

eCATALOGsolutions

Samtec Driving Business with Digital Customer Experience

samtec

Samtec Leading Electronic Industry with Digital Tools and Online Access to 3D CAD

Connector manufacturer uses innovative online configurator to boost electrical component business

Samtec, Inc., a privately held \$625 million global manufacturer of a broad range of electronic interconnect solutions, recently launched an advanced interactive catalog of 3D CAD models built by CADENAS PARTsolutions. The new, easy-to-use online tool enables engineers to dynamically configure, preview and download over one-trillion Samtec product models in the native CAD format of their choice. Once configured, components can be purchased in just a few clicks. This digital capability adds speed, accuracy and flexibility in the design process for engineers specifying Samtec components.



The engineer's design process has become more complex as we have entered the digital realm. Digital product samples have become just as important as physical product samples. Samtec began a digital transformation more than 15 years ago by creating a unique library of 3D CAD models in-house. The models were built per customer request and posted online for downloading.

"Over time that approach proved limited," says Daniel Williams, Business Analyst at Samtec, Inc. "The models were static and instantly outdated. We could only support a few standard formats. Additionally, our storage costs were rising and our response

times slowed as the number of models requests increased. We needed a different solution."

The customer experience – both digitally and via customer service – remains paramount to Samtec's success. They did not rest on past success when looking for areas to improve their customer service and digital outreach.

Samtec initially approached CADENAS PARTsolutions to overhaul their static catalog of 3D CAD models to replace the need for physical samples. Working together, Samtec and CADENAS PARTsolutions expanded the scope and scale of the project, creating a tailored solution which is designed to grow and evolve with their business.



Samtec began a 15-year digital transformation in the early 2000's, creating 3D CAD models in-house for their clients.

»"Over time that approach proved limited, the models were static and instantly outdated. We could only support a few standard formats. Additionally, our storage costs were rising and our response times slowed as the number of models requests increased. We needed a different solution. CADENAS PARTsolutions replaced our entire 3D CAD model catalog in 9 months, and now the CAD models are dynamically generated in real-time on their servers and instantly available in 150 current formats." «



Daniel Williams
Business Analyst
Samtec, Inc.

The screenshot displays the Samtec website's 3D configurator and CAD catalog interface. The top navigation bar includes links for "Free Samples", "Pricing and Delivery", "Place an Order", "Application Engineering", "My Samtec Login", "Favorites", and "Cart". The main header features the Samtec logo and a search bar. The page content is organized into several sections:

- STMM Electrical & Mechanical Models**: A breadcrumb trail for the current product page.
- 2.00 mm Shrouded Terminal Strip, Cable Mate**: The product title.
- Features**: A list of product characteristics:
 - 2.00 mm (.0787") pitch
 - All common pin counts from 3 to 25
 - Polarization notch
 - Through-hole, right-angle and surface mount
- Mates**: A section with a link to "Click here to see a full list of mates related to STMM." and buttons for "Free Sample" and "Buy".
- 3D Models**: A section with a "3D Models" button and "Free Sample" and "Buy" buttons.
- 3D Model Viewer**: A central area showing a 3D model of the terminal strip. To the left is a configuration table with fields for Description, Series, Number of Positions, Lead Style, Plating, Tail Option, Polarization Option, Locking Clip, Pick and Place Pad, Part Number, and Number of Rows. To the right are buttons for "3D Preview", "3D View", "Download", and "Print".
- Footer**: Includes the Samtec logo, copyright information "© 2016 Samtec. All rights reserved.", and links for "Terms", "Privacy", and "Technical Support / Support".

Samtec's new 3D configurator and CAD catalog



Customer Service is the key

With sights set on an industry leading digital customer experience, Samtec Inc. selected CADENAS PARTsolutions to help them achieve their objectives.

