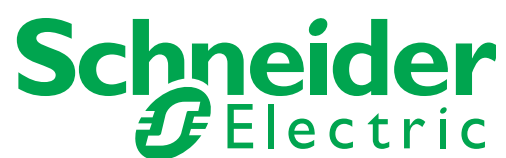




eCATALOG
SOLUTIONS

SCHNEIDER ELECTRIC MOTION SUCCESS STORY



CADENAS eCATALOG SOLUTIONS AT SCHNEIDER ELECTRIC MOTION

The Electronic Product Catalog simplifies and speeds up processes for 3-D CAD data of highly complex products

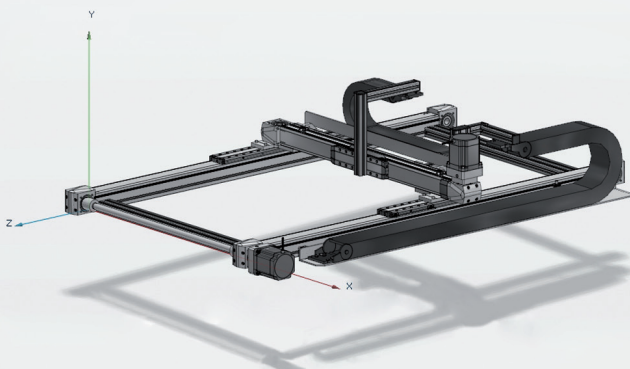
CAD DATA OF COMPLEX PRODUCTS IN THE DIGITAL AGE

In an increasingly digital world, 3-D CAD models are becoming increasingly more standardized in the construction area. "Engineers' mode of operation has significantly changed in the last few years. Today it is matter-of-fact that CAD models of products are offered for download on online portals and are then downloaded by buyers." Martin Geiger, Product Manager of Linear Motion of Schneider Electric Motion Deutschland GmbH is convinced of this.



Schneider Electric Motion Deutschland in Lahr/Black Forest, a company of the French Schneider Electric Corporation, develops and produces motors and drive units for the automation and control technology. This includes highly complex products such as multi-axle Cartesian robots which enable numerous configurations and thus cannot have any pre-fabricated 3-D CAD models.

The Electronic Product Catalog based on the eCATALOG-solutions technology by CADENAS GmbH is being implemented at Schneider Electric Motion Deutschland since 2004. eCATALOGsolutions is a software solution for creating, managing and marketing 3-D CAD product data and catalogs. It enables the international company Schneider Electric to make 2-D and 3-D models of standard products available to its customers and interested parties quickly and easily in numerous current CAD formats. eCATALOGsolutions is a marketing instrument that further expands the products on the market and thus increases the customer platform.



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Product Manager Linear Motion
Schneider Electric Motion Deutschland GmbH

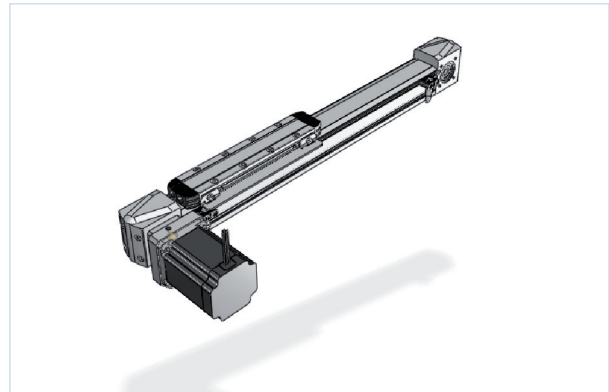
INITIAL SITUATION AT SCHNEIDER ELECTRIC MOTION DEUTSCHLAND

Schneider Electric Motion Deutschland's products feature a number of different attributes which can be combined as desired. This produces a large number of product variants.

In the past, the CAD data was requested by sales, created by the construction department in the desired format, and then sent to the customer.

