

Balluff GmbH. Sensor solutions and systems.

With more than 50 years of experience, Balluff GmbH is today a world leading and highperformance manufacturer of sensor solutions.











Balluff GmbH. Company site Germany

Balluff is a medium-sized family business in the fourth generation.





Balluff GmbH. Worldwide

54 subsidiaries and representative offices, 7 production sites

Neuhausen a.d.F., Florence, San Martín, Bayswater, Brunn am Gebirge, Minsk, Leuven, Vinhedo, Sofia, Mississauga, Shanghai, Zadar, Prag, Århus, Lahti, Marne La Vallée, Thessaloniki, Tai Po, Veszprém, Govandi, Tangerang, Holon, Grugliasco, Tokio, Seoul, Vilnius, Subang Jaya, Querétaro, Vught, Grimstad, Manila, Wrocław, São Domingos de Rana, Bukarest, Moskau, Valjevo, Singapur, Bratislava, Miklavž na Dravskem polju, Johannesburg, Sant Cugat del Vallès, Sävedalen, Dietikon, Taipeh, Bangkok, Istanbul, Cheadle, Odessa, Alexandria, Almaty



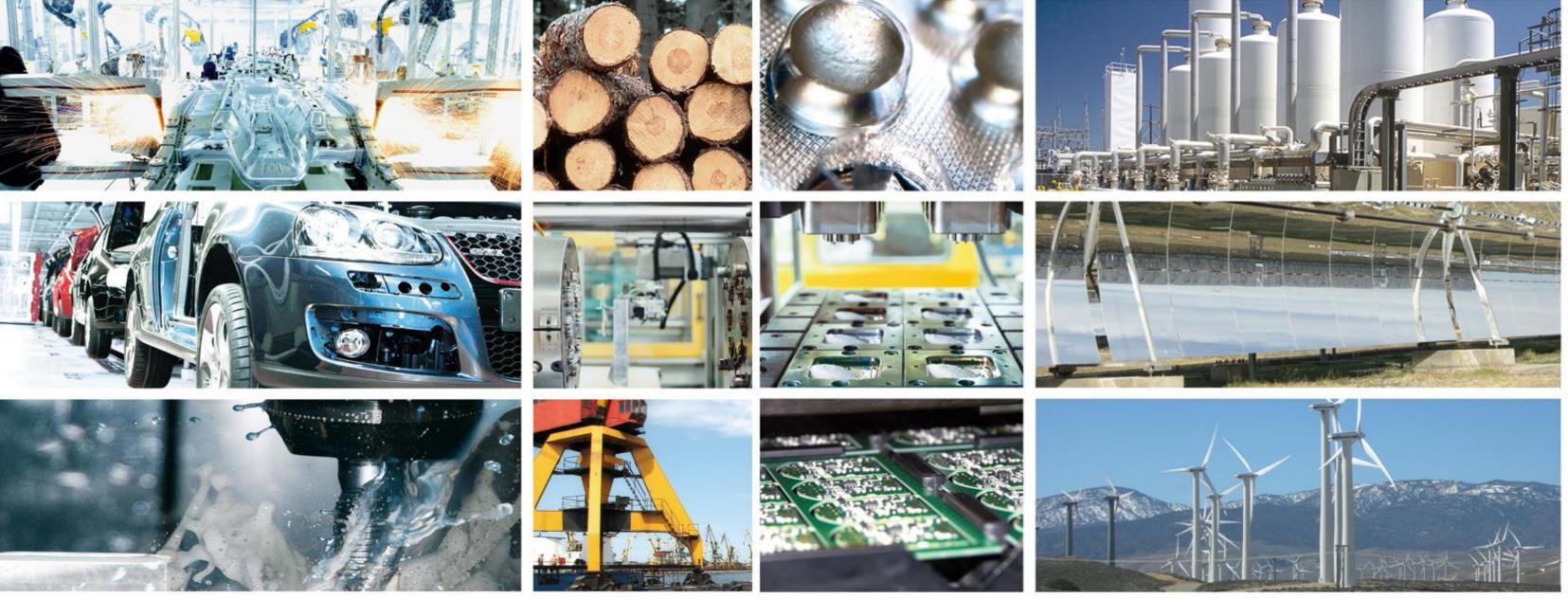




Balluff GmbH. Industries We are at home in many different sectors

Automotive, factory automation, metal working, renewable energies, hydraulics and pneumatics, wood industry, packaging and filling, plastic...





Balluff GmbH, Werbung und Kommunikation, A.Kligermann 2012



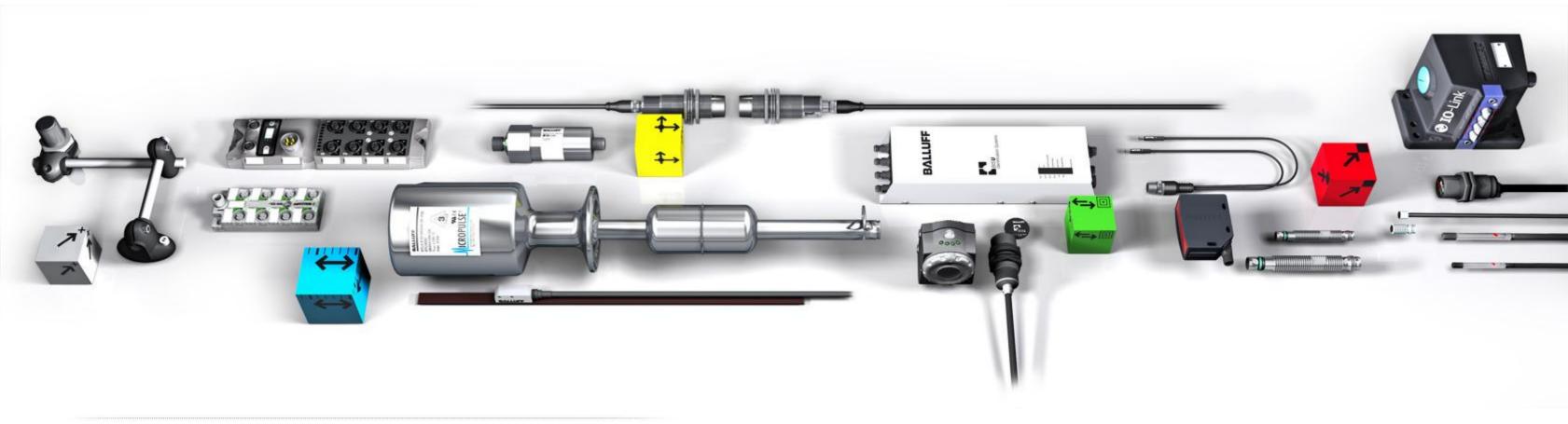


Balluff GmbH. Full Range

Balluff stands for comprehensive system expertise from a single source, sophisticated technology and greatest reliability. And even more: distinctive customer orientation, fast and global service and excellent assistance quality.

When a business expands the number of customers expands as well. Thus there is a growing demand for 3D models, where every customer wants to have models in the common CAD format of his company.

This takes alot of time and costs money.







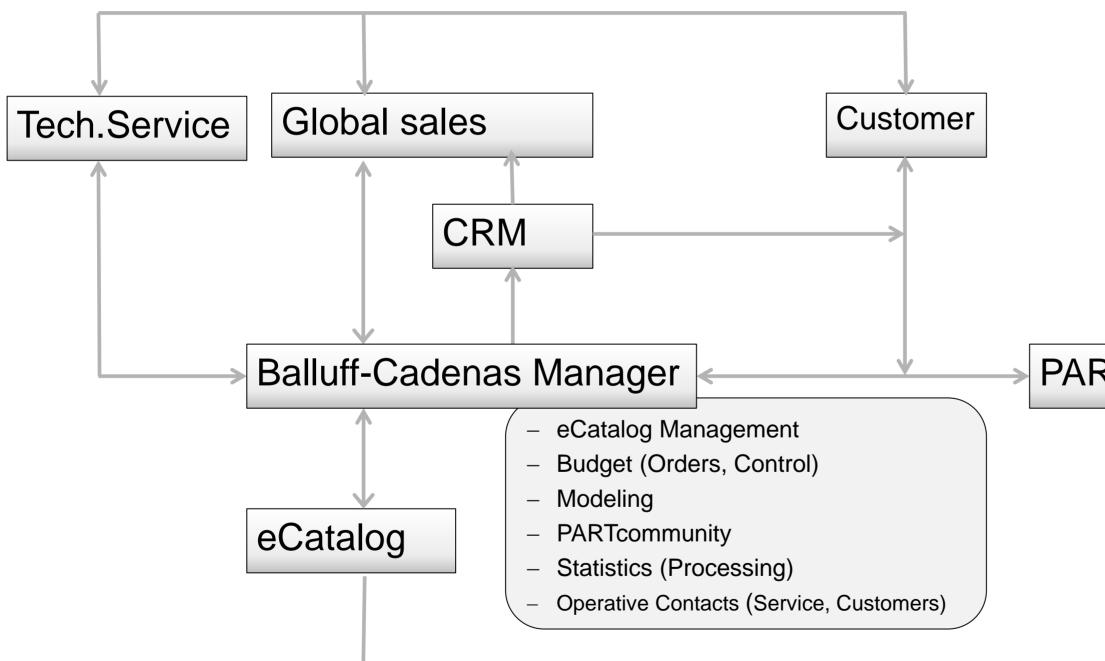


Flash Animation

To find the best solution we started to cooperate with CADENAS.