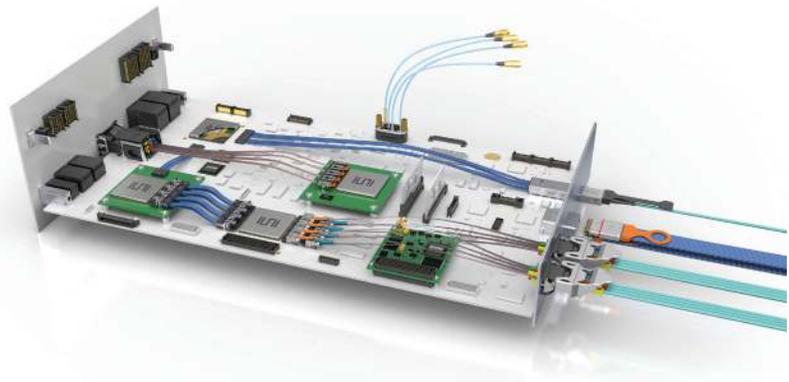
"The opportunity to integrate with a world class platform and collaborate with their technical support team proved indispensable. They exceeded our expectations to create the exact solution we needed. Their implementation team responded quickly and professionally as the project progressed." says Daniel Williams, Business Analyst at Samtec, Inc.

Reducing Sample Times from 24 Hours to 24 Seconds

Samtec's Sudden Service® capabilities to support their global customers with the tools, products and services to ease the connector design process. This dedication to customer service sets Samtec apart from their competitors. "We built a reputation as an industry leader by providing mechanical product samples within 24 hours or less," says Daniel Williams, Business Analyst at Samtec, Inc.

Looking to achieve similar success for their digital customer experience and replace an aging catalog, Samtec partnered with CADENAS PARTsolutions to handle the heavy-lifting for the project.

"CADENAS PARTsolutions replaced our entire 3D CAD model catalog in 9 months, and now the CAD models are dynamically generated in real-time on their servers and instantly available in 150 current formats," says Mr. Williams. "We are known for our 24 hour sample model, but we are now accelerating that by providing digital samples within 24 seconds."

