

Rexplorer

Rexnord Corp.

Milwaukee-based Rexnord Corp., manufactures and markets mechanical power transmission and conveying components—some 52 separate product lines in 11 different categories, ranging from bearings to brakes, from clutches to gears and chains. They wanted to put their catalog on a CD, and they came to UTS to do it for them. The result was the Rexnord Rexplorer.

The entire catalog process became interactive and automated. A customer filled out information needed for an order form, then navigate the catalog with a hierarchal table of contents, an index, a product selector, or an expert system that let the user build an entire conveyor from the ground up.

An embedded CAD program created engineering drawings of the products the user chose. This program also served as a launch pad for product selection.

Hyperlinks connected all information on a product and information on related products throughout the catalog.

Once the order was complete, the user printed an order form for printing to fax or mail.

Rexplorer also had a link to the Rexnord Web site for the latest updates.

Now, Rexnord customers can choose between a paper catalog and a CD. The company has been well pleased with the degree of streamlining the CD version has brought to its CRM.