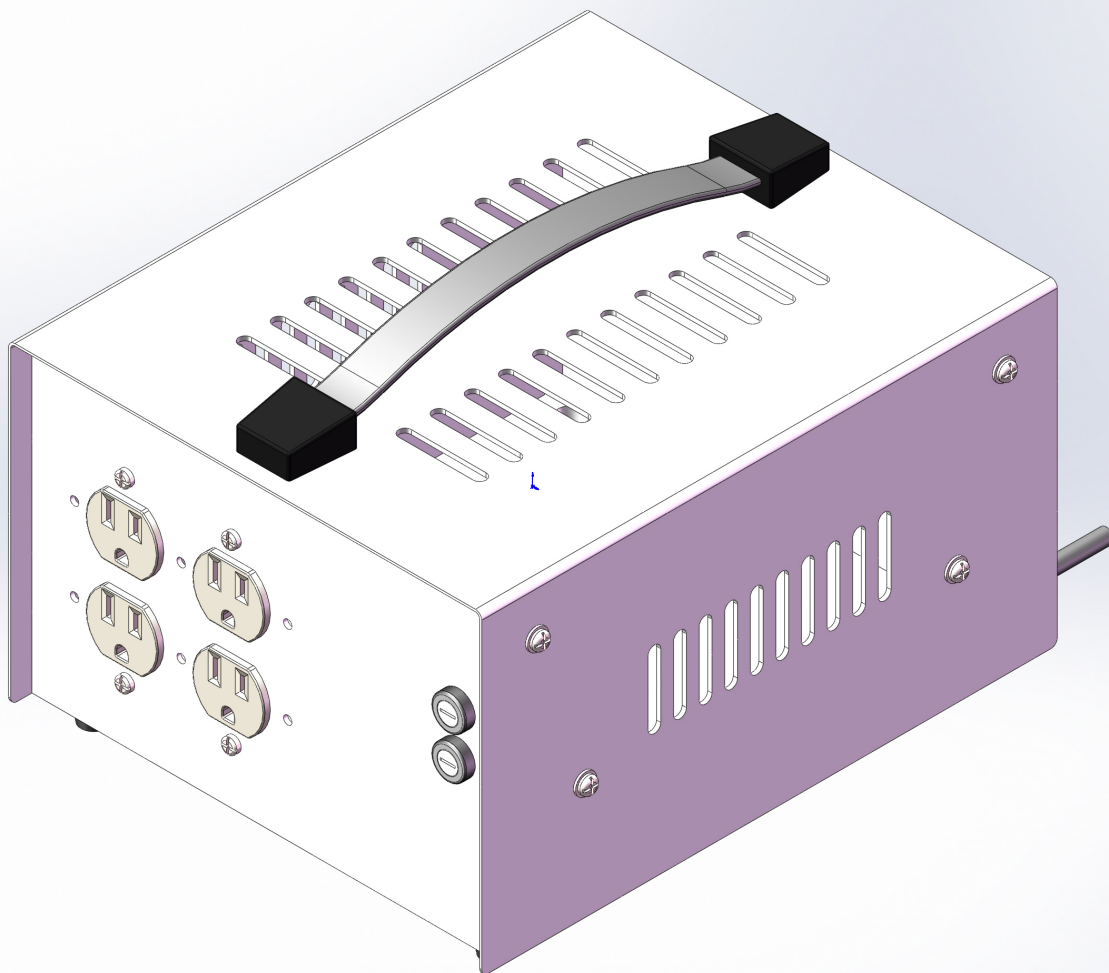


# TRIAD MAGNETICS

## SELLING MAGNETIC COMPONENTS THROUGH MODEL DOWNLOADS WITH 3D CONTENTCENTRAL



With the 3D ContentCentral online 3D catalog service, Triad Magnetics became the first magnetic component supplier to make 3D CAD models of its products available for download by existing and prospective customers, resulting in increased web traffic and 500 additional leads each month.

### Challenge:

Respond to weekly requests for 3D models of magnetic components from customers, prospects, distributors, and sales representatives.

### Solution:

Implement the 3D ContentCentral Professional supplier model download service to expand web presence, generate leads through model downloads, and drive sales.

### Results:

- Increased web traffic by 20 percent
- Realized 1,500 model views and 500 model downloads each month
- Made 1,612 different models available for download
- Expanded download capability via links on distributors' websites

Triad Magnetics is a leading manufacturer of magnetic components for medical, industrial, commercial, and aerospace applications. As a global leader in the design and production of transformers, power supplies, and inductors for a wide range of applications, including switch mode/high frequency, wall plug-in, power transformers, inductors, and audio transformers, the company has historically relied on its printed catalog to market its products and drive sales through its network of distributors.

Triad Magnetics started receiving requests from customers, distributors, and sales professionals, for 3D models of its products beginning in 2012, according to President William Dull. "Although we had 2D product drawings available on our website, we got occasional requests for 3D models from customers, so they could see how our larger chassis-mounted parts and smaller PCB [printed circuit board] components fit into their designs," Dull recalls.

