



Brijr.io – The CADENAS CRM Connector

 The Innovation Company





- 30+ Years Experience
- Industrial Marketing
- eBusiness Systems
- Integrations
- Systems Architecture
- Entrepreneurship

John Joyce
brijr.io



- Master in Business Information Systems
- Director Marketing & Business Development
- CRM power user

Felix Schulte
 CADENAS

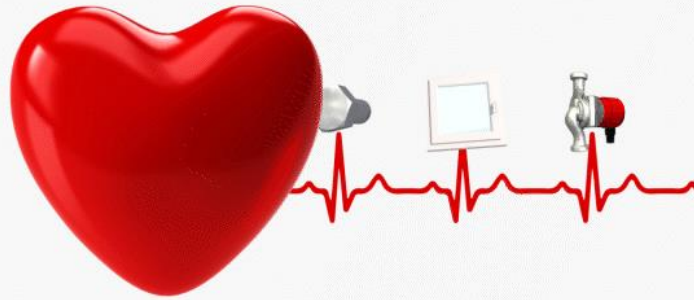
Companies I'm working with



Why your CADENAS Leads belong into your CRM system

1260 parts per minute

for Architects, Engineers & Planners worldwide



1. Your products can be downloaded 24/7
2. Products are not downloaded for fun
3. Downloads imply interest of the downloader
4. Our users come almost exclusively from the B2B environment
5. B2B user accounts have a lot of valuable personal data

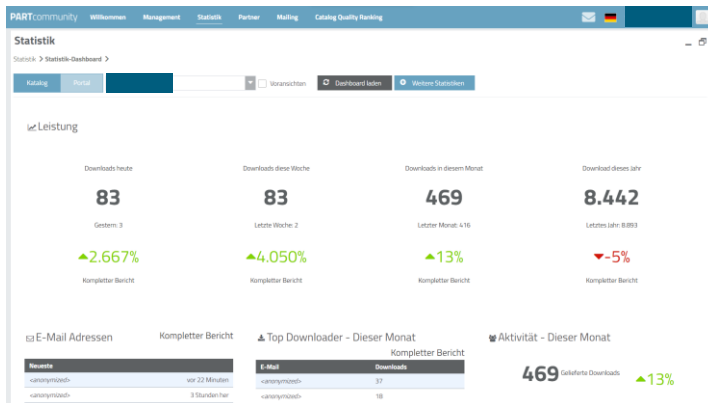
OUTPUT → Marketing qualified Leads

How to get the Lead information

CADENAS CRM Connector



CADENAS dashboard statistics



CSV report



Is the data worth the work?



- Last name
- First name
- Country ISO
- Job title
- Company size
- Industrial sector
- Title
- Catalog
- Orderno
- Server type
- Server category
- Server detail
- Email
- Desktop language
- Supplier contact consent
- Firm
- Name
- Street
- Zip
- City
- State
- Country
- Phone
- CAD name
- CAD version
- Projectpath
- Standardname
- Order item filename

Next step



- Call him
- Question about the reason for the download
- Maybe he needs more components
- Or go directly through the order?



- Send more information about the product
- Ask if a personal consultation is desired

Benefits

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- ✓ 100 % GDPR compliant
- ✓ Gain better insight into how prospects and customers engage with your CAD content
- ✓ Never worry about data entry, exporting/importing, or missed leads again
- ✓ Increase efficiency and save time

Conclusion → We want the data in our CRM system



- **HubSpot**
 - Free
 - Basic
 - Professional
 - Enterprise
- **Salesforce** (in special cases Pardot)
 - Professional (API Access add on is required)
 - Enterprise
 - Unlimited
 - Developer
 - Performance
- **Microsoft 365** in Cloud (Dynamics, Navision, Business Central etc.) In development