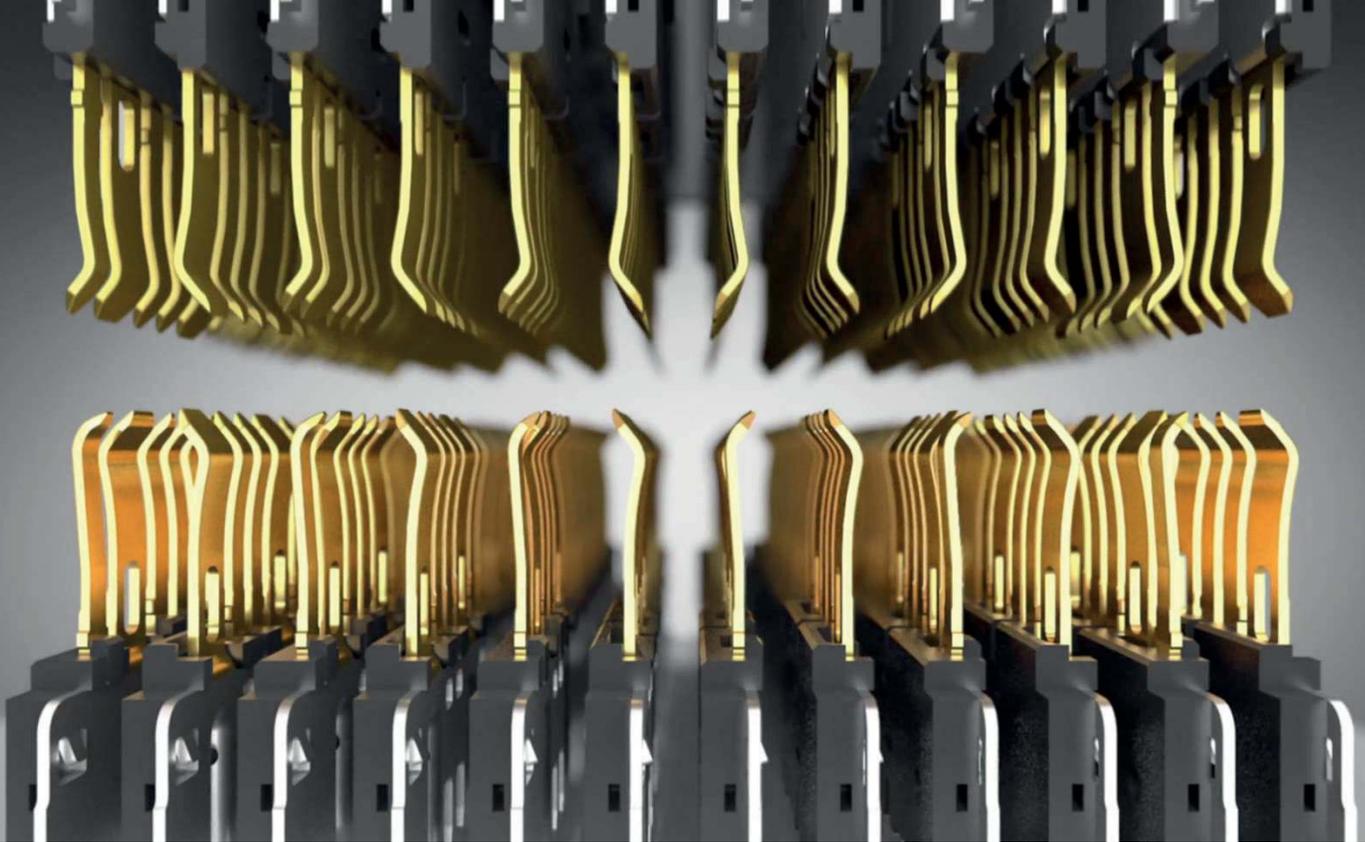


» "We are known for our 24 hour sample model, but we are now accelerating that by providing digital samples within 24 seconds." «



Daniel Williams
Business Analyst
Samtec, Inc.





Using a world-class platform to meet exacting requirements

“For Samtec, 3D model accuracy and reduced download times were essential. CADENAS PARTsolutions brought those capabilities to the table,” adds Williams. “The opportunity to integrate with a world class platform and collaborate with their technical support team proved indispensable. They exceeded our expectations to create the exact solution we needed. Their implementation team responded quickly and professionally as the project progressed.”

Digital performance proves an air-tight ROI

Samtec’s interactive catalog of 3D CAD models is built upon CADENAS PARTsolutions eCATALOGsolutions platform, which leads the industry with more than 700 active clients.

“Samtec has truly embraced our digital catalog technology while promoting it extremely well to their electronic engineering user base. Their download performance is the proof.” says Jay Hopper, VP of Sales and Marketing at CADENAS PARTsolutions. “Every minute an engineer downloads a Samtec product model into one of their designs, around 26,000 downloads per month. That’s a marketing tool that performs.”

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Jay Hopper
VP, Marketing & Business Development
CADENAS PARTsolutions



Company Info

Samtec Inc.

Founded in 1976, Samtec is a privately held, \$625 million global manufacturer of a broad line of electronic interconnect solutions, including IC-to-Board and IC Packaging, High Speed Board-to-Board, High Speed Cables, Mid-Board and Panel Optics, Flexible Stacking, and Micro/Rugged components and cables. Samtec Technology Centers are dedicated to developing and advancing technologies, strategies and products to optimize both the performance and cost of a system from the bare die to an interface 100 meters away, and all interconnect points in between. With 33 locations in 18 different countries, Samtec's global presence enables its unmatched customer service.

www.samtec.com



CADENAS PARTsolutions

CADENAS PARTsolutions is a leading provider of next generation 3D part catalog management and sales configuration solutions. For large manufacturers, CADENAS PARTsolutions provides centralized 3D parts libraries making it easy for global design teams to find, reuse, and control standard and proprietary parts. For component manufacturers, CADENAS PARTsolutions provides 3D product catalogs with digital CAD download technology, helping businesses increase sales lead generation and to ensure that components get "designed in" to OEM products.

www.partsolutions.com



Digital Parts Catalogs 101

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