



CADENAS  
**PART**  
SOLUTIONS

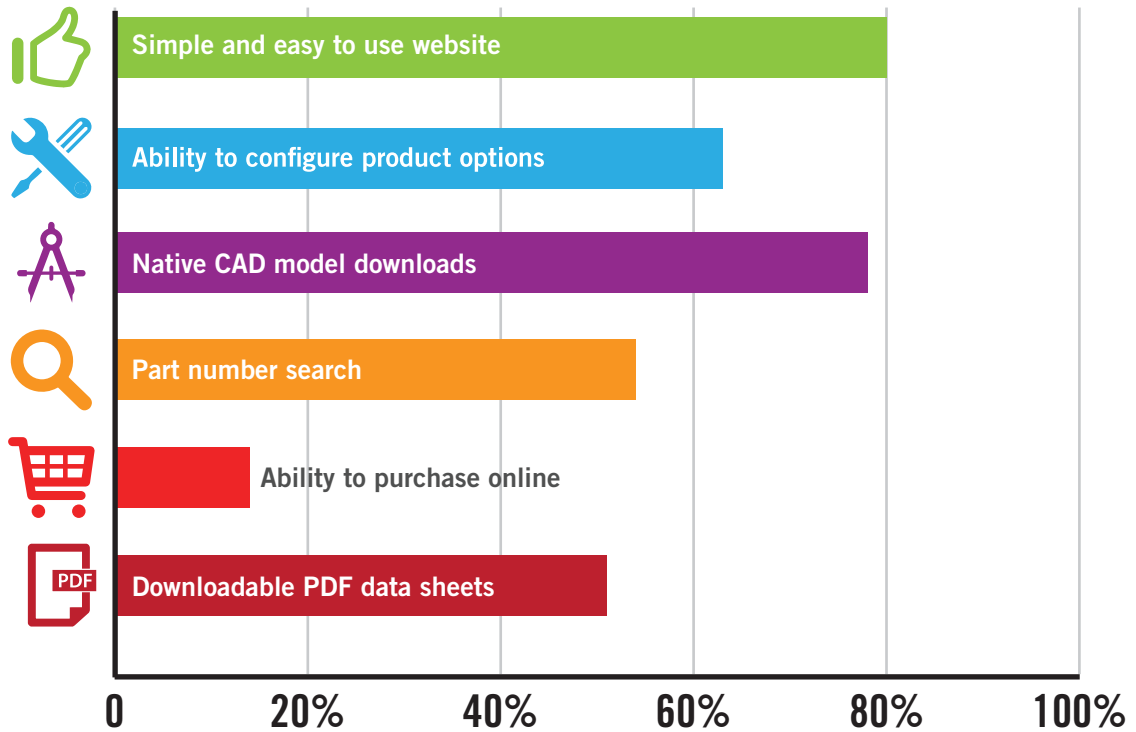
# INDUSTRIAL SALES AND MARKETING REPORT

DIGITAL ESSENTIALS FOR SELLING  
AND MARKETING TO ENGINEERS

# INDUSTRIAL SALES AND MARKETING REPORT

CADENAS PARTsolutions asked engineers from more than 500 companies how they choose and specify parts for purchase.

When searching for supplier parts online, which of the following are most important to your part selection experience?

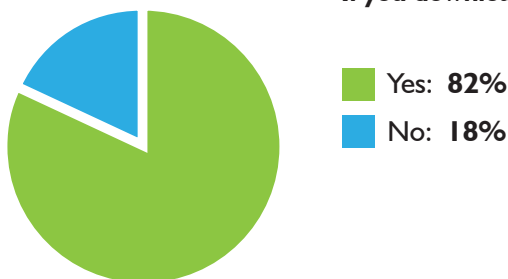


- Simple and easy to use website: **80%**
- Ability to configure product options: **63%**
- Native CAD model downloads: **77%**
- Part number search: **55%**
- Ability to purchase online: **14%**
- Downloadable PDF data sheets: **50%**

**Conclusion:** These data points show exactly what engineers find important when searching or sourcing supplier parts. Engineers want accurate, configurable and easy-to-find product data.

Engineers need the part data much more than they need the ability to buy the part online. Their job is to find information on the correct part, test within their design and pass the data along to purchasing.

If you download a CAD file of a part, does the physical part ultimately get purchased?



**Conclusion:** This shows the direct correlation between downloads and sales. When engineers download parts models, they convert to a physical sale 82% of the time. Now, manufacturers are able to see the true ROI for their online catalog and their CAD downloads.

# INDUSTRIAL SALES AND MARKETING REPORT

CADENAS PARTSolutions asked engineers from more than 500 companies how they choose and specify parts for purchase.



**When you specify a supplier part for a design, what quantity is typically purchased for production?**

- 1-5: 58%
- 6-10: 16%
- 11-50: 12%
- 51-100: 5%
- 100+: 10%

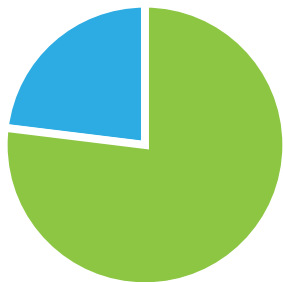
**Conclusion:** This averages to 16.7 parts purchased per download, showing the value of a single digital part download is multiplied when considering the volume purchased for a production run. Of the 82% of downloads which convert to a sale (previous graph) we see just how many parts are really purchased. Downloads are extremely important to a manufacturer's sales strategy.



**If a supplier does not offer native CAD models online, what do typically you do?**

- Find model from an alternate supplier: 46%
- Contact supplier directly: 19%
- Redraw the part: 35%

**Conclusion:** This shows the consumer behavior facing manufacturers when engineers cannot find the data they need on their website. Customers rarely alert the company of an issue, they simply move on.



**Would you choose one supplier over another because they provide native CAD models?**

- Yes: 77%
- No: 23%

**Conclusion:** At a growing rate engineers and designers not only expect manufacturers to supply models of their parts, but they will choose to specify a supplier based on the availability of high-quality native CAD models.

The "Yes" group has grown significantly since we last asked this question in 2013, when 57% of respondents agreed. Offering native CAD models is critical to compete in today's market.



**Does your company work within a single CAD system or multiple systems?**

- Multi CAD 69%
- Single CAD 31%

**Conclusion:** Engineers work in many CAD systems, 69% have more than one in use within their organization. By offering the capability for engineers to download parts in the native CAD format of their choice, as opposed to a few specific formats, manufacturers can have a deeper reach with a greater audience.

# CADENAS PARTSOLUTIONS

PARTS CATALOG & DATA MANAGEMENT

SOLUTIONS FOR INDUSTRIAL MANUFACTURERS

SOLUTIONS for **consumers** of industrial components

## STRATEGIC PARTS MANAGEMENT

Sustainable cost reduction of standard, supplier and company parts for engineers and purchasers.



## GEOMETRIC SIMILARITY SEARCH

Find available CAD parts in a smart way. Quickly sort, search and classify,



SOLUTIONS for **industrial manufacturers & component suppliers**

## ELECTRONIC PRODUCT CATALOGS

The leading software solution to create and promote Electronic CAD Product Catalogs.



## SUPPLIER PORTALS

Platform to improve communication to external suppliers.



## ONLINE VERTICAL MARKETPLACES

Numerous online marketplaces to promote and distribute your electronic CAD product catalog.



## PURCHINEERING

Improves the cooperation between purchasing and engineering.



## Digital Parts Catalogs 101

### Solutions for Industrial Component Manufacturers

Download this free eBook. A reference guide for manufacturing executives, marketers and sales teams. Includes real-world examples from top manufacturers.

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