



**Press Contact:**

**Tanja Stilkerich, Product Marketing Specialist**

ODU GmbH & Co. KG

Pregelstraße 11 · 84453 Mühldorf a. Inn

Phone: +49 8631 6156-1695

E-mail: tanja.stilkerich@odu.de

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## PRESS RELEASE

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### **The increasing importance of online product searches in a networked world - ODU Product Finder as an innovative solution**

In recent years, the digital transformation has not only affected and changed the B2C market, but also the B2B sector. One of the most notable changes is the increasing importance of online product search engines. Companies are increasingly looking for efficient and time-saving methods to find business partners and suppliers and to evaluate products and services. In this context, online product search is rapidly gaining relevance in the B2B sector, as it not only speeds up searches but also facilitates access to global markets.

As a leading international manufacturer of connectors, ODU recognizes the need to support traditional product search methods while also continuously investing in the further development of the ODU Product Finder, ODU's online search engine.

Interview with Dominic Krieg, Digital Product Management Expert at ODU

#### **1. What needs does the ODU Product Finder fulfil for your users?**

Our Online Product Finder enables users to find the right product in just a few clicks. The processing of the wide range of variants using filter criteria makes the search considerably easier compared to conventional catalogues. Our users can not only call up concise product information, but also configure product variants themselves. The integration of 3D data for download rounds off the offering. The result is a comprehensive, efficient and user-friendly product search process.

#### **2. How has the use of online product portals developed over time, and what trends or changes have you observed?**



The use of online product portals has increased significantly over time. Digital search options have been further developed so that they not only enable efficient product searches, but also increasingly focus on personalized user experiences and comprehensive data accessibility. The ongoing trend shows an increased integration of design data, a broader product range and an increased focus on user-friendly, intuitive search functions to meet the growing demands of users.

### **3. What future developments are you planning for your ODU Product Finder in order to further enhance the users' experience?**

We are planning to continuously expand the availability of product information, extend the cable assembly portfolio and constantly develop the guided search to improve intuitive use. Despite different entry options, the user should be able to find the right product immediately. In this way, we want to maximise user-friendliness and guarantee outstanding product and service quality.

### **4. What type of users particularly benefit from your ODU Product Finder?**

Our ODU Product Finder is aimed at purchasers, design engineers and product managers, among others. The variety of functions offered, such as 3D data for designers and data sheets for purchasers and product managers, enables needs-orientated use. We see the access without login and the user's freedom to decide which contact information to disclose as additional advantages.

### **5. How do you integrate user feedback into the further development of your ODU Product Finder, and what role does customer feedback play in improving your digital offering?**

Our Product Finder is a dynamic tool that continuously takes into account both internal and external feedback. Customer feedback plays a central role in identifying areas for improvement. We actively encourage users to try out the tool and share their feedback with us. We would be delighted if you could try our Product Finder for yourself at

<https://odu-connectors.com/find-your-product/>

You can find a detailed explanation at <https://vimeo.com/867818453>



**ODU Group: global representation with perfect connections**

The ODU Group is one of the world's leading suppliers of connector systems, employing 2,600 people around the world. In addition to its company headquarters in Muehldorf a. Inn (Germany), ODU also has an international distribution network and production sites in Sibiu/Romania, Shanghai/China, and Tijuana/Mexico. ODU combines all relevant areas of expertise and key technologies including design and development, machine tooling and special machine construction, injection, stamping, turning, surface technology, assembly and cable assembly. The ODU Group sells its products globally through its sales offices in China, Denmark, France, Germany, Hong Kong, Italy, Japan, Korea, Austria, Sweden, UK and the US, as well as through numerous international sales partners. ODU connectors ensure a reliable transmission of power, signals, data and media for a variety of demanding applications including medical technology, military and security, automotive, industrial electronics, and test and measurement.