



**eCATALOG**solutions

# Power Jacks Sparks Growth Through Remarkable Online Experience

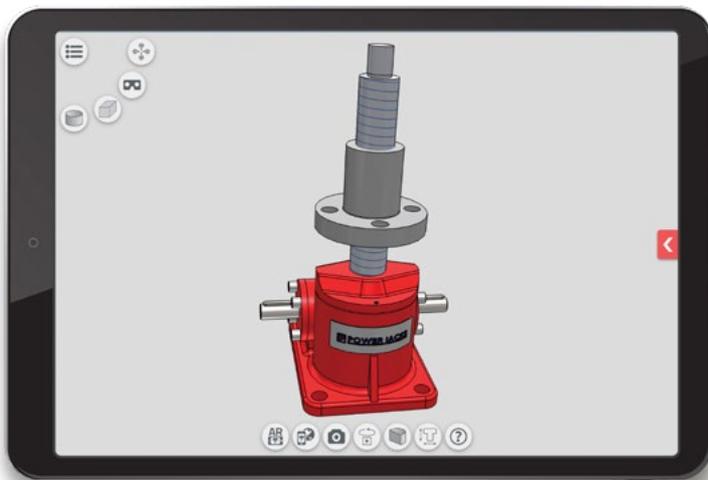
A Case Study

**POWERJACKS**  
PRECISION ACTUATION

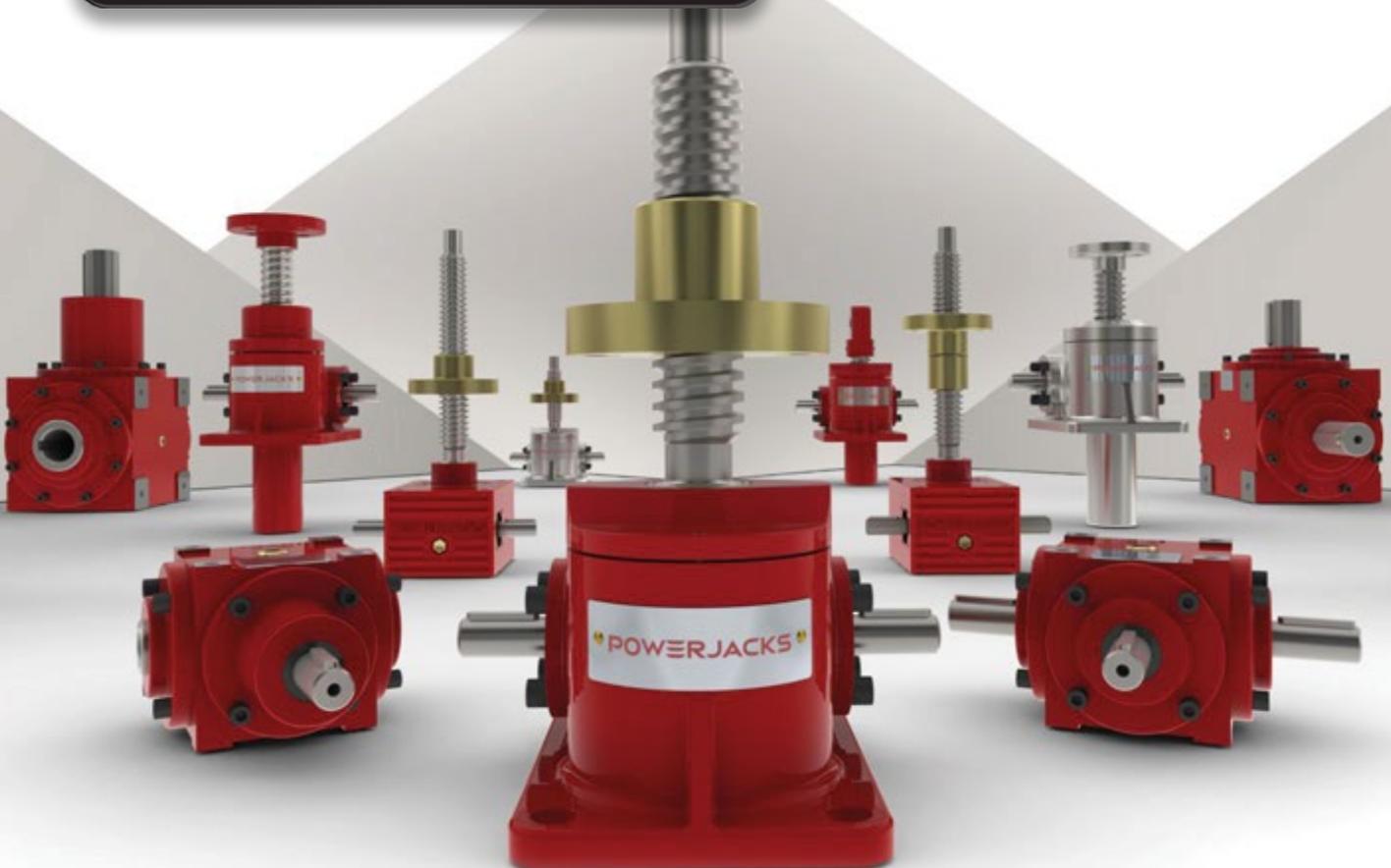
# Driving Customers and Sales Leads with an Improved Digital Experience

