



e-Book

SUMMARY OF THE SURVEY
CONDUCTED AMONG USERS OF THE
TRACEPARTS CAD CONTENT PLATFORM

E-BOOK: “INTERACTION BETWEEN DESIGNERS AND COMPONENT SUPPLIERS ON THE TRACEPARTS CAD CONTENT PLATFORM”



With **69 million CAD models downloaded in 2016**, the TraceParts platform is a key tool for people working in the design sector.

To back this statement up with hard facts, we have decided to compile the results of a survey conducted among our users* in November 2016.

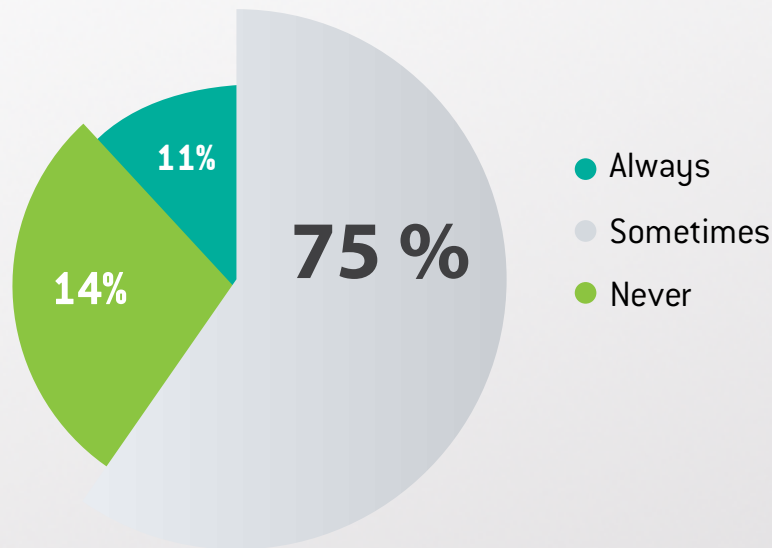
This “e-Book” provides key information about **how design professionals approach their work and projects**, including their **expectations** and **habits**.

All rights reserved. By downloading this “e-Book”, you accept that it is forbidden to reproduce, store or transmit all or part of this publication, in any form or by any means whatsoever (electronic, mechanical, photocopying, recording) without the prior permission of TraceParts.

*150,720 people surveyed

COMPONENT CATALOGS PLAY A STRATEGIC ROLE IN THE PURCHASING PROCESS

When you download a CAD file, does the physical part ultimately get purchased?



Component suppliers that publish their catalogs on the TraceParts CAD content platform benefit from increased visibility by making their product models available to a community of **2.8 million designers and engineers**.

This greater visibility enables them to **generate sales opportunities** based on the downloads made by the users on the TraceParts CAD content platform.

When component manufacturers and distributors provide design professionals with all the information they need for their projects (technical data, CAD models), these same components are then used in their designs.

86%

of users plan to purchase a component after downloading its CAD model.

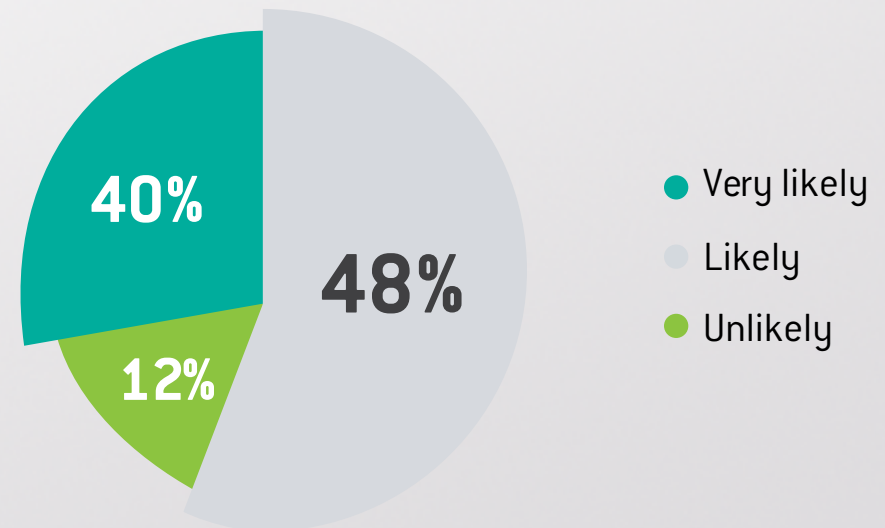
THE IMPORTANCE OF PROVIDING COMPONENT USERS WITH THE CAD MODELS THEY NEED



Since the arrival of online CAD content platforms, designers spend an increasing amount of time browsing the web looking for **certified CAD models** of the components they need for their designs. This time is well spent, because they no longer have to redraw parts from scratch once they have found the component!