"While we were able to handle sporadic model requests individually, the pace of these requests grew steadily until it became a weekly occurrence by 2014. We needed a better way to satisfy these requests than to pull an engineer aside from product development," Dull explains. "I asked our engineering manager to investigate how to implement an online 3D catalog, so we could handle model requests more efficiently and cost-effectively. We also wanted a better way to keep our product offering updated because our printed catalog is pretty much out-of-date the minute it's printed."

Engineering Manager Lazaro Rodriguez evaluated two approaches: hosting the models for download on the Triad Magnetics website or working with an online supplier service. "I knew about the SOLIDWORKS® design platform because many of our customers request models in that format," Rodriguez recounts. "When I conducted online searches to

learn about model libraries, I came across 3D ContentCentral®. We were already planning to implement SOLIDWORKS 3D design software for product development, so its association with 3D ContentCentral was a plus. But what really caught our attention was that it was free to get started at the self-service level, which enabled us to immediately begin uploading models and managing our design library ourselves."

Triad Magnetics began using 3D ContentCentral at the free self-service level in 2014 and upgraded to 3D ContentCentral Professional in 2015 to expand its product design library and syndicate the service to its website and those of its distributors. "Initially, we uploaded almost our entire library, which brought us close to the free storage limit," Rodriguez says. "We've added more product models and customized the arrangement to support syndication. What we really like about 3D ContentCentral is that it's free to get started, and then you can grow into it."



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— Lazaro Rodriguez, Engineering Manager

### FIRST MAGNETICS SUPPLIER TO OFFER 3D MODEL DOWNLOADS

With its 3D ContentCentral subscription, Triad Magnetics became the first purely magnetics-focused supplier to offer 3D model downloads. The magnetics supplier now has 1,612 different product models available for download via 3D ContentCentral, resulting in an average of 1,500 views and 500 model downloads each month, and a 20 percent increase in web traffic.

"The 3D ContentCentral service has been really good for us, particularly over the last year," Dull notes. "When someone downloads one of our models, the system captures their name and contact information, which goes into our sales and marketing funnel."

## DESIGN-IT IN EQUAL SALES

The 3D ContentCentral online catalog service helps Triad Magnetics drive sales because model downloads typically result in a purchase. "When a designer or engineer downloads one of our models, we're a lot farther along in the sales process," Dull stresses.

"If they are going to the trouble to download the model, they've already evaluated information about the part—similar to reading through our catalog—and are looking to see how the part fits within their design," Dull adds. "Simply put, we're going to get business if our product model goes into their product designs."

## EASY UPDATES, LINKS TO DISTRIBUTORS

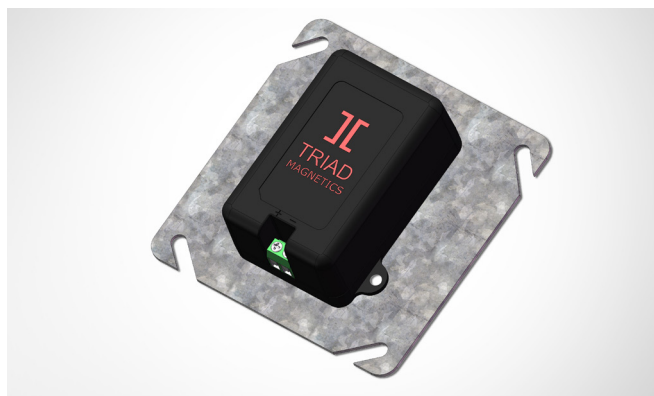
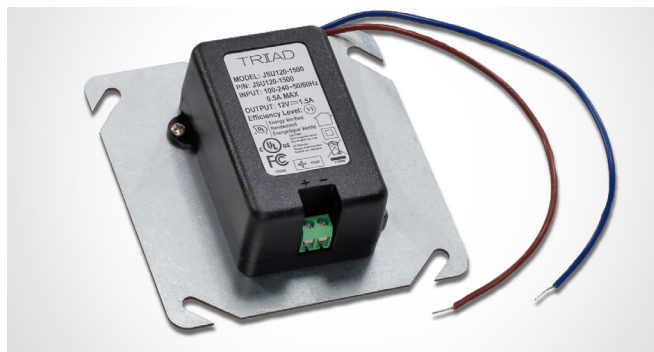
Triad Magnetics also values the ease of updating its model library via 3D ContentCentral, as well as the ability to link the service to its own website and those of its distributors. "It's rare for us to make changes to existing models, so our updates tend to be uploads of new product models," Rodriguez points out. "3D ContentCentral makes it easy to update our library, providing a spreadsheet tool that supports bulk uploading by entering the part numbers of the models to upload."

"Whether a customer visits our website or those of our distributors, they can access our 3D ContentCentral model library through syndication links," Dull says. "Considering its low cost, syndication, and level of lead reporting, 3D ContentCentral is a good value for us."

## Focus on Triad Magnetics

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After initially making 3D CAD models of its products available for download through the self-service 3D ContentCentral Free subscription, Triad Magnetics upgraded its subscription to the 3D ContentCentral Professional level to expand its product design library and syndicate the service to its website and those of its distributors.

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