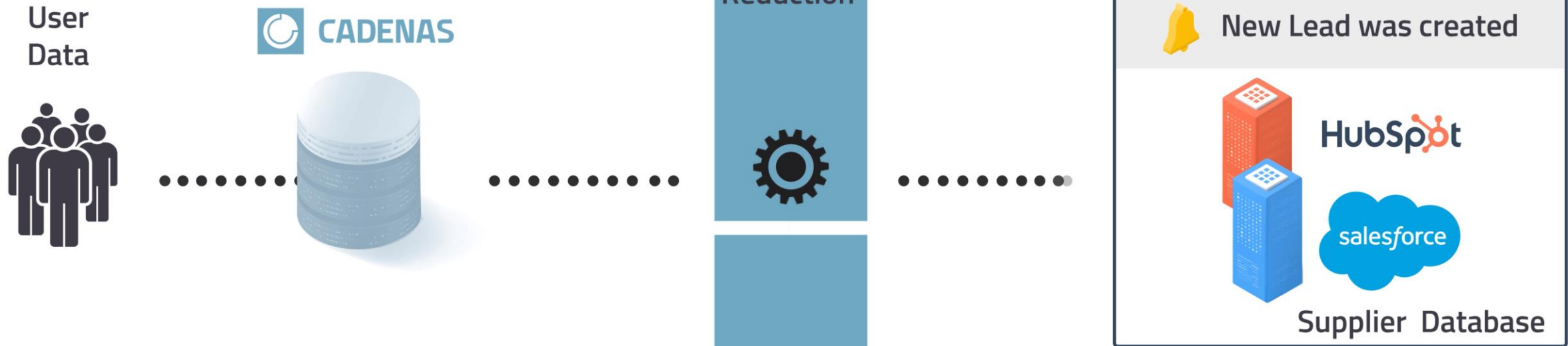
What can brijr.io do?

brijr.io



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Brijr.io grabs the CADENAS download statistics, transforms it and transfers the data into your CRM System



- View your catalogs download activity directly in your CRM
- Contacts and activity update hourly
- New contacts automatically import into HubSpot as a conversion, into Salesforce as a new lead
- System checks for duplicates and adds new activity to existing contacts (no exchange of personal data)
- Ability to filter (blacklist) email addresses and domains
- Supports custom contact properties
- Generate reports and dashboards

Security

brijr.io



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- GDPR Compliant
- OAuth
- SSL/TLS Industry Standard Encryption
- Database Encrypted at Rest
- Sensitive Data Application Encrypted
- Controlled & Restricted Access

Order

Process end May 4, 2023, 7:19 PM

Catalog [redacted]

Order number (CADENAS internal) 22023050419191437529136d0b6156e

Supplier order number 2700-32-32

Email [redacted]

Servertype APPS

Server category OEM

Server detail 3dfindit

Language english

Process time

Email generation

Order person

Name [redacted]

Title

Email [redacted]