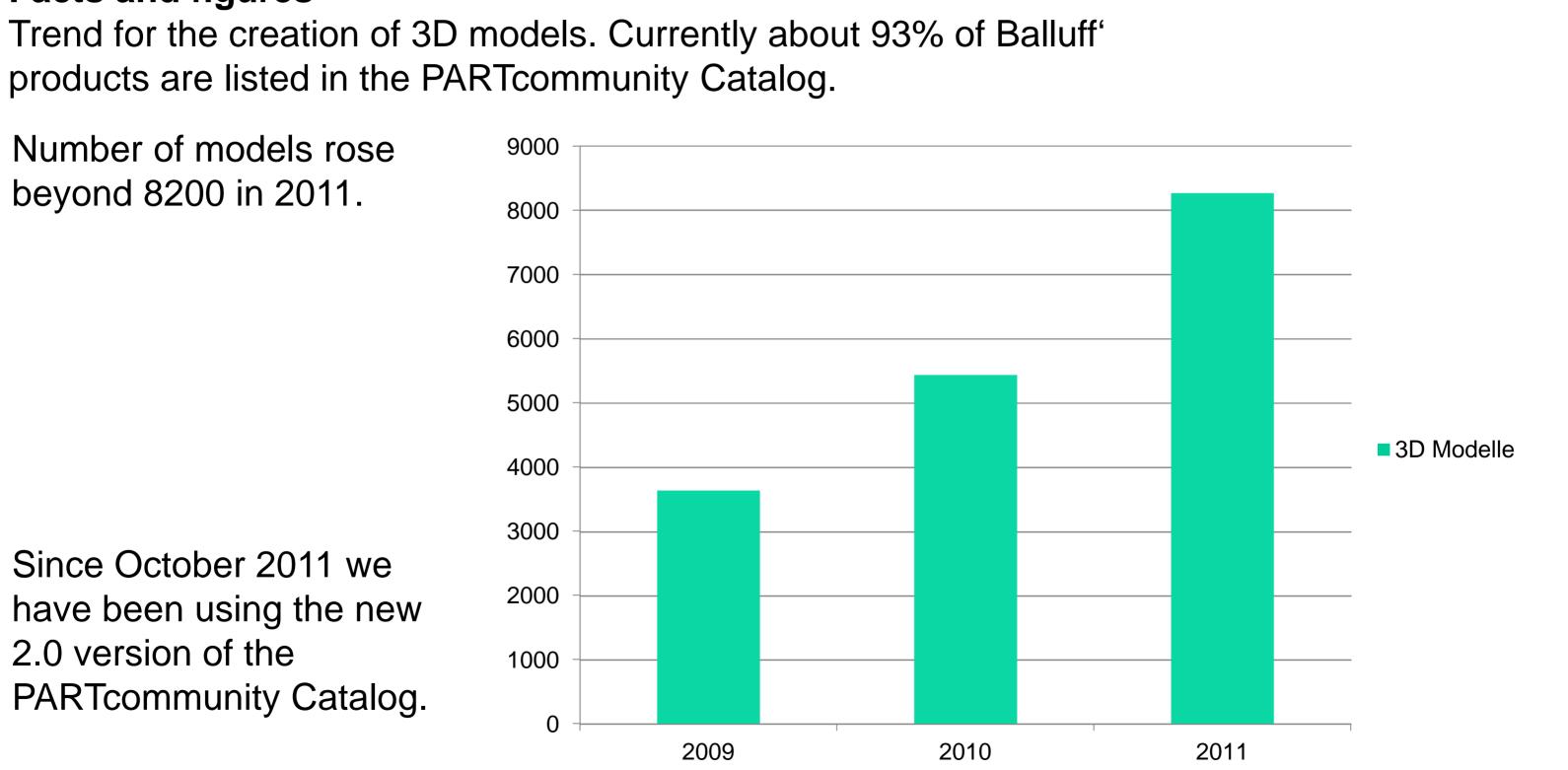
3D model service at Balluff GmbH



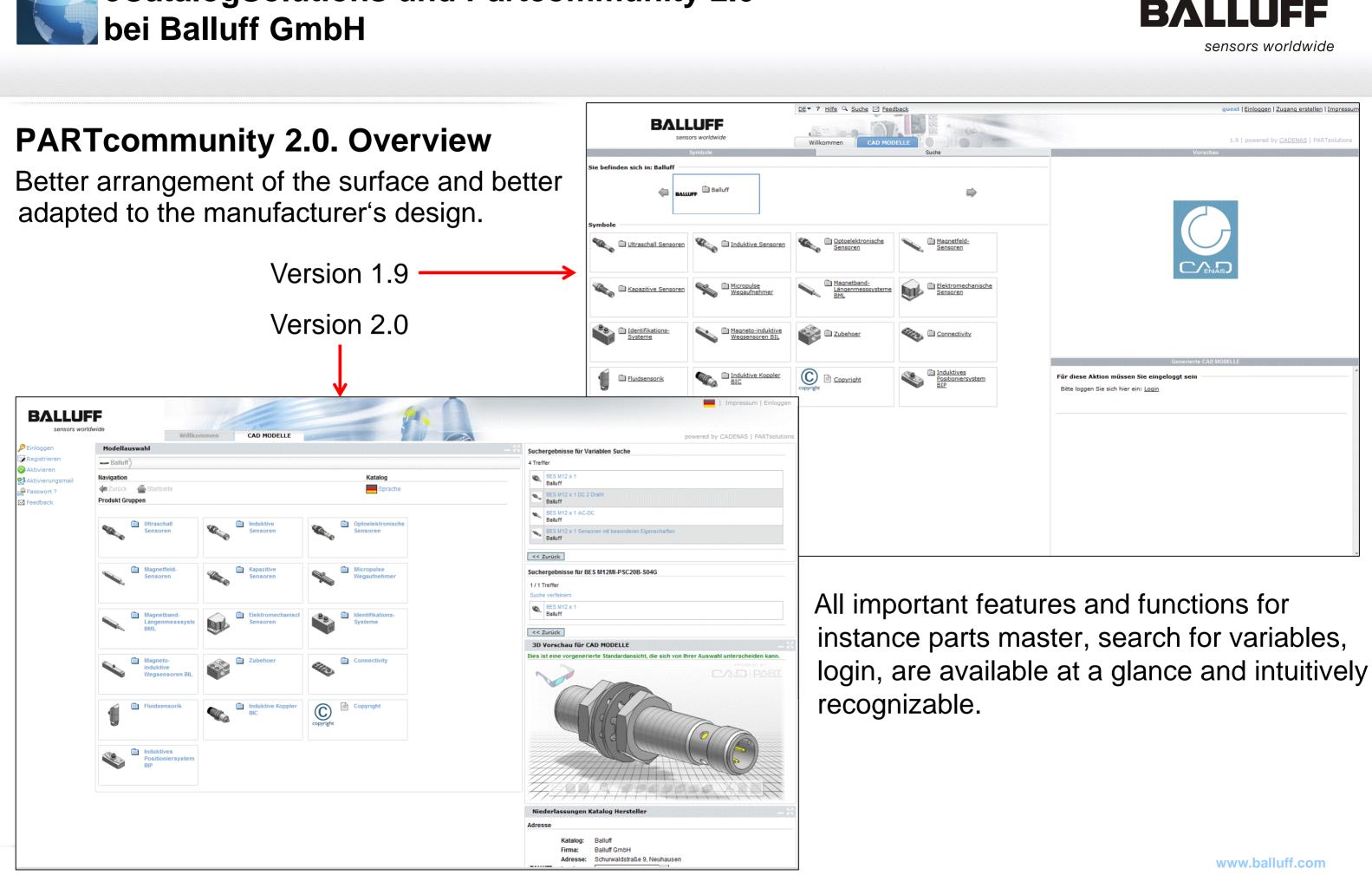


PARTcommunity

Facts and figures







PARTcommunity 2.0. Overview

Due to folding desktop attributes the view is flexible and can be changed quickly.

> Model Balluff

Turück

40

Produkt Gruppe





sensors worldwide

		📕 Impressum Einloggen 🔺
		powered by CADENAS PARTsolutions
	Suchkriterien	
	Name Beschreibung Vergleich	Wert
	BC Bestellcode =	
	BG Baugroesse = -	mm
	AB Artikelbezeichnung =	
	Suchen	
	Suchkriterien	
	🔎 Suchtext:	Suchen
	3D Vorschau für CAD MODELLE	- 20
	Keine Vorschau	verfügbar.
	Niederlassungen Katalog Hersteller	- 23
	Adresse	
	Katalog: Balluff	
	Firma: Balluff GmbH Adresse: Schurwaldstraße 9, Neut	nausan
	Telefon: +49 7158 173-0 E-Mail: balluff@balluff.de	
	Homepage: http://www.balluff.com	
	Karte	
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	Albstraße	Albstraße
PARTsolutions	Coogle 500 ft Map data ©20	11 GeoBasis-DE/BKG (©2009), Google - Terms of Use
—		

PARTcommunity 2.0. Overview

Niederlassungen Katalog Hersteller

Balluff Balluff GmbH

+49 7158 173-0

balluff@balluff.de

Homepage: http://www.balluff.com

Schurwaldstraße 9, Neuhausen

Albstraße

Map

Schönbuchstraße

Albstraße

Satellite

Katalog:

Adresse:

Telefon:

E-Mail:

Firma:

Land

Adresse

BALLUFF

Karte

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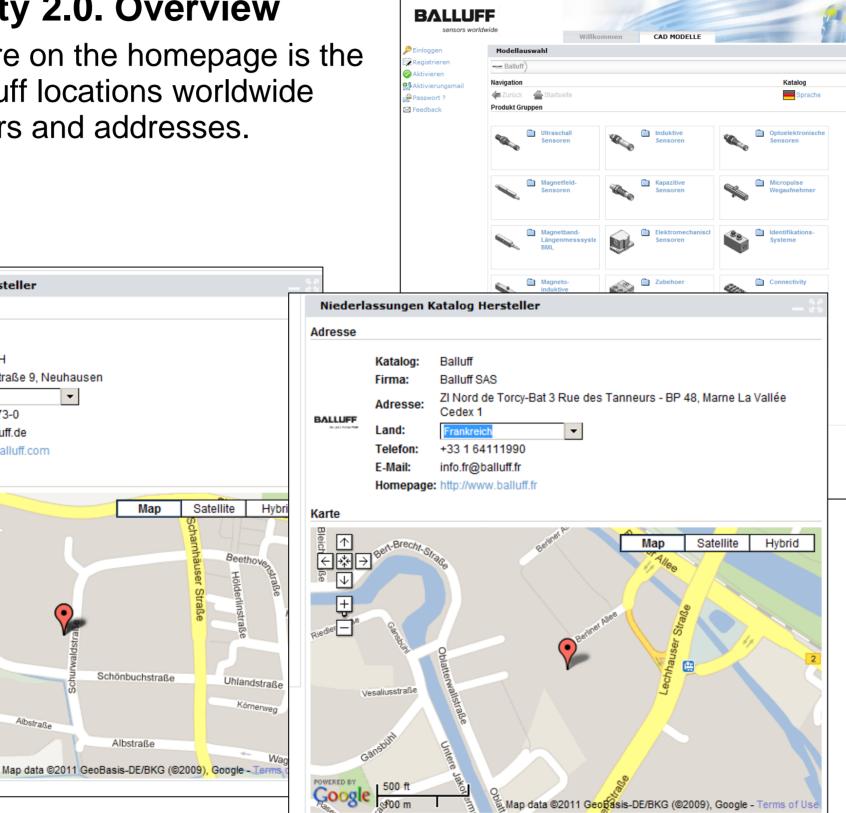
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POWERED BY

Google

500 ft

An important feature on the homepage is the overview of all Baluff locations worldwide with phone numbers and addresses.





