

CREATE YOUR PART NUMBER

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

* Indicates required

SMD23E2 -

Holding Torque* [?]

Encoder [?]

 - M12

IP Rating [?]

 -

Gearbox [?]

Gearbox Configuration [?]

Gearbox Ratio [?]

Gearbox Type [?]

Optional ⓘ

COPY PART #

GET A QUOTE →

PART NUMBER GUIDE

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

BIG ZETA

PART BUILDER

AMCI *ADVANCED MICRO CONTROLS INC.*

A C A S E S T U D Y

“We also appreciated that Big Zeta’s team is based in the US and consisted of a number of people who specialized in building out the tools we were looking for—a big advantage over a single web developer or a cookiecutter plug-in.”

“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 plugins 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 demands a tool with a high level of customization. After a Google search, they found Big Zeta’s sample tool, which appeared to work as they’d envisioned it.

The screenshot displays the 'CREATE YOUR PART NUMBER' interface of the Big Zeta tool. At the top, a navigation bar includes links for DESCRIPTION, SPECS, VIDEO, TECHNICAL DRAWINGS, ACCESSORIES, ORDERING, and RESOURCES. The main heading is 'CREATE YOUR PART NUMBER', followed by a sub-instruction: 'Generate your SMD32E2 Networked Series part number by using this helpful ordering guide. Starting from left to right, use the following diagram and table to choose the desired options.' Below this, a diagram shows the part number structure: SMD32E2 - [Holding Torque] - [Encoder] - [IP Rating] - [Gearbox] - [Gearbox Configuration] - [Gearbox Ratio] - [Gearbox Type]. Each option is represented by a dropdown menu. The 'Holding Torque' dropdown is open, showing options: 130 = 130 in-lb, 240 = 240 in-lb, and 240 = 240 in-lb. The 'Encoder' dropdown is open, showing options: E = Incremental, A = Absolute, and Blank = no encoder. The 'IP Rating' dropdown is open, showing options: 5 = Shaft's IP, P = Shaft's IP, and Blank = no IP rating. The 'Gearbox' dropdown is open, showing options: G = Gearbox, and Blank = no gearbox. The 'Gearbox Configuration' dropdown is open, showing options: R = Right, and Blank = no gearbox. The 'Gearbox Ratio' dropdown is open, showing options: 1 = 1:1, 2 = 2:1, 3 = 3:1, 4 = 4:1, 5 = 5:1, 6 = 6:1, 7 = 7:1, 8 = 8:1, 9 = 9:1, 10 = 10:1, 11 = 11:1, 12 = 12:1, 13 = 13:1, 14 = 14:1, 15 = 15:1, 16 = 16:1, 17 = 17:1, 18 = 18:1, 19 = 19:1, 20 = 20:1, 21 = 21:1, 22 = 22:1, 23 = 23:1, 24 = 24:1, 25 = 25:1, 26 = 26:1, 27 = 27:1, 28 = 28:1, 29 = 29:1, 30 = 30:1, 31 = 31:1, 32 = 32:1, 33 = 33:1, 34 = 34:1, 35 = 35:1, 36 = 36:1, 37 = 37:1, 38 = 38:1, 39 = 39:1, 40 = 40:1, 41 = 41:1, 42 = 