Street 114 Canal Gardens

ZIP t1p oc3

City Strathmore

State/Area

Country CA

Company Magnum Cementing Services

Phone

Fax

Industrial sector Oil & Energy

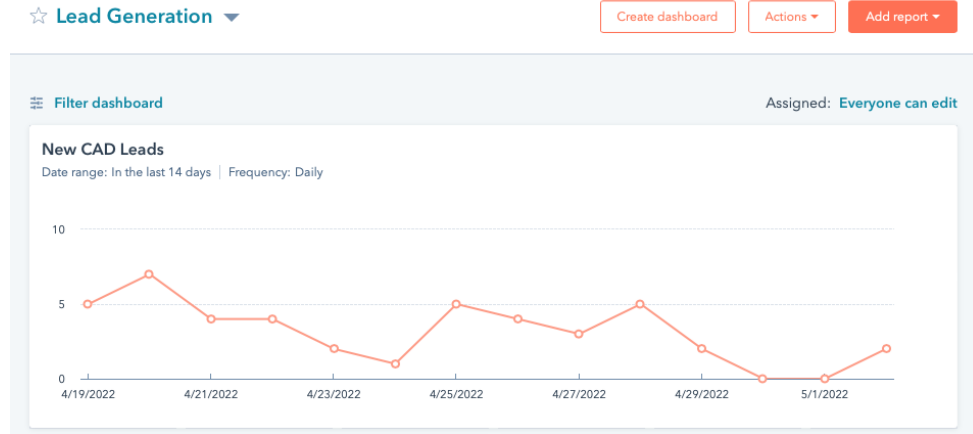
Job title Product Engineer

Company size 201 - 500

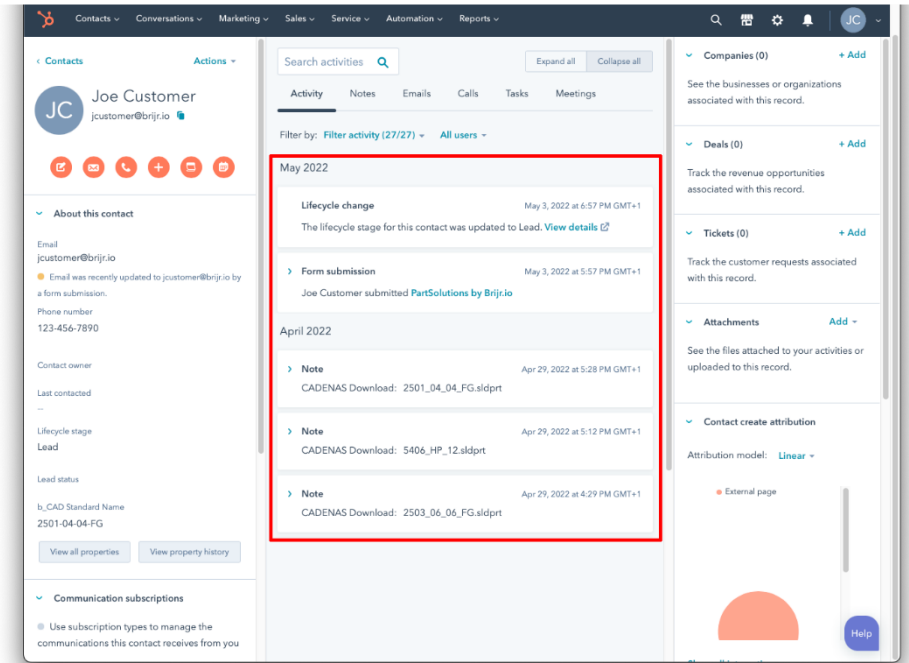
Account type UNDEFINED

Supplier custom ID

Inside of the connection of Hubspot



Perfect overview of CADENAS Leads/Activity on HubSpot.



Contacts ▾ Conversations ▾ Marketing ▾ Sales ▾ Service ▾ Automation ▾ Reports ▾

Joe Customer
jcustomer@brijr.io

Activity | Notes | Emails | Calls | Tasks | Meetings

Filter by: Filter activity (27/27) ▾ All users ▾

May 2022

- Lifecycle change** May 3, 2022 at 6:57 PM GMT+1
The lifecycle stage for this contact was updated to Lead. [View details](#)
- Form submission** May 3, 2022 at 5:57 PM GMT+1
Joe Customer submitted **PartSolutions by Brijr.io**

April 2022

- Note** Apr 29, 2022 at 5:28 PM GMT+1
CADENAS Download: 2501_04_04_FG.sldprt
- Note** Apr 29, 2022 at 5:12 PM GMT+1
CADENAS Download: 5406_HP_12.sldprt
- Note** Apr 29, 2022 at 4:29 PM GMT+1
CADENAS Download: 2503_06_06_FG.sldprt

New Leads

Date range: In the last 30 days

CONTACT	CREATE DATE	FIRST CONVERSION	LAST PAGE SEEN
View details	5/2/2022	Brijr CADENAS	
View details	5/2/2022	Brijr CADENAS	
View details	4/29/2022	Brijr CADENAS	

◀ Prev 1 2 3 4 5 Next ▶

CAD Activity

Date range: From 1/1/2022 to 12/31/2022

ACTIVITY DATE	ASSOCIATED CONTACTS	DETAILS
May 3, 2022 5:55 PM	View details	CADENAS Download:dxf
May 3, 2022 5:55 PM	View details	CADENAS Download:dxf
May 2, 2022 10:55 PM	View details	CADENAS Download:asm...

