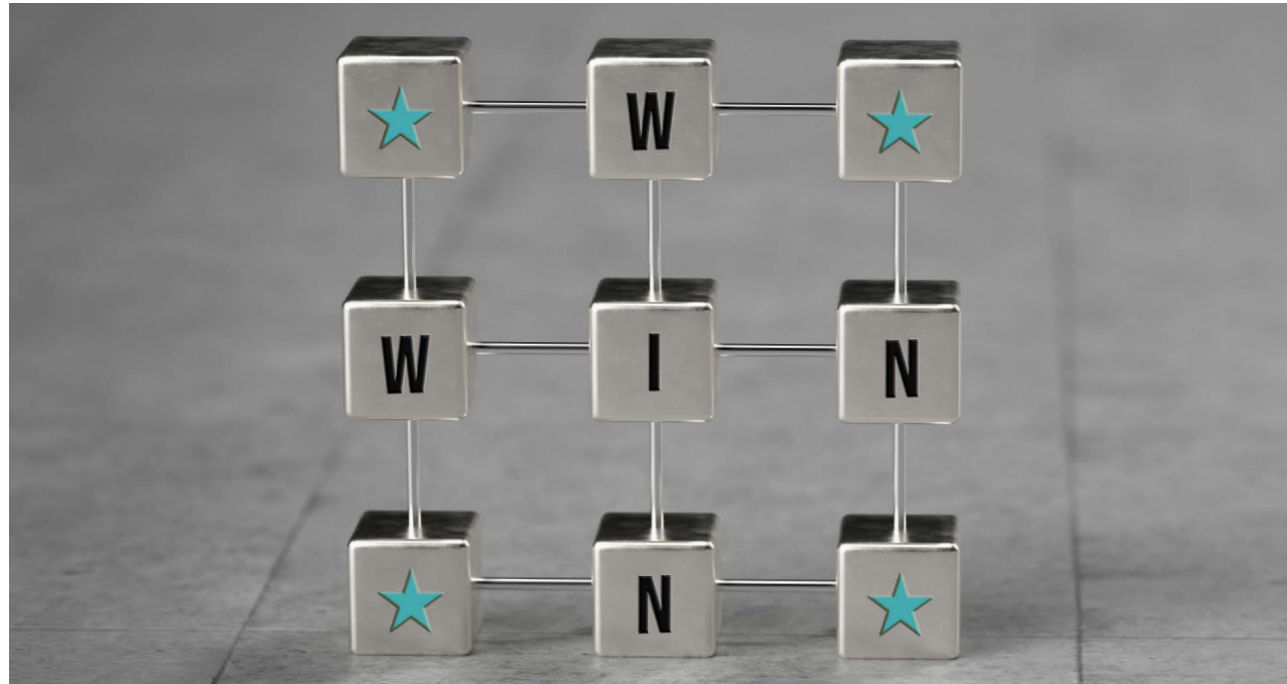LINEAR MARKETING COOPERATION

liNear
Services for Manufacturer

THE MULTIPLIER FOR YOUR PRODUCT DATA

LMC LINEAR MARKETING COOPERATION

At liNear Marketing Cooperation (LMC), there are only winners. As a manufacturer, you benefit from the fact that your products are already considered in the design process, which increases the probability of a resulting order when the building project is implemented. Furthermore, providing your data set free of charge is perceived as valuable customer service. Yours and our customers benefit from tested manufacturer libraries that make their designs more detailed and their calculations more exact. Tenders can be served at the push of a button and orders can be executed conveniently. A clear WIN-WIN situation.

You have the products and we have the network to get them to where they are needed – directly to the customer. Benefit from our long-term experience within the integrated design with BIM. Let your products become a highlight in digital design processes.

For more than 30 years, we have been developing software solutions for MEP design and have been able to establish ourselves as a technology leader. Besides the German-speaking region, we are also able to inspire more customers worldwide with our solutions day by day and thus also position your products in the design there.

Poring over catalogs was yesterday – Todays design is digital!

Customer expectations have changed. The designers intend to integrate manufacturer products directly into their digital design processes and expect corresponding data sets.