42:1, 43 = 43:1, 44 = 44:1, 45 = 45:1, 46 = 46:1, 47 = 47:1, 48 = 48:1, 49 = 49:1, 50 = 50:1, 51 = 51:1, 52 = 52:1, 53 = 53:1, 54 = 54:1, 55 = 55:1, 56 = 56:1, 57 = 57:1, 58 = 58:1, 59 = 59:1, 60 = 60:1, 61 = 61:1, 62 = 62:1, 63 = 63:1, 64 = 64:1, 65 = 65:1, 66 = 66:1, 67 = 67:1, 68 = 68:1, 69 = 69:1, 70 = 70:1, 71 = 71:1, 72 = 72:1, 73 = 73:1, 74 = 74:1, 75 = 75:1, 76 = 76:1, 77 = 77:1, 78 = 78:1, 79 = 79:1, 80 = 80:1, 81 = 81:1, 82 = 82:1, 83 = 83:1, 84 = 84:1, 85 = 85:1, 86 = 86:1, 87 = 87:1, 88 = 88:1, 89 = 89:1, 90 = 90:1, 91 = 91:1, 92 = 92:1, 93 = 93:1, 94 = 94:1, 95 = 95:1, 96 = 96:1, 97 = 97:1, 98 = 98:1, 99 = 99:1, 100 = 100:1, 101 = 101:1, 102 = 102:1, 103 = 103:1, 104 = 104:1, 105 = 105:1, 106 = 106:1, 107 = 107:1, 108 = 108:1, 109 = 109:1, 110 = 110:1, 111 = 111:1, 112 = 112:1, 113 = 113:1, 114 = 114:1, 115 = 115:1, 116 = 116:1, 117 = 117:1, 118 = 118:1, 119 = 119:1, 120 = 120:1, 121 = 121:1, 122 = 122:1, 123 = 123:1, 124 = 124:1, 125 = 125:1, 126 = 126:1, 127 = 127:1, 128 = 128:1, 129 = 129:1, 130 = 130:1, 131 = 131:1, 132 = 132:1, 133 = 133:1, 134 = 134:1, 135 = 135:1, 136 = 136:1, 137 = 137:1, 138 = 138:1, 139 = 139:1, 140 = 140:1, 141 = 141:1, 142 = 142:1, 143 = 143:1, 144 = 144:1, 145 = 145:1, 146 = 146:1, 147 = 147:1, 148 = 148:1, 149 = 149:1, 150 = 150:1, 151 = 151:1, 152 = 152:1, 153 = 153:1, 154 = 154:1, 155 = 155:1, 156 = 156:1, 157 = 157:1, 158 = 158:1, 159 = 159:1, 160 = 160:1, 161 = 161:1, 162 = 162:1, 163 = 163:1, 164 = 164:1, 165 = 165:1, 166 = 166:1, 167 = 167:1, 168 = 168:1, 169 = 169:1, 170 = 170:1, 171 = 171:1, 172 = 172:1, 173 = 173:1, 174 = 174:1, 175 = 175:1, 176 = 176:1, 177 = 177:1, 178 = 178:1, 179 = 179:1, 180 = 180:1, 181 = 181:1, 182 = 182:1, 183 = 183:1, 184 = 184:1, 185 = 185:1, 186 = 186:1, 187 = 187:1, 188 = 188:1, 189 = 189:1, 190 = 190:1, 191 = 191:1, 192 = 192:1, 193 = 193:1, 194 = 194:1, 195 = 195:1, 196 = 196:1, 197 = 197:1, 198 = 198:1, 199 = 199:1, 200 = 200:1, 201 = 201:1, 202 = 202:1, 203 = 203:1, 204 = 204:1, 205 = 205:1, 206 = 206:1, 207 = 207:1, 208 = 208:1, 209 = 209:1, 210 = 210:1, 211 = 211:1, 212 = 212:1, 213 = 213:1, 214 = 214:1, 215 = 215:1, 216 = 216:1, 217 = 217:1, 218 = 218:1, 219 = 219:1, 220 = 220:1, 221 = 221:1, 222 = 222:1, 223 = 223:1, 224 = 224:1, 225 = 225:1, 226 = 226:1, 227 = 227:1, 228 = 228:1, 229 = 229:1, 230 = 230:1, 231 = 231:1, 232 = 232:1, 233 = 233:1, 234 = 234:1, 235 = 235:1, 236 = 236:1, 237 = 237:1, 238 = 238:1, 239 = 239:1, 240 = 240:1, 241 = 241:1, 242 = 242:1, 243 = 243:1, 244 = 244:1, 245 = 245:1, 246 = 246:1, 247 = 247:1, 248 = 248:1, 249 = 249:1, 250 = 250:1, 251 = 251:1, 252 = 252:1, 253 = 253:1, 254 = 254:1, 255 = 255:1, 256 = 256:1, 