

## The “Silent Salesperson”, the Key to Turning Manufacturing Website Browsers into Customers

*The customers that are doing business with us since we added 3D-CAD and our Storefront are customers that we would not be doing business with today had we not added these important tools! If there ever was such a thing called a Silent Salesperson, it truly is 3D-CAD!”*  
 John M Winkler, CEO, Office of the President, J.W. Winco Inc.

**Problem:** As an industrial product manufacturer or distributor, how do you create business advantage by leveraging the internet? A website is a start but how do you attract website visitors and how do you turn browsers into customers? What do you do?

**Solution:** The manufacturing industry largely designs products with CAD – mostly in 3D. Instead of hiding their CAD models away on engineering department computers some manufacturers are giving them away (or at least giving away an IP protected version of them) to their customers. By providing freely downloadable 3D CAD models they save design engineers time and make it easier to select their products over competitors’ products. In return their parts are ‘locked and loaded’ into designs and enjoy sales in proportion to the sales success of those designs. In addition, they help speedup their customers’ time to market, and they speedup orders for their own products. A genuinely symbiotic business relationship is created, and customer loyalty increases. The CDS CAD Download module and supporting CAD services was the superior solution according to John Winkler, CEO, Office of the President, and his team. J.W. Winco Inc. teamed with CDS to solve the problem in a new and unique way as this interview describes.



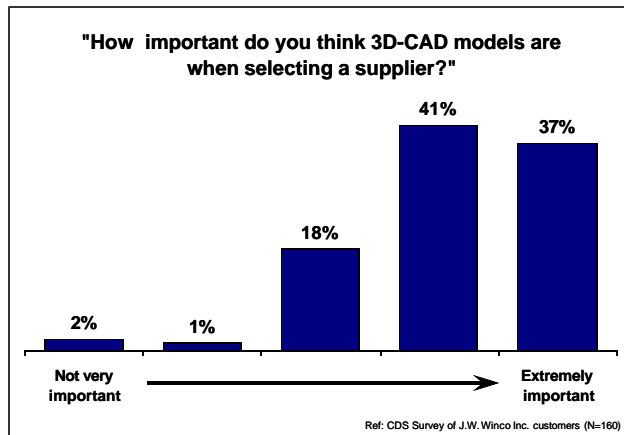
J.W. Winco, established in May of 1978, provides a comprehensive selection of quality metal and plastic, metric and inch size standard machine components and assembly hardware. With over 15,000 items in stock, the majority of orders are shipped within 24 hours. From their ISO 9001: 2000 certified, in-house manufacturing facility they also offer complete secondary machining of standard machine components and special custom manufactured component parts. For more information, visit <http://www.jwwinco.com>.



J.W. Winco, Inc.'s Headquarters

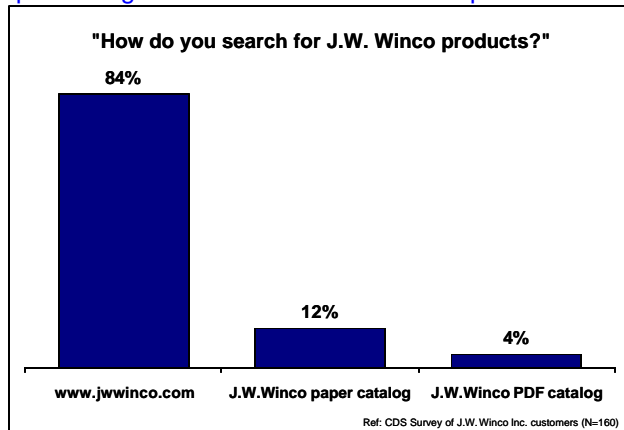
**CDS: Why did you want to acquire an online catalog and a CAD download capability?**

**John Winkler:** Studies show that over 90% of designers and engineers now use the Internet to locate components for their new designs. At J.W. Winco we had built a website but we wanted to use the internet more creatively to grow our business. We wanted to turn web site browsers into customers, or better still into loyal and frequent customers that prefer buying from our company. One answer was to build a symbiotic relationship with those customers in which we would not only supply product but would save them time and help them do their jobs better. Our belief was fully validated by the results of our recent CAD download user survey – 96% of those who have downloaded a CAD model think that they are important or extremely important to their selection of a supplier.