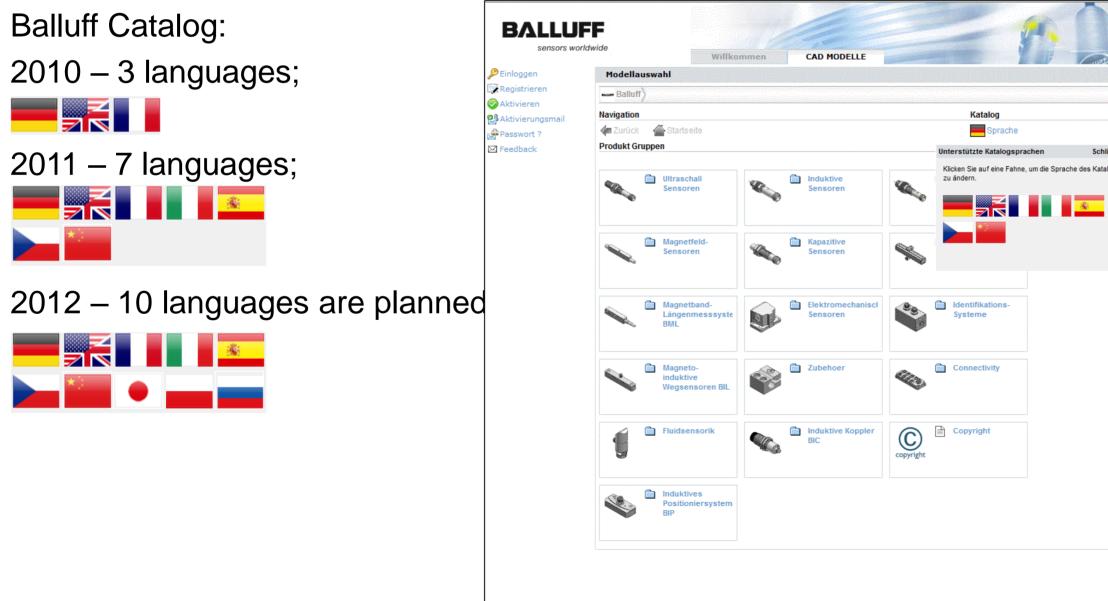
sensors worldwide

Suchkriter	ien			
Name	Beschreibung	Vergleich	Wert	
BC	Bestellcode	=		
AB	Artikelbezeichnung	=		
BG	Baugroesse	=	mm	
Suchen				
Suchkriter	ien			
D Suchte	ext:		Suche	n
CAD mo	del 3D preview			
Niederla	assungen Katalog He	rsteller		
Adresse				
BALLUFF	Katalog: Balluff Firma: Balluff Grr Adresse: Schurwald Land: Deutschlar Telefon: +49 7158 E-Mail: balluff@b: Homepage: http://www	istraße 9, Neuhause nd v 173-0 alluff.de	n	
Karte				
 ↑ ↓ ↓	Zaberphustralie	Sera C	Map Satellite Hy Schamhauser Straße	Hay
	Zabergáus	Schuwaldstraß	Schönbuchstraße	



PARTcommunity 2.0. Languages

Version 2.0 has two language levels or areas: the interface language and the catalog language. This way every catalog manufactuer can decide himself which language he wants to use for the catalog.





				mpressum Einlog
			Unterstützte Desktop Sprachen	
			Klicken Sie auf eine Fahne um die Des Sprache zu ändern.	ktop
	5.8		Sprache zu andern.	
	Suchkriteri	an		
	Name	Beschreibung		
	BC	Bestellcode		.
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	Suchen			
	Suchkriteri	en		F
	Suchte			Suchen
	J Suche	XL [Suchen
	3D Vorse	hau für CAD MOD	ELLE	
			Keine Vorschau verfügbar.	
	Niederla	ssungen Katalog	Harstallar	
		ssungen katalog	nerstener	
	Adresse			
		Katalog: Balluff	0	
		Firma: Balluff Adresse: Schurw	valdstraße 9, Neuhausen	
	BALLUFF	Land: Deutsc		
			58 173-0	
		E-Mail: balluff@ Homepage: http://w	@balluff.de www.balluff.com	
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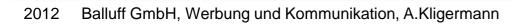


PARTcommunity 2.0. Search

The highest priority of our comprehensive catalog is a quick and precise search.

- 1. Search for variables according to:
 - Order code;
 - Size;
 - Article description;
- Full-text search:; 2.

	A				L Improv	ssum Einlogg
					powered by CADENA	
	- 2	Suchkriter	ien			
		Name	Beschreibung	Vergleich	Wert	
Katalog		BC	Bestellcode	=		
Sprache		BG	Baugroesse	=		mm
		AB	Artikelbezeichnung	=		
Optoelektronische Sensoren	NL.	Suchen				
	Y	Suchkriter	ien			
-		D Sucht	ext: BES M12*			Suchen
Micropulse Wegaufnehmer		3D Vors	schau für CAD MODE	LLE		
	93	Dies ist ein	ne vorgenerierte Standa	ardansicht, die sich vo	n Ihrer Auswahl untersc	heiden kann.
			>			
Identifikations-						F 1 4 FEELEY (dala





Results of an imprecise full-text search:

Suche	ergebnisse für BES M12*
8/81	Treffer
Such	e verfeinern
۵.	BES M12 x 1 Balluff
۹.,	BES M12 x 1 DC 2 Draht Balluff
10000	BES M12 x 1 Sensoren mit besonderen Eigenschaften Balluff
۹.	BES M12 x 1 AC-DC Balluff
æ,	Klemmhalter Balluff
Ø	Schutzmutter Balluff
Ŵ	Klemmboecke Balluff
	Klemmböcke für Reihenmontage von Sensoren Balluff

Results of an imprecise search for variables:

Such	ergebnisse für Variablen Suche
4 Tref	fer
۹.	BES M12 x 1 Balluff
۹.,	BES M12 x 1 DC 2 Draht Balluff
10	BES M12 x 1 AC-DC Balluff
-	BES M12 x 1 Sensoren mit besonderen Eigenschaften Balluff



PARTcommunity 2.0. Search

At a precise full-text search for certain product descriptions you get the whole product table with 267 lines, so that you have to continue searching.

1/17	Treffer
Such	e verfeinern
۵.	BES M12 x 1 Balluff



The search for variables with the exact article description generates unique search hits and takes less than a second.

Name	Beschreibung	Vergleich	Wert	
BC	Bestellcode	=		
BG	Baugroesse	=		mm
AB	Artikelbezeichnung	=	BES M12MI-PSC20B-S04G	





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	•				LINA Stückliste	BC Bestellcode	AB Artikelbezeichnung	CLBZ E-Class Bezeichnung	PX PX-Nummer	SAU Schaltausgang	SEL Schaltelementfunktion	Baugro
13	2	0	1	Q,	BALLUFF BES 516- 113-BO-C- 03	BES015W	BES 516-113-BO-C-03	Induktiver Näherungsschalter	40425_00	PNP	antivalent	M12x1
	1	0	2	٩.	BALLUFF BES 516- 113-BO-C- 05	BES015Y	BES 516-113-BO-C-05	Induktiver Näherungsschalter	40425_00	PNP	antivalent	M12x1
a		0	3	A	BALLUFF BES 516- 113-BO-C- PU-03	BES015Z	BES 516-113-BO-C-PU -03	Induktiver Näherungsschalter	40425_00	PNP	antivalent	M12x1
		0	4	٩.	BALLUFF BES 516- 113-BO-C- PU-05	BES0160	BES 516-113-BO-C-PU -05	Induktiver Näherungsschalter	40425_00	PNP	antivalent	M12x1
0	0	0	5		BALLUFF BES 516- 118-BO-C- 03	BES0168	BES 516-118-BO-C-03	Induktiver Näherungsschalter	40425_00	NPN	antivalent	M12x1
1		0	6	٩.	BALLUFF BES 518- 118-BO-C- 05	BES0169	BES 516-118-BO-C-05	Induktiver Näherungsschalter	40425_00	NPN	antivalent	M12x1
	a	0	7	E	BALLUFF BES 516- 118-BO-C- PU-03	BES016A	BES 516-118-BO-C-PU -03	Induktiver Näherungsschalter	40425_00	NPN	antivalent	M12x1
		0	8	٩.	BALLUFF BES 518- 118-BO-C- PU-05	BES016C	BES 516-118-BO-C-PU -05	Induktiver Näherungsschalter	40425_00	NPN	antivalent	M12x1
21	0	0	9	A	BALLUFF BES 516- 325-BO-C- 02	BES01AZ	BES 516-325-BO-C-02	Induktiver Näherungsschalter	40425_00	PNP	Schließer	M12x1
2	-	0	10	٩.	BALLUFF BES 516- 325-BO-C- 05	BES01C1	BES 516-325-BO-C-05	Induktiver Näherungsschalter	40425_00	PNP	Schließer	M12x1
		0	11	A	BALLUFF BES 516- 325-BO-C- 07	BES01C2	BES 516-325-BO-C-07	Induktiver Näherungsschalter	40425_00	PNP	Schließer	M12×1
	24	0	12	٩.	BALLUFF BES 516- 325-BO-C- 10	BES01C3	BES 516-325-BO-C-10	Induktiver Näherungsschalter	40425_00	PNP	Schließer	M12x1
0	- 1	2	3	4 5	BALLUFF BES 516.	2 Näherungsst	RES 516-325-R0-0-PH	Induktiver				
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g	CLBZ	PX	SAU	SEL	E
04G)	E-Class Bezeichnung	PX-Nummer	Schaltausgang	Schaltelementfunktion	
G	Induktiver Näherungsschalter	40949_00	PNP	Schließer	N



