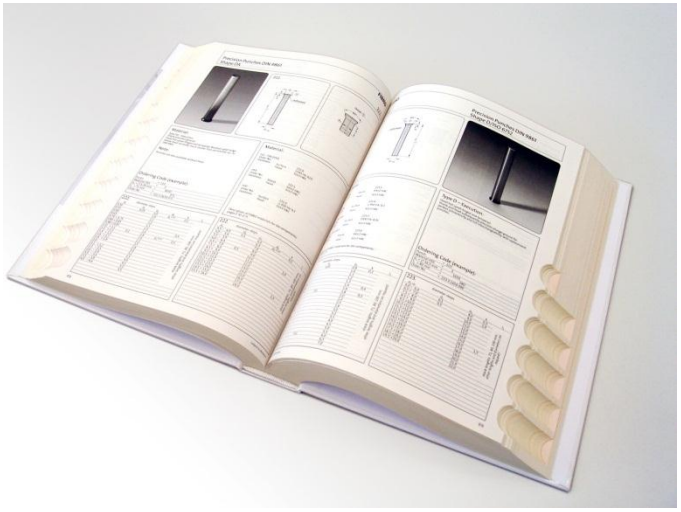
Practical experience

- Extensive project, currently in the final phase
- Scope of more than 1,000 pages
- So far there hasn‘t been a standardization of the catalog, because the pages were manually optimized
- Pictures of different quality
- There are both statically and dynamically generated pages
- Contains comprehensive, complex charts



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Practical experience

Data maintenance of additional data

- All texts are directly entered into the database
- Dimension drawings, previews etc are directly linked to the products
- Tabular values are uploaded
- Multilingualism

Practical experience

Necessary templates are created.

- **It is planned that content templates are reduced to no more than 30 pieces**
- **Additional templates for index, register, contents, to generate them automatically**
- **Generating them only takes a few days**
- **In advance a strategy has to be thought up how the catalog can be structured in a reasonable way.**

Practical experience

Creating a catalog structure

- Different catalog structures and catalogs can be created
- Allocation of both dynamically generated pages and integrated pages
- Figures can be changed
- Export can be made in different languages
- Sectors can be also exported

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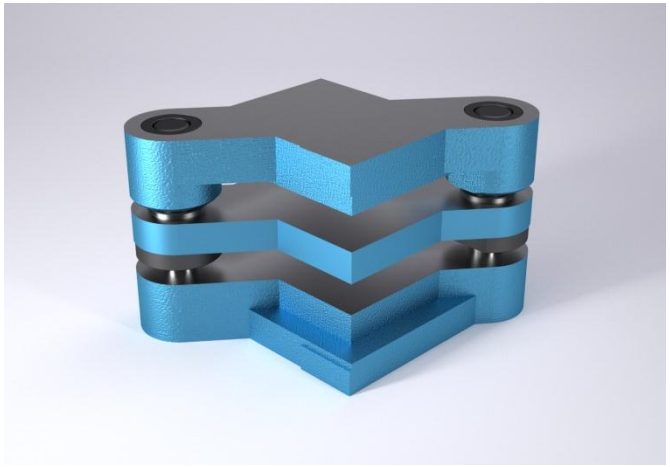
Practical experience

New product pictures:

- **Create photo-realistic pictures directly from eCATALOGsolutions**
- **Materials, surfaces and backgrounds are defined and assigned to the 3D parts**
- **Pictures are rendered and automatically assigned to the products**
- **When a print file is created the pictures are automatically put in place**



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Practical experience

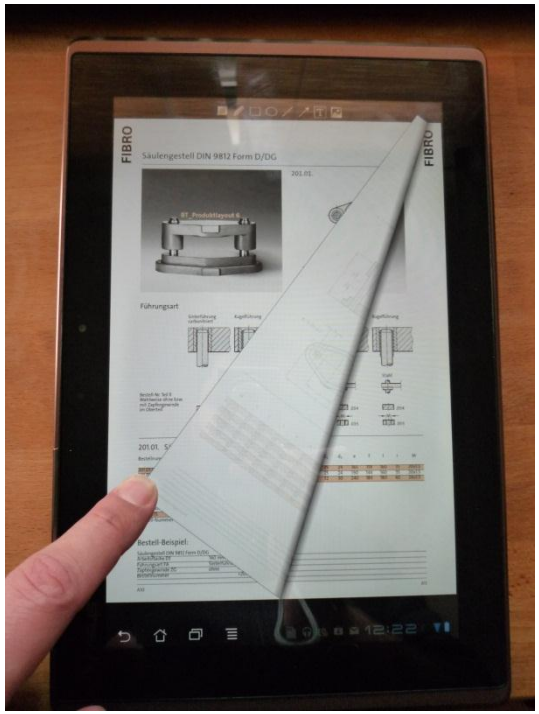
Create a catalog:

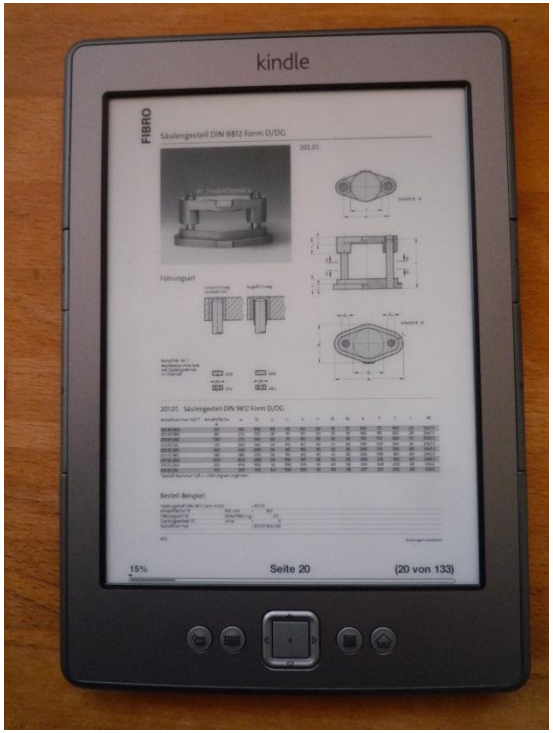
- **You can create chapters, pages of a catalog , a catalog according to products or a whole catalog**
- **Create diverse tables**
- **Indices etc can be created at the same time**

Practical experience

Using the data:

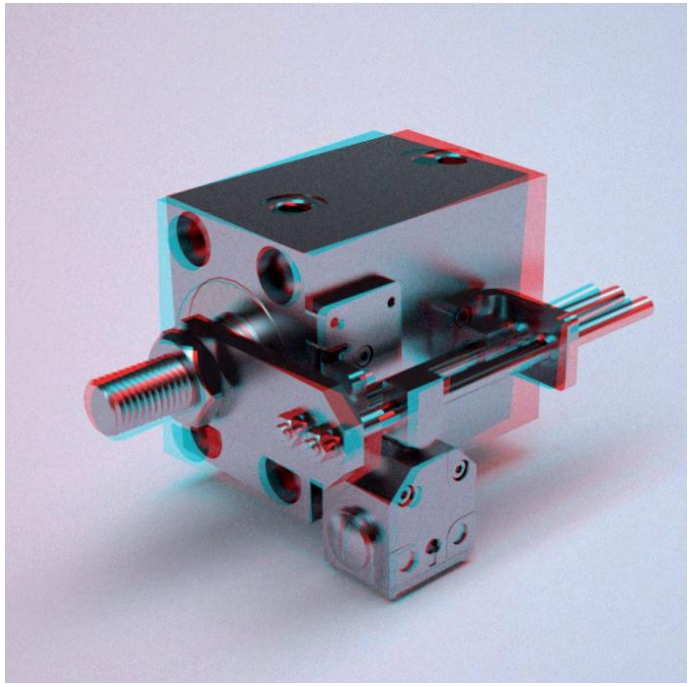
- **Catalog can be printed or used as PDF**
- **Catalog can be used for iPad, kindle etc.**
- **And many more possibilities of using the data**





Further possibilities

- 3D display in the catalog
- Usable without internet
- Glasses can be delivered with the catalog