According to the results of the survey, almost **88%** of the users on the TraceParts CAD content platform prefer to work with suppliers who make the CAD models of their parts available online.

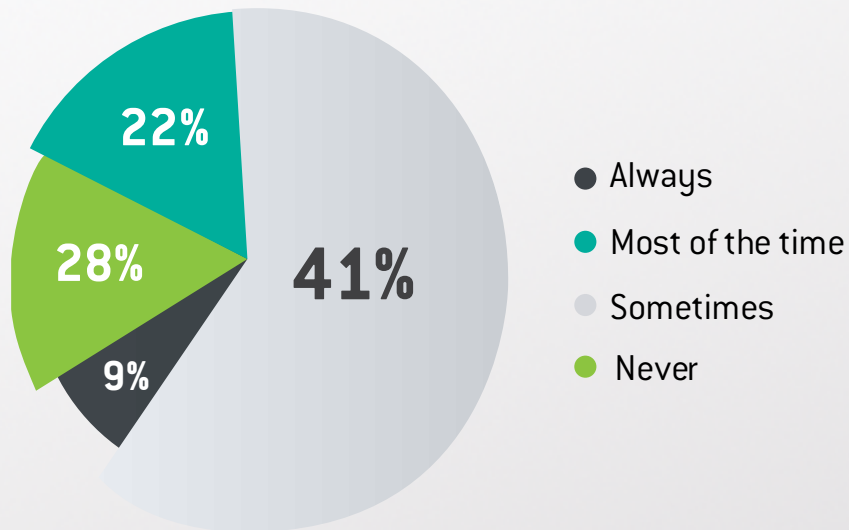
How likely are you to work with a supplier because they provide CAD models?



Some **88%** of users on the TraceParts platform prefer to work with suppliers who propose CAD models of their products.

USERS DO NOT SEND THEIR NEEDS TO COMPONENT SUPPLIERS

If a manufacturer does not supply CAD models online, do you contact them directly to get them?



Users on the TraceParts CAD content platform very rarely contact a supplier to ask for specific content. In the majority of cases, if users do not find the component they need for their project, they will go elsewhere ... to the competition!

That is why it is crucial to make your products visible to the broadest possible audience, in order to increase the chance of being selected by engineers and designers in the face of the competition.

Only **9%** of design engineers systematically contact a supplier if they cannot find the CAD model of the component they need.

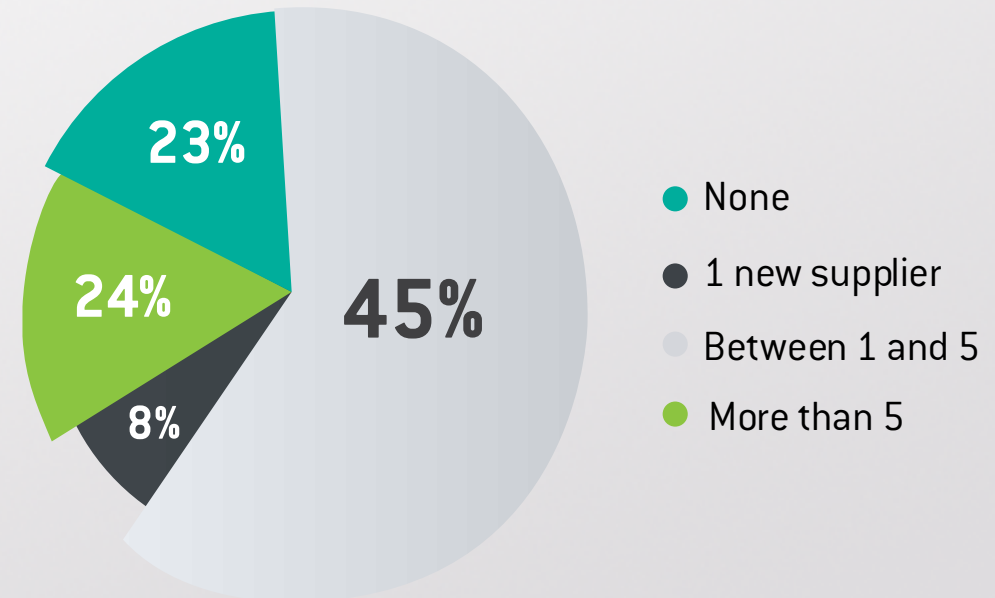
PUBLISHING THEIR 3D CATALOGS ENABLES SUPPLIERS TO BE IN DIRECT CONTACT WITH THE PEOPLE RESPONSIBLE FOR SPECIFYING THEIR PRODUCTS IN DESIGNS



