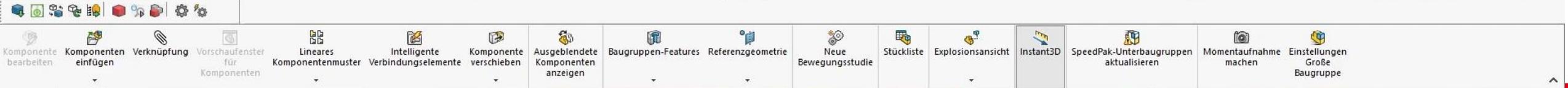


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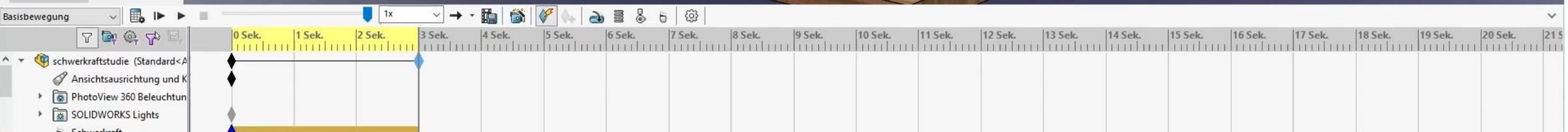
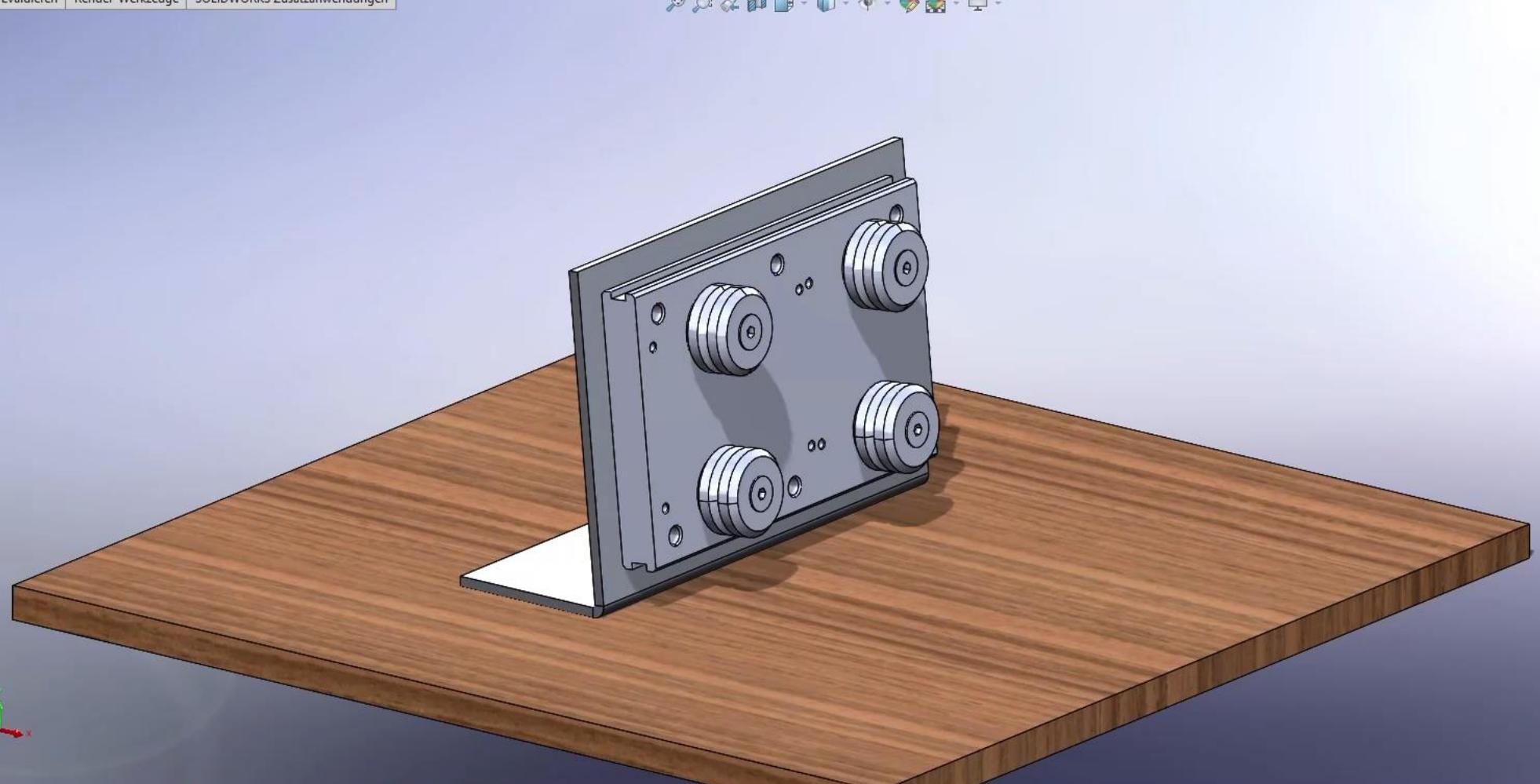