Become part of the BIM community

Especially with BIM, the relevance of manufacturer data sets increases once again. Manufacturers who are not in a position to deliver, are increasingly losing ground. We bring your products directly into the BIM process!

Use the coverage – liNear as a "Data Influencer"

Every liNear customer gets your data set together with the delivery of the software. Furthermore, all users automatically receive a notification of new features or updates via the liNear Live Announcement and can download and install them immediately in the program. Besides the integration of your products into the software solutions, you also benefit in communication from the large community that we reach through various channels.

Solutions provided by liNear

- Design and calculation software for MEP designers of all disciplines
- Support for the world's leading CAD systems Autodesk Revit and Autodesk AutoCAD as well as the own liNear CADinside
- Customized solutions for constructors and your own design departments

Who works with liNear

- Design offices, executing companies, Industrial enterprises, operators, authorities, energy suppliers, plant engineers and construction companies
- More than 15,000 customers, 20% international
- Over 30,000 liNear workstations, including OEM and an estimated 100,000 freeware OEM versions (CAD browser, quick dimensioning and quotation programs etc.).

Internationally positioned

- Choose from the seven available languages (German, English, French, Italian, Dutch, Russian and Turkish).
- Your data sets can be added in the corresponding languages
- Further languages are possible
- Support of international standards

Professional data sets contain technical product information and 3D geometry incl. information about e.g. connections, size, type and medium. Furthermore, they map not only individual products, but entire product ranges as current as possible, allowing them to reflect your available portfolio in real terms. Wrapped in a generally valid format (e.g. VDI 3805), your perfect data set is created.

The liNear CAD Browser is the central place for all CAD data. Here, the liNear users can find all components of our industry partners clearly sorted. With the direct interface to the CAD system, your products can thus be drawn directly into the model or existing components in the project can be replaced by your products. The integrated CAD viewer allows a preview and besides the CAD models, your technical information, product descriptions are also stored here.

Maintained data set – we do the work for you

The effort required to maintain used product data sets is often underestimated, especially when the data has been obtained from different sources such as data set portals or manufacturer websites. And you should keep clearly in mind that a data set is updated on average once a year. Maintaining your record is therefore an important part of our partnership with you.

Everything is simply there – we bring your data together

Data sets for the liNear software unite all relevant product data. Technical calculation data, CAD models and article master data are anchored in separate data sets. liNear brings these together into a consistent manufacturer data set. From the user's point of view, all the required product data is "just there". The user does not need to deal with data set formats and their respective contents.

Data chaos – not with us

Data quality is our priority. We would be happy to help you regarding an optimized data set creation. We advise you on requirements and data set formats and provide you with tools to check them on your own. Benefit from more than 30 years of experience!