How many new suppliers have you identified while using the TraceParts platform?

On average, the 3D catalogs of component suppliers published on the TraceParts CAD content platform generate **5,000 specific new leads** a year.

Designers can send their **requests for prices and lead-times directly from the online CAD content platform**. As such, suppliers are informed about new projects right from the start of the design phase.

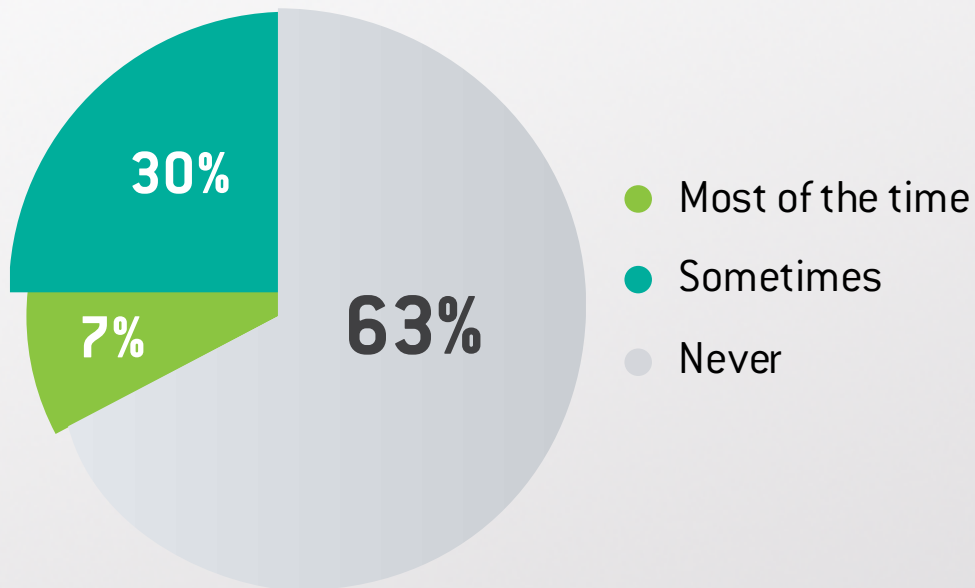


77%

of design professionals surveyed said they had identified several potential new component suppliers.

A NOTICEABLE TREND IN TERMS OF MOBILE APPLICATIONS AMONG DESIGNERS

How often do you use a mobile device to search for suppliers or for components that you may need for a project?



Design professionals are not an exception to the rule in terms of the growing trend and demand for mobile applications. Even though their main work tool remains the desktop computer, users of the TraceParts CAD content platform are not totally closed to mobile tools.

Around **37%** of the design professionals present on the TraceParts platform regularly use a smartphone or tablet to carry out supplier searches. Although this percentage is increasing, it remains quite low compared to the percentage of users who never use mobile devices for this purpose: **63%**.

In order to target all mobile users, TraceParts also develops mobile applications for component manufacturers and distributors.

37%

of users on the TraceParts platform regularly work with smartphones and tablets.