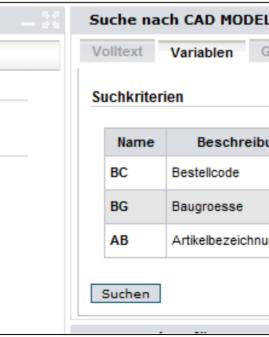
PARTcommunity 2.0. Search templates.

1. Standard Search		3D-Search
Suche nach CAD MODELLEN	- 25	Suche nach CAD MODELLEN
Volltext Variablen Geometrisch 3D Skizze 2D Suchkriterien Suchtext:	Suchen	Volltext Variablen Geometrisch 3D Katalog Dalluff Vergleichsdaten hochladen

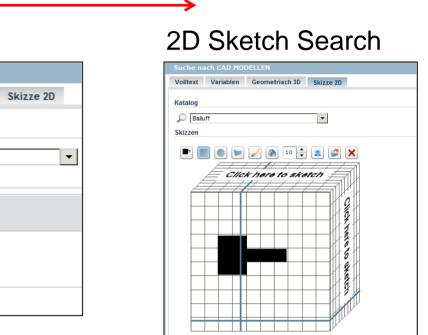
2. Balluff Search.

hkriteri	en		
Name	Beschreibung	Vergleich	Wert
BC	Bestellcode	=	
AB	Artikelbezeichnung	=	
BG	Baugroesse	=	mm
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Suchte	ext:		Suchen

3. Search "2012".







LLEN Geometris	ch 3D Ski: Vergleich	zze 2D		
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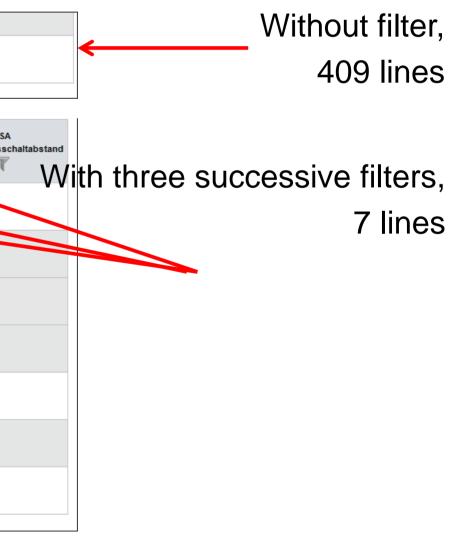


PARTcommunity 2.0. From searching to product selection. The near future?

We do not only want our customers to find certain parts in our catalog easily and quickly but also to be able to choose their desired product according to predefined search criterias.

	400		PSC30B-S04G	0002113	S04G	Näherungsschalter	40727_00	110	Joniciaci	mox 1	quusi bunuig	5 1111
0	409	Sec. 1	BALLUFF BES M08MH1 NSC30B-S04G	BES02W7	BES M08MH1-NSC30B- S04G	Induktiver Näherungsschalter	46727_00	NPN	Schließer	M8 x 1	quasi būndig	3 mm
««	«	8 9	10 11 12 13 14	15 16 17 » »»		·				· · · · · · · · · · · · · · · · · · ·	· · · · · · · · · · · · · · · · · · ·	
			LINA Stückliste	BC Bestellcode	AB Artikelbezeichnung	CLBZ E-Class Bezeichnung	PX PX-Nummer	SAU Schaltausgang (NPN)	SEL Schaltelementfunktion (Öffner)	BG Baugroesse	EIN Einbauart V (nicht bündig)	BSA Bemessungssc T
0	1		BALLUFF BES M08EH- NOC40F-S49G	BES0019	BES M08EH-NOC40F- S49G	Induktiver Näherungsschalter	41769_00	NPN	Öffner	mox	nicht bundig	4 mm
0	2		BALLUFF BES M08EG- NOC40F-BP02	BES0010	BES M08EG-NOC40F- BP02	Induktiver Näherungsschalter	41770_00	NPN	Öffner	M8 x 1	nicht bündig	4 mm
•	3		BALLUFF BES M08EG- NOC40F-BV02	BES0011	BES M08EG-NOC40F- BV02	Induktiver Näherungsschalter	41770_00	NPN	Öffner	M8 x 1	nicht bündig	4 mm
0	4		BALLUFF BES M08EH- NOC40F-S04G	BES0018	BES M08EH-NOC40F- S04G	Induktiver Näherungsschalter	41773_00	NPN	Öffner	M8 x 1	nicht bündig	4 mm
0	5		BALLUFF BES M08ED- NOC40F-BP02	BES000N	BES M08ED-NOC40F- BP02	Induktiver Näherungsschalter	41800_00	NPN	Öffner	M8 x 1	nicht bündig	4 mm
\bigcirc	6		BALLUFF BES M08ED- NOC40F-BV02	BES000P	BES M08ED-NOC40F- BV02	Induktiver Näherungsschalter	41800_00	NPN	Öffner	M8 x 1	nicht bündig	4 mm
0	7		BALLUFF BES M08EB- NOC40F-S49G	BES000J	BES M08EB-NOC40F- S49G	Induktiver Näherungsschalter	41801_00	NPN	Öffner	M8 x 1	nicht bündig	4 mm
Aktion												



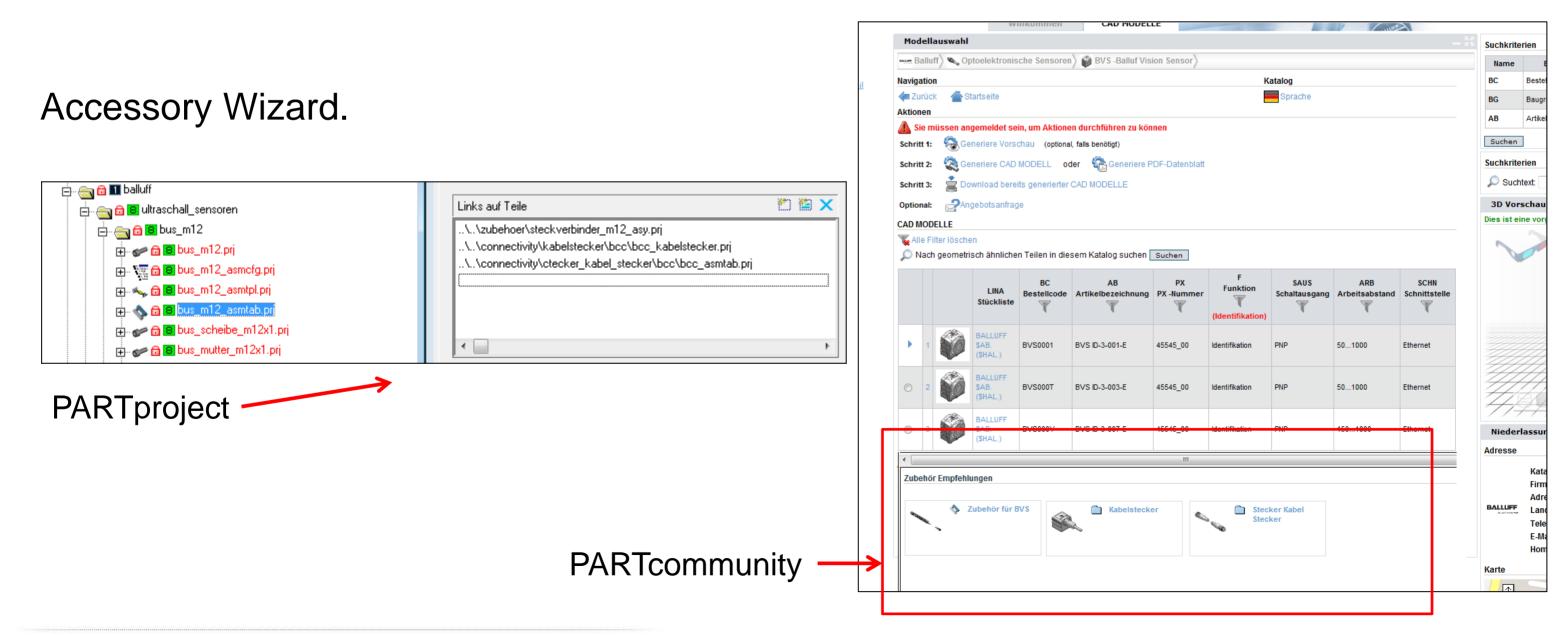




PARTcommunity 2.0. Extended functionality.

Accessory references.

Quickly and easily find accessories that match your product – this is an important and interesting solution many of our users would appreciate.