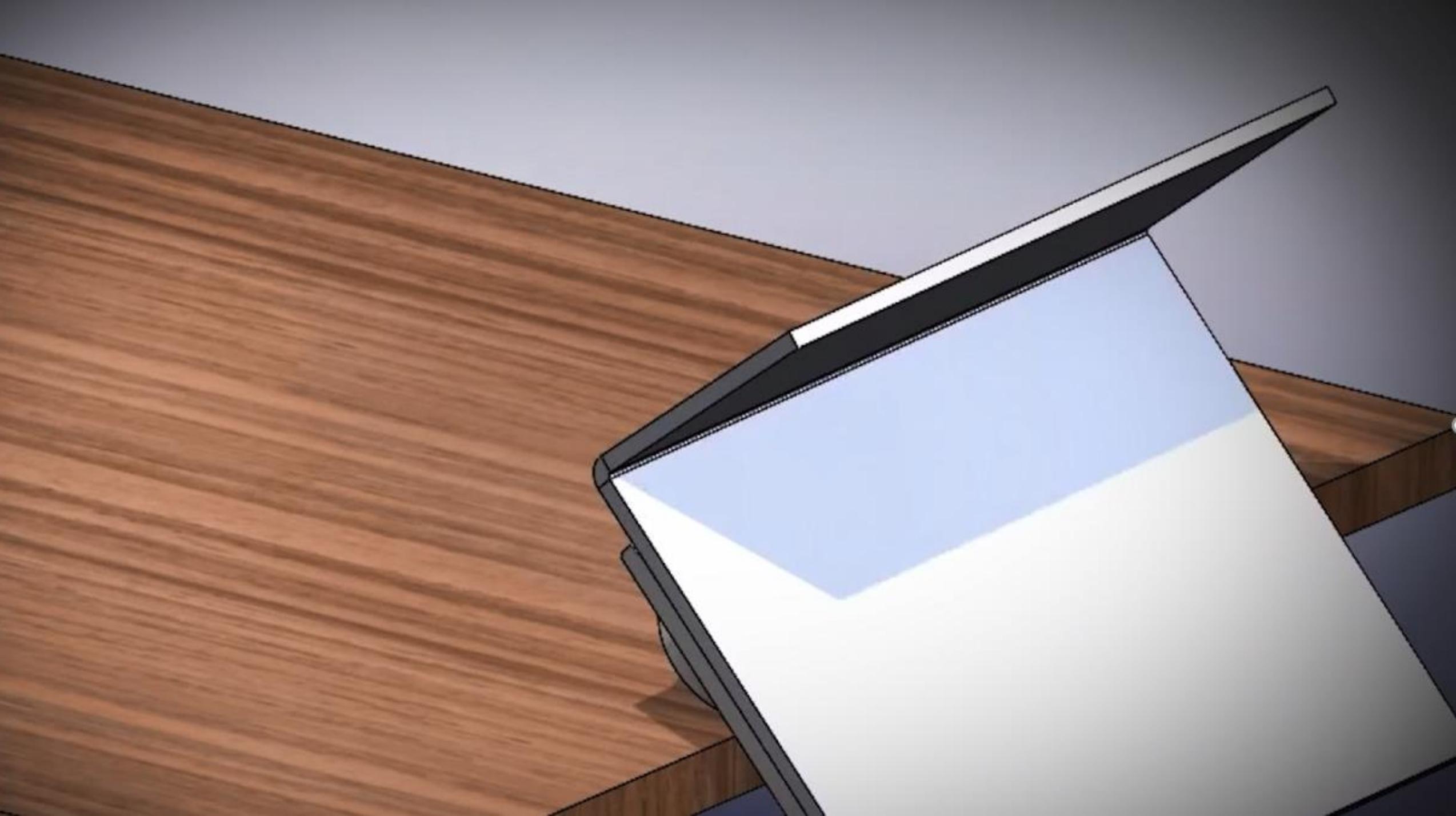
# 5 Gründe für einen digitalen Zwilling aus PIM-Systemen