The CAD Library

- Clear sorting of your products for quick selection
- Performant preview
- 2D drawings and 3D models
- Direct drawing of your products into CAD
  - Autodesk Revit
  - Autodesk AutoCAD
  - liNear CADinside
- Output of additional formats
  - .step (exchange format for plant engineering)
  - .ifc (exchange format for the BIM process)
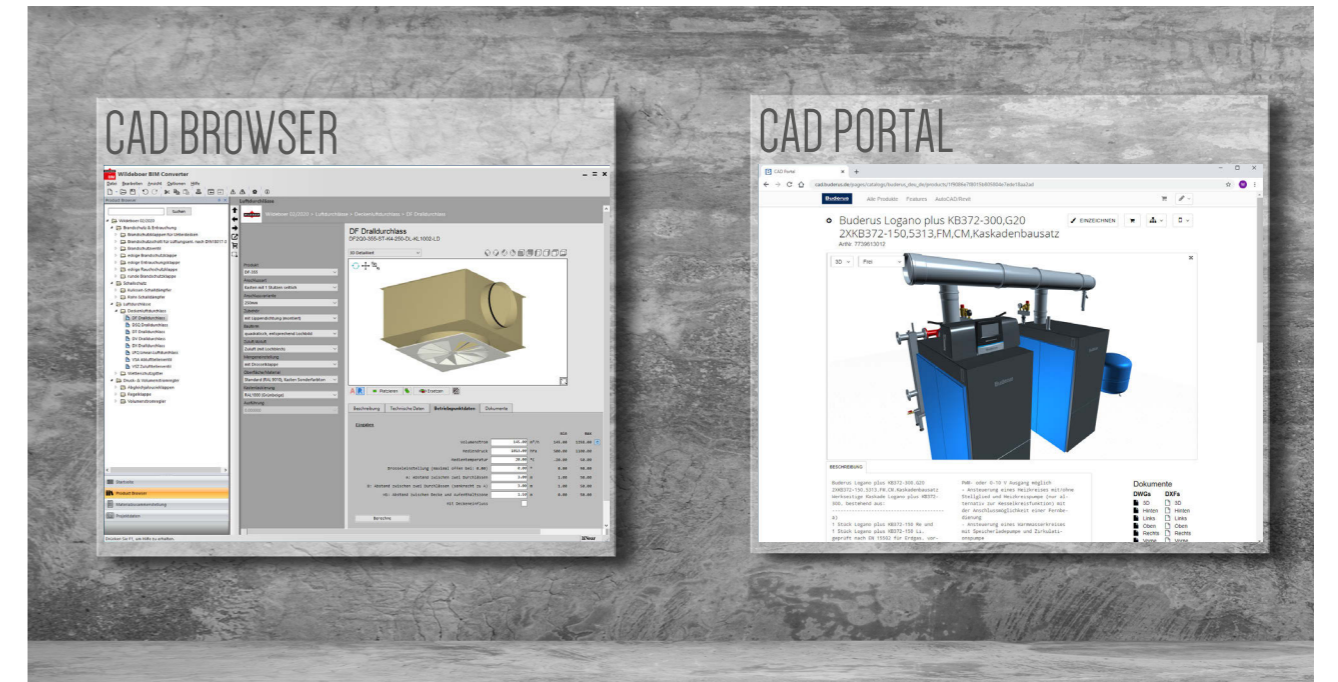- Own CAD Browser with only your products (optional)

More than just one CAD model

- CAD models in different levels of detail
- Configuration options for product variants
- Technical product information
- Commercial product information (item texts and numbers)
- Sizing summary from AutoCAD or Revit
  - .xls (Microsoft Excel)
  - GAEB (format for tendering)
  - GOST (output format for Eastern European markets)

The CAD Portal, your products in the web

Another option is to provide your products via a web app. The online CAD Portal allows access from anywhere without prior installation.
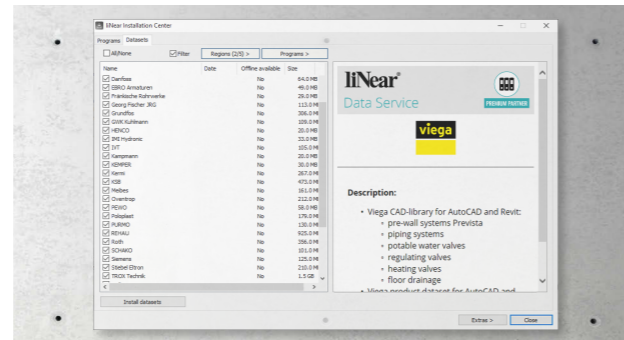
- Platform-independent web app for your component library for direct drawing in to a CAD system
- Hosting service from liNear possible

Your data set is available and now? How does the MEP designer get your data set and how does he know about updates? How does liNear ensure that your products can be used smoothly now? These questions are elementary to turn a good data set into a performing service and this is exactly the area, which makes us your strong partner. We ensure easy availability and continuous distribution of your product data sets.

Would you like to offer your customer suitable software solutions? No problem – especially for you as an industry partner, we developed customized solutions. Starting with cost-efficient solutions for the construction industry up to your own full version with your branding, everything is possible.
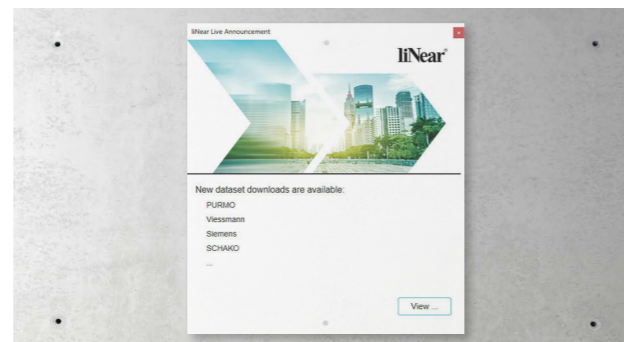
The liNear Installation Center

Together with the delivery of our software, our customer receives the liNear Installation Center. This will not only allow him to install and update the liNear software, but also give him direct access to all available data sets from our partners. With one click, your data set is installed and available in the liNear software.

