CREATE YOUR PART NUMBER

Generate your SMD23E2 Networked Series part number by using this helpful ordering guide. Working from left to right, use the following diagram and table to choose the desired options.

* Indicates required

Optional ⓘ

Optional ⓘ

Holding Torque*

Encoder

IP Rating

Gearbox

Gearbox Configuration

Gearbox Ratio

Gearbox Type

SMD23E2 - [?] [?] - M12 [?] - [?] [?] [?] [?]

COPY PART #

GET A QUOTE →

PART NUMBER GUIDE

Size 23E2 Integrated Stepper Motor Package

Part Number Character	
Frame size:	23 = NEMA size 23
	E2 = EtherNet/IP, and Modbus-TCP, & Profinet w/Embedded Switch

AMCI ADVANCED MICRO CONTROLS INC.

CASE STUDY

"Previously, we had a pretty nice part number builder on our website that not only spit out a part number, but also enabled website visitors to download one or many drawing file formats of that part," explains Rachael Novak, Marketing Manager at AMCI. "The issue we ran across with this tool however, was that it required a lot of time and resources internally for us to put this together. As a result, even after a decent period of time had passed, we still hadn't had the time to roll it out across all the applicable products on the site. Plus, managing part number updates was a bigger project than we could easily manage," she adds.

Site analytics told AMCI that people were using the tool where it was available, so it certainly added value—but what good is a tool if you have neither the time nor the resources to roll out and maintain it? In an effort to answer this question, AMCI began researching possible tools to replace what was already available—and not working—on their website. A search for plug-ins revealed nothing, and their web developer lacked a confident approach. "We never realized how complex our project actually was until we looked into a solution," Novak says.

Like others in the electronics industry, AMCI's product part numbers have contingencies within the available options, which demand a tool with a high level of customization.

After a Google search, they found EETech's sample tool, which appeared to work as they'd envisioned it.

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>
> **RACHAEL NOVAK**
> Marketing Manager at AMCI
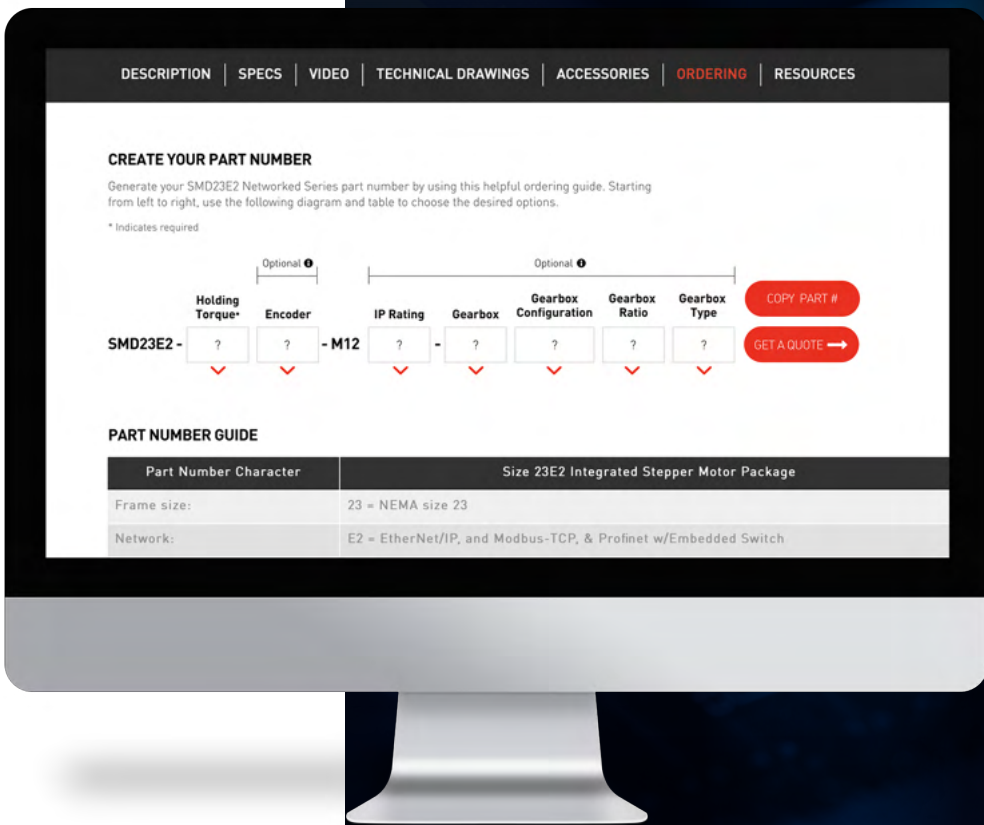
Tony Grgas, EETech's Director of Software Development, explains that a good part number builder allows for a high amount of selectivity, preventing users from selecting options that don't or can't exist. "One of the things that the part number builder does is build in those complicated rules. If I'm picking shaft diameter, this set is enabled. But if I'm looking at a hub shaft, it will only show me results I can pick," he explains. "Customers can come to the site and only select what is applicable."

EETechs functionality offered exactly what AMCI was looking for. Once the work began, the team at AMCI appreciated the regular Zoom calls, updates, and visuals the EETech team provided. Novak notes that, even though the tool has been live for months, they still feel supported by EETech, and can update part numbers with a few simple emails.

"One of the things we really strived for with this project was ease of integration. When things change, we didn't want AMCI to have to do anything. They can message us tomorrow and tell us to update a part number and we'll fix it—that's it," Grgas says.

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Because AMCI often works through distributors and not just end users, the part number builder also acts as a marketing tool. With it, they hope to present themselves through their website as a company that stays up to date with information and offers a user-friendly website, which seems to be working—Novak says their sales people report that they're getting more accurate inquiries, which is saving them time and leading to more sales.

"We're very happy with the part number builder. It's been helpful having customers request specific part numbers and having them be correct. It makes the product selection and quoting process easier for our sales team and customers," Novak says. "EETech has done a great job with the builder—I only wish we'd found them sooner."

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EETech

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