How to leverage your eCatalog investment.

Learn how PHD, Inc. continues to “Future Proof” its CAD 25 years later.
PHD, Inc. has established itself as a manufacturer of modular automation devices by providing a broad line of reliable, cost effective, quality products that enhance productivity.

We are committed to providing our customers with what they need, when they need it. This is accomplished by our focus on the needs of the customer, and continually improving the effectiveness of our organization and the quality of our products.
Established in 1957
Multiple Manufacturing and Engineering Facilities
Fort Wayne IN, USA Area
Baesweiler, Germany
About phd, inc.

Local Factory Trained Technical Support to Provide Solutions Throughout the World
Powerful Engineering Resources that Saves Design time

“Size, Select, Configure, CAD Models, Replacement Parts, Product Information”

CAD Drawings in over 80 Formats that create design efficiency
Focus Industries

AUTOMOTIVE  BATTERY MANUFACTURING  CARPET  PACKAGING  FILLING  TIRE

FOOD  INDUSTRIAL LAUNDRY  MACHINE BUILDERS  MATERIAL HANDLING  MEDICAL  WORKHOLDING

BLOW MOLDING  INJECTION MOLDING  PRINTING  ROBOTICS  SEMICONDUCTOR  WELDING

ALUMINUM SMELTING
Pneumatic
Electric
Cylinders
Linear Slides
Rotary Actuators
Grippers
Clamps
Escapements
Switches
About Me
Agenda

• CAD Models need attention. Pull the weeds and add fertilizer.

• Having an eCatalog is just the beginning. Adding support systems around your eCatalog to get more value.

• Utilize a Trusted Partner who shares the vision
The Journey of customer CAD for PHD
Early days (1986)

STROKE = 8"
User had to Modify

MODIFYING MODELS FOR VARIOUS OPTIONS

U SERIES (U03, U04, U06)

The "U" Series slide is shown at different strokes (shown below), and the user must add the desired stroke to the proper locations shown below. Indicated by "stretch area".

THE (#) STANDS FOR CLASS, LAYER, LEVEL OF GEOMETRY.

## U SERIES (U03, U04, U06)

- The "U" Series slide is shown at different strokes, and the user must add the desired stroke to the proper locations shown below. Indicated by "stretch area".

### U03 = 4" STROKE

### U04, U06 = 8" STROKE

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**PHD, INC., AIRPORT AND PIPER DRIVE, FORT WAYNE, IN 46809 (AC219), 747-8151 TELEX 23-2811**

**MAILING ADDRESS: PO. BOX 1070, FORT WAYNE, IN 46899**
Static CAD

• 100’s of models
• CAD Library
  • Drawn at zero stroke
  • User must stretch to length
  • Only one port location
  • Simple mountings
  • User must add additional geometry
• Started with 2D only
• Added 3D – IGES and DWG
• Added 3D Surfaced Models
Distributing CAD Changes

- Reel to Reel
- Floppy Disk
- CD-ROM
- WEB
Moved to Dynamic CAD – Cadenas/Partolutions

- Over 750 million combinations
- Configurator
  - Stroke Length
  - Mountings
  - Port Locations
  - Features
Accurate Models - Key concepts

1. Pull the weeds
   • Fix issues as you find them
     • A. Errors in models, Fix them.
     • B. Changes in designs, Fix them.
     • C. Products we no longer offer, Remove them.

2. Add Fertilizer
   • Add new features
     • Geometry improvements: Switches, accessories, detail
     • Interface Improvements: Graphical Configuration, preferences
Pull the Weeds – Errors in Models (Fix Them)
Pull the Weeds – Errors in Models (Fix Them)

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Attachments:
- SG 05-23-16.pdf
- SG Catalog Charts with Changes 5-23-16.xlsx
Pull the Weeds – Errors in Models (Fix Them)

DIMENSIONS: SERIES SG SLIDES
Add Fertilizer (help it grow)

• Add Fertilizer
  • Add new features
    • Example: Add Switches, shocks, accessories and more details to geometry
Add Fertilizer (help it grow)

- Add new products
- Part of Product Release Process

PHD Releases New Complete Product Catalog

PHD, Inc. is pleased to announce the release of their new product catalog, available in a traditional printed version and on the PHD website.

The new PHD main catalog features:

- PHD’s complete comprehensive standard product line
- 21 new products
- The Optimax® line of global drop-in actuators
- The PHD Plus® line of electromechanical actuators
- Updated cutaway views, including improved graphics
- An updated shipping schedule
- An updated guide to each product section
- Detailed overviews of PHD’s e-tools (myPHD), Unlimited® Unique Solutions, Blow Molding Solutions (PPC Group), Yamaha Robotics, and PHD’s Subcontractor Program
Add Fertilizer (help it grow)

• Add Fertilizer
• Enhance Interface (Graphical selections)

2002

2018
Accurate CAD Models – “Get noticed”
We have CAD and Ordering Data
What else can we do?

• What other systems can use this?

• What additional support can we provide our Customers?

• What additional support can we provide our Distributors?
What else can we do with our Configurator?

• “Ordering Data” – No Cad – Accurate part number
“Link-to” our Configurator – Product Sizing to CAD
Links “from” our Configurator

• Replacement Parts

• Product Pricing
“myPHD” – Engineer Dashboard

- Save preferences
- Review History
- Edit ordering data
- Replacement Parts
Leverage the Configurator

Configurator

MyPHD

CAD

Ordering Data

Pricing

Replacement Parts

Individual Price: 951,20 €
Total: 951,20 €

Part Number: STPD112x2-1/2-AE1-NR2-M
Description: STPD112X21/2-AE1-M-NR2
Quantity: 1

Options:
AE1 Travel Adj, Shock Pad E
NR2 Shock Abs, Damping C
M Reed Magnet
Marketing - Leads

- Web Visit
- CAD Request
- Pricing Quote Request
- Sizing
- Other Leads (Tradeshows, etc.)

Added into CRM System
Match to existing contact if found and assigned to Distributor

Lead Sent to Distributor for Followup
Utilize a Trusted Partner

• Utilize a Trusted Partner who shares the vision
  • Challenges – Nothing is ever perfect. But you can find a solution.
    • Working with vendor to improve
Utilize a Trusted Partner

• Utilize a Trusted Partner who shares the vision and grows with you
  • Challenges – Nothing is ever perfect. But you can find a solution.
    • Working with vendor since 2001
Our first Challenge - Assemblies
Utilize a Trusted Partner

- Utilize a Trusted Partner who shares the vision
- Product Improvements – Example Preview
Utilize a Trusted Partner

• Utilize a Trusted Partner who shares the vision

• New features – Continue to add more value.
  • Adding them to solution
    • 3D PDF
    • Ability to Brand with Distributor Information
  • 2nd Page added to Information sheet
Mobile
Continued updates

• Continued support of CAD Vendors
• New Features - Dimentions
Summary

• It’s a journey not a destination

• Pull the Weeds and add Fertilizer
Summary

• Leverage the investment. What else can you do?

• Utilize a partner who has a shared vision
Enabling Productivity Throughout the World