The liNear Live Announcement

The liNear Live Announcement compares the installed data sets with the currently available data sets every time the software is started. If there is a new or updated data set, the customer receives a notification and can download the data set directly.

Your products within the liNear software

Your products are present in several areas within the liNear software. If you have a CAD library, it will appear in the liNear CAD Browser, which can also be launched directly from the software. Depending on the product category, your technical data sets will show up in the corresponding work step of our customers. For example, pipe materials are offered both in the design and in the calculations. The same applies to all other categories. Wherever it makes sense to use your products within our workflow, your products will also be offered for selection.

Smart Plan – for the constructors
(limited to small projects)

- Scheme generator with output of the pipe run scheme
- Technical calculations
- Manufacturer product data
- Complete documentation
- Mass determination
- Putting up a quotation

Smart Sixty (CAD included)
(limited to small projects)

- Drawing program for scheme and floor plan editing
- Technical calculations
- Manufacturer product data
- Complete documentation
- Mass determination
- Putting up a quotation

CAD Solutions / Building / Quote
(scope of services individually agreed)

- 2D drawing applications and 3D construction tools
- Technical calculations
- Manufacturer product data
  (CAD library and technical data sets)
- Complete documentation
- Mass determination
- Tendering and Awarding

Along with the creation, maintenance and distribution of your product data sets, you will have a front row seat in our communications. The partnership is actively communicated outside the company and you are an integral part of our advertising activities. In addition, you have the opportunity to publish your own content prominently and receive important input for your sales via our leads service.

We offer five variants of our liNear Marketing Cooperation. Select the one that suits you best. We would be happy to discuss your needs in a personal meeting and provide you with an individual offer.

Contact service
- Overview of the data set delivery to our customers (weekly upon request)
- GDPR compliant contact list including email

Own partner page on our website
- Own LMC partner page on www.linear.eu
- Individual content design
- Detailed information about your products and data sets
- Available in 4 languages (DE, EN, RU, TR)

Newsletter, Magazine, Social Media
- Listing in the partner overview
- Placing information about products from the data set
- Notification when data sets are updated
- Advertorials with reference to the data sets

Take advantage of our reach (state 12/20)
- 14,000 recipients of our German newsletter (DACH)
- 5,000 recipients of our English newsletter (Global)
- 2,000 recipients of our Russian newsletter
- 21,000 subscribers to our in-house magazine „liNear aktuell" (DACH)
- Various technical seminars, data sheets, brochures and mailings as an advertising platform
- More than 10,000 followers on our social media channels in three languages (DE, EN, RU)

liNear Marketing Cooperation – Overview of services	Basic	Standard	Web	Premium	Enterprise
Exclusive data service	✓	✓	✓	✓	✓
Delivery with the liNear software	✓	✓	✓	✓	✓
Update in liNear Installation Center	✓	✓	✓	✓	✓
Premium partner page on linear.eu	✓	✓	✓	✓	✓
Flatrate data maintenance contingent	✓	✓	✓	✓	✓
Data hosting on webserver	✓	✓	✓	✓	✓
Unlimited downloads	✓	✓	✓	✓	✓
Advertising for the data set	✓	✓	✓	✓	✓
Contact service		✓	✓	✓	✓
Support contingent		✓	✓	✓	✓
CAD Portal on the manufacturer homepage			✓	✓	✓
Hosting service			✓	✓	✓
Program maintenance of the web application			✓	✓	✓
CAD Browser with your branding				✓	✓
Update service for the CAD Browser				✓	✓
5 brands of a group of companies included					✓
Languages included (choice: DE, EN, FR, IT, NL, RU, TR)	1	3	3	6	6

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liNear®

The BIM Engineering Software