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### Over 20 Top Presentations Concerning the Topics of Strategic Parts Management and Electronic Product Catalogs

12<sup>th</sup> CADENAS Industry-Forum 2011

**Augsburg, 11<sup>th</sup> of January 2011.** On the 8<sup>th</sup> and 9<sup>th</sup> of February 2011, CADENAS GmbH is hosting the 12<sup>th</sup> Industry-Forum at the Chamber of Industry and Commerce in Augsburg, Germany for around 300 professional visitors of the mechanical, plant, and electrical engineering industries. Over 20 presenters from well-known companies will give visitors of the international convention lectures covering the topics of cost reduction with strategic parts management, and innovative marketing strategies for component manufacturers with electronic CAD product catalogs.

#### Among others, the companies presenting are:

- **Würth Industrie Service GmbH & Co KG**, André Schmalz:  
Kanban as extension of the strategic parts management
- **Demag Cranes & Components GmbH**, Achim Tymura:  
CADENAS eCATALOGsolutions with Demag product configurators
- **MAN Truck & Bus AG**, Philip Kraus:  
Strategic parts management with PARTsolutions at MAN Bus & Truck AG
- **ELWEMA Automotive GmbH**, Markus Hald:  
Cross-location product development and supplier integration at the ELWEMA Automotive GmbH
- **CADENAS GmbH**, Daniel Reichard:  
PARTsolutions Topology Search: The last building block for replacing classification in the company
- **sikla GmbH**, Günter Brugger:  
Development and implementation of a system configurator for the efficient support of customer management in the consultation intense presales phase
- **CONTACT Software GmbH**, Axel Eckstein:  
PDM: The key for the successful management of company-wide products

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- **Network Press Germany GmbH**, Ulrich Abele:  
Sourcineering – Purchasing and buying hand-in-hand in the future
- **asim GmbH**, Hansjörg B. Gutensohn & **CADENAS GmbH**,  
Andreas Höfig: eCATALOGsolutions - the integrated solution with  
improved print output
- **AHP Merkle GmbH**, Patrick Mußler:  
PARTcommunity 2.0
- **CADENAS GmbH**, Stefan Waldner:  
PARTcommunity 2.0 – Paradigm change for online product  
catalogs
- **schukai GmbH**, Matthias Künkler:  
e-Shop B2B and B2C Solution for PARTcommunity 2.0
- **OSCo Olbricht, Seehaus & Co. Consulting GmbH**, Jens Rothardt:  
Topic of cost analysis in SAP with the Geometric Similarity Search  
by CADENAS
- **ITG Innovation Technology Group s.r.l.**, Lia Grandi:  
PARTwarehouse - New methods of co-design and budgeting  
during conceptual 3D design using the Geometric Search
- **CADENAS GmbH**, Jürgen Heimbach:  
Augmented Reality – One year and many interesting use cases
- **Sell GmbH**, Dirk Hüfken:  
Implementation of CADENAS PARTsolutions and the Geometric  
Search for CATIA V5 and SmarTeam PLM
- **Hans TURCK GmbH & Co. KG**, Thorsten Rösner:  
Worldwide implementation of (Multi-)CAD Service: CAD@TURCK
- **TESIS PLMware GmbH**, Udo Buschbeck:  
Standardization in the context of PLM and ERP processes
- **MAN Diesel & Turbo SE**, Heiko Schmidt:  
MAN 3D Engine Viewer, Advantages and disadvantages of an  
online model configuration
- **CADENAS GmbH**, Frank Epple:  
PARTsolutions V10 – First insights
- **Captron Electronic GmbH**, Michael Hendler:  
CAPTRON offers new service for its customers

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Aside from the numerous user presentations, CADENAS GmbH will present the newest software developments and innovations of both PARTsolutions and eCATALOGsolutions:

## **Strategic Parts Management – Efficient and Lasting Cost Reduction**

About 70% of manipulable total product costs can be traced back to planning in the development phase. The strategic parts management system PARTsolutions contributes to easy finding, management and reduction of components and standard parts in modern companies. In addition, the strategic parts management system supports the use of the “purchineering concept”, which increases the efficiency of the cooperation of purchasing and engineering.

## **Electronic CAD Product Catalogs – The Marketing Instrument for all Component Manufacturers**

eCATALOGsolutions is a software solution for manufacturers of standard and purchased parts to create, manage and market electronic product catalogs. CADENAS’ electronic CAD product data have revolutionized marketing for component manufacturers in this increasingly digital world, by making product information available for the respective buyer target groups. They pave the way for the buying process of interested parties and customers and offer enormous marketing chances through vertical market places.

## **Workshops & Networking**

Parallel to the technical lectures, hourly workshops give interested parties the opportunity to gather useful knowledge for their everyday work with CADENAS’ PARTsolutions and eCATALOGsolutions. In addition, the Industry-Forum offers numerous opportunities for networking. “I always meet loads of interesting people at the Industry-Forum each year and can easily exchange information about my experiences with the CADENAS software solutions with other

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participants”, says a visitor of the Industry-Forum 2010. “The CADENAS convention is really a successful constellation.” Additionally, the 12<sup>th</sup> Industry-Forum in Augsburg will be accompanied by an evening event.

More information about the 12<sup>th</sup> Industry-Forum 2011 and the presentations can be found at: [www.industry-forum.biz](http://www.industry-forum.biz).

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### Press Pictures



Caption 1: 12<sup>th</sup> CADENAS Industry-Forum sparkles with over 20 Top Presentations.



Caption 2: The personal exchange of information between participants is the focus of the annual CADENAS Industry-Forum.

Images and text can be downloaded on our website:

[www.cadenas.co.uk](http://www.cadenas.co.uk)

**News & Events / Press Releases**

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## About CADENAS GmbH

CADENAS is a leading software manufacturer in the areas strategic parts management and parts reduction (PARTsolutions) as well as electronic product catalogs (eCATALOGsolutions). With its customized software solutions, the company acts as a link between the component manufacturers and their products and the purchasers.

With its 300 employees in 12 locations worldwide, the name CADENAS (Spanish for “process chains”) has stood for success, creativity, support, and process optimization for over 18 years.

In the role of initiator and mastermind, CADENAS has already established many innovations and trends in its two business areas:

### **PARTsolutions Innovations:**

- Search of CAD parts using topologies
- CAD parts similarity search runs automatically in the background
- CAD parts search through sketching

### **eCATALOGsolutions Innovations:**

- Search of 3D CAD parts on Smartphones
- Use of the Quick Response Codes
- Use of 3D glasses to present CAD models
- Control of 3D CAD parts with the help of Wii remote control
- Support of Augmented Reality Technology

More information about the newest innovations as well as the company in general can be found on our homepage under: [www.cadenas.co.uk](http://www.cadenas.co.uk).

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