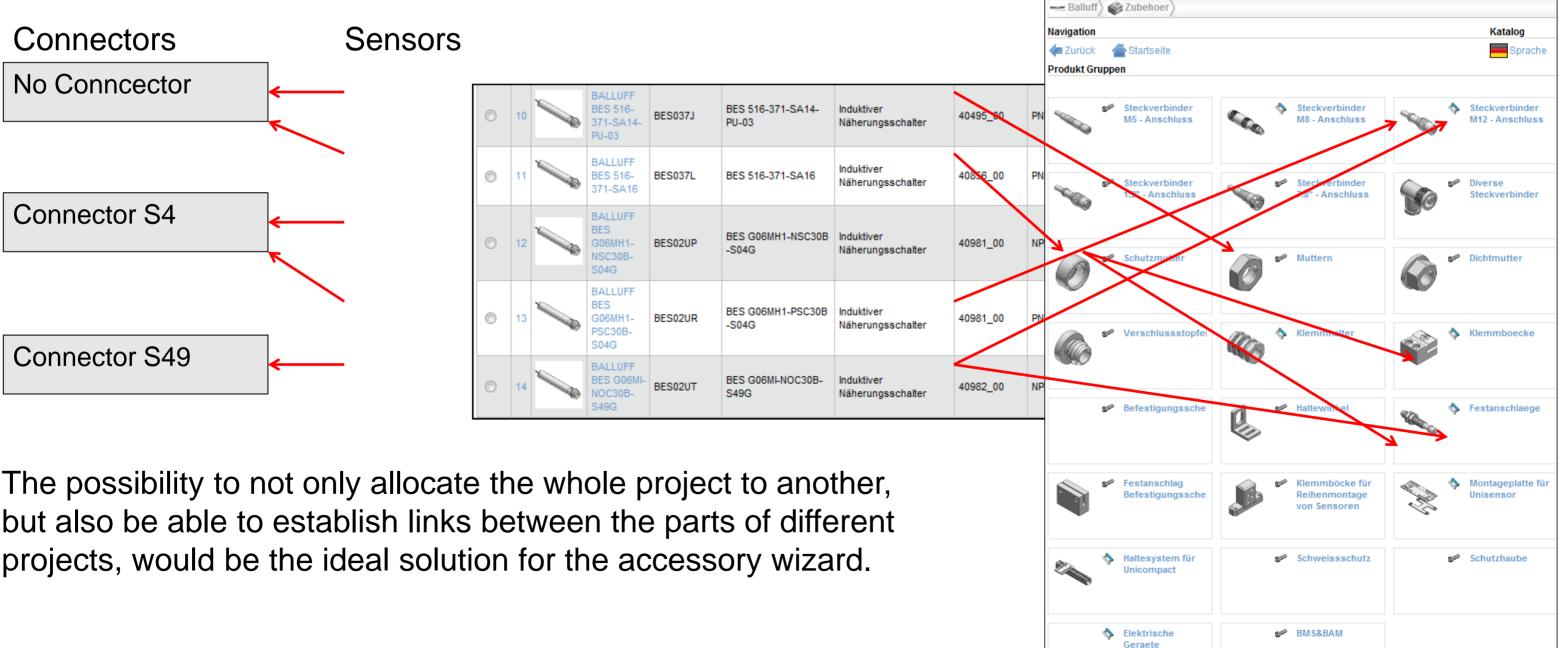






PARTcommunity 2.0. Extended functionality. Accessory references.

Sometimes the "project to project" link is not sufficient.



The possibility to not only allocate the whole project to another, but also be able to establish links between the parts of different projects, would be the ideal solution for the accessory wizard.

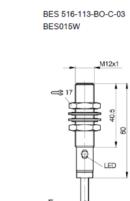


Diverse Accessory



PARTcommunity 2.0. PDF-Data Sheets.

PARTcommunity PDF data sheet PARTcommunity offers the PDF DATASHEET BES M12 x 1 BALLUFF possibility to download 3D © 1992 - 2010 CADENAS GmbH PDF data sheets with 3D and 2D product views. Besides that almost all catalog parts are linked to Baluff's technical data sheets. PDF DATASHEET BALLUFF BES M12 x 1 © 1992 - 2010 CADENAS GmbH BC (Bestellcode) AB (Artikelbezeichnung BES 516-113-BO-C-03 CLBZ (E-Class Bezeichnung) PX (PX-Nummer 40425 0 SAU (Schaltausgand SEL (Schaltelementfunktion antivale M12x1 BG (Baugroesse) bündio



Remessungsbetrie chaltfunktio chaltfrequenz (f) messungsbetrie itschaftsverzug max (tv)

echanische Einbaubedingung stoff der aktiven Fläc

chanische Date



Balluff technical data sheet

200 mA Schließer/Öffner (NO/NO 800 Hz 24 DC V DC 13 15 % = 15 % 50 ms = 32 m/ 2,5 V

0...1,6 mm bündig einbauba 5% 4-Draht LiYY-O PA 12 M12x1 mr +70 °C

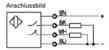
Schließer/Öffner (NO/NC) bündig einbaubar, Sn = 2 mn



chutzklasse



CE,c_ul_us IP68 nach BWN Pr 20



Online Productinformatio 2009-03-16

Balluff Europe: +49 7158 173 -0 Balluff USA: 1-800-54 3-83 90



PARTcommunity 2.0. Extended functionality. Applications and Systems.

Balluff does not only offer particular products, but increasingly more complete solutions. We have a broad application range. Thus we had the idea to publish application examples on PARTcommunity as well.

			BC	AB	AUS	PX	BG Baugröße	MA Maß (mm)
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San.				fersysteme -Rexroth			150x90	150x90x45,5
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		BALLUFF-BIS	DIGODUIC	DIO 14 005 004 0445	Schreib-	10105.00	25x50x10	118x68x41,0
							25X50X10	110,000,41,
	JFF-BIS M-6002-0		-				M18x1	
BALLU Name	JFF-BIS M-6002-0	Beschreibu	-			Wert		
		Beschreibu	-	PDF Dokument		Wert	M18x1	118x68x41,6
Name	JFF-BIS M-6002-0	Beschreibu	-	PDF Dokument BIS00EW		Wert		
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Name PDF BC AB AUS	JFF-BIS M-6002-0 PDF Dokument Bestellcode Artikelbezeichr Ausführung	Beschreibu	-	BIS00EW BIS M-6002-019-0 Auswerteeinheit k			M18x1 24x24x21	118x68x41,6
Name PDF BC AB AUS PX	JFF-BIS M-6002-0 PDF Dokument Bestellcode Artikelbezeichr Ausführung PX-Nummer	Beschreibu	-	BIS00EW BIS M-6002-019-0 Auswerteeinheit k 43235_01			M18x1 24x24x21	118x68x41,6

	Order code	Material description	Remark
1.1	Proces	ssor Unit ProfiBus	DP
	BISOOEW	BIS M-6002-019-050-03- ST11	Profibus DP
2	Anten	nas (Write-/Read h	eads)
	BISOONY	BIS M-352-001-S115	Write-/Read head for corner tag (with rod antenna; e.g. BIS00M2) with remote electronic; 0.5m cable
	BISOONK	BIS M-305-001-S115	Write-/Read head for round data tag (with round antenna; e.g. BIS004A) with remote electronic; 0.5m cable
	BIS00P2	BIS M-307-001-S115	Write-/Read head M18 for round data tag (with round antenna; e.g. BIS004A) with remote Electronic; 0.5m cable
1.3	Data T	ags	
	BISOONZ	BIS M-191-02/A	FRAM 2.000Byte (rod antenna)
	BIS004A	BIS M-122-02/A	FRAM 2.000Byte; "Balluff Pill", flush mountable in metal; 10mm (round antenna)
	BIS00M2	BIS M-152-03/A	EEPROM 112Byte (rod antenna)
	BIS00P1	BIS M-154-03/A	EEPROM 112Byte (rod antenna) in 8x35mm plastic housing
.4	Acces	sories	
	BAM01MY	BAM MB-XA-010-B07-4	Stainless steel V2A mount for flat antenna
	BCC00RA	BIS Z-501-PU1-05/M	cable, Write-/Read head to processor, 5m

2012 Balluff GmbH, Werbung und Kommunikation, A.Kligermann



sensors worldwide

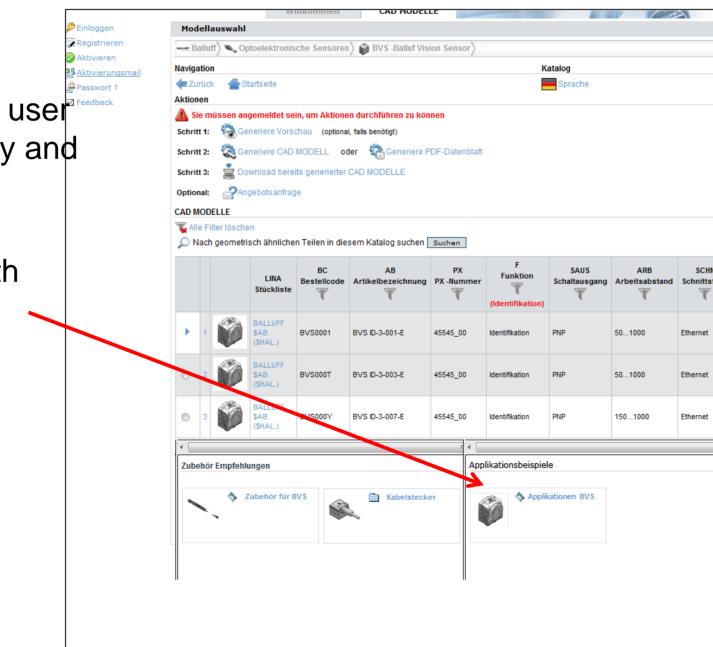


PARTcommunity 2.0. Applications and systems. The near future?

Desired extensions:

The reference assistant of PARTprojekt should help the user to choose between accessory and application reference.

The accessory area is also supposed to be extended with applications.





