

The background image shows a row of industrial machinery, likely Leybold vacuum pumps, in a factory or laboratory setting. The machines are white with blue accents and are mounted on a black metal frame. Large black pipes and structural beams are visible in the background.

LEYCALC Online Vacuum Calculation Tool

January 2020

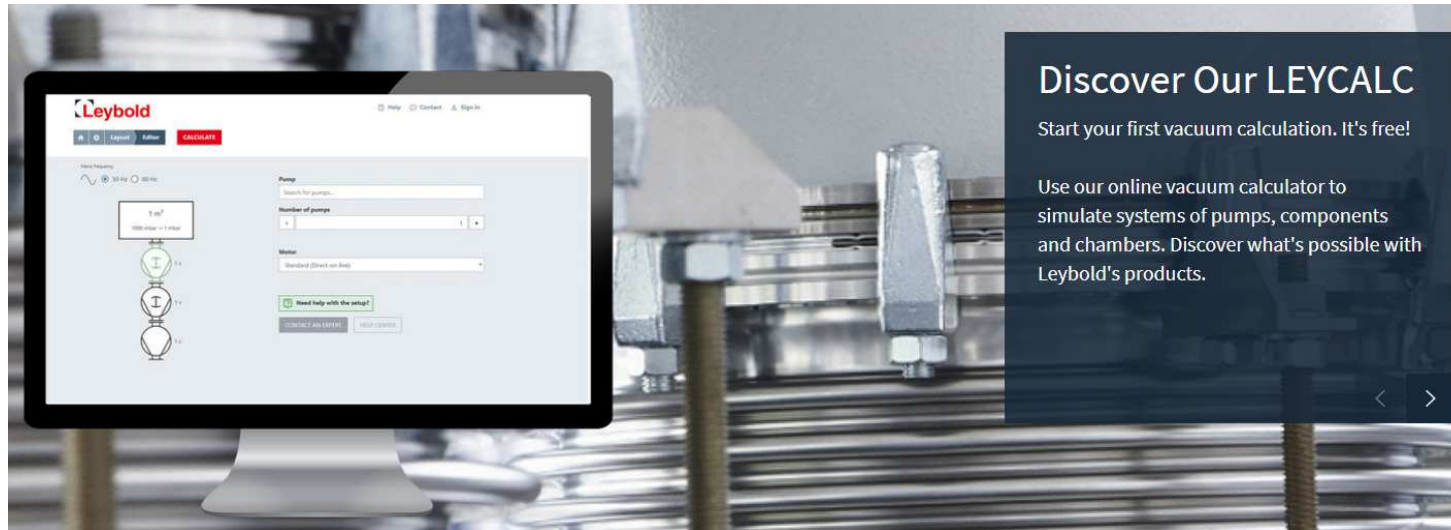
1 Introduction into LEYCALC

2 Goals and Benefits

3 Strategy and Outlook

4 Promotion and Communication

Introduction into LEYCALC



- LEYCALC is the new name of our “Public Pascal” calculation tool
- Based on our Pascal software with limited complexity for public use
- Vacuum calculations are free for everyone
- Two use cases: Unregistered users receive only pump down value, registered users receive pump down curves

Introduction into LEYCALC



Get started

LEYCALC can be reached via our website, eShop or the direct URL:

The image shows a sequence of three screenshots illustrating how to access the LEYCALC tool. The first screenshot is the main Leybold website with a navigation menu including 'Leybold', 'Products', 'Applications', 'Services', 'Downloads', 'Media', and 'Contacts'. A dark blue box highlights a product advertisement for 'High purity for best performance' with a 'Calculation Tools' button. A large dark blue arrow points from this button to the second screenshot. The second screenshot is the 'Leybold ONLINE SHOP GLOBAL' page, with a navigation menu including 'Home', 'Products', 'Spare parts', 'Refurbished Products', 'Services', and 'Calculation Tools'. A large dark blue arrow points from the 'Calculation Tools' link to the third screenshot. The third screenshot is a browser window showing the URL 'https://calc.leybold.com/en/' and a red 'NEW CALCULATION' button. A large dark blue arrow points from the browser address bar to the final URL.