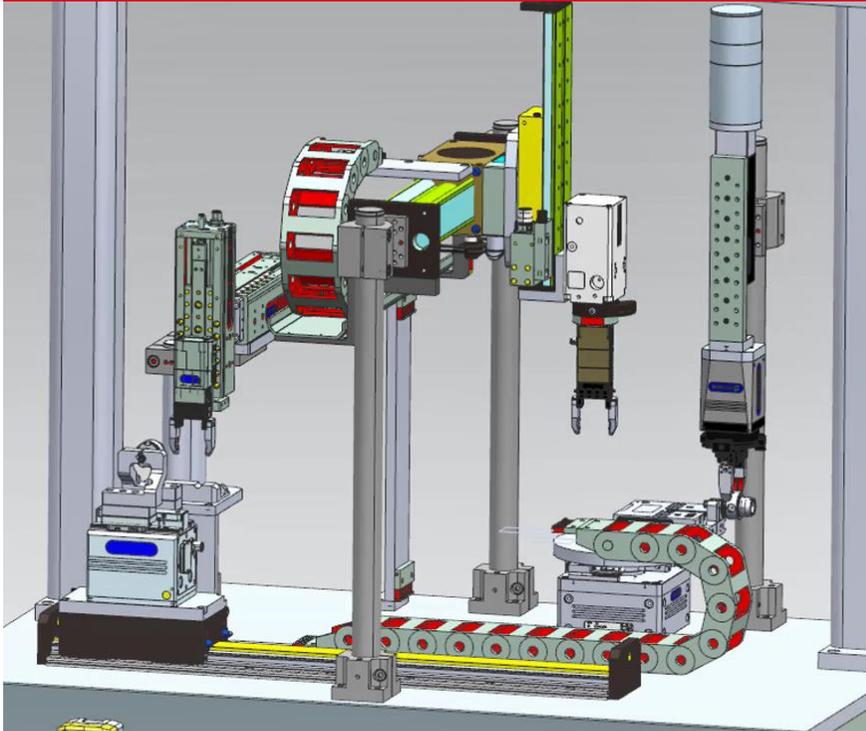


- schwerkraftstudie (Standard<Anzeige:
  - Historie
  - Sensoren
  - Beschriftungen
  - Ebene vorne
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    - Ebene vorne
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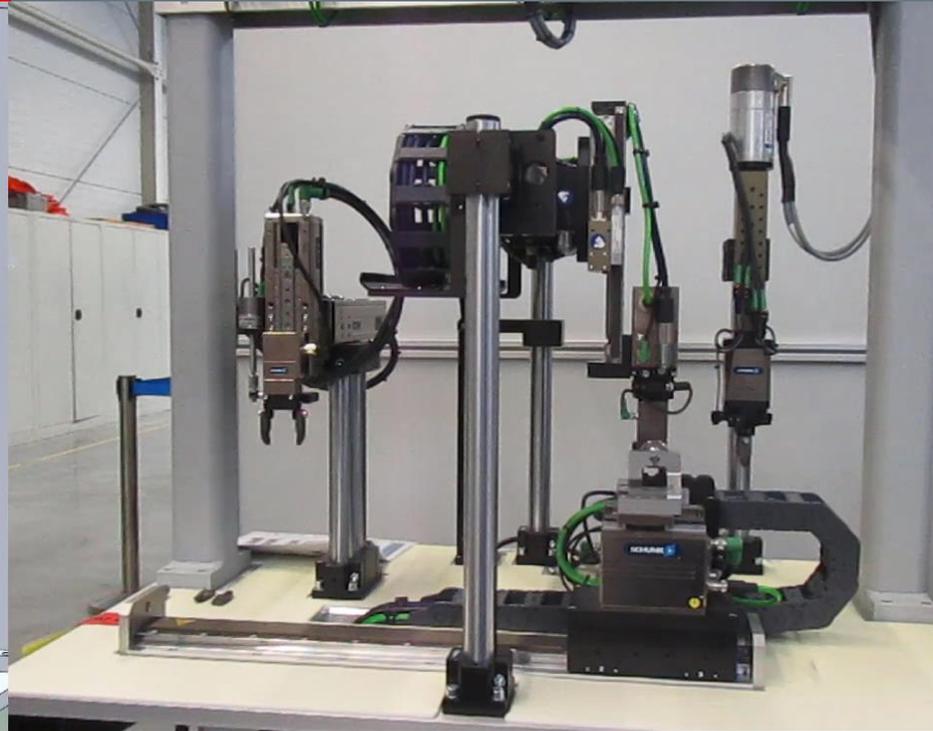