257 = 257:1, 258 = 258:1, 259 = 259:1, 260 = 260:1, 261 = 261:1, 262 = 262:1, 263 = 263:1, 264 = 264:1, 265 = 265:1, 266 = 266:1, 267 = 267:1, 268 = 268:1, 269 = 269:1, 270 = 270:1, 271 = 271:1, 272 = 272:1, 273 = 273:1, 274 = 274:1, 275 = 275:1, 276 = 276:1, 277 = 277:1, 278 = 278:1, 279 = 279:1, 280 = 280:1, 281 = 281:1, 282 = 282:1, 283 = 283:1, 284 = 284:1, 285 = 285:1, 286 = 286:1, 287 = 287:1, 288 = 288:1, 289 = 289:1, 290 = 290:1, 291 = 291:1, 292 = 292:1, 293 = 293:1, 294 = 294:1, 295 = 295:1, 296 = 296:1, 297 = 297:1, 298 = 298:1, 299 = 299:1, 300 = 300:1, 301 = 301:1, 302 = 302:1, 303 = 303:1, 304 = 304:1, 305 = 305:1, 306 = 306:1, 307 = 307:1, 308 = 308:1, 309 = 309:1, 310 = 310:1, 311 = 311:1, 312 = 312:1, 313 = 313:1, 314 = 314:1, 315 = 315:1, 316 = 316:1, 317 = 317:1, 318 = 318:1, 319 = 319:1, 320 = 320:1, 321 = 321:1, 322 = 322:1, 323 = 323:1, 324 = 324:1, 325 = 325:1, 326 = 326:1, 327 = 327:1, 328 = 328:1, 329 = 329:1, 330 = 330:1, 331 = 331:1, 332 = 332:1, 333 = 333:1, 334 = 334:1, 335 = 335:1, 336 = 336:1, 337 = 337:1, 338 = 338:1, 339 = 339:1, 340 = 340:1, 341 = 341:1, 342 = 342:1, 343 = 343:1, 344 = 344:1, 345 = 345:1, 346 = 346:1, 347 = 347:1, 348 = 348:1, 349 = 349:1, 350 = 350:1, 351 = 351:1, 352 = 352:1, 353 = 353:1, 354 = 354:1, 355 = 355:1, 356 = 356:1, 357 = 357:1, 358 = 358:1, 359 = 359:1, 360 = 360:1, 361 = 361:1, 362 = 362:1, 363 = 363:1, 364 = 364:1, 365 = 365:1, 366 = 366:1, 367 = 367:1, 368 = 368:1, 369 = 369:1, 370 = 370:1, 371 = 371:1, 372 = 372:1, 373 = 373:1, 374 = 374:1, 375 = 375:1, 376 = 376:1, 377 = 377:1, 378 = 378:1, 379 = 379:1, 380 = 380:1, 381 = 381:1, 382 = 382:1, 383 = 383:1, 384 = 384:1, 385 = 385:1, 386 = 386:1, 387 = 387:1, 388 = 388:1, 389 = 389:1, 390 = 390:1, 391 = 391:1, 392 = 392:1, 393 = 393:1, 394 = 394:1, 395 = 395:1, 396 = 396:1, 397 = 397:1, 398 = 398:1, 399 = 399:1, 400 = 400:1, 401 = 401:1, 402 = 402:1, 403 = 403:1, 404 = 404:1, 405 = 405:1, 406 = 406:1, 407 = 407:1, 408 = 408:1, 409 = 409:1, 410 = 410:1, 411 = 411:1, 412 = 412:1, 413 = 413:1, 414 = 414:1, 415 = 415:1, 416 = 416:1, 417 = 417:1, 418 = 418:1, 419 = 419:1, 420 = 420:1, 421 = 421:1, 422 = 422:1, 423 = 423:1, 424 = 424:1, 425 = 425:1, 426 = 426:1, 427 = 427:1, 428 = 428:1, 429 = 429:1, 430 = 430:1, 431 = 431:1, 432 = 432:1, 433 = 433:1, 434 = 434:1, 435 = 435:1, 436 = 436:1, 437 = 437:1, 438 = 438:1, 439 = 439:1, 440 = 440:1, 441 = 441:1, 442 = 442:1, 443 = 443:1, 444 = 444:1, 445 = 445:1, 446 = 446:1, 447 = 447:1, 448 = 448:1, 449 = 449:1, 450 = 450:1, 451 = 451:1, 452 = 452:1, 453 = 453:1, 454 = 454:1, 455 = 455:1, 456 = 456:1, 457 = 457:1, 458 = 458:1, 459 = 459:1, 460 = 460:1, 461 = 461:1, 462 = 