Introduction into LEYCALC



Target Customers

- LEYCALC is a vacuum calculator for customers, who already have a vacuum pump or have an idea of what vacuum pump might suit their needs
- Customers need some basic knowledge of vacuum – they don't need to be experts
- The tool is open to any user which allows access also for our competitors or competitor's customers

Pump Finder

- Customers with some vacuum know how or beginners
- Purchasing oriented users who are interested in the suitable pump for specific requirements
- Process requirements are given by the customer (e. g. target pressure)
- Do not have a / the needed vacuum pump yet

LEYCALC

- Customers with some vacuum know how
- Technical oriented users who work with the vacuum system
- Understand interdependencies in a vacuum system and want to calculate these or play with parameters
- Have a rough idea of vacuum pump types

Introduction into LEYCALC

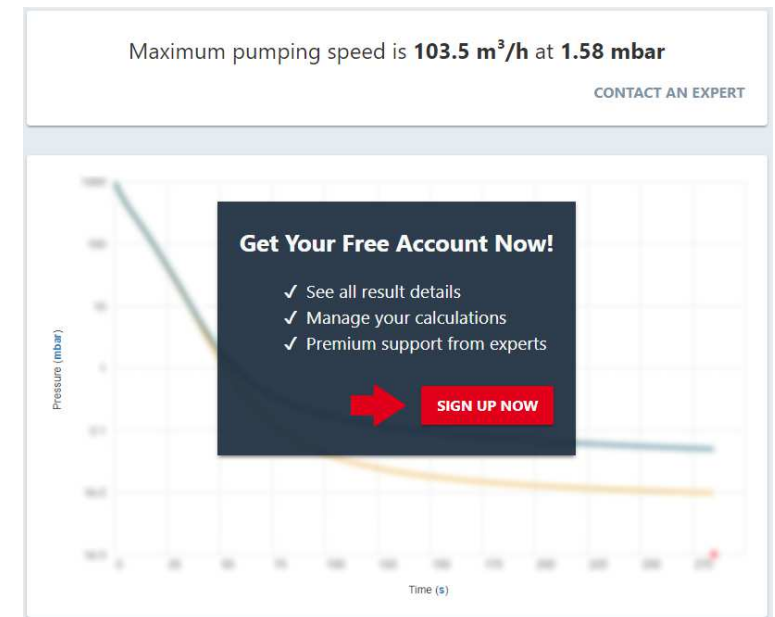


Target Customers

- The LEYCALC calculator can be used with or without registration
- Customers already registered in our eShop can use the same registration!
- Registered users get the full result data

Note: Our goal is to maximize user traffic on LEYCALC. A mandatory registration or restricted access would lead to reduced usage of the tool, that's why the tool is open for unregistered users.

LEYCALC	Open Access	Registered User
Calculate Pumping Speed	✓	✓
Get Pumping Speed Curve	✗	✓
Download all data	✗	✓



