

**Components**



**FATH**

## Rating of 3D CAD downloads

- Customer/sales
- Parts/engineering
- Product management

# Agenda

1. Rating and ranking
2. Processing
3. Classification
  
4. Rate parts
5. Impact on engineering
6. Product management
7. Marketing
8. Sales





# Rating and processing



Data downloads CADENAS



Rating



valuable

Not valuable



Processed data





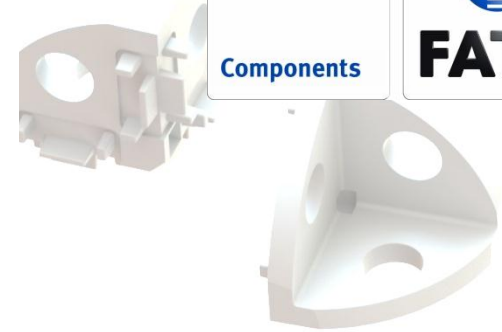
# Processing

- Classification of data
- Product groups
- Business fields
- Classification by countries

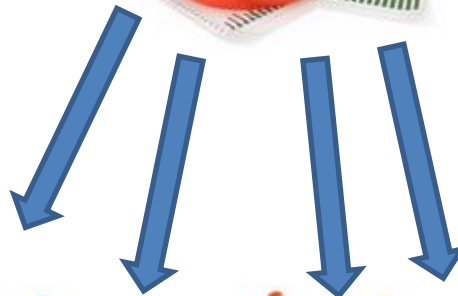




# Classification



Individual classification of data to the regional companies, sales partners, etc.

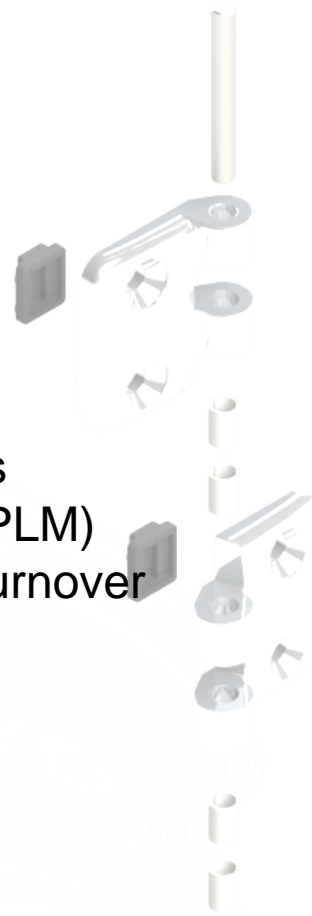




# Part rating

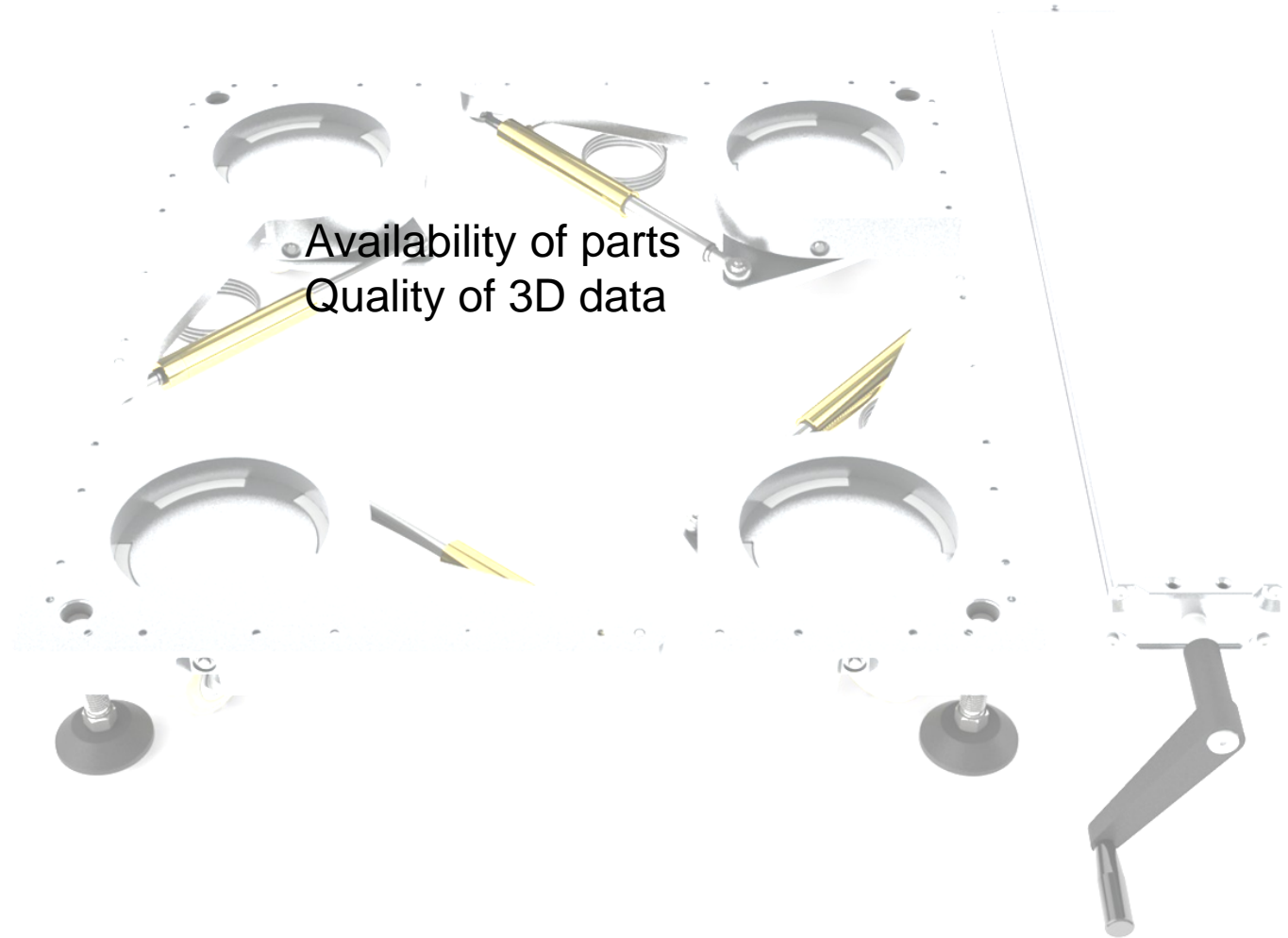


Multiple products  
New products ( PLM)  
Downloads vs. turnover  
CAD systems





# Engineering





# Product management

Innovationen  
New ideas  
New markets  
Comparison of national data  
PLM Product Lifecycle Management







# Marketing



Newsletter



Search Engine Optimization



Campaigns



Social Media





# Sales

- Sales campaigns
- Training of sales representatives
- Reports from customers
- Cold calling





Thank you very much



[www.fath.de](http://www.fath.de)