**CDS: What benefits did you expect and what have actually been achieved?**

**John Winkler:** We're keeping one step ahead in our marketplace by offering online shopping in our new eStore, as well as 3D-CAD. We still offer print and PDF catalogs but use of the digital catalog supported by CAD Models is growing fastest. When we would do trade shows, there would be just a few people asking if we had 3D-CAD and the question always was, is it justified to spend the money for it? Well, it was often in my opinion that, it is all the people that we don't hear from, that really made us make the decision to go ahead and implement it. Integrating it into our website while also creating an online storefront was one of our best ideas yet. Typically an engineer will come to our site (something we track closely), view and download a 3D-CAD drawing, then a short time later we see either a prototype part order or sometimes, an initial production order, placed online via our eStore.



**CDS: Can you quantify the value of the CAD model downloads for J.W. Winco customers?**

**John Winkler:** Since implementing the CDS CAD solution in February of 2006, we are already seeing over 850 downloads/month from our 18,000 CAD model library and over 10,000 sales leads already from CAD models downloaded. Generation of sales contacts is up by 150% and we've already registered over 3,000 web users. We and CDS wanted to find out what those CAD download customers thought – our survey revealed many terrific insights including:

- 94% rated the usability of our E-Store and 3D-CAD acceptable or better;
- On average users saved over an hours work by downloading the CAD model;
- 93% agreed that our 3D-CAD models helped them get their designs to market faster;
- 96% thought that 3D CAD model downloads are important (see graph above) in their selection of a supplier.

**CDS: Were there other unexpected benefits?**

**John Winkler:** The ROI has been tremendous, saving us literally thousands of dollars when calculating the time and effort we save! Just think, no contact is ever made with our inside sales or customer service people, it was all done online! I will also say, in a day and age where everyone is expected to do more, with less, these tools have definitely helped things along. Tasks that were so cumbersome in the past, are now made so simple. Our sales and customer service people now have more time to handle more business, they do not have to contact a supplier or our engineering department for a drawing, or make a customer create a drawing, field simple questions with phone calls, waste countless return telephone calls, etc., etc.

Sales lead generation from CAD models already far exceeds that from our traditional marketing (paper catalogs, advertising, trade shows etc.). For the 2006 year sales leads from CAD models are already 60% of our total sales leads and these CAD download leads convert to sales at a higher rate and even more importantly they convert faster! And the cost per lead from CAD Downloads is less than 10% of the average cost per lead from traditional marketing. We're delighted to have already achieved so great an ROI on a very modest outlay.

**CDS: Why was CDS chosen?**

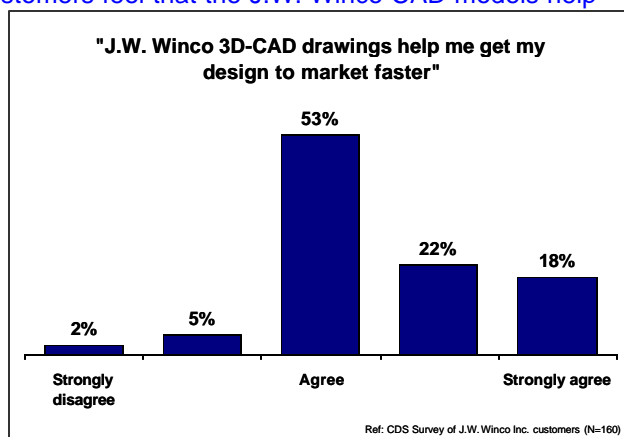
**John Winkler:** We researched the available solutions (both internal and external) and found Catalog Data Solutions offered the most complete solution. CDS is able to deliver the necessary SaaS (Software as a Solution) internet software technology and CAD model services to make it all work. The real advantage CDS offers is their ability to deliver everything under on roof. They help industrial suppliers and distributors grow sales and strengthen customer loyalty through interactive online catalogs, ecommerce, 3D CAD model delivery and product configurator solutions. From a technology, cost, speed and satisfaction they were the best choice.

**CDS: How important was CDS professional services in the decision?**

**John Winkler:** Absolutely critical to building the customer relationship – CDS built high quality models and protected our intellectual property at the same time! From the user survey it's clear that the vast majority of our customers feel that the J.W. Winco CAD models help them get their designs to market faster. Seldom will anyone hear much feedback when offering 3D-CAD models, it's become the expected norm that everyone should offer today.