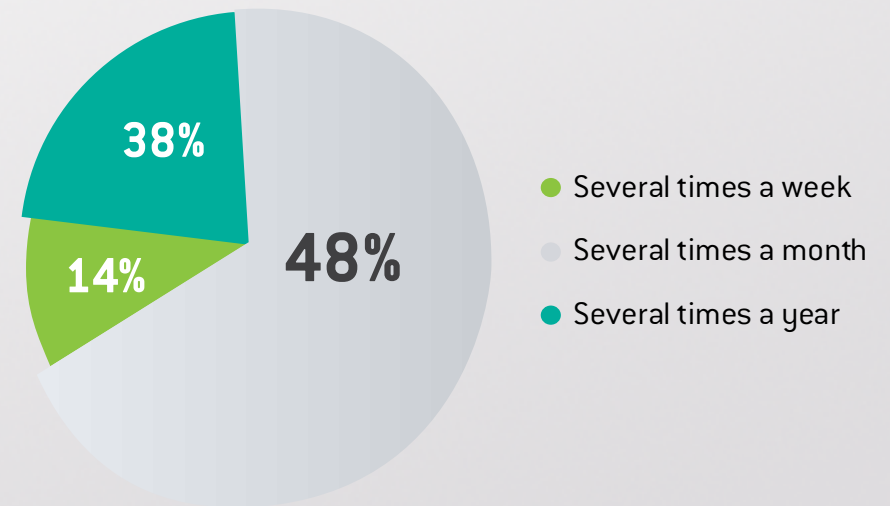
CAD USERS REGULARLY VISIT THE TRACEPARTS PLATFORM TO FIND CAD MODELS FOR THEIR PROJECTS



Design professionals can choose from over 100 million components on the TraceParts CAD content platform. This virtually limitless source of CAD models allows engineers and designers to save time in their design projects because they no longer have to redraw parts from scratch once they have found the component they want.

According to the results of the survey, **14% of designers visit the platform several times a week and 47% of them visit the platform several times a month.**

How often do you access the TraceParts CAD content platform?

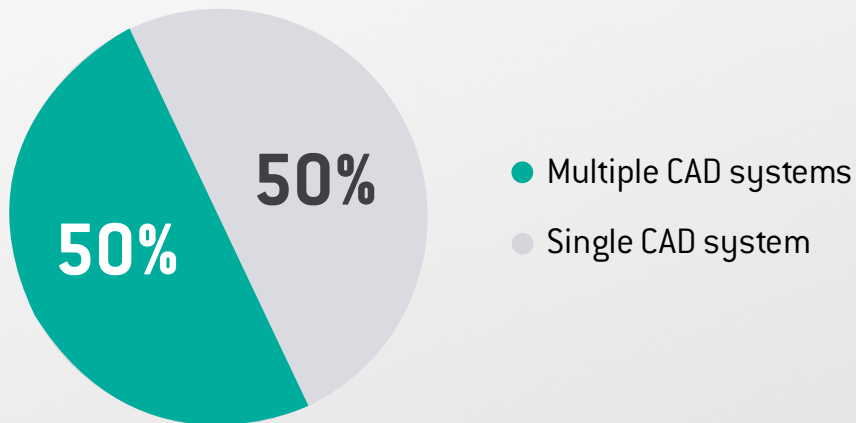


86% of the design professionals surveyed regularly visit the TraceParts platform to find components for their projects.



TRACEPARTS TECHNOLOGY ADAPTED TO EACH PROJECT

Does your company work within a single CAD system or multiple systems?



According to the results of the TraceParts survey, half of the respondents said they used several CAD systems in their company.

That is why the TraceParts platform ensures the interoperability of CAD files between suppliers, their customers and their subcontractors.

All our 3D files are compatible with the most popular native CAD software packages such as SOLIDWORKS, CATIA, Pro/ENGINEER & Creo, Inventor, AutoCAD, Solid Edge, TopSolid and many others.

50% of users on the TraceParts platform work with several CAD systems.

ABOUT TRACEPARTS



The specialist in 3D content

TraceParts helps manufacturers promote and market their product lines to more than 17 million engineers and designers via a CAD content platform that is accessible to millions of CAD users around the world free of charge. The platform provides access to hundreds of supplier catalogs and more than 100 million CAD models and product data-sheets that are suited to design, purchasing, manufacturing and maintenance processes.

The advantages of working with TraceParts

Designers no longer waste time modeling existing products. Thanks to TraceParts, in just a few seconds, they can download the CAD file of a component free of charge. They no longer need to spend several hours modeling that same part, and therefore save valuable time.

TraceParts is also a strategic marketing tool for manufacturers and distributors of industrial components. Being present on the TraceParts platform allows them to get directly in touch with the people responsible for (potentially) specifying their components, right at the start of design projects.

Go to traceparts.com/pcs-kit/ now to find out about our 3D Marketing solutions.