

SOLUTION

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The ThomasNet team of engineers started with a collection of paper product drawings and 2D CAD files from Entegris, Inc. From this information the ThomasNet engineers were able to create a comprehensive online CAD library that dynamically publishes 2D and 3D CAD files in multiple file formats. The system allows users to specify the exact product configuration of the CAD file required and download it or directly insert it into a CAD session 24 hours a day. The information can be accessed from both the Entegris, Inc. website and ThomasNet.com to provide maximum distribution.

“ We saw a 50% growth in CAD activity on our website in our second year.”

Mark Caulfield
Application Engineer Manager for Entegris, Inc.



RESULTS

Results

Customers found the new CAD drawings and began downloading the information so vital to their design and specification work immediately. Caulfield says, "We saw a 50% growth in CAD activity on our website in our second year." In 2007, their third year, they experienced nearly 90% growth over the previous year with over 11,400 CAD file downloads or file insertions.

By providing customers with the CAD information they wanted when they wanted it, Entegris, Inc. has been able to convert more business opportunities into sales. Caulfield explains, "If you're in the component business, giving your potential customers the ability to download CAD files is a must. I'm a huge proponent of CAD and I firmly believe it's one of the best marketing tools you can have."

At the same time the engineering department has been able to focus all of their efforts on the projects at hand. Caulfield commented, "Working with ThomasNet has allowed us to enhance, expand and effectively manage CAD services to our customers. We have less to deal with internally, and we can now focus on our core business: part creation and components."



Find out how ThomasNet Web Solutions can help you implement a complete, end-to-end web strategy that will enable you to succeed in today's online environment. Contact your local ThomasNet Representative by calling 866.662.0222 or visiting <http://Websolutions.ThomasNet.com>