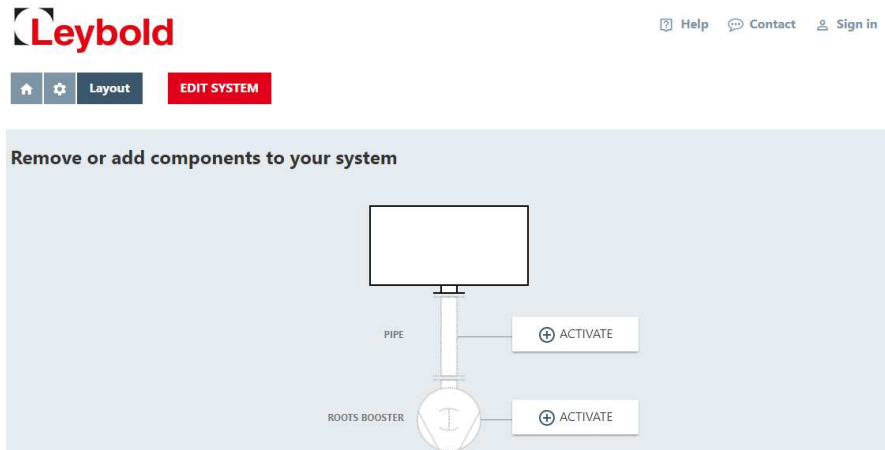
Introduction into LEYCALC



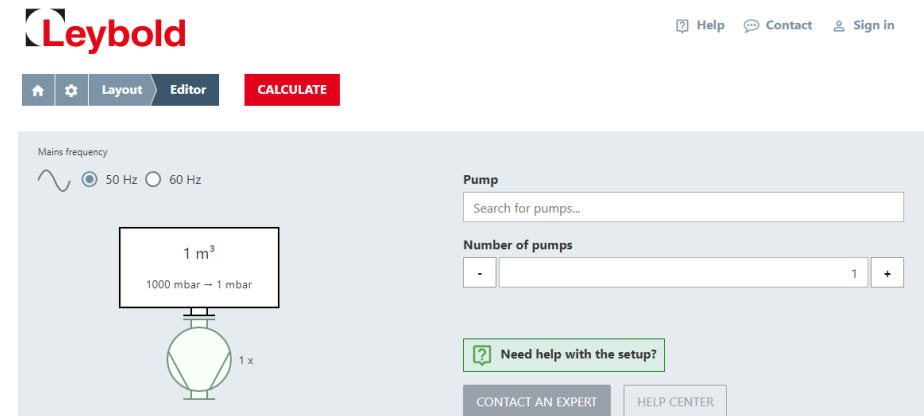
Functions and Products

- LEYCALC offers an easy and convenient user interface
- Customers can design the vacuum system in the tool, select and add pumps and calculate the system performance
- The tool offers a “Layout” and an “Edit” view, customers can jump back and forth between these views:
 - Layout: To **design the system**, add pipes and pumps
 - Edit: To **define the system components**, change chamber volume, pipe diameters and select the pump types

Layout view



Edit view

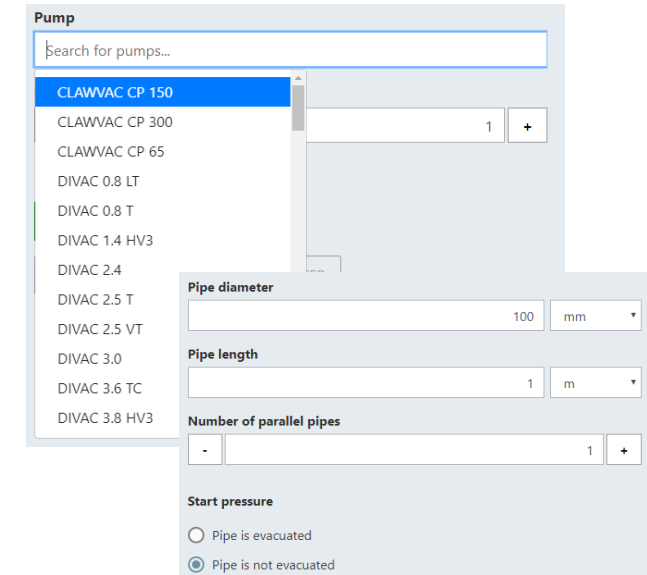
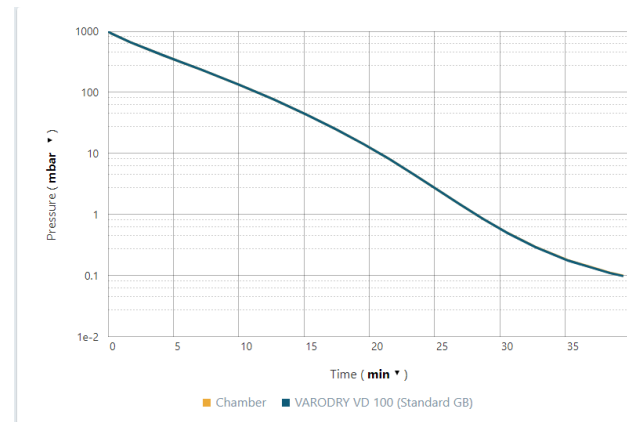
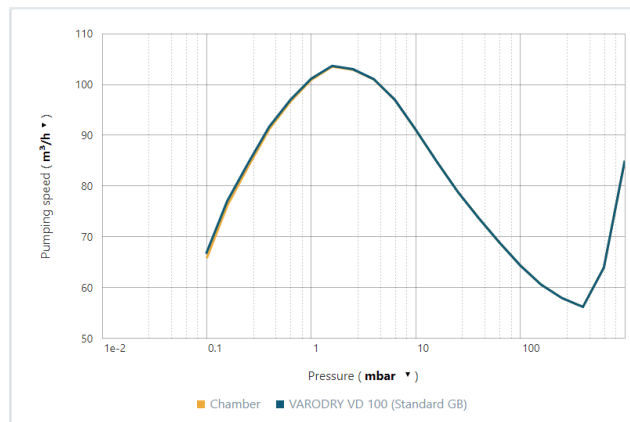
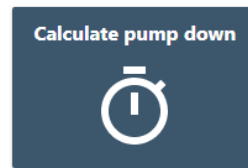
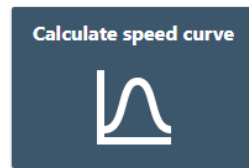