462:1, 463 = 463:1, 464 = 464:1, 465 = 465:1, 466 = 466:1, 467 = 467:1, 468 = 468:1, 469 = 469:1, 470 = 470:1, 471 = 471:1, 472 = 472:1, 473 = 473:1, 474 = 474:1, 475 = 475:1, 476 = 476:1, 477 = 477:1, 478 = 478:1, 479 = 479:1, 480 = 480:1, 481 = 481:1, 482 = 482:1, 483 = 483:1, 484 = 484:1, 485 = 485:1, 486 = 486:1, 487 = 487:1, 488 = 488:1, 489 = 489:1, 490 = 490:1, 491 = 491:1, 492 = 492:1, 493 = 493:1, 494 = 494:1, 495 = 495:1, 496 = 496:1, 497 = 497:1, 498 = 498:1, 499 = 499:1, 500 = 500:1, 501 = 501:1, 502 = 502:1, 503 = 503:1, 504 = 504:1, 505 = 505:1, 506 = 506:1, 507 = 507:1, 508 = 508:1, 509 = 509:1, 510 = 510:1, 511 = 511:1, 512 = 512:1, 513 = 513:1, 514 = 514:1, 515 = 515:1, 516 = 516:1, 517 = 517:1, 518 = 518:1, 519 = 519:1, 520 = 520:1, 521 = 521:1, 522 = 522:1, 523 = 523:1, 524 = 524:1, 525 = 525:1, 526 = 526:1, 527 = 527:1, 528 = 528:1, 529 = 529:1, 530 = 530:1, 531 = 531:1, 532 = 532:1, 533 = 533:1, 534 = 534:1, 535 = 535:1, 536 = 536:1, 537 = 537:1, 538 = 538:1, 539 = 539:1, 540 = 540:1, 541 = 541:1, 542 = 542:1, 543 = 543:1, 544 = 544:1, 545 = 545:1, 546 = 546:1, 547 = 547:1, 548 = 548:1, 549 = 549:1, 550 = 550:1, 551 = 551:1, 552 = 552:1, 553 = 553:1, 554 = 554:1, 555 = 555:1, 556 = 556:1, 557 = 557:1, 558 = 558:1, 559 = 559:1, 560 = 560:1, 561 = 561:1, 562 = 562:1, 563 = 563:1, 564 = 564:1, 565 = 565:1, 566 = 566:1, 567 = 567:1, 568 = 568:1, 569 = 569:1, 570 = 570:1, 571 = 571:1, 572 = 572:1, 573 = 573:1, 574 = 574:1, 575 = 575:1, 576 = 576:1, 577 = 577:1, 578 = 578:1, 579 = 579:1, 580 = 580:1, 581 = 581:1, 582 = 582:1, 583 = 583:1, 584 = 584:1, 585 = 585:1, 586 = 586:1, 587 = 587:1, 588 = 588:1, 589 = 589:1, 590 = 590:1, 591 = 591:1, 592 = 592:1, 593 = 593:1, 594 = 594:1, 595 = 595:1, 596 = 596:1, 597 = 597:1, 598 = 598:1, 599 = 599:1, 600 = 600:1, 601 = 601:1, 602 = 602:1, 603 = 603:1, 604 = 604:1, 605 = 605:1, 606 = 606:1, 607 = 607:1, 608 = 608:1, 609 = 609:1, 610 = 610:1, 611 = 611:1, 612 = 612:1, 613 = 613:1, 614 = 614:1, 615 = 615:1, 616 = 616:1, 617 = 617:1, 618 = 618:1, 619 = 619:1, 620 = 620:1, 621 = 621:1, 622 = 622:1, 623 = 623:1, 624 = 624:1, 625 = 625:1, 626 = 626:1, 627 = 627:1, 628 = 628:1, 629 = 629:1, 630 = 630:1, 631 = 631:1, 632 = 632:1, 633 = 633:1, 634 = 634:1, 635 = 635:1, 636 = 636:1, 637 = 637:1, 638 = 638:1, 639 = 639:1, 640 = 640:1, 641 = 641:1, 642 = 642:1, 643 = 643:1, 644 = 644:1, 645 = 645:1, 646 = 646:1, 647 = 647:1, 648 = 648:1, 649 = 649:1, 650 = 650:1, 651 = 651:1, 652 = 652:1, 653 = 653:1, 654 = 654:1, 655 = 655:1, 656 = 656:1, 657 = 657:1, 658 = 658:1, 659 = 659:1, 660 = 660:1, 661 = 661:1, 662 = 662:1, 663 = 663:1, 664 = 664:1, 665 = 665:1, 666 = 666:1, 667 = 667:1, 