




Harmonic  
Drive SE

# LEAD MANAGEMENT PLANNABLE NEW CUSTOMER ACQUISITION

# HARMONIC DRIVE® GROUP

## MARKET LEADER IN PRECISION GEARBOXES & DRIVES

### Three strong partners

-  Harmonic Drive Systems Inc.
-  Harmonic Drive SE
-  Harmonic Drive LLC

1,000 committed employees  
> € 500 million annual turnover (2024)  
> 55 years of experience

### Passion for precision

GEARBOXES



SERVO ACTUATORS



### Your contact person



**Dominik Kaiser**  
Director Sales



# COMPETITION IS GETTING STRONGER

## "WE NEED MORE QUALIFIED LEADS"

# PAIN POINTS

- | Number of sales leads too low
- | Number of offers too low
- | No configurator available
- | Local CAD partner
- | No top coverage Data formats
- | No presence beyond the HD website
- | Parameterizability of the products not given
- | No synergies in the Group

## INTERNAL DECISION "REALIGNMENT OF CAD PORTAL" CADENEAS GETS IN TOUCH...



Thomas Lang  
Senior Key Account Manager

**Linked in**

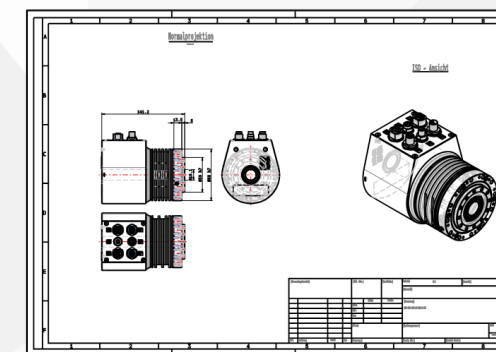
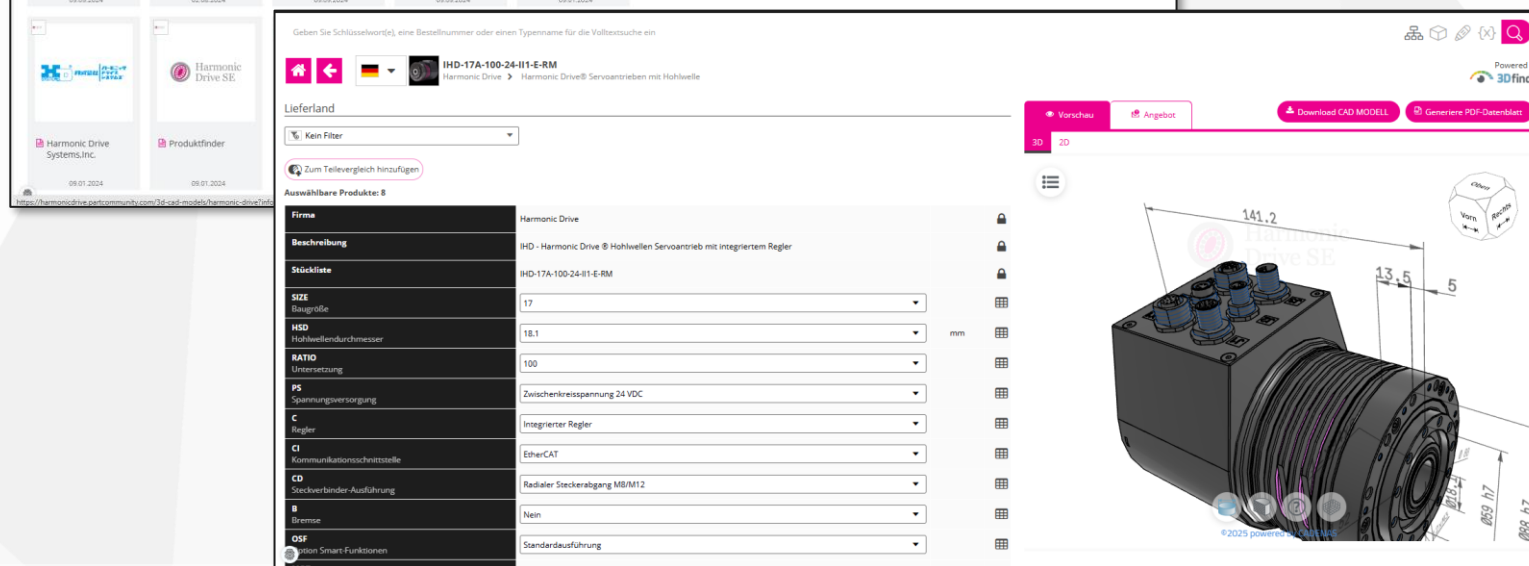
- Serious
- Binding
- Not intrusive
- At the "right" time



