

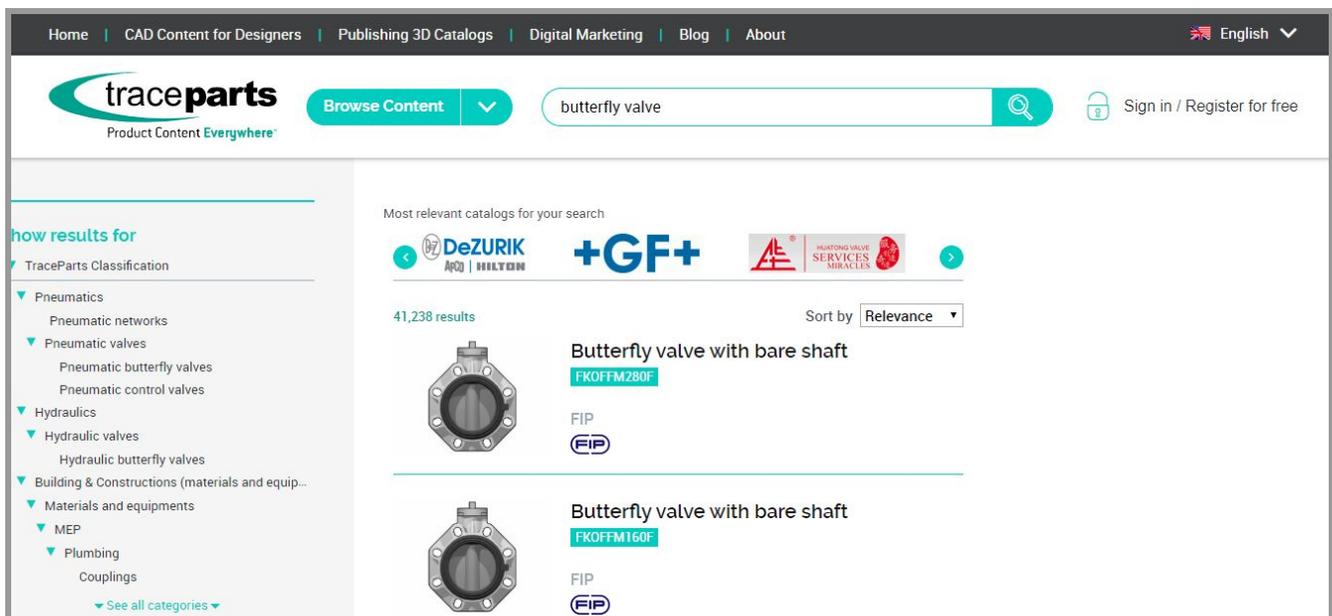
Thomas TraceParts Network FAQs

How does it work?

- Customer provides CAD files (.step) and product data for importing
- Create Product Showcase with data and CAD on Thomasnet.com platform
- Create product data and CAD on TraceParts platform
- Data and CAD syndicated to 46 marketplaces
- Leads delivered to dashboard for action

What will the program look like on TraceParts?

- The customer's products will have a 3D CAD view in addition to the product metadata (SKU, Description etc) they provide Thomas to create the detailed product page.
- Typical user experience is to search for a product that the user needs from the search box on the homepage -- for example: butterfly valve, and you'd get this result:



- Here is the Georg Fischer product catalog and CAD files on TraceParts:
https://www.traceparts.com/en/search/georg-fischer?CatalogPath=GEORG_FISCHER%3AF_GEORG_FISCHER
- Here is what the data and a CAD part looks like:
https://www.traceparts.com/en/product/georg-fischer-with-hand-lever?CatalogPath=GEORG_FISCHER%3A15597_1&Product=30-19122016-066306

- Or visit <https://www.traceparts.com/en> to have a look at any other product, part number, or company

How does the program get indexed on the site?

- The search works for the keywords by the part number, company name, and content in the product description. Customers are found by keyword relevance.

Is there a list of the marketplaces the CAD files are syndicated to?