"Our processing times up until a customer received the ordered CAD model, would run up to one or two days, sometimes even more", says Martin Geiger, Product Manager for Linear Motion at Schneider Electric Motion Deutschland of the initial situation. "Due to the high complexity of our products, they couldn't simply be designed as CAD models beforehand, but had to be carefully manually created by the engineering department based on request and configuration. This went hand in hand with very high costs." In order to improve the complicated as well as cost and work intense ordering process of CAD models, Schneider Electric Motion began looking for a

software solution in 2003, which would enable both the sales department and the customers to receive the desired CAD data as quickly as possible.



High Complexity of Products:

The PASxxBB portal axis with toothed drive belt possesses 5×10^{14} configuration variants.

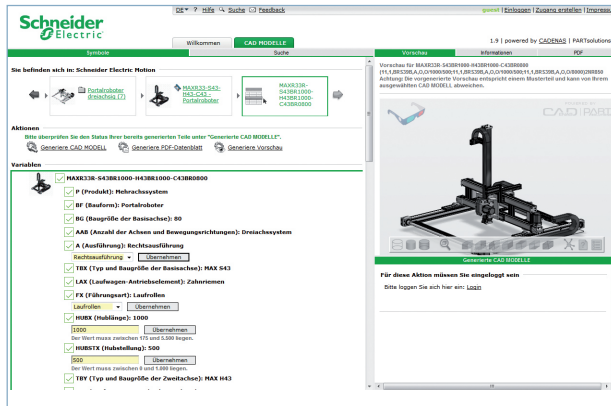
REQUIREMENTS THAT SCHNEIDER ELECTRIC MOTION HAS OF AN ELECTRONIC PRODUCT CATALOG

- High degree of brand awareness and security of the software solution: Longtime implementation at many national and international manufacturers and buyers.
- Data multiplicity and flexibility during data creation. Several CAD formats should be available so that customers can use different CAD target systems.
- Scalability: The connection to third party systems, such as for example product configurators, should be possible at all times.
- High level of detail: For the Linear Motion area, the CAD data should be presentable as precisely as possible and in its entire complexity.
- Circulation types: The CAD data should be available online as well as offline, for example as a CD-ROM, as much as possible.
- Dependability: It should be made certain that a company is behind that software solution, which guarantees the availability of the data and continuously develops functionalities.

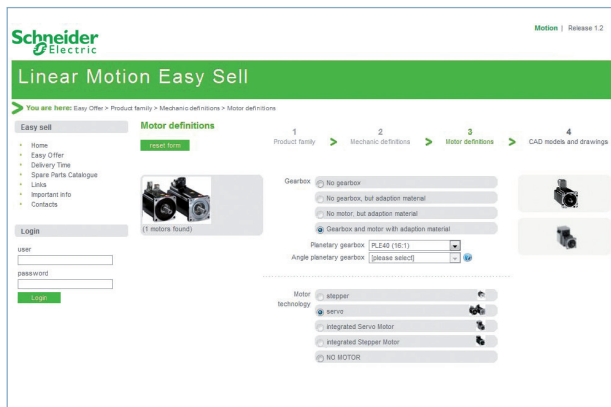
INTEGRATION OF eCATALOG SOLUTIONS INTO EXISTING SYSTEM LANDSCAPE

In 2004 the decision was made to implement the Electronic CAD Product Catalog eCATALOG solutions from the Augsburg software manufacturer CADENAS into the company Schneider Electric Motion Deutschland. In comparison to other solution suppliers on the German market, CADENAS GmbH was able to best fulfill the expectations.

“Today, the Schneider Electric Motion Deutschland’s CAD product catalog encompasses about 98% of our entire product palette”, says Rolf Dautel, Offer Information Manager of Schneider Electric Motion Deutschland GmbH. Excluded are the electronic and customized products.



Customers and interested parties gain access to the numerous CAD models on the Schneider Electric website. The products contain a link to the CAD product catalog created by CADENAS. There the users can download the CAD data in all current CAD formats and directly integrate them into their construction.