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Further possibilities

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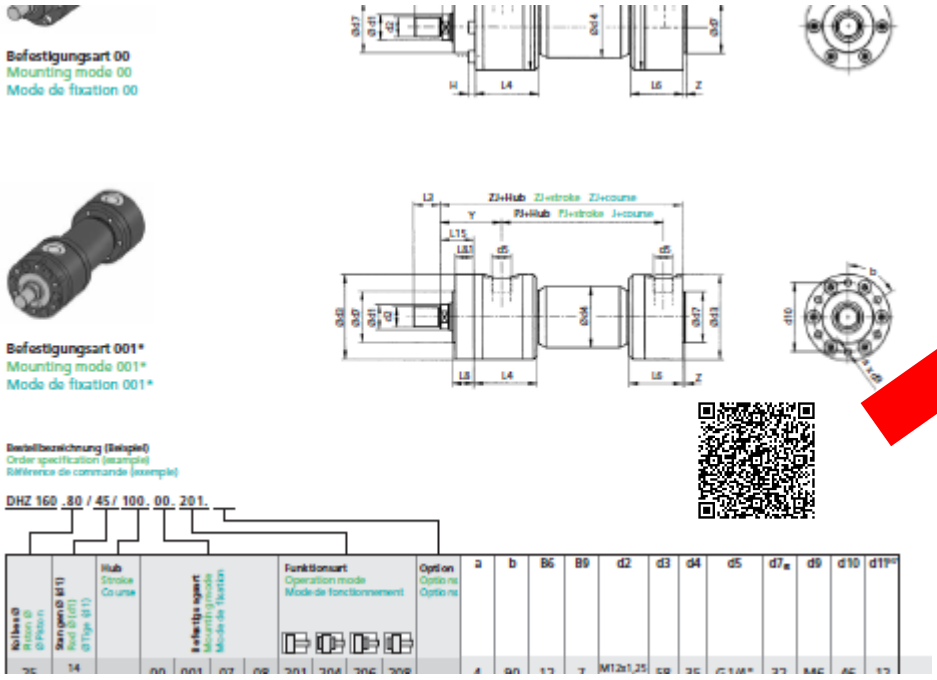
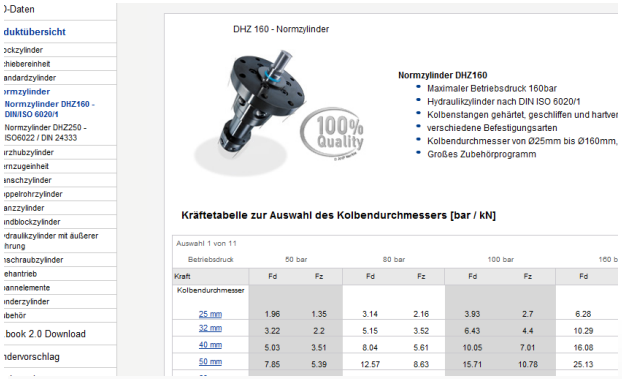
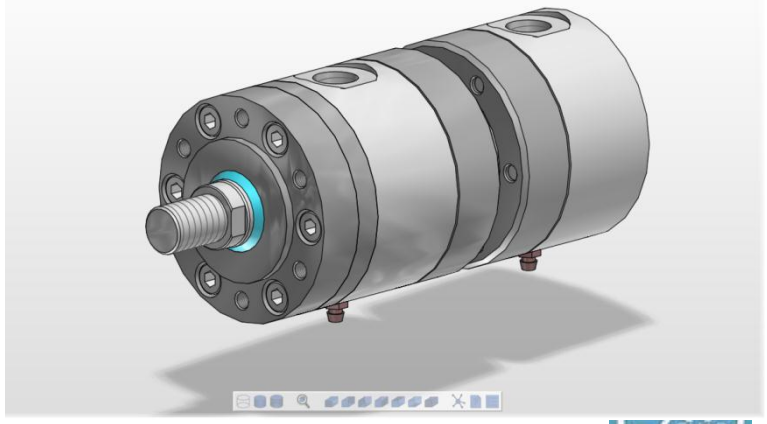
- **Use the QR Code and get directly to the desired part in the online catalog with your smartphone**
- **Use the Smartcode to get direct access to the desired part from your PC**







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Further possibilites

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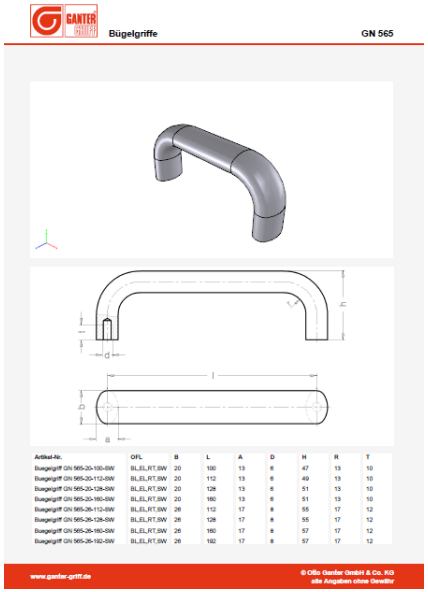
- **Integration of 3D data into the PDF Catalog (planned)**
- **Customer immediately gets a 3D model with additional functions, like measuring etc.**



Practical experience

- Conclusion:
- The solution is ready for use and well approved
- There are many more ideas which are going to be implemented
- The solution significantly supports catalog production
- Other formats can be created, like flip catalogs etc.
- Future-orientated
- Great cooperation between Cadenas and asim
- To get the best results, it has to be clarified in advance how data is provided

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QUESTIONS ?

FEEDBACK?

Thank you for your attention

Dipl.-Ing. (FH) Andreas Höfig

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