- [Click here](#) for a link to the list of marketplaces.

What does the engineering audience look like on the Thomas TraceParts Network?

- There is a wide cross section of engineers looking for product across a wide variety of market segments:
 - Aerospace, Automotive, Electro/Mechanical Equipment
 - Plant Design - Chemical Pharma, Oil & Gas, Food & Beverage, Water Treatment

What categories of product manufacturers are good targets?

- Power Transmission -- bearings, gears, motors
- Fluid Power -- fittings, hydraulics, valves
- Plant -- pipes, valves, fittings, electrical
- General Equipment -- fans, fasteners, electrical, electronic

If the customer required to have a Thomas Network program?

- No. Customers will get Product Showcase and syndication of their CAD to the Thomas TraceParts Network which includes some 40+ engineering marketplaces, including Thomasnet.com, where collectively over 27 million engineers go to find products and download CAD. On Thomasnet.com they will be placed in the correct categories for their products and be included in the same positioning group as other customers that have other Thomas Services but not a Thomasnet.com advertising program. On the TraceParts marketplace, the content will be found by relevance based on search.

Does it affect Thomasnet.com rank in any way if a free lister or someone not on Thomas buys this program?

- On Thomasnet.com customers that join the Thomas Traceparts Network will be included in all categories appropriate for their products and they will receive positioning above free-listers. There is no ranking mechanism associated with CAD on TraceParts.com or the other portal destinations within the Thomas TraceParts Network. All results on TraceParts.com and other portal destination are based on relevance.

What if the company is a PSS customer and not a TraceParts customer -- what does that cost?

- Please reach out to the Solution Engineer team who will quote it accordingly.

What if I have an account that is a current Thomas CAD customer?

- They have a fantastic CAD solution already in place. The opportunity now is to syndicate their STEP files to 46 engineering portals via the Thomas TraceParts Network.

If someone is already working with TraceParts, how will they work with us? Can we sell them this new plan?

- If someone is already working with TraceParts we CANNOT sell them this plan. Our agreement with TraceParts is that we will not sell a CAD program into each other's existing accounts but will cooperate to sell any of our other offerings. So if you come across a company that is already working with TraceParts, see if it's time for a Thomasnet.com or TMS program.

What if my customer has a competitive CAD solution from CDS or Cadenas?

- They are still a great prospect for this offering. They can further leverage their CAD content to generate leads from a much bigger (27 million engineering and sourcing professionals) audience than any of the existing vendors. Position us as a lead generation solution that widens their reach and increases their audience of specifying engineers -- you get more value from your existing CAD investment working with us.

What should my customer contact be asking for with their CAD folks?

- We need STEP files to make this work
- STEP is a standard format that every 3D CAD program can import & export
- AutoCAD, 2D Drawings, DWG, will not work (CAD creation will be required)

Can they turn off or turn down the number of leads in year one if it exceeds the 100 per month?

- Lead volumes in Year 1 are placed in the first tier of the 'download-per-month' pricing schedule. Leads will not be capped, but the price is, so the customer will essentially enjoy ***unlimited leads*** for the price of our lowest tier. This lets a new customer set their budget for year one. Upon renewal, average download activity will be used to set the tier level and pricing for Year 2 - again, allowing for budgeting. Currently, there is no mechanism to turn off or turn down the lead volume.

What if my customer wants to do more than 1,000 skus or wants a 3D viewer on their website?

- This would need to be custom quoted by the Solution Engineer team.

What are some examples?

- STEP Online Prospect Examples
 - <https://www.norcomp.net/series/170-series-crimp>
 - <https://www.svmicrowave.com/parts/185mm-female-smpm-male-adapter-fd>
- No CAD Prospect Examples
 - <https://www.murraycorp.com/clamp/heavy-duty/tb-model-t-bolt-clamps/>
 - <https://catalog.continental-aero.com/viewitems/finished-hex-nuts/nfh-series-finished-hex-nuts>

What is the commission for this product?

- Commissions are paid on your production commission.