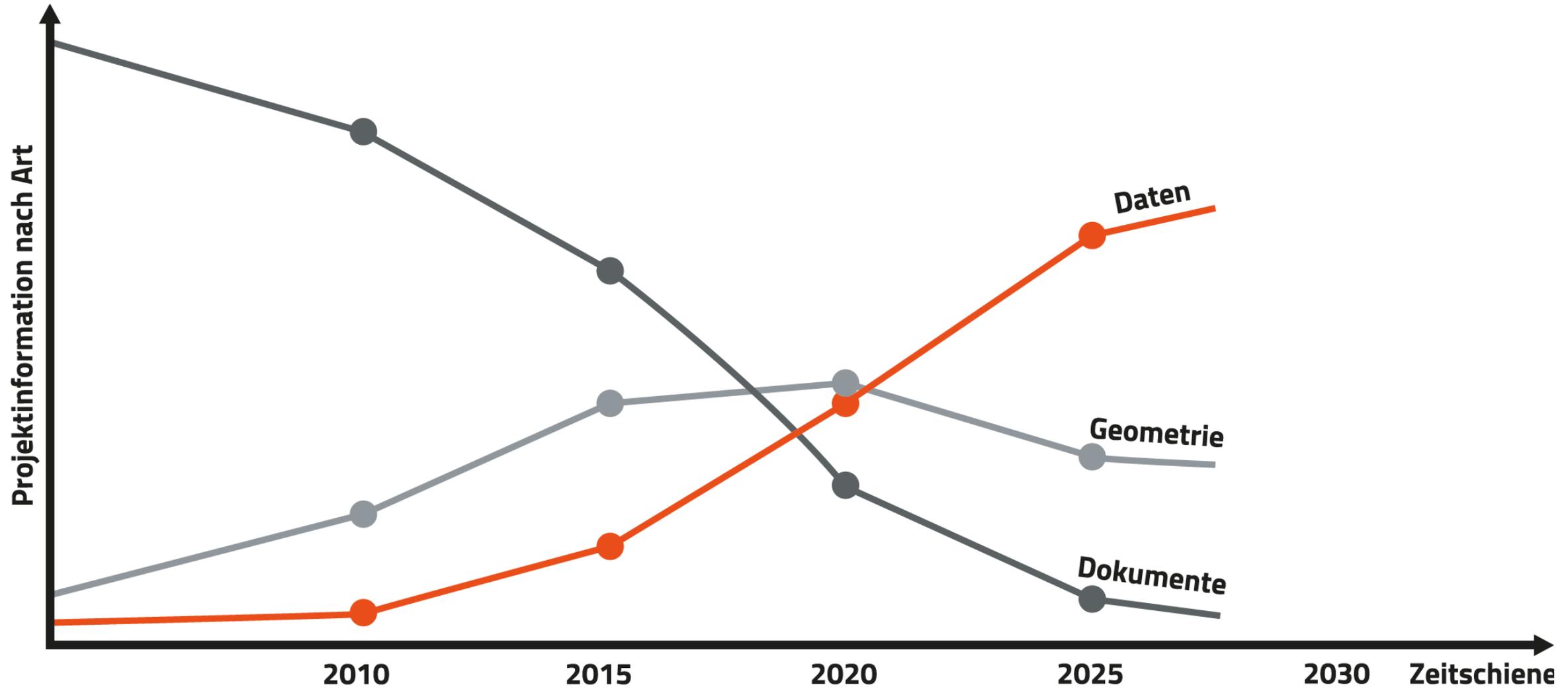


**DIGITAL**



**REAL**







**Ing. Wolfgang Nagl**  
Head Of Sales

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# CADENAS Technologies AG

CADENAS Group



The Innovation Company



CADENAS Headquarters, Augsburg, Germany



480+ Mitarbeiter



Katalog-/Normen & Teilemanagement  
5.000+ Kataloge



11 Länder

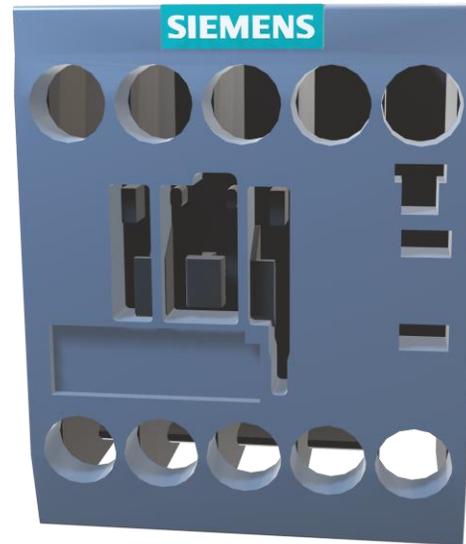


Seit 1992

## Mechanisch



## Elektrisch



## Architektur



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# Grund 1: Die Planer erwarten CAD/BIM-Daten





The image shows a report cover for 'eCATALOG solutions'. The cover features a blue and red design with a bar chart and network diagram. The text on the cover includes 'eCATALOG solutions', '6 wegweisende Erkenntnisse für die Vermarktung an Ingenieure & Architekten', and 'Sales- und Marketingreport für die Industrie'. The CADENAS logo is visible in the top right corner of the report cover.

