THE ONLINE MARKETPLACE
FOR THE MACHINING INDUSTRY

COMPANY PORTRAIT

New online marketplace

Tool-Arena: Efficient procurement for the machining industry

Andreas Jäger (on the left) and Niklas Vogt, Managing Director of Tool-Arena GmbH. Source: NWZ

Compare highly complex products, assemble them virtually and order them centrally: The startup Tool-Arena GmbH combines high-quality brands from the machining industry in an online marketplace and replaces time-consuming ordering steps. Users receive the conditions they have agreed on directly with manufacturers and dealers.

Tools, clamping technology, measuring systems and much more: The online platform Tool-Arena is the manufacturer-independent marketplace for products from the machining sector. Here, users can quickly and accurately find the right offer among thousands of

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articles. This is made possible by AI-supported search and filter functions, an extensive 3D database and the highest data standards.

"The Tool-Arena enables manufacturers and dealers to sell online at their price and purchasing conditions - directly and without detours. We are a pure marketplace, not a resale platform," says Niklas Vogt, Managing Director of Tool-Arena GmbH. This also means: Any special conditions that users have individually agreed upon with their trusted and proven dealers and manufacturers apply without exception when purchasing via Tool-Arena. Discounts are automatically stored in the company account after free registration and selection of preferred manufacturers and dealers.

Digital consulting through smart software functions
Due to their high degree of complexity, products from the machining industry often cannot be represented in simple e-shops. Customers need comprehensive assistants to help them find the right product. Tool Arena meets this requirement with specially developed search and filter functions. "Our equipment wizard, for example, suggests products to the user that are guaranteed to work on his machine - sorted by application," explains Andreas Jäger, Technical Managing Director of Tool-Arena GmbH.

The fact that products in mechanical engineering are often used in series leads to complex assemblies whose components often come from different suppliers. Users can create these assemblies live and across manufacturers in the cloud via the Tool Arena and export them for CAD/CAM simulation. In the 3D configurator, users can see whether all components fit together before they buy.

The Tool-Arena digitizes the entire consulting process, which requires years of technical expertise. The topic of Electronic Data Interchange (EDI) also plays an important role: By connecting ERP systems to the platform, the software company manages to digitize downstream processes and thus make them efficient. A single EDI interface connects registered companies not only with one, but with all Tool Arena suppliers at once.

A central marketplace for numerous manufacturers
All product data in the Tool-Arena comes directly from the manufacturer. "This allows us to guarantee the best possible data quality and consistency," says Andreas Jäger. The product

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descriptions are largely standardized and comply with the internationally applicable DIN 4000 and ISO 13399 standards. Standardized data enables direct comparison of important product key figures and thus facilitates even complex tool decisions.

The demand for online commerce is growing not only in the B2C sector, but also in the B2B sector. Setting up a digital purchasing platform entails a high commitment in terms of budget and effort. "So, it makes sense to join forces and join forces instead of going it alone," says Niklas Vogt. Tool-Arena GmbH forms strategic partnerships with global players, hidden champions, SMEs, and industry experts.

The software start-up Tool-Arena GmbH, based in Uhingen near Stuttgart, is a wholly owned subsidiary of the EWS Group. The Tool-Arena online marketplace of the same name went live in September 2019 – three years after the company was founded. Tool-Arena's mission is to connect customers, dealers and manufacturers in the machining industry on one platform and to make the procurement process technology-driven and efficient.

Further information: www.tool-arena.com

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