The Digital Product Catalog powered by CADENAS as strategic sales and marketing tool at ERO-Führungen GmbH
Agenda

- Short introduction of ERO-Führungen GmbH
- ERO Product Portfolio
- Evolution of the Digital Product Catalog at ERO
- Field of application of the Digital Product Catalog at ERO
Introduction: ERO-Führungen GmbH

- Your specialist for Linear Technology and Automation Technology
Introduction: ERO-Führungen GmbH

- Our Industries:
  - Industry Automation
  - Laser Engineering
  - Medical Engineering
  - Production Equipment
  - Measurement/Metrology
  - Robotics
  - Additive Manufacturing
  - Packaging Technology

- Research Projects
  - Aerospace
  - Semiconductor Industry
  - Food Industry
  - Dressing Technology
  - Retrofit of old machines
  - Special Machine Construction
  - and many more
Introduction: ERO-Führungen GmbH

- Founded in 1963
Introduction: ERO-Führungen GmbH

- 59 employees
Introduction: ERO-Führungen GmbH

- Production, Engineering, Administration, Mounting in one facility

Wir bringen's in Bewegung
ERO Product Portfolio

- Guide Rails
ERO Product Portfolio

- Slide Guidances
ERO Product Portfolio

- Motor-driven Slide Guidances
ERO Product Portfolio

- Linear Axes
ERØ Product Portfolio

- Adjustment Slides
ERO Product Portfolio

- Slide Guidances adjustable in height
ERO Product Portfolio

- Goniometer Tables
ERO Product Portfolio

- Rotary Tables
ERO Product Portfolio

- Special Machine Construction
ERO Product Portfolio

- Specialisation
  - High availability and short delivery times
  - Standard as well as special versions from quantity 1
  - High precision and quality
  - Many combination possibilities within the modular ERO-system
Wir bringen's in Bewegung
ERO Product Portfolio

- Specialisation
  - High availability and short delivery times
  - Standard as well as special versions from quantity 1
  - High precision and quality
  - Many combination possibilities within the modular ERO-system
  - many standard options of the different ERO-products configurable
ERO Product Portfolio
Evolution of the Digital Product Catalog

- Cooperation with CADENAS for almost 20 years

- Initial goal:
  - Easy Availability of CAD-Data for our customers

- Approach
  - Implementing our standard products with frequent request for CAD-data
  - Customer wishes -> implemented
Evolution of the Digital Product Catalog

- Consequences of this strategy:
Evolution of the Digital Product Catalog

- ERO Digital Product Catalog Goals:
  - Easy Availability of CAD-Data for our customers (standard products)
  - Customer Acquisition
  - Arouse Enthusiasm about the Variety and Flexibility of ERO-Products

- Approach
  - Implementing the complete ERO Standard Product Portfolio
  - Integrate the Configurators on www.ero-fuehrungen.de
  - Demonstrate the Configurators (sales representatives, trade fairs,...)