When customers find out that you do have it, they are more apt to just go ahead and utilize the tool for their design needs and never really say a whole lot, unless they have problems with it. I am proud to say, we very rarely hear from anyone that there is a problem with our CDS built

and hosted 3D-CAD. When we do hear from our customers, they tell us they are very pleased that we have it, that the drawings/models are very complete for their designs and that they are delighted that we offer downloads for all the various CAD programs.



**CDS: Why not just build the CAD models yourself and place them on your website?**

**John Winkler:** Plain and simple, we would be working on it for years and still never be able to offer all the drawings or the downloadable formats that CDS has provided. With our

constant product additions and changes, it is great to have someone like CDS on board to take that burden off of our shoulders so we can concentrate on selling!

**CDS: What marketing benefits have you realized by having your website readily accessible from within Pro/ENGINEER Wildfire?**

**John Winkler:** The solution addresses virtually any CAD system that a user might have. CDS's partnership with PTC offers Pro/Engineer Wildfire users exclusive access to companies that offer free CAD downloads, via a built-in website. The result is nothing short of amazing. When an engineer wants to add a caster or a handle to their Pro/ENGINEER 3D CAD design they simply visit [www.jwwinco.com](http://www.jwwinco.com) to 'drag and drop' a CAD model into their design. All without having to open a new browser window. With over 300,000 Pro/ENGINEER Wildfire users that helps us to sell a lot of parts.

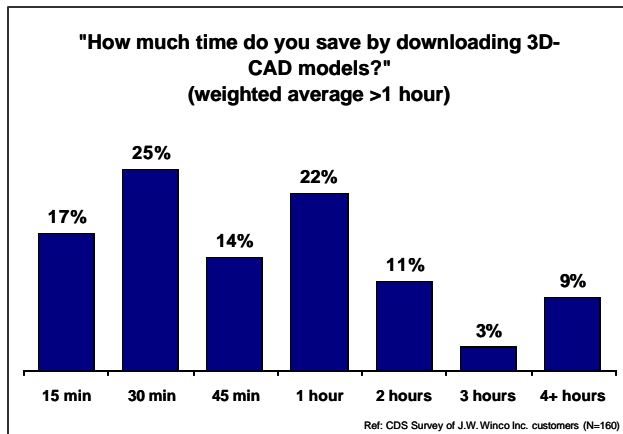
**CDS: What are your future plans?**

**John Winkler:**

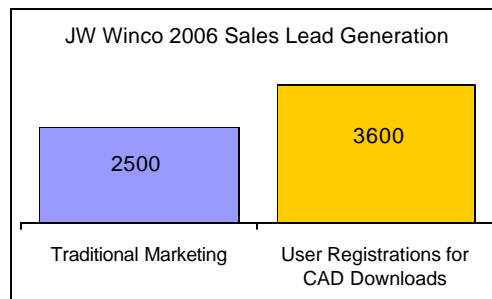
Our Future plans consist of the addition of new CAD models as we add more products. We will continue building a solid reputation in our industry for speed and simplification when it comes to the availability of 2D and 3D-CAD standard machine part and assembly hardware drawings. Keeping our "Silent Salesperson" at the forefront of everything we do, will only help our customers build better machines with our quality parts, faster!

**CDS: What is your overall satisfaction with the system, CDS and would you be willing to recommend CDS?**

**John Winkler:** I'm delighted that in our user survey over 92% of our customers expressed their satisfaction with the system and indicated that on average they save more than an hour. We believe this has increased customer loyalty by building a symbiotic business relationship between us. With regard to CDS, we would definitely give them a 'thumbs up' for recommendation to future clients interested in their CAD Solutions.



*"Since implementing 3D CAD downloads (in Feb. 2006) we have averaged more than 850 downloads/month from our 18,000 CAD model library. Already 60% of our sales leads are from CAD models and 40% from traditional marketing. CAD downloads sales leads convert to sales at a higher rate and even more importantly they convert faster! And the cost per lead from CAD downloads is less than 10% of the average cost per lead from traditional marketing. We're delighted to have already achieved so great an ROI on a very modest outlay."*



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