◀ Prev 1 2 3 4 5 Next ▶

CAD Activity

Date range: In the last 30 days

COUNT OF ACTIVITIES

147

▲ 110%

CAD Leads

Date range: In the last 30 days

COUNT OF CONTACTS

28

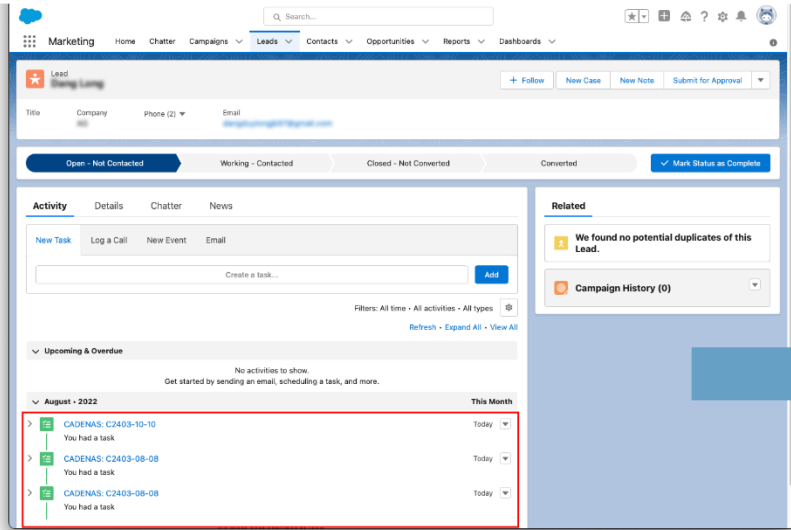
▲ 21.74%

Help

Inside of the connection of Salesforce



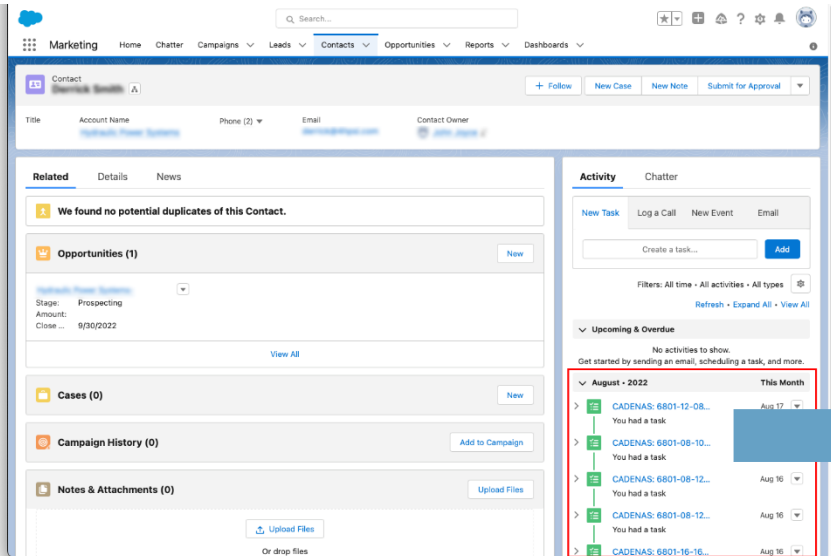
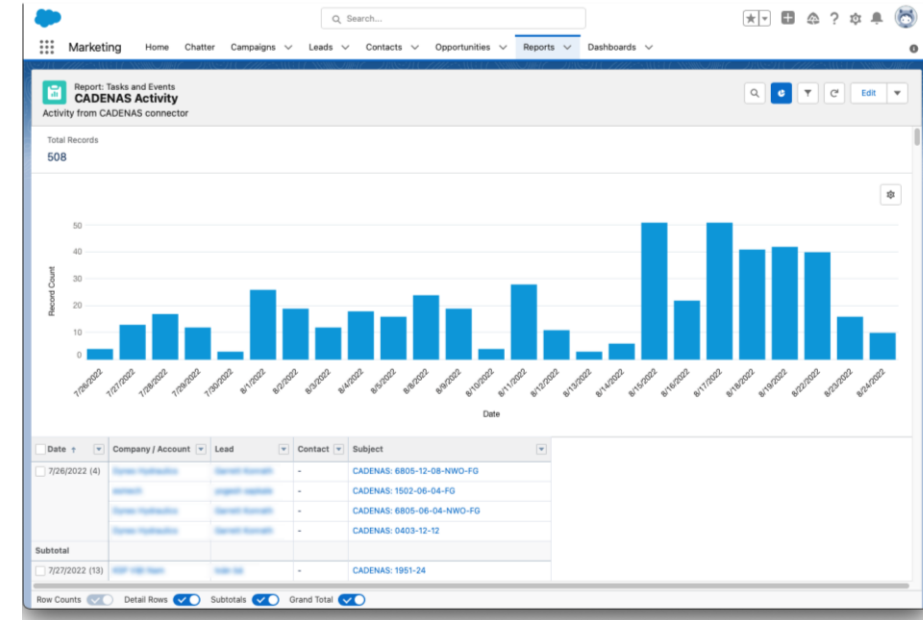
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Lead Activity Close Up

July - 2022	Last Month
CADENAS: 2405-32-24 You had a task	Jul 28
CADENAS: 2405-12-08 You had a task	Jul 28
CADENAS: 2405-05-02 You had a task	Jul 28
CADENAS: 2405-08-04 You had a task	Jul 28

