

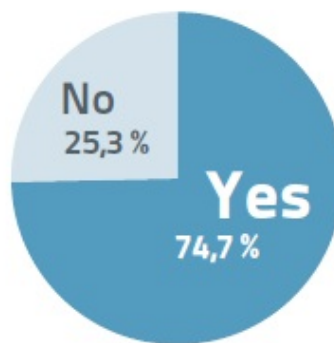
“Engineers are also consumers”

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Engineers expectations are undergoing a rapid and radical transformation

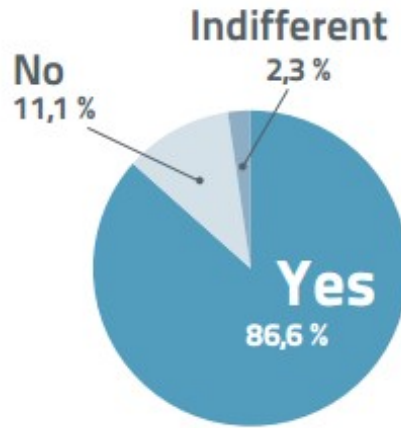
UK supplier websites are not currently measuring up to engineers expectations. 75% of interviewed engineers said that if a particular product was not available in 3D format that they would chose an alternative supplier. When engineers are researching, they need to be able to configure, tailor and download the content in 3D CAD.

Will you choose one supplier over another because they have 3D CAD data for you to download?



In an exclusive interview to Eureka Magazine Colin Johnson, director of CADENAS Solutions UK, explains how companies can realise their potential and satisfy the needs of their consumers. "By the time an engineer gets to picking up the phone and speaking to a company, he's a long way down the sales cycle already. If you haven't got the tools and the 3D content already on your website he's probably moved on to a competitor."

When you download a 3D CAD part into your design will this part be purchased?



“A progressing and inevitable trend”

The solution for manufacturers of engineered products is the creation of an Electronic Product Catalog with native 3D CAD models in over 85 different native file formats such as: CATIA, Autodesk Inventor, SolidWorks, Creo Parametric, NX, AutoCAD, Solid Edge and many more. With an Electronic Product Catalog your product data is made available so that engineers can easily, and without much effort, embed these into their designs. eCATALOGsolutions CADENAS can help to increase sales leads by up to 30%.

Want to know more?



To read the interview in its entirety, click on the link below.

<http://www.eurekamagazine.co.uk>



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