Introduction into LEYCALC



Functions and Products

- LEYCALC includes our fore vacuum products and covers the fore vacuum range down to 1×10^{-3} mbar (...check chapter 3 for future extensions!)
- In Edit view, pumps are selected and the chamber and piping in terms of diameter, length and parallel pipes are specified
- Click on “Calculate” to receive the result in form of a speed curve or pump down curve:



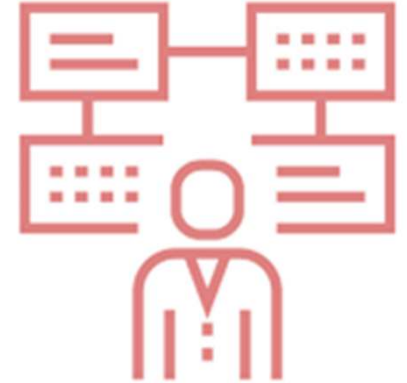
Introduction into LEYCALC



Use Cases

Our LEYCALC vacuum calculation tool is the perfect solution for different use cases:

- **Set up a new vacuum system:** The customer has some vacuum equipment and wants to calculate the performance with different pipes and pumps.
- **Calculate system changes:** The customer wants to understand the influence of small system changes like bigger chamber volume, smaller pipe diameter or a different pump.
- **Pump comparison:** The customer wants to know the performance of different pumps for his specifically designed vacuum system.
- **Theoretical system check:** The customer has a vacuum system and is not happy with the performance so he builds up the system in LEYCALC and calculates the “theoretical” performance to ensure that the system is properly set up.
- ...and many more!



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Goals and Benefits



Customer Benefits

For our customers and future-customers, the tool offers exceptional *independence, convenience and professionalism* for their vacuum requirements.

Customer will...

- ...be on the safe side: Calculate the performance of your vacuum system and ensure the efficiency of your setup. LEYCALC is based on our internal professional calculation tool that is used by our vacuum experts – there's nothing more accurate and professional.
- ...save time: Get your vacuum calculation anytime you want, within seconds and without starting the contact to the professional support teams.
- ...save money: Profit from a professional vacuum calculation tool free-of-charge and get professional support when needed – also free-of-charge.
- ...stay flexible: Do changes to your vacuum system, exchange pumps, add pumps, change the volume of your chamber – anytime you want, from everywhere you want and with immediate results.



The tool is unique in the market – there is no other professional and free-of-charge vacuum calculation tool!



Goals and Benefits



Our Goal

The overall goal is an ambitious one:

LEYCALC as the one and only tool for vacuum calculations:
Whenever a customer needs a vacuum calculation, LEYCALC will be the only choice. Reach 100% market share and make customers find their way to our Leybold tool and our vacuum product range.

- We are first in market and must turn this advantage into a USP
- Short-term, our goal is to create new customer leads via this tool
- Mid-term, our goal is to increase our market footprint and reach more customers with this tool
- Long-term, our goal is to have a 100% market share and make LEYCALC a renowned brand which will be the starting point for new customer relationships