Name	Beschreibung	Vergleich	Wert
BC	Bestellcode		non
BG	Baugroesse	=	
AB	Artikelbezeichnung	=	
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PARTcommunity 2.0. "Special request"

Above this we would also like to have a text note next to the configurable product. Some users get stuck at this point and generate the model without knowing that they are only one step away from configurating the right product:

BALLUF sensors world		Willkommer	CAD MODEL	LLE Admini			Generiere Vorschau (optional, falls benötigt) Generiere CAD MODELL oder 🏠 Generiere PDF-Datenbla	tt
🖋 Einstellungen	Modellauswahl					Schritt 3:	Download bereits generierter CAD MODELLE	
CAD Formate	📟 Balluff > 🐝 Micropulse Wegaufnehmer > 🛰 AT > 🛰 BTL A1 >				Optional: 🛃 Variablen	Angebotsanfrage		
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	Schritt 2: 🔕 Gener	riere CAD MODELL	oder 😤 Generiere I	PDF-Datenblatt		AB	Artikelbezeichnung	BTL6-A110-M0050-A1-S115
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	Schritt 1: 🍪 Gener	riere Vorschau (opti	onal, falls benötigt)			Aktionen		
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2012 Polluff Cmbb	Schritt 3: Down	load bereits generier				Schritt 2:	Seneriere CAD MODELL oder 🕋 Generiere PDF-Datenb	latt

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PARTcommunity 2.0. Results and Feedback.

One of the most important features of a new version is a highly improved performance. PARTcommunity 2.0 speeds up the download of the CAD model with the new download function PART2CAD. Thus the integration of the new Baluff model into the respective CAD system is directly possible without further buffering. It supports all common CAD systems.

	PARTcommunity 1.9 (Ladezeit in %)	PARTcommunity 2.0 (Ladezeit in %)	Verbesserung von I.9 auf 2.0
Startseite komplett laden	100%	85%	15%
Ordner Utraschall Sensoren öffnen	100%	66 %	34%
Bus MI2 öffnen	100%	47%	53%
Bus MI2 Tabelle öffnen + 3D Vor- schau laden	100%	43%	57%
Tabelle Zeile wählen	100%	53%	47%
3D Vorschau generieren	100%	70 %	30%
CAD Modell generieren	100%	83%	17%
Suche nach Bestellnummer	100%	13%	87%

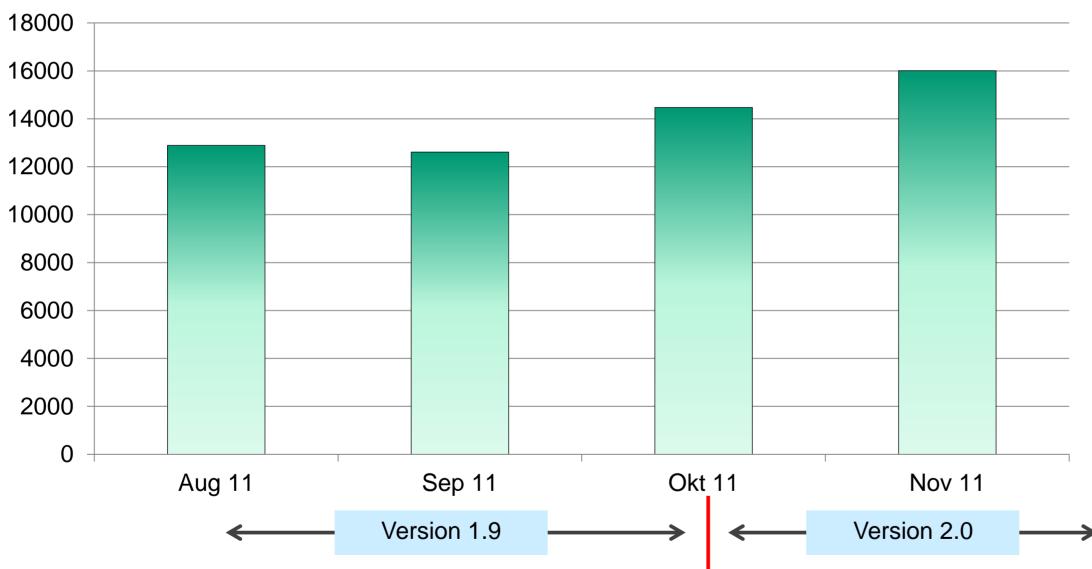
According to measurements carried out by Cadenas the time used for searching is decreased by up to 87 % and up to 57% for downloading.

We got a very positive feedback from our service department on PARTcommunity 2.0. Our customers especially like the efficient and intuitive search for different criterias as well as the improved download of CAD models.





A direct consequence of the new portal is the increasing number of downloads.



Files download before- and with version 2.0

Due to the Cadenas' Config-Tool numerous download data doesn't just disappear, but is acitvely used.





Internet statistics – important marketing tools.

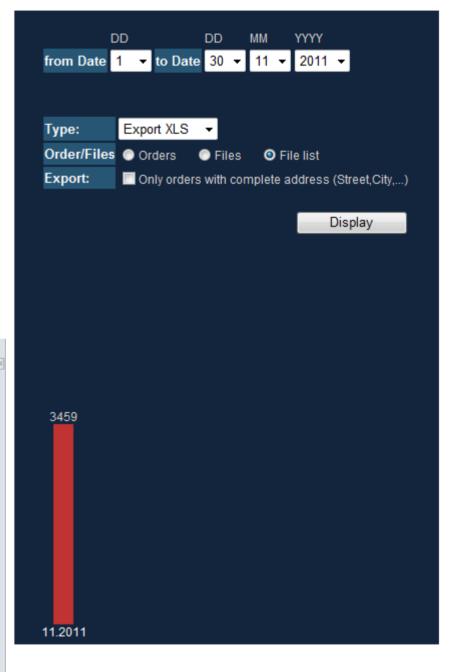
Statistics are downloaded, researched and evaluated on a regular basis. Statistics like the number of downloads and the customer activities are saved as xls-table.