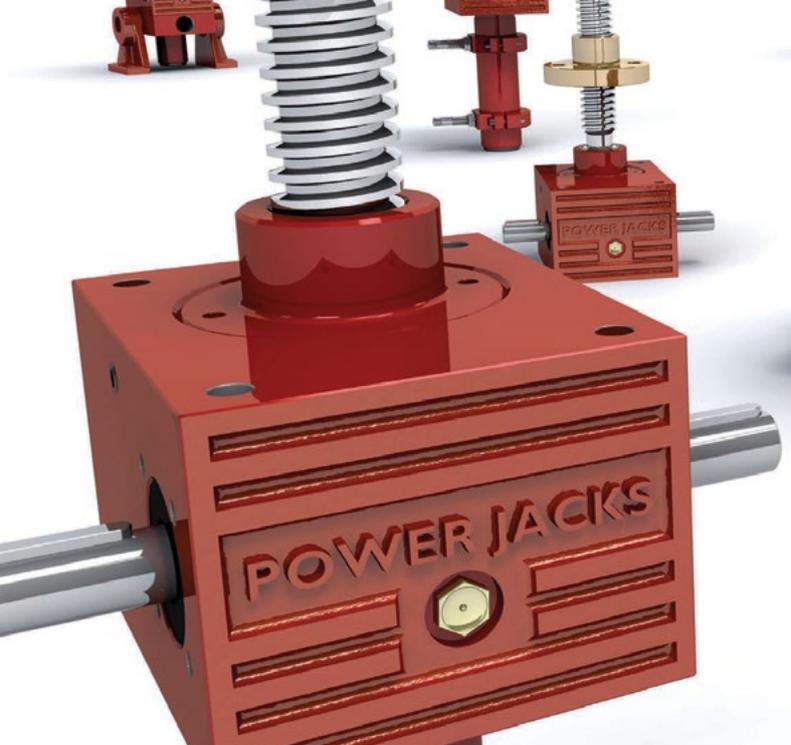
Power Jacks, the largest British manufacturer of screw jacks, bevel gearboxes and linear actuators, didn't let their size stop them from providing innovative solutions to their customers. They sought an enterprise solution that would make it easier for customers to download 3D parts from their website. So in 2017, Power Jacks launched two distinct tools: a CAD model configurator and product selector.

One year later, the Power Jacks CAD configurator serves as their main marketing tool, bringing in 230% more CAD downloads and 30% more sales leads in August 2018. Marketing Director Bruce Hamper attributes this surge in leads and downloads to the improved usability and interactive previews on the website's product pages.



The enhanced Power Jacks website allows users to view 3D interactive previews of models on product pages without logging in or registering. Under each product series, users can see a 3D preview of the main variation of the product. This helps engineers who are unfamiliar with the products to quickly learn and interact with the products in real-time and provides customers with an exact product image of the configured part before downloading the CAD models.





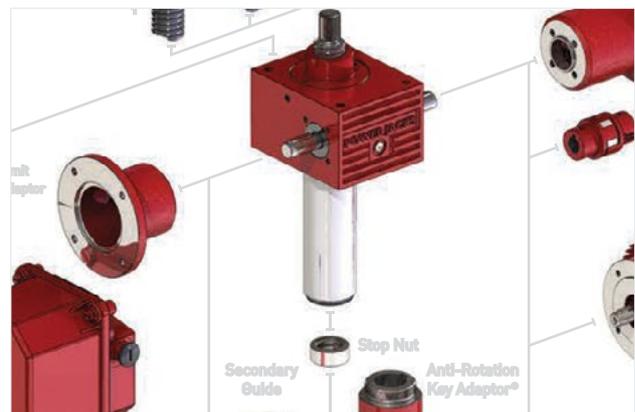
## Power Jacks Increases Online Sales Leads and CAD Downloads with Interactive Tools

- Sales Leads +30%
- CAD Downloads +230%
- Service Time: 24 Hours to 5 Minutes
- Products Delivered to 80+ Countries
- 200M+ Product Variants Available

### Innovation Through an Enterprise CAD Catalog Provider

Power Jacks chose CADENAS' eCATALOGsolutions as their CAD download provider because of its extensive portfolio of CAD catalogs and support for future innovation. Two separate online tools from CADENAS are offered, including the native CAD configurator and product selector. Rather than just making a library of CAD models available on a website, Power Jacks went further for their customers to give engineers configuration power and native 3D CAD downloads they need. These tools improved customers' online experiences, reducing wait time for native CAD models by 288%.