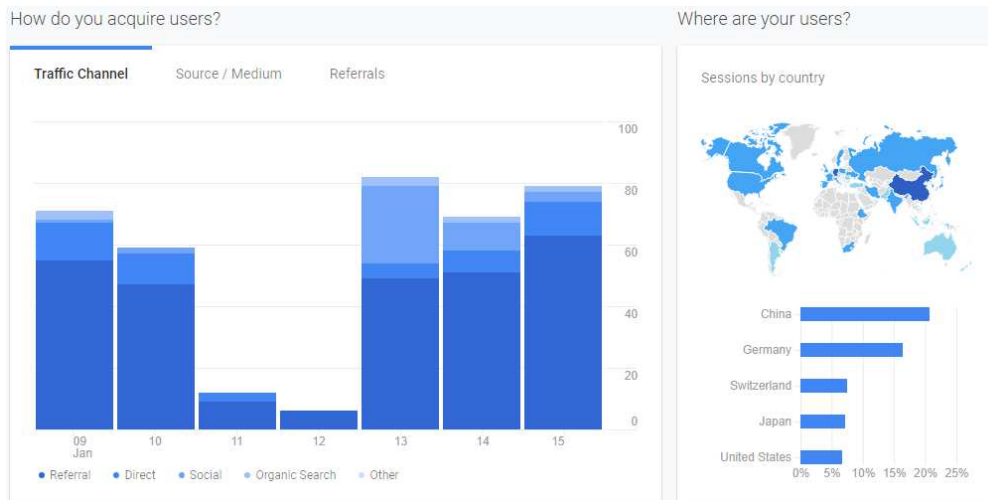
Goals and Benefits



Our Benefits

Data

- Every site visit generates data, every user visiting LEYCALC will generate important information
- All website data is analyzed in Google Analytics and gives us important knowledge on our customer behavior
- We are able to track traffic in the tool, where users come from, how often they use the tool, what they do, how much time they spend in the tool and much more



Goals and Benefits

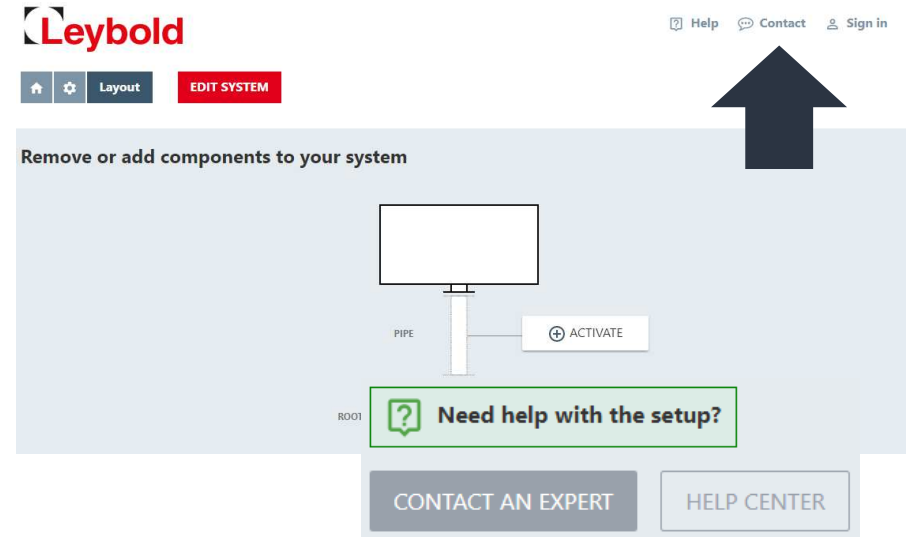
Our Benefits

Customer contacts

- Every page offers an easy and quick contact option
- The contact button opens an email that will be sent to our application expert team
- Customers can easily get in touch with us – which they will do whenever they have questions on their calculation
- We learn about our customer's needs and requirements and can use this for our business

Leads

- Finally, LEYCALC is an easy way to generate valuable leads
- Every customer contact is a business opportunity for us
- We can see regional customer behavior and identify local leads
- LEYCALC is the starting point for new sales opportunities!



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Strategy and Outlook



LEYCALC is an agile tool that will be improved continuously:

- **Product range:** Extension to include the full high vacuum product range and instrumentation (valves, more pipes etc.)
- **Contact:** More contact options will be made available (service phone, chat, etc.)
- **Data export:** Results can be downloaded in .csv format
- **Complexity:** More systems complexity will be possible, e.g. parallel pumps, branching etc.
- **Feedback button:** Allows customers to give their feedback, improvement ideas or wishes in a quick and easy way
- **Chamber options:** More desorption rates to be selected, e.g. for stainless steel etc.
- **User interface:** The user interface will be improved continuously. Whenever you have ideas or input, please let us know (sina.forster@leybold.com)
- **Warnings:** Warning messages when pump combination or system configuration does not make sense, e.g. combining a VD100 with a WH4400.

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Promotion and Communication



- LEYCALC needs to become a well-known tool in order to reach our goals
- Different promotion material will be made available for our CCs
- We count on the full support of our CCs to promote LEYCALC in their region!

➤ **Social Media:** We already promote the tool on Facebook, LinkedIn and Instagram



➤ **Press Release:** A press release will be sent out on Monday, 20th January

➤ **Give away:** The IV division will sponsor nice give aways (mints and postcards) that will be sent in the regions. Distribute them to your customers on shows, events and customer visits

➤ **Signature Banner:** We already have a signature banner available!

➤ **Video:** We will produce a short promotion video that shows and explains how our customers can benefit from our LEYCALC tool