# PROJECT START

- | More sales
- | More offers
- | Prototypes
- | Series applications
- | Generation of qualified sales leads
- | More presence / no stand-alone platform
- | Partcommunity
- | 3D Find it
- | CAD plugins
- | Parameterization of the products
- | Gear reduction
- | Bore diameter
- | Input form (feather key, clamping set, grub screw)
- | Faster CAD availability of common product variants ("not just the standard") without an internal design order
- | Use of gearbox data from the parent company Harmonic Drive Systems

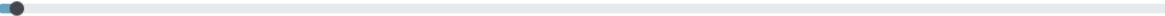






# PROJECT WAS A SUCCESS

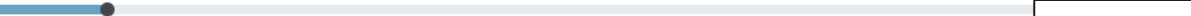
## CONFIGURATOR / PRODUCT FINDER

**Produktfinder**

**Drehmoment min. (Nm)**  
113.91 

**Drehmoment max. (Nm)**  
5129.2 

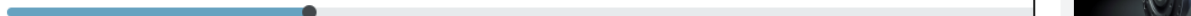
**Spielklasse**  
Spielfrei 


**Abtriebszahl der Anwendung**  
33 


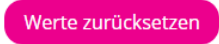
**Hohlwelle**  
Egal





**Integriertes Lager für den Abtrieb**  
Ja



**Hohlwellendurchmesser (mm)**  
0.0


**Max. Außendurchmesser (mm)**  
76.1 


**Max. Axiale Länge (mm)**  
176.3 

    **Combined Search**  
Harmonic Drive > Assistant

**Lieferland**  
 Kein Filter 



 CPU-H - Harmonic Drive® Hohlwellengetriebe  
07.06.2024

PROJECT WAS A SUCCESS  
AND NOW THE MOST IMPORTANT → LEADS

**Start 01.01.2024**

**CAD DOWNLOADS → > 15.000**

**REGISTRATION NEW CUSTOMERS → >  
2.000**

**LEADS → 1,500**

**Projects → > 45 %**



# PROJECTS BECAME A SUCCESS FOR INDUSTRIES AS WELL AS WITHIN THE REGION



# ALL THAT GLITTERS IS NOT GOLD

## THE SUCCESS OF A PROJECT DEPENDS ON "PEOPLE"

- | Project launch went extremely well
- | Contract negotiations tough but fair
- | Delays during the implementation phase
  - | Clear criticism from Harmonic Drive
  - | Direct action and exchange of the project manager
- | Intensive support from senior key account managers
- | Controversial discussion about downloads
  - | Harmonic Drive IP (HD as a service partner)
  - | Loss of leads (qualified contacts)
- | It is important to allow these discussions to take place
  - | Focusing on success together...

## OUTLOOK

WE ARE NOT RESTING ON OUR LAURELS...

Next steps

- | Establish CADENAS product configurator "HD website"
- | Put more new products online
- | Optimize customer journey on HD website
  - | CADENAS "integrate"
- | Administration shell (classified data exchange)

## CONCLUSION

HARMONIC DRIVE® SE IS ON COURSE FOR SUCCESS WITH CADENAS

- Lead targets were exceeded
- Demonstrably significantly higher number of offers
- Prototype targets exceeded
- New customer sales increased in 2024



*Thomas Lang is*

***CAPTAIN  
CADENAS***



PASSION GENERATES THE  
**HIGHEST QUALITY**



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