CADENAS' eCATALOGsolutions offers over 150 CAD and imaging formats, one of the widest selections in the industry, as instant, native downloads with outputs to all major CAD systems. It also offers downloadable product datasheets with an interactive 3D preview in manageable PDF file sizes. Since the 3D datasheet doesn't require any CAD system to access, these documents are easily shared with team members outside of the engineering department, specifically, purchasing and procurement.



» They provided a good level of support throughout the project and that was something our old system was missing. It is great to work with a highly motivated company that is always looking to deliver new and innovative technology. «



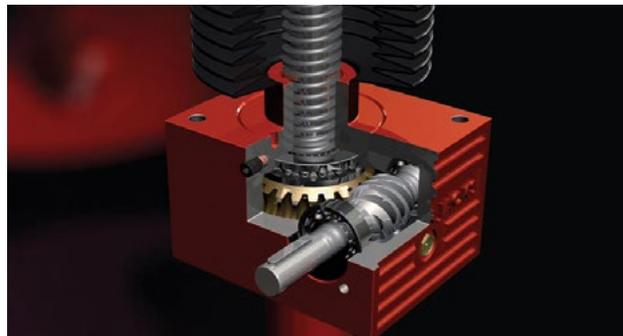
Bruce Hamper  
Marketing Director  
Power Jacks Ltd.

**POWER JACKS**  
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# The CAD configurator delivers instant CAD models around the world, 24-7-365.

## Reduce Customer Wait Time from 24 Hours to 5 Minutes

Manufacturers know that fast product deliverability, instant online access to product data and native CAD downloads are critical to creating a better digital customer experience. The online CAD configurator and product selector are key marketing tools for Power Jacks to deliver custom, native CAD models to their customers faster than ever before.



Engineers and designers used to have to wait an entire day to receive 3D CAD model and product data. Now, through the new online product configurator by CADENAS, Power Jacks can deliver virtual parts in only 5 minutes, helping their customers get products to market more quickly than ever before. This enabled Power Jacks to reach more engineers and provide an exceptional digital customer experience to every customer on their website.

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»» It was critical for our customers to get CAD data fast, 24 hours a day, from anywhere in the world, in the format they want. It also still had to retain all of the essential product information. We needed something that was leading edge technology on all fronts, so we looked on the market and CADENAS came out as the most complete fit for our needs. ««