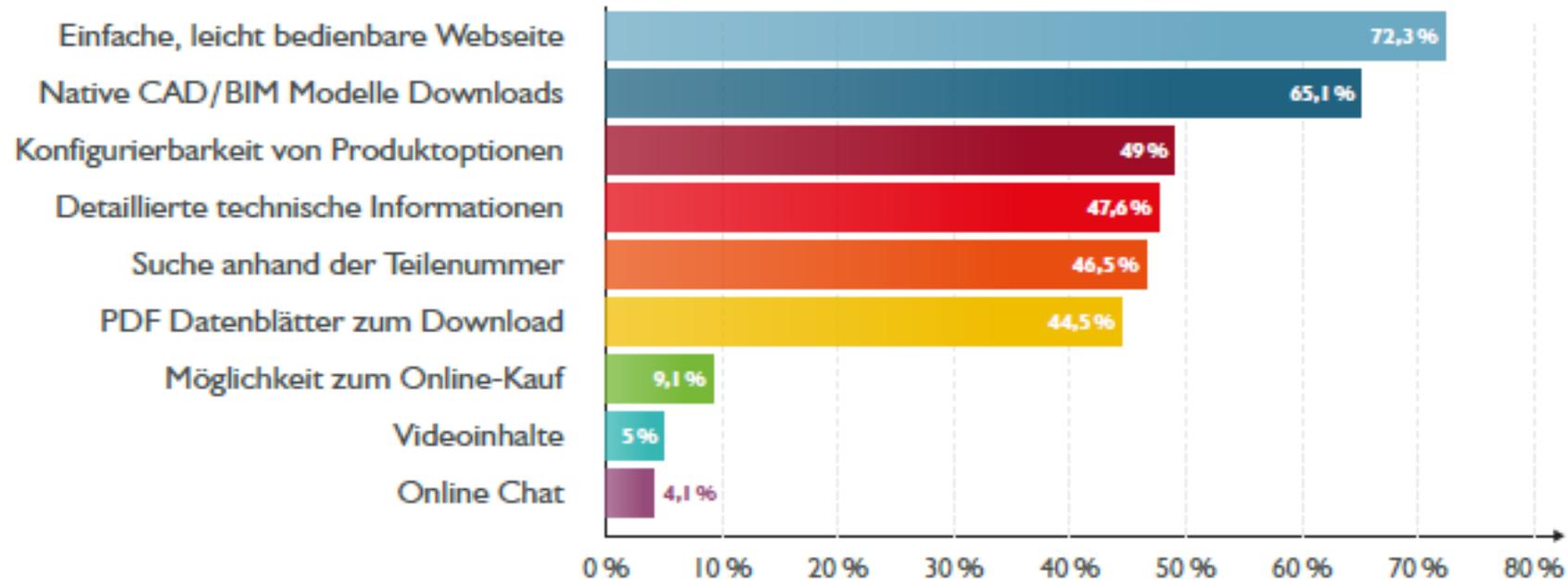
## 6 Erkenntnisse

wie Sie Kunden bei der  
**Digitalen Transformation**  
unterstützen sollten

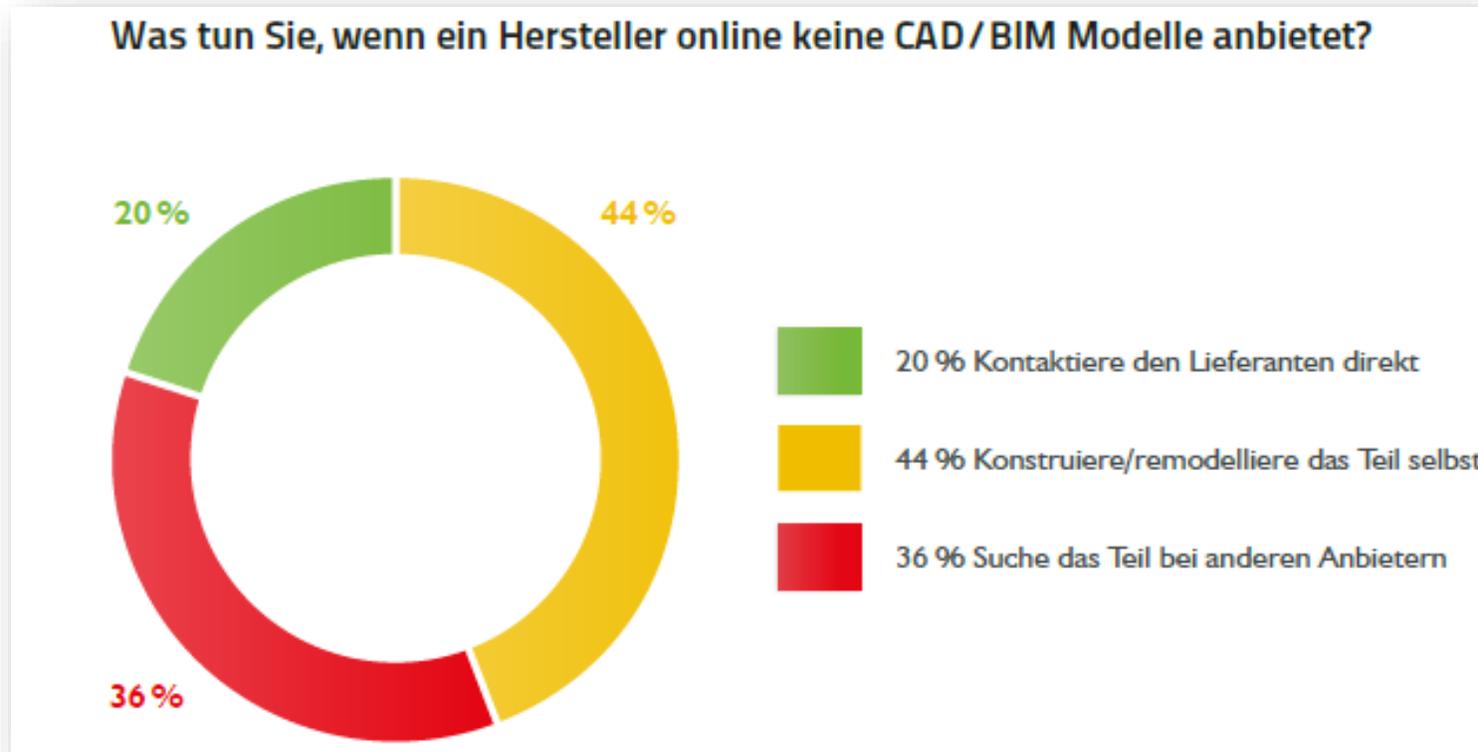
**REPORT DOWNLOADEN >>**

**Umfrage unter  
128.000  
Ingenieuren &  
Architekten**

## Welche Kriterien sind Ihnen bei der Onlinerecherche nach Komponenten am wichtigsten?



# Welche speziellen Anforderungen haben Planer/Ingenieure/Architekten?



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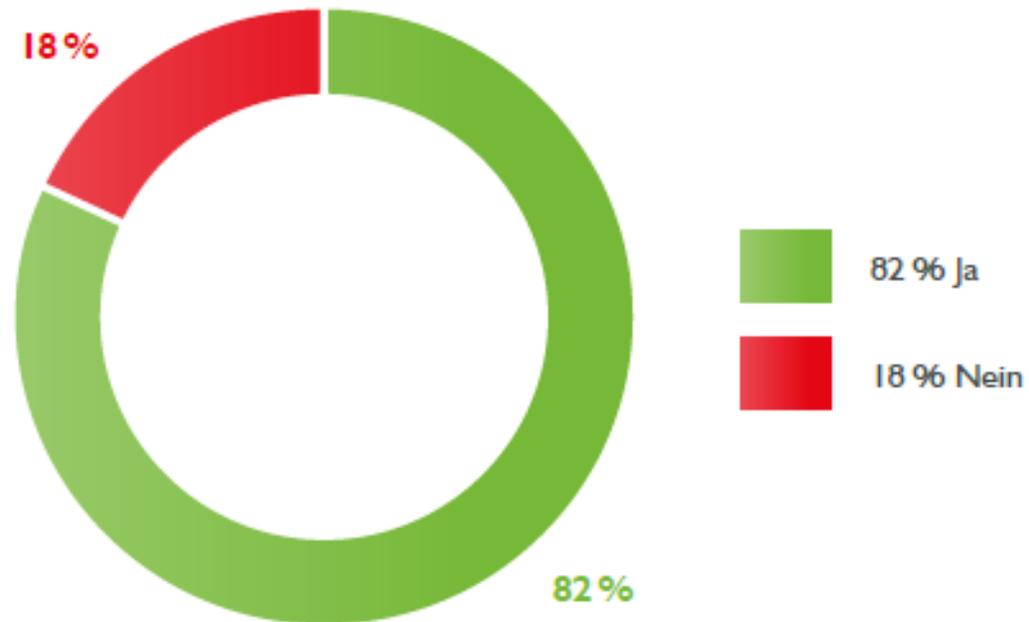


**Grund 2: Ist ihr Produkt verplant, wird es auch gekauft**



# 82% aller CAD/BIM-Downloads führt zu Verkäufen

Wenn Sie ein CAD / BIM Modell einer Komponente herunterladen, wird diese im Anschluss tatsächlich gekauft?



# 82% aller CAD/BIM-Downloads führt zu verkäufen



# Grund 3: Der Ingenieur/Planer ist schwer zu erreichen

## WHO USES LinkedIn?

A guide to the demographics of the leading social network for business

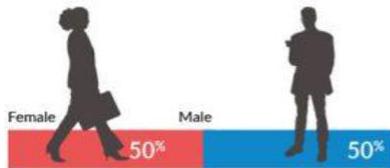
There are over 500 million LinkedIn members worldwide and over 133 million in the United States alone. While your company may have a presence on LinkedIn, you may not be taking full advantage of the tools it has available for you to reach this vast audience of business professionals.