Cataloc Lang	juage OrderDat	Email	Description	Company	Name	Street
balluff germ		armingeon@roland-electronic.com	BALLUFF BCS D500002-YPC25C-EV02	Roland Electronic	Matthias Armingeon	Otto-Maurar-Sh 17
balluff englis		chris skalding@sharpcorporation.com	BALLUFF BCS D500003-YPC25C-S49G	Sharp Corporation	Chris Skelding	7451 Kavablar Wiley
balluff englis		ddonchez@rankinautomation.com	BALLUFF BCS D500003-YPC25C-S49G	Rankin Automation	David Donchez	888 Supper Blod
balluff germ		hildegund fischer@balluff de	BALLUFF BCS F01CP01-XXS10C-EP02-GZ01-002	BALLUFF SIE Sensorik	Hildegund Fischer	Geoffee Shellweig 13b
balluff englis		biuro@profimat.pl	BALLUFF BCS G04T4D-XXS10C-EP02-GZ01-002	PROFIMAT	Patryk Lowigus	
balluff englis		contect@ballut.cz	BALLUFF BCS M05T4C-XXS10C-EP00.04-GZ01-00		David Cechak	Paluskova
balluff germ		sven.metzger@#.de	BALLUFF BCS M05T4C-XXS10C-EP02-GZ01-002		Sven Metzger	Discharge 4
balluff englis		biuro@profimat.pl	BALLUFF BCS M08T4C1-XXS30G-EP02-GZ01-002		Patryk Lowigus	concerning a
		e klein@im2-ing.com	BALLUFF BCS M08T4E1-POM30G-EP02	iM2 ingenieurbüro ManfredMüller GmbH	iM2 iM2	Kausenth 170-174
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balluff englis		d molina@dmicorp ws	BALLUFF BCS M08T4E2-NSM15C-S49G			
balluff germ		andreas giehlen@kraussmaffei.com	BALLUFF BCS M08T4E2-POM15C-S49G	Krauss Maffei	Andreas Giehlen	Heligenshasse 75
balluff germ		andreas.giehlen@kraussmaffei.com	BALLUFF BCS M08T4E2-POM15C-S49G	Krauss Maffei	Andreas Giehlen	Heligenshasse 75
balluff czech		junek@vmk.cz	BALLUFF BCS M08T4E2-POM15C-S49G	VMK	Jan Junek	J.K. Tyle 1368
balluff germ		P Reinhardt@Harter-Gmbh.net	BALLUFF BCS M08T4E2-POM15C-S49G	Harter	Peter Reinhardt	Benzstr 18
balluff germ		konstruktion@handlingtech.de	BALLUFF BCS M08T4E2-PSM15C-S49G	Handlingtech	Fabian Kraft	Pheninger Shalle 44
balluff englis		monsemat pamila@gmail.com	BALLUFF BCS M08T4E2-PSM15C-S49G	Continental	Monserrat Parrilla	Anillo Periferico Sur 7999
balluff englis		mtm.automatyka@gmail.com	BALLUFF BCS M08T4E2-PSM15C-S49G	MTM Automatyka	Tomasz Matysniak	Lapurowa 1858(#3
balluff englis		Pichard@bowfeeders.com	BALLUFF BCS M08T4E2-PSM15C-S49G	VTR	Richard Zhang	745 South Service Put Un
balluff germ	an 24.11.2011	simon.rommler@ballut.de	BALLUFF BCS M08T4E2-PSM15C-S49G	Balluff GmbH	Simon Rommler	Schurweidstresse 9
balluff germ	an 25.11.2011	t gretschmann@schuster-sondermaschinenbau de	BALLUFF BCS M08T4E2-PSM15C-S49G	Schuster Sondermaschinenbau	Tobias Gretschmann	Kapellenweg-4
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balluff englis		vtkulje@secdesign.com	BALLUFF BCS M12B4E2-NOC80H-S04K	sec design	veliko trkulia.	
balluff aerm		konstruktion@nowack-maschinenbau.de	BALLUFF BCS M12B4G2-NOC40D-S04K	Nowack Maschinenbau GmbH	M. Nowack	An day Schiolimauar 3
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balluff germ		i beumgerher@jobelech.et	BALLUFF BCS M12T4D1-XXS80G-EP02-GZ01-002		Josef Baumgartner	Department 7.4
		paja@gamcor.com	BALLUFF BCS M12T4D1-XXS80G-EP02-G201-002 BALLUFF BCS M12T4D1-XXS80G-EP02-G201-002		Jeff Paja	Pupping 24 100 Gemcor Dr
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balluff germ		m.schlegelmilch@divi-comkontec.de		Dixi Comkontec		
balluff englis		moses_boone@selinc.com	BALLUFF BCS M12T4D2-POM40C-S04G	Schweitzer Engineering Laboratories, Inc	Mose Boone	2350 NE Hopkins Court
balluff germ		P Reinhardt@Harter-Gmbh.net	BALLUFF BCS M12T4D2-POM80G-S04G	Harter	Peter Reinhardt	Benzsk 18
balluff englis		eric willison@cummins.com	BALLUFF BCS M12T4D2-PSM40C-S04G	Cummins turbo	Eric Willison	9051 Palmetto Commerce
balluff germ		hs-maschinenbau-ermakow@t-online.de	BALLUFF BCS M12T4D2-PSM40C-S04G	H&S Maschinenebau	Gennadij Ermakow	Jahnstrasse 7
balluff englis		joonwei teow@eysmac.com.sg	BALLUFF BCS M12T4D2-PSM40C-S04G	SysMac Automation Engineering Pte Ltd	Joon Wei Teow	Woodlends Sector 1
balluff germ		bout@itecsystems.nl	BALLUFF BCS M12T4D2-PSM80G-S04G	itec systems	johan bout	televisieweg 12
balluff germ	an 6.11.2011	markpeny@gmx.de	BALLUFF BCS M12T4D-XXS40C-EP00,5-GZ01-002	bkbeckum	mark perry	kierestrelle 19
balluff germ	an 6.11.2011	markpeny@gmx.de	BALLUFF BCS M12TTI1-NSM60G-ET02-E	bkbeckum	mark perry	kierestrelle 19
balluff germ	an 9.11.2011	P Reinhardt@Harter-Gmbh.net	BALLUFF BCS M12TTI1-NSM60G-ET02-E	Harter	Peter Reinhardt	Elencate 18
balluff englis	sh 29.11.2011	jpaja@gemcor.com	BALLUFF BCS M18B4G2-NOC80C-S04G	Gemcor	Jeff Paja	180 Gemcor Dr
balluff germ		m fuchs@vescon.com	BALLUFF BCS M18BBI3-PSC80D-S04K	VESCON Systemtechnik GmbH	Manuel Fuchs	Industriestrellie 1
balluff englis		bthompson@sgmagnets.com	BALLUFF BCS M18KM3-PSC80G-BV02	sq magnets ltd	Bob Thompson	resiniharn
balluff englis		romel meze@dime-inc.com.mx	BALLUFF BCS M18KM3-PSC80G-BV02	Desarrollo Integral de Maguinaria	Romel Meza	Code, Tecnologico No 15
balluff englis		romal maza@dima-inc.com.mx	BALLUFF BCS M18KM3-PSC80G-S04G	Desarrollo Integral de Maguinaria	Romel Meza	Code, Tecnologico No 19
balluff germ		christian harthauss@netzsch.com	BALLUFF BCS M18T4G2-PSC15G-S04G	NETZSCH	Christian Harthauß	Desimilarstraße 39
balluff germ		ralf wemo@rwengineering-gmbh.de	BALLUFF BCS M18T4G2-PSC15G-S04G	rwEngineering GmbH	Ralf Werno	Moontubelle 16
balluff englis		stephens@buchanan-a.com	BALLUFF BCS M18TTI2-PSCFAG-AT02	buchanan	steve stinson	1666 wagon trail drive
balluff czecł		techdep@houtek.com	BALLUFF BCS M18V/G2-NSC15G-S04G	Houfek a.s.	Jan Mariani	Oborn 797
balluff germ		Bomas vrtis@eep-maschinenbau.at	BALLUFF BCS M100 VG2-NSC15G-S04G BALLUFF BCS M30B4I1-PSC15D-EP02	eep-maschinenbau	thomas vrtis	gewerbepak out
			BALLUFF BCS M30B4M2-PPM20C-S04G	EGS Automatisierungstechnik GmbH	M. Werner	Pathersenstresse 2
		m.wemer@egsgmbh.de				
balluff germ		christian ritter@grob.de	BALLUFF BCS M30BBI1-PSC15D-EP02	GROB-WERKE GmbH & Co. KG	Christian Ritter	Industriestresse 4
balluff germ		cad1@caldia.de	BALLUFF BCS M30BBI2-PSC15D-S04K	Caldia GmbH	Stephan Ullrich	
balluff germa balluff englis		csæygisever@daetwyler.com	BALLUFF BCS R08KE-POC80C-EP00,2-GS49	MDC Max Daetwyler AG	Caner Saygisever	Phagpletz
		max finisherle@csautoint.com	BALLUFF BCS R08KE-POC80C-EP00.2-GS49	Cooper Standard	Max Finsterle	Jamuka 33

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sensors worldwide



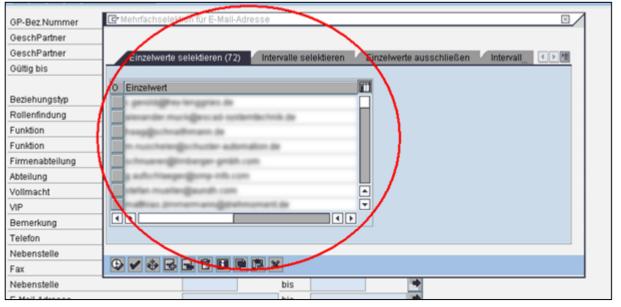


Internet statistics – important marketing tools

Processing statistics in the CRM (Customer Relationship Management).

gemeine Daten Vorgangsnummer	767406		Klassifikation	porie Email
				-
Beschreibung	Cadenas Download Aug	pust 2011	Wichtig	gkeit mittel
Ort			Aktiver St	atus Offen
Beginndatum/-uhrzeit	08.09.2011	08:11	Referenzen	
Enddatum/-uhrzeit	08.09.2011	10:11	Acc	ount
Ganztägig			Ansprechpa	tner Herm
			Verantwortli	cher Herm
Enddatum/-uhrzeit	08.09.2011		Acc Ansprechpa	tner Herm

				A	В		С	
			1	GP	Date	Cadenas Do	ownload	
			2	6052479	1.6.2011	BALLUFF BI	NS 813-D05-D12-(52-20-02
			3	6052479	1.6.2011	BALLUFF BI	NS 813-D06-D12-(52-10-00
			4	6052479	1 6 2011	BALLUFF BI	VS 813-B04-D12-	61-A-20-02
	A	В			C		S 813-D05-D12-0	52-10-00
1	GP	Date	Cadenas	Downloa	d		S 813-D05-D12-0	52-20-00
2	5702647	9.6.2011	BALLUFF	BES 516-	325-S4-C			
3	5702647	10.6.2011	BALLUFF	BES M05	ED-PSC5	0F-S26G		
4	5702647	16.6.2011	BALLUFF	BOS 6K-	PU-1QA-S	49-C		
5	5702647	16.6.2011	BALLUFF	BOS 6K-	PU-1HA-S	49-C		
6	5702647	16.6.2011	BALLUFF	BOS 6K-	PU-10C-S	49-C		
7	5702647	14.6.2011	BALLUFF	BFS 26K	PS-L01-S	115(ROT=0)		
8	5702647	16.6.2011	BALLUFF	BLE 6K-F	9U-1E-S49)-C		



for every CRM contact number and attached as "activities".



A Excel list with the monthly downloads is created



Internet statistics – important marketing tools.

The reason is, that the corresponding sales representative has to open the activity/appointment and switch the status from "Open" to "Done". Thus it is guaranteed that he reads the attachement (excel list) and the downloads and can address them to the customer at the next appointment. You have more information about the customer and thus expect a higher participation in projects, for example, which leads to higher sales.

Vorgangsart	Kategorie	Status	Prio	Beschre
Besuch Vertrieb	Produktneuheiten	Erledigt	mittel	
Ausgehende E-Mail	E-Mail	Erledigt	mittel	Newslet
Ausgehende E-Mail	E-Mail	Erledigt	mittel	Newslet
Ausgehende E-Mail	E-Mail	Erledigt	mittel	Messee
Kontakt allg.	Email	Offen	mittel	Cadenas
Sondervereinbarung	Absprache SNP	SV Gültig initial	mittel	Sonderv
Kontakt allg.	Email	Offen	mittel	Cadenas
Ausgehende E-Mail	E-Mail	Erledigt	mittel	Branche







Internet statistics – important marketing tools.

By evaluating the further excel processing you can determine how active customers in different countries where for example in November 2011.

By comparing it to existing customer data you can Find out who is a new customer and who directly accessed the portal without prior consultation etc.

Country	Total entries	Entries without duplicates
Germany	945	405
USA	179	88
Italy	147	76
Canada	131	38
Czech Republic	115	51
Poland	106	43
Austria	86	46
France	64	33
China	43	15





Internet statistics – important marketing tools.

Further research is interesting for sales and marketing.

A table is used to examine which products are interesting for the customers and which should be promoted increasingly, etc.

The table of November 2011 shows the following priorities:

Products	Downloads
Inductive sensors	517
Accessory	457
Displacement transducers	383
Optoelectronic sensors	377
Electromechanical sensors	136
Capacitive Sensors	89
Magnetic field sensors	81
Identification systems	63

This way you can also create a download rating of particular products. It is especially interesting if the download numbers correspond with the issues of the last newsletter.

According to a survey carried out by Cadenas 87% of downloaded CAD models lead to purchased products. Thus interest directly correlates to sales.