668 = 668:1, 669 = 669:1, 670 = 670:1, 671 = 671:1, 672 = 672:1, 673 = 673:1, 674 = 674:1, 675 = 675:1, 676 = 676:1, 677 = 677:1, 678 = 678:1, 679 = 679:1, 680 = 680:1, 681 = 681:1, 682 = 682:1, 683 = 683:1, 684 = 684:1, 685 = 685:1, 686 = 686:1, 687 = 687:1, 688 = 688:1, 689 = 689:1, 690 = 690:1, 691 = 691:1, 692 = 692:1, 693 = 693:1, 694 = 694:1, 695 = 695:1, 696 = 696:1, 697 = 697:1, 698 = 698:1, 699 = 699:1, 700 = 700:1, 701 = 701:1, 702 = 702:1, 703 = 703:1, 704 = 704:1, 705 = 705:1, 706 = 706:1, 707 = 707:1, 708 = 708:1, 709 = 709:1, 710 = 710:1, 711 = 711:1, 712 = 712:1, 713 = 713:1, 714 = 714:1, 715 = 715:1, 716 = 716:1, 717 = 717:1, 718 = 718:1, 719 = 719:1, 720 = 720:1, 721 = 721:1, 722 = 722:1, 723 = 723:1, 724 = 724:1, 725 = 725:1, 726 = 726:1, 727 = 727:1, 728 = 728:1, 729 = 729:1, 730 = 730:1, 731 = 731:1, 732 = 732:1, 733 = 733:1, 734 = 734:1, 735 = 735:1, 736 = 736:1, 737 = 737:1, 738 = 738:1, 739 = 739:1, 740 = 740:1, 741 = 741:1, 742 = 742:1, 743 = 743:1, 744 = 744:1, 745 = 745:1, 746 = 746:1, 747 = 747:1, 748 = 748:1, 749 = 749:1, 750 = 750:1, 751 = 751:1, 752 = 752:1, 753 = 753:1, 754 = 754:1, 755 = 755:1, 756 = 756:1, 757 = 757:1, 758 = 758:1, 759 = 759:1, 760 = 760:1, 761 = 761:1, 762 = 762:1, 763 = 763:1, 764 = 764:1, 765 = 765:1, 766 = 766:1, 767 = 767:1, 768 = 768:1, 769 = 769:1, 770 = 770:1, 771 = 771:1, 772 = 772:1, 773 = 773:1, 774 = 774:1, 775 = 775:1, 776 = 776:1, 777 = 777:1, 778 = 778:1, 779 = 779:1, 780 = 780:1, 781 = 781:1, 782 = 782:1, 783 = 783:1, 784 = 784:1, 785 = 785:1, 786 = 786:1, 787 = 787:1, 788 = 788:1, 789 = 789:1, 790 = 790:1, 791 = 791:1, 792 = 792:1, 793 = 793:1, 794 = 794:1, 795 = 795:1, 796 = 796:1, 797 = 797:1, 798 = 798:1, 799 = 799:1, 800 = 800:1, 801 = 801:1, 802 = 802:1, 803 = 803:1, 804 = 804:1, 805 = 805:1, 806 = 806:1, 807 = 807:1, 808 = 808:1, 809 = 809:1, 810 = 810:1, 811 = 811:1, 812 = 812:1, 813 = 813:1, 814 = 814:1, 815 = 815:1, 816 = 816:1, 817 = 817:1, 818 = 818:1, 819 = 819:1, 820 = 820:1, 821 = 821:1, 822 = 822:1, 823 = 823:1, 824 = 824:1, 825 = 825:1, 826 = 826:1, 827 = 827:1, 828 = 828:1, 829 = 829:1, 830 = 830:1, 831 = 831:1, 832 = 832:1, 833 = 833:1, 834 = 834:1, 835 = 835:1, 836 = 836:1, 837 = 837:1, 838 = 838:1, 839 = 839:1, 840 = 840:1, 841 = 841:1, 842 = 842:1, 843 = 843:1, 844 = 844:1, 845 = 845:1, 846 = 846:1, 847 = 847:1, 848 = 848:1, 849 = 849:1, 850 = 850:1, 851 = 851:1, 852 = 852:1, 853 = 853:1, 854 = 854:1, 855 = 855:1, 856 = 856:1, 857 = 857:1, 858 = 858:1, 859 = 859:1, 860 = 860:1, 861 = 861:1, 862 = 862:1, 863 = 863:1, 864 = 864:1, 865 = 865:1, 866 = 866:1, 867 = 867:1, 868 = 868:1, 869 = 869:1, 870 = 870:1, 871 = 871:1, 872 = 872:1, 873 = 