In addition, the CAD data from the Electronic Product Catalog was implemented into the product configurator Easy Sell by Schneider Electric Motion Deutschland, which has been in use since 2008. Thus, the CAD models from CADENAS’ Electronic Product Catalog are accessed with each configuration. Furthermore, thanks to this integration, the CAD models can be made available in all important CAD formats. The customers can therefore configure the Schneider Electric Motion products quickly, easily and without error themselves. Subsequently, the engineer can then have the CAD model of the required part emailed to him in the desired CAD format, or download it with the help of direct integration. These CAD models contain all information such as kinematics, colors, connection points, as well as connection surfaces, and now even weight as well.

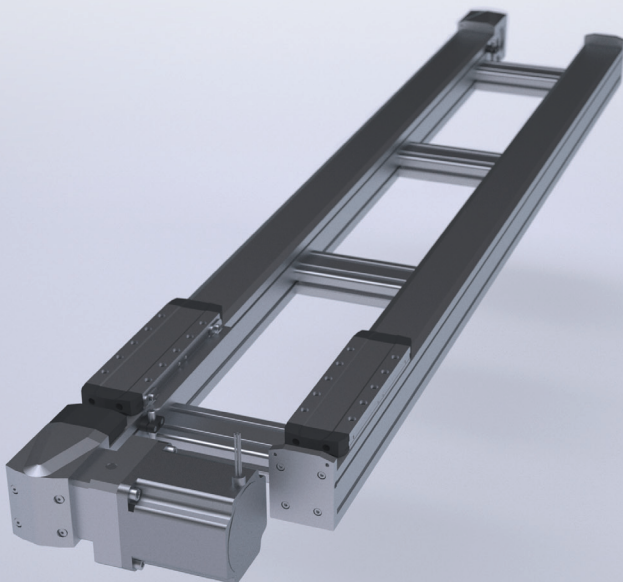
IMPROVEMENTS THROUGH THE ELECTRONIC PRODUCT CATALOG

Internal Improvements at Schneider Electric Motion

- Sales and development should be relieved by the availability of CAD models of CADENAS.
- The customer requests to the sales department have become more qualified thanks to the implementation of the product configuration and the CAD models.
- The process of communication between the departments of development, construction, marketing and sales, as well as to the customers has been simplified.
- Thanks to the 3-D CAD models, the sales department can identify itself more easily with the products.
- Screenshots of CAD models are also used for assembly instructions and improve internal communications.

External Improvements for the Customers

- The integration of the CAD models into the product configurator clearly reduces the probability of configuration errors, because the customers are led and impossible combinations are excluded .
- Customers have the opportunity to download the sought CAD models of standard products directly and do not first have to contact their sales staff at Schneider Electric.
- Engineers save themselves a lot of time since the requested CAD models can easily and quickly be made available. This then increases acceptance of Schneider Electric products.



“The Electronic Product Catalog and the online download portal of CADENAS are an interesting and very important marketing instrument for our company with which many internal and external processes were improved.”

Markus Moser
Development of Mechanics
Schneider Electric Motion Deutschland GmbH

FEEDBACK AND PROSPECTS

“The Electronic Product Catalog and the online download portal of CADENAS are an interesting and very important marketing instrument for our company with which many internal and external processes were improved”, says Markus Moser, Development of Mechanics at Schneider Electric Motion. Both customers and employees of the supplier from Lahr benefit from the solution. “We only hear positive feedback from our customers. With the CADENAS solution we are ideally prepared for the digital age and can offer our customers the maximum service,” confirms Martin Geiger, Product Manager at Linear Motion.

To expand the very successful projects the publication of an offline CD-ROM has been planned, which will encompass the entire product palette of Schneider Electric Motion. This enables the direct distribution of CAD data to a selected circle of customers and the sales and marketing department of Schneider Electric.

