

## SUPPLIER MARRIES NEW PART NUMBERING SYSTEM WITH ON-LINE 3D CAD LIBRARY . . .

ACHIEVES PAYBACK IN THREE MONTHS

NSK Precision America is a leading manufacturer of ball screws, linear guides, direct drive rotary motors, linear motors, linear actuators and robot modules. Traditionally the company has marketed its products with paper catalogues, direct sales force, a network of distributors, advertising and trade show participation.

"We operate in a crowded, commodity-like marketplace," explained Mike Cotton, marketing manager for NSK. "We were looking for an edge -- something that could set us apart in the marketplace."

### STRATEGY: MAKE IT EASY TO ORDER OUR PRODUCTS

To differentiate itself, NSK focused on making it easy to specify and order its linear guide product line.

"We offer a complex array of product configurations. That can make ordering our product difficult," noted Cotton. "In the past we often exchanged multiple drawings, faxes or emails to define the part number and complete a given order."

To simplify this, NSK redesigned its part numbering system so that all configurations and options could be represented in a single, structured part number.

### 3D PARTS DATA LEVERAGES PART NUMBERING IMPROVEMENTS

To bring the new part numbering system to life for the customer, NSK needed to provide design engineers the ability to easily design and configure parts online via the Web, receive an accurate part number, and also receive an exact 3D CAD model to include in their design.

NSK observed that customers want 3D data. "They are unwilling to use their own time to build CAD models of our parts. The vendor that can save time wins more business. We could see that an online CAD library married to our new part numbering system could be a big differentiator," reported Cotton.

To build the Web-based CAD library and configurator NSK Precision America turned to PARTsolutions.

### LESSONS LEARNED WITH ONLINE LIBRARIES

"We had previous experience with CAD Libraries," stated John Ertel, Sr. Engineering Manager. "A few years back we participated in the proprietary CAD library required by one of the US automotive OEMs. We soon understood that it resulted in many limitations."

## NSK Precision America, Inc.

NSK Precision America, a wholly owned subsidiary of Tokyo-based NSK Ltd., maintains its headquarters outside of Chicago, IL.

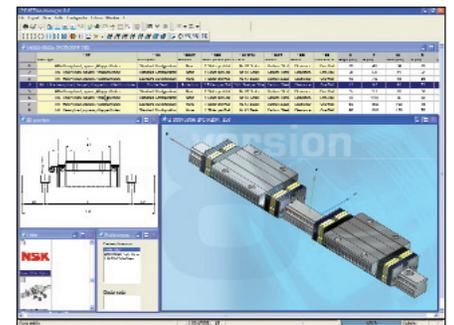
NSK has established itself as a leader in its market by offering linear guides, ball screws and actuators with product features like their patented maintenance free oil impregnated lubrication units.

The heart of NSK's marketing strategy is to provide exceptional delivery and quality from its Indiana based manufacturing plant.

*"We're moving ahead to expand our product offering through PARTsolutions. We can see the clear payoff," noted Cotton.*

*"The feedback we've received from our customers has been tremendous."*

Mike Cotton  
Marketing Manager  
NSK Precision America



Using PARTsolutions, NSK Precision America makes its standard series linear guide product line available online and in PARTsolutions Enterprise. Customers configure products, view renderings, access data in true native CAD formats and receive accurate part numbers to enable BOM rollups and product ordering.

- BUSINESS VALUE**
- Payoff from PARTsolutions investment in less than three months
  - New business from new customers
  - Dramatic improvement in order accuracy
  - Leads from new customers
  - Increased customer satisfaction

"We had to re-model our parts in the OEM's in-house CAD system. The data was usable only to customers using that system. After recreating over 7,000 special CAD models for this automotive OEM, we'd covered only a modest portion of our product line - and even then we left out important choices for the customer. On top of that, we had no idea who was accessing our parts and for what purpose, resulting in an inability for us to establish a return on our investment."

#### **AUTOMOTIVE MOMENTUM BUILDS FOR PARTSOLUTIONS**

Meanwhile another automotive company was following a very different parts library strategy. Working with PARTsolutions, DaimlerChrysler was piloting a library that provided native data to any CAD system. To NSK this was important since they could leverage their effort across many customers.

"We felt the escalating momentum for PARTsolutions and their advantages. We didn't need to do a lot of vendor evaluation," said Ertel.

#### **"PARTSOLUTIONS EXCEEDED OUR EXPECTATIONS"**

"We wanted an easy to use approach that would cover the entire set of our linear guide product options. We sat down with PARTsolutions, explained the complexity of the configuration logic the system needed. They not only delivered, they've exceeded our expectations. PARTsolutions' engineers went the extra mile to deliver our products in the best light."

"We've provided a significantly improved experience for our customer. Customers build their exact part on the fly, view a rendering of it, download it to their design and receive the exact part number for their drawing and BOM. Ordering is simplified, easier and more accurate," Ertel enthused.

#### **OVERCOME SALES OBJECTIONS, MARKETING INSIGHT AND ACCURATE LEADS**

Cotton agreed. "We now have a system that flows smoothly, is exhaustive in scope and it's unmatched in our market.

"Every one of our salespeople had lost orders because they couldn't provide 3D product models. We can't live with that. Our reps are now calling on customers who've demanded 3D models and now they can deliver."

"The visibility provided by the system is very valuable to our marketing effort. We know who is accessing our parts information. We can quickly initiate contact from our sales reps to provide accurate applications assistance," said Cotton. "And, we can easily maintain future contact with them as we launch new products."

#### **PAYOFF WITHIN MONTHS**

"Within a few months of the system's release, we took an order from a new customer that paid for our investment. One order. From a customer we wouldn't have known about."

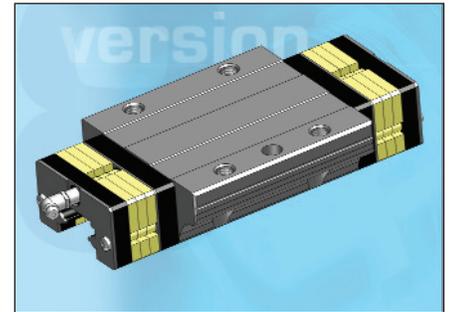
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Noticing that competitors had limitations in their part numbering systems, NSK set out to offer a unique user experience which would help customers to easily configure and "design in" NSK parts while receiving a full, correct part number.

To deliver the new part number and configuration system, NSK contracted with PARTsolutions to marry the parts numbering system with an on-line electronic parts catalogue.

The parts catalogue, which interactively configures the customer part "on the fly," has been able to broaden NSK Precision America's market coverage and boost sales leads. NSK Precision America's investment in the online system was paid back within three months of launching the new capability.



The **NSK slide** shown above is fully configured in PARTsolutions and delivered to users in virtually any true native CAD format, including complete part numbering and assembly configurations. Designers access products via PARTsolutions on the Web, as well as PARTsolutions enterprise applications at many of the world's largest manufacturers.

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