

THE IMPLEMENTATION OF AN ELECTRONIC PRODUCT CATALOG BY FERDINAND GROSS:

QUALITY SERVICE AND BIGGER CUSTOMER SATISFACTION WITH CADENAS

FERDINAND GROSS AND CADENAS

To give better service to customers in the area of CAD-data acquisition as well as getting more efficient marketing of their own products, Ferdinand Gross decided to provide an electronic product catalog by CADENAS. As annexed by Regina Kutzborski, Marketing manager of Ferdinand Gross, CADENAS offered the best total collection in the area of intelligent parts management, parts reduction and electronic product catalogs. At the beginning of 2007, after a short development time CADENAS delivered a new product catalog titled "CADcat".

The customers have many opportunities to export the catalog with high quality CAD data to all engineers, regardless which CAD system they use. The CADENAS Internet Portal www.partsver.de is one of the most frequented component portals in the world. Over 3 million consumers in 100 countries use the portal. Ferdinand Gross also offers their electronic product catalog on their website as a free download. A CD-ROM is also created of the Ferdinand Gross catalog. It is also available as a download on the homepage of Ferdinand Gross. For construction engineers who have no internet in their office, it is a good solution to use the CD-ROM with the catalog on it. All parts of the electronic product catalog are integrated in the intelligent part management Software PARTsolutions by CADENAS so every customer of PARTsolutions can use it. PARTsolutions is a company wide solution used for all CAD systems, linked with PDM, PLM and ERP. With the Software you can manage and use the whole parts spectrum which is provided by the firm.

THE INITIAL SITUATION AT FERDINAND GROSS BEFORE ENTERING AN ELECTRONIC PRODUCT CATALOG

Because many construction engineers from plant engineering asked for an extensive CAD data base for connecting elements, Ferdinand Gross wanted to give better service to their customers. So they decided to establish the electronic product catalog.

Ferdinand Gross looked for the best execution for their requirements. So they decided to work together with CADENAS to create a new electronic product catalog. By order of Ferdinand Gross, CADENAS created a product catalog with the company products. After revision and approval by Ferdinand Gross, the company presented an electronic product catalog to their customers. At the beginning of 2007, they were one of the first in the screw industry to have a digital connecting elements catalog.

FERDINAND GROSS GMBH & Co. KG

The company was established in 1864. For 5 generations over the last 140 years, Ferdinand Gross has presented competence in the field of connection and fastener methods as well as c-tract management. With over 300 employees in Germany, Austria, Hungary and Poland, Ferdinand Gross earns a profit of over 70 billion Euros per year.

The products range from mechanical connection parts to thread inserts to customized drawing parts to tools and c-parts management. Therefore customer specific, individual solutions are an expertise of the company.

»Our products simply have to be there - in the right amount, in the right quality, at the right place, at the right time. Thereby, the electronic product catalogue supports us.«

Gerald Hering
Executive
Ferdinand Gross GmbH & Co. KG



COMPONENT PRODUCERS AS WELL AS THE CUSTOMERS BENEFIT FROM THE ELECTRONIC PRODUCT CATALOG

The advantages are obvious:

Previously the buying of CAD data for a special part was often a problem. Usually the drafting formats had to be modified by the drafts person. This took too much time. Today, placing the goods in an electronic product catalog can provide standard parts and special customized parts as well. The order and transaction time can be reduced; you can also reduce the time searching for CAD products. Ferdinand Gross provides a big competitive advantage over other screw distributors because they give a free additional offer for their customers. Because of the increase of consumption for the standard parts, a better price for the customers can be offered. By getting the CAD data from Ferdinand Gross, the article numbers automatically get in the parts list. So every part is explicit and unmistakable and a wrong order is nearly impossible. Last but not least, the customer gets 360° horizontal rotated 3D views, 3D cuttings and high quality measured 2D views for printing.

With the implementation of the electronic product catalog they can give the best service in CAD data providing and CAD data appointment.

FEEDBACK AND PERSPECTIVE

The Feedback of Ferdinand Gross customers after the implementation of an electronic product catalog is very positive. The catalog is often used by several access alternatives; new customers can be won by multichannel marketing.

The creation of an electronic product catalog by CADENAS will not be the last step in the process of digital connecting parts catalog at Ferdinand Gross. In the future, several projects are planed at Ferdinand Gross; these projects are going to be realized by working together by CADENAS:

- The electronic product catalog has to be extended with more data and customer specified catalogs will be created, too.
- The alternative of the balance for the parts of screws by Ferdinand Gross and the alternative for part consolidation have to be done by the geometrical search (patent is pending).
- The installation of an interactive product assistant with connecting parts calculation and connecting parts rating in the electronic product catalog is scheduled.

»With eCATALOGsolutions CADENAS offers the best total collection and at the same time high quality CAD data.«

David Schmidt
Sales
Ferdinand Gross GmbH & Co. KG



Photo from Ferdinand Gross
Screws
Source: Ferdinand Gross



3D plan in eCATALOGsolutions
Source: CADENAS eCATALOGsolutions



Rendering picture
Source: CADENAS 3D Rendering



THE EXCELLENT SCREW

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