In order to be able to reach the customers with CAD online data even better, Schneider Electric Motion will convert its PARTserver portal to the new PARTcommunity portal by the end of 2010. The new version of the online download portal can be operated even more intuitively thanks to the newly designed interface and Schneider Electric customers can download their CAD data even faster owing to the new CADENAS technology.

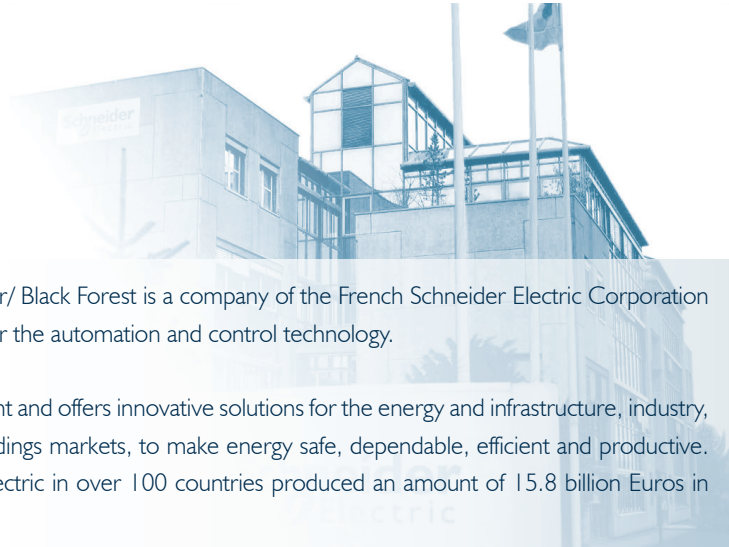


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COMPANY DESCRIPTION

Schneider Electric Motion Deutschland GmbH



Schneider Electric Motion Deutschland GmbH in Lahr/ Black Forest is a company of the French Schneider Electric Corporation and develops and produces motors and drive units for the automation and control technology.

Schneider Electric is a specialist for energy management and offers innovative solutions for the energy and infrastructure, industry, data processing centers, buildings and residential buildings markets, to make energy safe, dependable, efficient and productive. The more than 100,000 employees at Schneider Electric in over 100 countries produced an amount of 15.8 billion Euros in 2009.

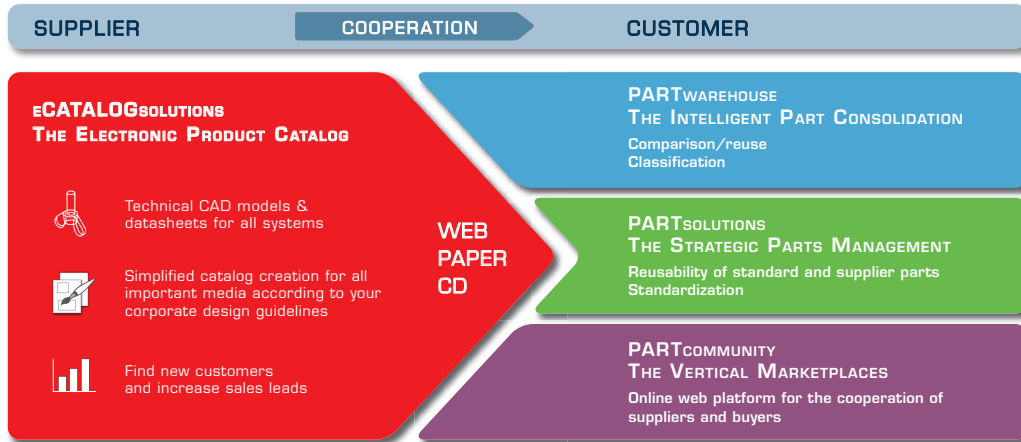
CADENAS GmbH



CADENAS is a leading software manufacturer in the areas of 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 component manufacturers and their products, and the buyers.

With its 300 employees at twelve international locations, the name CADENAS (Spanish for chains) has stood for success, creativity, consulting, and process optimization for over 18 years.

THE CADENAS PRODUCT PORTFOLIO



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