As a B2B demand generation tool, LinkedIn Advertising allows you to target with almost laser accuracy the best possible audience for your products or services. Here is a demographic snapshot of what this audience looks like.\*

\*US statistics gathered using the LinkedIn Advertising targeting tool.

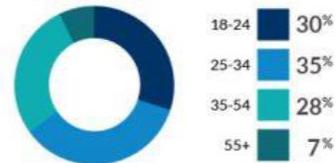
### GENDER

The Gender ratio is split down the middle.



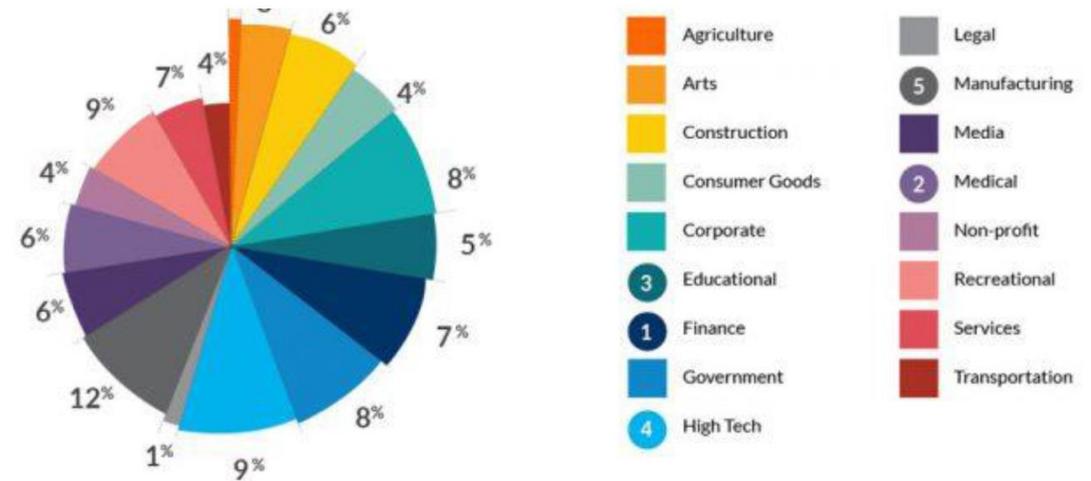
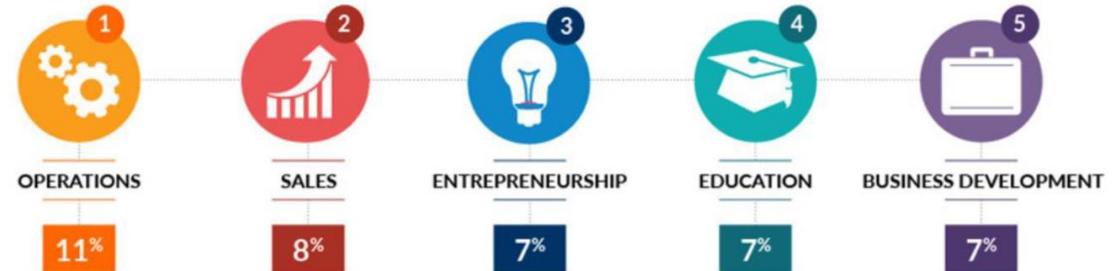
### AGE

63% of LinkedIn members are between the ages of 25 to 54, and the largest age group is 25-34.

