

A ThomasNet Case Study

SOLUTION

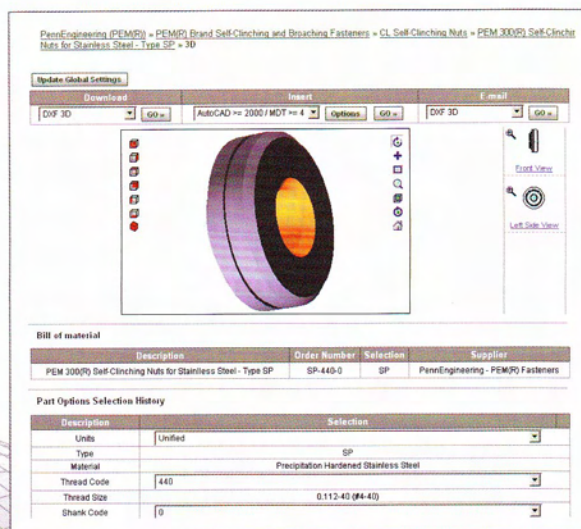
Solution

PennEngineering saw several clear benefits in implementing the ThomasNet CAD Solution. ThomasNet already has a large Internet presence and generates extraordinary exposure for advertisers' CAD drawings by way of ThomasNet.com, the leading destination site for industrial sourcing. And, Penn's CAD drawings can be directly inserted into all major CAD software programs. ThomasNet tracks and reports precisely how Penn's drawings are being used – how many are downloaded and how many are actually inserted into engineers' designs – critical metrics given that 80% of parts inserted into designs go on to be specified and purchased.

RESULTS

Results

In addition to providing CAD drawings to their users and getting their products specified in designs, PennEngineering was also able to determine the activity of new products. In March 2005, Penn launched a new fastener. As a direct result, Penn Engineering's website averaged 17.7 combined downloads and insertions of this new product per month.



Many of Penn's customers were suggesting that the company make CAD drawings of their fasteners available online to help them streamline their design processes.

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>