873:1, 874 = 874:1, 875 = 875:1, 876 = 876:1, 877 = 877:1, 878 = 878:1, 879 = 879:1, 880 = 880:1, 881 = 881:1, 882 = 882:1, 883 = 883:1, 884 = 884:1, 885 = 885:1, 886 = 886:1, 887 = 887:1, 888 = 888:1, 889 = 889:1, 890 = 890:1, 891 = 891:1, 892 = 892:1, 893 = 893:1, 894 = 894:1, 895 = 895:1, 896 = 896:1, 897 = 897:1, 898 = 898:1, 899 = 899:1, 900 = 900:1, 901 = 901:1, 902 = 902:1, 903 = 903:1, 904 = 904:1, 905 = 905:1, 906 = 906:1, 907 = 907:1, 908 = 908:1, 909 = 909:1, 910 = 910:1, 911 = 911:1, 912 = 912:1, 913 = 913:1, 914 = 914:1, 915 = 915:1, 916 = 916:1, 917 = 917:1, 918 = 918:1, 919 = 919:1, 920 = 920:1, 921 = 921:1, 922 = 922:1, 923 = 923:1, 924 = 924:1, 925 = 925:1, 926 = 926:1, 927 = 927:1, 928 = 928:1, 929 = 929:1, 930 = 930:1, 931 = 931:1, 932 = 932:1, 933 = 933:1, 934 = 934:1, 935 = 935:1, 936 = 936:1, 937 = 937:1, 938 = 938:1, 939 = 939:1, 940 = 940:1, 941 = 941:1, 942 = 942:1, 943 = 943:1, 944 = 944:1, 945 = 945:1, 946 = 946:1, 947 = 947:1, 948 = 948:1, 949 = 949:1, 950 = 950:1, 951 = 951:1, 952 = 952:1, 953 = 953:1, 954 = 954:1, 955 = 955:1, 956 = 956:1, 957 = 957:1, 958 = 958:1, 959 = 959:1, 960 = 960:1, 961 = 961:1, 962 = 962:1, 963 = 963:1, 964 = 964:1, 965 = 965:1, 966 = 966:1, 967 = 967:1, 968 = 968:1, 969 = 969:1, 970 = 970:1, 971 = 971:1, 972 = 972:1, 973 = 973:1, 974 = 974:1, 975 = 975:1, 976 = 97

Tony Grgas, Big Zeta'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."

Big Zeta's 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 Big Zeta team provided. Novak notes that, even though the tool has been live for months, they still feel supported by Big Zeta, 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.

"We also appreciated that Big Zeta's team is based in the US and consisted of a number of people who specialized in building out the tools we were looking for—a big advantage over a single web developer or a cookiecutter plug-in," says Novak.

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. "Big Zeta has done a great job with the builder—I only wish we'd found them sooner."

"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."



Big Zeta is a provider of custom and standard SaaS products designed by engineers, for engineers. With over 100 combined years of B2B experience, our team helps make your digital goals a reality through strategy, execution, and transformation. With products for optimized keyword and parametric search grown from empirical data and constant-feedback cycles, we provide holistic, customer-facing platforms that drive acquisition, engagement, and conversion.

Visit bigzeta.com to learn how we can help you meet the needs of your customers today!

BIG ZETA