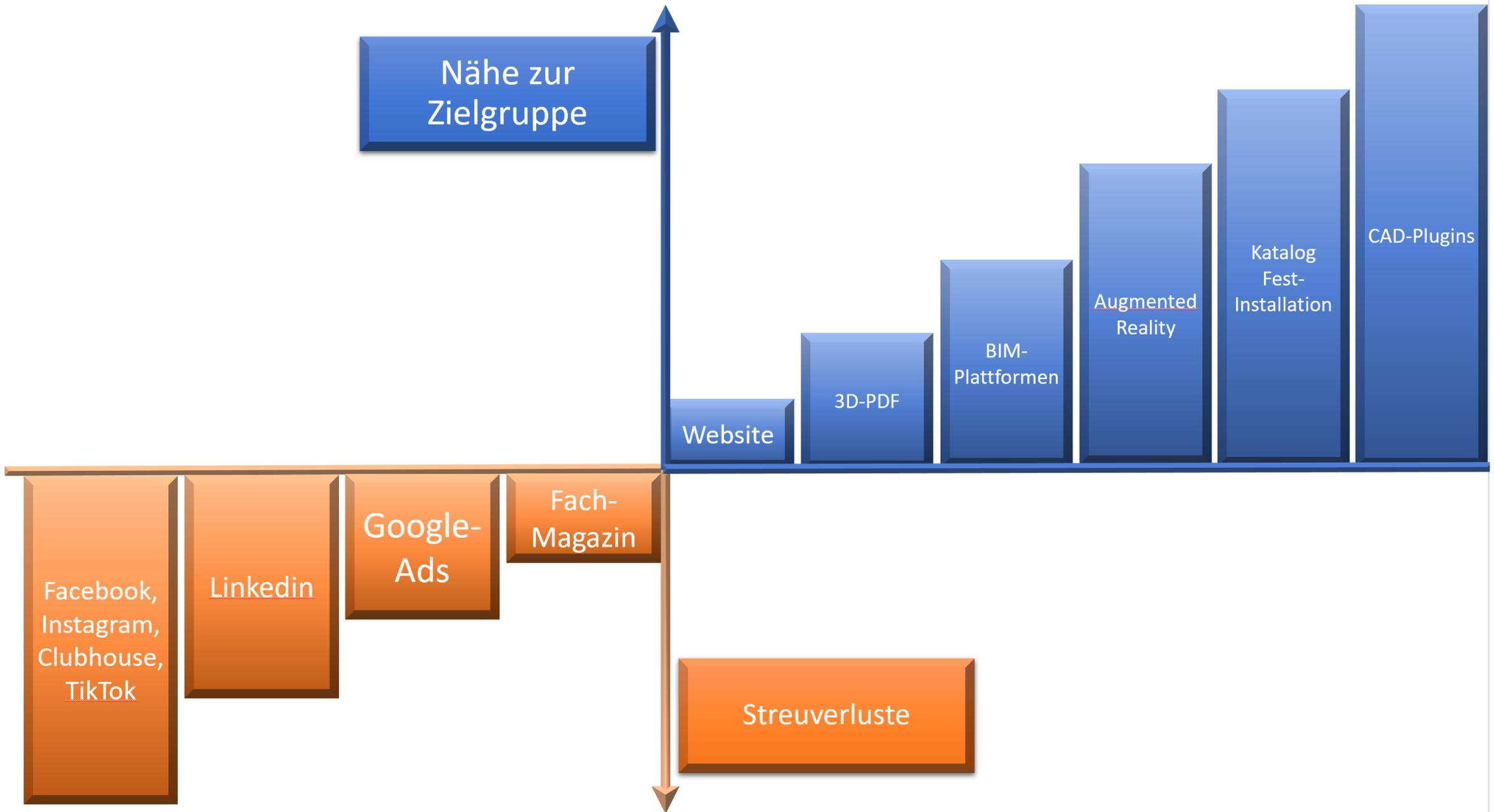


### JOB FUNCTION

Top 5 job functions:



# Nähe zu Planern, Architekten, Ingenieuren



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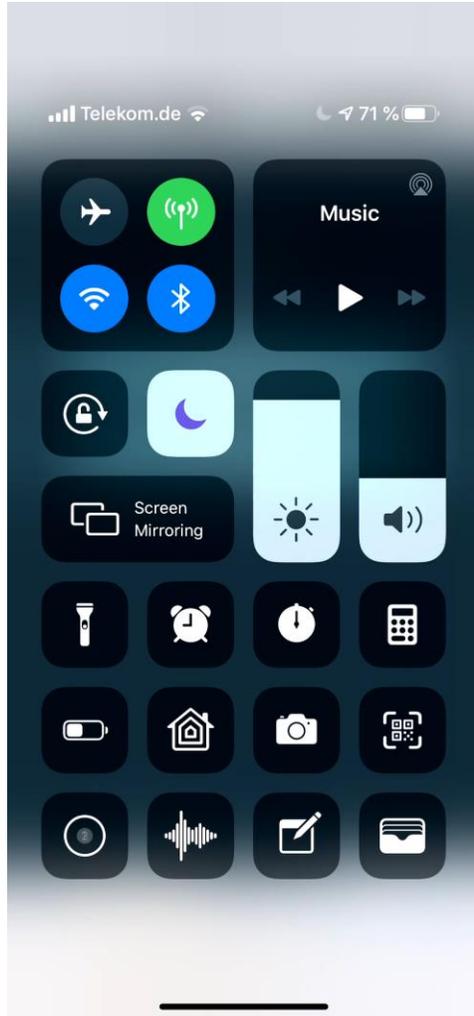


# Grund 4: Wettbewerbsvorteile durch digitale Tools





**1981**





# AR Feature

available at [3Dfind.it](https://3dfind.it)

including Object Occlusion  
on supported devices

# Virtual Reality in einer Sales-Presentation



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# Grund 5: Es war noch nie so einfach CAD/BIM Daten zu erstellen



# Erstellung eines digitalen Zwillings





myview





# Website-Integration



120+ CAD/BIM Formate und Plugins



Leads für Ihr CRM



Augmented & Virtual Reality



Veröffentlichung im Großhandel



Rendering

Vermarktung auf Online-Marktplätzen





**Ing. Wolfgang Nagl**  
Head Of Sales

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