Internet statistics – important marketing tools.

Since not all branch offices have access to the CRM-System, branch offices get an email with the statistics in xls format and a xls table with all active products via http://balluff.partcommunity.com .

					A	В	С	D	E
					1 Norm Nummer	Norm Bezeichnung	Bestellcode	ode Artikelbezeichnung	PX-Nummer
					8127 BIC M18x1	BALLUFF BIC 2I0-P2A02-M18ME-BPX03-010	BIC002J	BIC 210-P2A02-M18ME-BPX03-010	45931_00
					8128 BIC M18x1	BALLUFF BIC 210-P2A02-M18ME-BPX03-020	BIC002K	BIC 210-P2A02-M18ME-BPX03-020	45931_00
					8129 BIC M30x1.5	BALLUFF BIC 112-P2A03-M30MO2-EPX07-050	BIC001A	BIC 112-P2A03-M30MO2-EPX07-050	bic001a
					8130 BIC M30x1.5	BALLUFF BIC 2I2-P2A03-M30MF2-EPX07-050	BIC001T	BIC 2I2-P2A03-M30MF2-EPX07-050	bic001t
					8131 BIC M30x1.5	BALLUFF BIC 2I3-P2A50-M30MI3-SM4ACA	BIC000A	BIC 2I3-P2A50-M30MI3-SM4ACA	44731 01
				Austria	03578220923	BALLUFF BIC 113-P2A50-M30MI3-SM4ACA	BIC0009	BIC 113-P2A50-M30MI3-SM4ACA	44730 01
dershofen	4431	Haidershofen	Niederösterreich	Austria	07252/37704	BALLUFF BIC 1P0-P2A50-M30MI3-SM4A4A	BIC0007	BIC 1P0-P2A50-M30MI3-SM4A4A	44591 01
dershofen	4431	Haidershofen	Niederösterreich	Austria	07252/37704	BALLUFF BIC 2P0-P2A50-M30MI3-SM4A5A	BIC0008	BIC 2P0-P2A50-M30MI3-SM4A5A	44592 01
otriestrasse B 16	2345	Brunn am Gebüsch	NÖ	Austria	06802122977	BALLUFF BIC 113-P2A40-M30MO2-BPX0B-050	BIC000W	BIC 113-P2A40-M30MO2-BPX0B-050	45111 00
otriestrasse B 16	2345	Brunn am Gebüsch	NÖ	Austria	06802122977	BALLUFF BIC 910-D2004-M30MF-EPX02-010	BIC004Y	BIC 910-D2004-M30MF-EPX02-010	45951 00
otriestrasse B 16	2345	Brunn am Gebüsch	NÖ	Austria	06802122977	BALLUFF BIC 910-D2-M30MF-EPX02-010	BIC0050	BIC 910-D2-M30MF-EPX02-010	45951_00
otriestrasse B16	2345	Brunn am Gebirge	Nederösterreich	Austria		BALLUFF BIC 110-IAA50-M30MI3-SM4A4A	BIC0053	BIC 110-IAA50-M30MI3-SM4A4A	46333_00
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nerstrasse 1	4021	Linz	00	Austria	00437323888219	BALLUFF BIC 1P0-P2A20-M30ME-SM4A4A	BIC0051	BIC 1P0-P2A20-M30ME-SM4A4A	46407 00
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ceterotracce 200	8073	Feldkirchen	Steiermark	Austria		BALLUFF BIC 2I0-I2A50-M30MI3-SM4A5A	BIC000E	BIC 210-12A50-M30MI3-SM4A5A	46483 00
	8073	Feldkirchen	Steiemark			BALLUFF BIC 113-P2A15-M30MM3-BPX0B-100	BIC0025	BIC 1I3-P2A15-M30MM3-BPX0B-100	46715 00
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istriepark 18		Pasching	00	Austria	43 (7221) 605 1196	BALLUFF BIC 2I3-P2A15-M30MI2-BPX0B-050	BIC0045	BIC 2I3-P2A15-M30MI2-BPX0B-050	46717 00
notrasse 83	1150	Wien	Wien	Austria		BALLUFF BIC 110-P2A02-M30MI-BPX03-050	BIC002E	BIC 1/0-P2A02-M30MI-BPX03-050	45934 00
notrasse 83	1150	Wien	Wien	Austria		BALLUFF BIC 110-P2A02-M30MI-BPX03-020	BIC002F	BIC 110-P2A02-M30MI-BPX03-020	45934 00
notresse 83	1150	Wien	Wien	Austria		BALLUFF BIC 110-P2A02-M30MI-BPX03-100	BIC003U	BIC 110-P2A02-M30MI-BPX03-100	45934 00
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erbepark.ost	3424	zeiselmauer	niederösterreich	Austria	+43 (0)2242 312 10	BALLUFF BIC 210-IAA50-M30MI3-SM4A5A	BIC0054	BIC 210-IAA50-M30MI3-SM4A5A	46483 00
erbepark.ost	3424	zeiselmauer	niederösterreich	Austria	+43 (0)2242 312 10	BALLUFF BIC 2/3-P2A16-R01K01-SM3A30	BIC003P	BIC 2I3-P2A16-R01K01-SM3A30	40943 00
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erbepark ost	3424	zeiselmauer	niederösterreich	Austria	+43 (0)2242 312 10	BALLUFF BIC 902-D2-M12ME-EFX02-020 BALLUFF BIC 902-D2-M12ME-EVX02-100	BIC004N BIC004P	BIC 902-D2-M12ME-EFX02-020 BIC 902-D2-M12ME-EVX02-100	45949_00
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eldgesse 37-39	3400	Klosterneuburg	Niederösterreich	Austria	+432243450362	BALLUFF BIC 902-D2-M12ME-EVX02-150 BALLUFF BIC 902-D2-M12ME-EPX02-010	BIC004R BIC004T	BIC 902-D2-M12ME-EPX02-130 BIC 902-D2-M12ME-EPX02-010	45949_00
sidgesse 37-39	3400	Klostemeuburg	Niederösterreich	Austria	+4322 43450362	BALLUFF BIC 200-D1-001-M12ME1-BPX02-050			_
Incharstr. 4	5230	Mattigholen	Oberösterreich	Austria		BALLUFF BIC 110-P2001-M12MP1-BPX02-050 BALLUFF BIC 110-P2001-M12MM1-BPX03-050	BIC003W BIC002T	BIC 2I0-D1001-M12ME1-BPX02-050 BIC 1I0-P2001-M12MM1-BPX03-050	47188_00 47187_00
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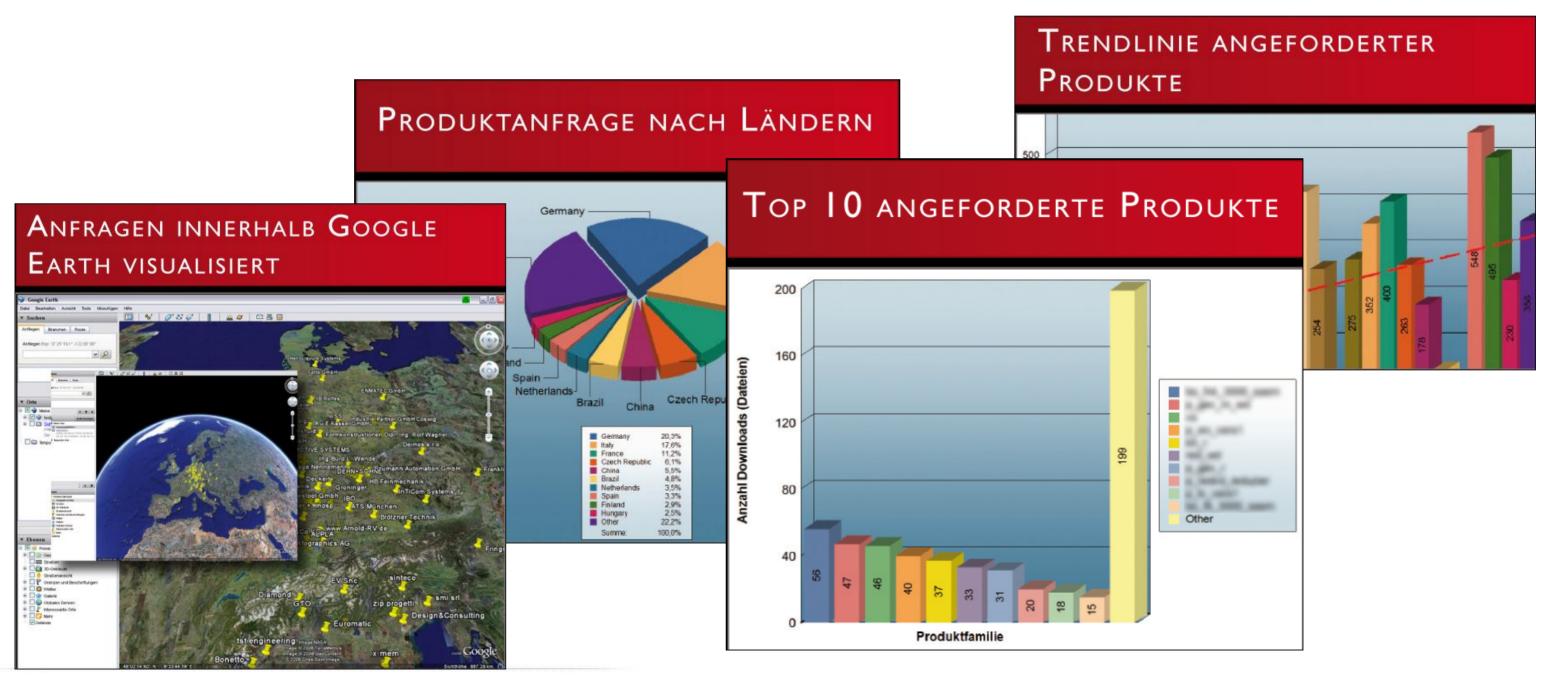




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