CADENAS Activity Record Count

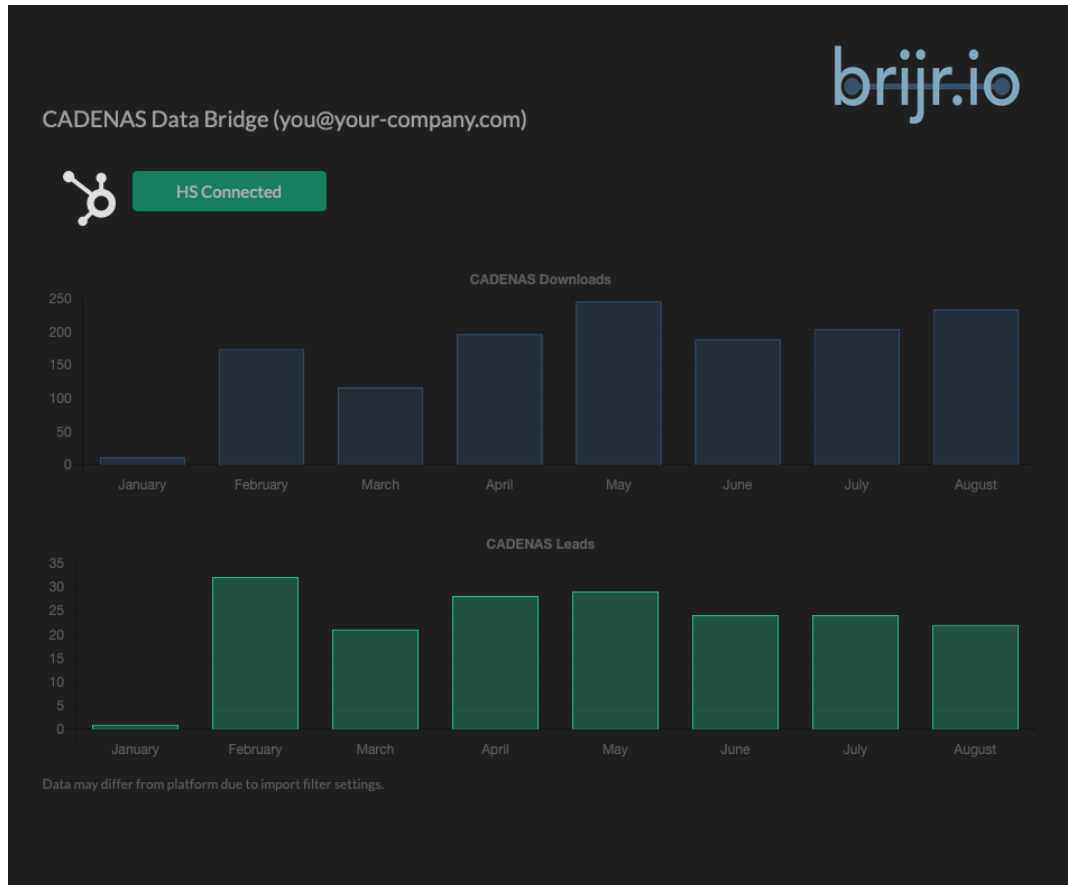


Contact Activity Close Up

August - 2022	This Month
CADENAS: 6801-12-08... You had a task	Aug 17
CADENAS: 6801-08-10... You had a task	Aug 16
CADENAS: 6801-08-12... You had a task	Aug 16
CADENAS: 6801-08-12... You had a task	Aug 16
CADENAS: 6801-08-12... You had a task	Aug 16
CADENAS: 6801-16-16... You had a task	Aug 16

Brijr.io Connection

- The customer receives a special Pcom Account
- With this account the customer can access from brijr.io to the CADENAS statistic dashboard



The screenshot shows the brijr.io login form. It has a dark background with the brijr.io logo in the top right. There are two input fields: "Email" and "Password". Below the "Password" field are two buttons: "Cancel" and "Log In". At the bottom left, there is a small text string: "Version: 1.1.50 - Build: 07/19/2022 - Log: 1.1.0".

- Time to set up a connection, after you sign in in brijr.io: 2 sec
- Just click on your favorite CRM System you want to connect, in this example is HS for Hubspot.
- In the charts underneath the connection you can see the CADENAS Downloads and the CADENAS Leads.

The user journey

BEFORE SALE

1. Customer indicates interest
2. Customer bracket determined (XS,S,M,L,XL)
3. Platform determined (Salesforce, HubSpot, Dynamics)
4. Supported version of CRM confirmed
5. Presence of non-anonymous data in stats portal confirmed
6. Customizations and special needs are discussed
7. Deal is closed

SETUP

1. Customer consent for portal access is obtained
2. Provide username and login data for CADENAS statistics portal to Brijr
3. Brijr creates template in stats portal for data export
4. Brijr sets up integration
5. Brijr sends username and password to user for Brijr <https://app.brijr.io>
6. User logs in
7. User clicks connect button
8. User authorizes connection in CRM (typical OAuth)
9. Brijr tests integration (notification of any exceptions)
10. Data begins to flow into user's CRM within one business day
11. Back data

AFTER SALE

1. Brijr will send instructions to user on how to surface data from integration
2. CADENAS follows up to see if the customer is happy or needs customizations (billable hours)

Legend: CADENAS BRIJR USER