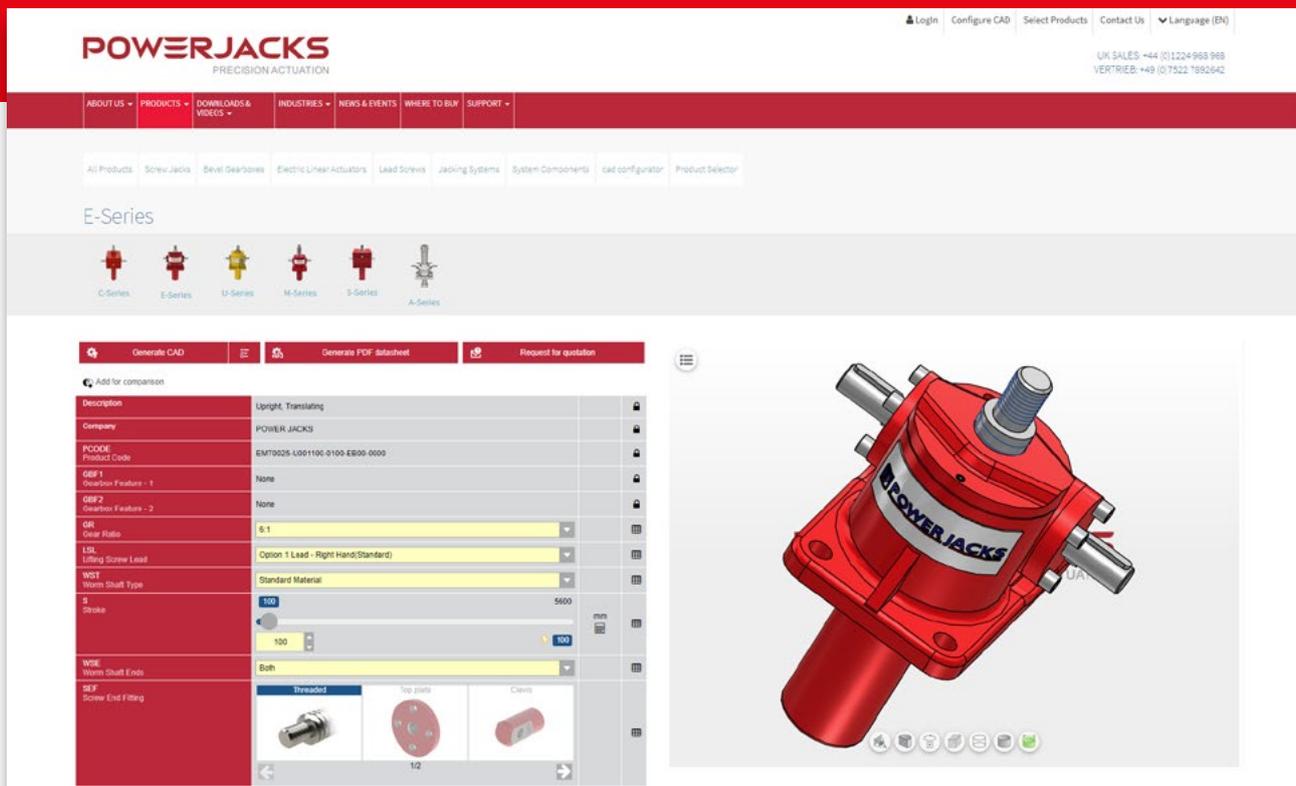


Bruce Hamper  
Marketing Director  
Power Jacks Ltd.

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# Delivering on Digital Customer Experience

The online market for component manufacturers is crowded – 3D CAD downloads offer a way to stand out and delight online customers. While engineers continue to follow the ever-evolving digital trends, providing 3D CAD data and creating a memorable customer experience around it become all the more important. Power Jacks achieves this by offering two interactive solutions for engineers to download 3D components depending on their experience and product needs. This ultimately created an efficient, memorable experience that the engineer wants to repeat for the next project.



The screenshot displays the Power Jacks website interface. At the top, the logo "POWER JACKS PRECISION ACTUATION" is visible, along with navigation links for "Login", "Configure CAD", "Select Products", "Contact Us", and "Language (EN)". A secondary navigation bar includes "ABOUT US", "PRODUCTS", "DOWNLOADS & VIDEOS", "INDUSTRIES", "NEWS & EVENTS", "WHERE TO BUY", and "SUPPORT". Below this, a breadcrumb trail shows "All Products" > "Screw Jacks" > "Bevel Gearboxes" > "Electric Linear Actuators" > "Lead Screws" > "Jacking Systems" > "System Components" > "cad configurator" > "Product Selector".

The main content area is titled "E-Series" and features a row of icons for different product series: C-Series, E-Series, U-Series, M-Series, S-Series, and A-Series. Below the icons is a configuration table with the following data:

Field	Value
Description	Upright, Translating
Company	POWER JACKS
PCODE	EMT9025-L001100-0100-EB00-0000
Product Code	
GEF1 Gearbox Feature - 1	None
GEF2 Gearbox Feature - 2	None
GR Gear Ratio	6.1
LSL Lifting Screw Lead	Option 1 Lead - Right Hand/Standard
WST Worm Shaft Type	Standard Material
S Stroke	100
WSE Worm Shaft Ends	Both
SEF Screw End Fitting	Threaded

To the right of the configuration table is a 3D CAD model of a red jacking system. The model is shown from a perspective view, highlighting its cylindrical body and various mounting points. The "POWER JACKS" logo is visible on the side of the unit. Below the model are several small icons representing different views and actions.

»» Having CAD available on a website is a necessity today, however having the right products that are configurable and easily accessible on any device is the expectation of our customers. It's our way of empowering customers who want to benefit from Power Jacks' capabilities and expertise, and want to do so swiftly and efficiently. ««



Bruce Hamper  
Marketing Director  
Power Jacks Ltd.

# Company Descriptions

## **POWERJACKS**

PRECISION ACTUATION

[www.powerjacks.com](http://www.powerjacks.com)



[www.cadenas.de/en](http://www.cadenas.de/en)

### **Power Jacks**

Power Jacks is a British design and manufacturing company, based in Aberdeenshire Scotland, specialising in electro-mechanical actuation, lifting and positioning solutions. The business has 5 complimentary areas of expertise including screw jacks, electric linear actuators, bevel gearboxes, planetary roller screws and jacking systems. Our products are engineered to the highest standards and deployed in a multitude of applications worldwide for a diverse range of industry sectors including energy, industrial automation, transport, civil and defence.

### **CADENAS**

CADENAS is a leading software manufacturer in the areas Strategic Parts Management and parts reduction (PARTsolutions) as well as Electronic CAD Product Catalogs (eCATALOGsolutions). With its customized software solutions, the company acts as a link between component manufacturers with their products and the buyers.

With its 380 employees in 19 locations worldwide, the name CADENAS (Spanish for "chains") has stood for success, creativity, support, and process optimization since 1992.

#### **The CADENAS Group worldwide:**

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