

# ARC Systems, Inc.

2090 Joshua's Path  
Hauppauge, NY 11788

[www.arcsystemsinc.com](http://www.arcsystemsinc.com)  
Client Since: 2003

"We want the guy who has a special need to come to us and that's exactly what GlobalSpec provides."

**Cliff Miller**  
Treasurer  
ARC Systems

## Company Profile

ARC Systems, Inc. was founded in 1967 to provide the aerospace industry with a dependable source for high-precision motors and A.C. components. To meet the needs of this demanding market, ARC developed a unique team philosophy: to be a fully integrated, completely self-sufficient facility. Toward that end, ARC Systems is thoroughly staffed and equipped for the production of machined components, stampings, powder coatings, and electro-mechanical and electronic assemblies. Today, ARC Systems manufactures electric motors—including AC motors, DC motors, gear motors, permanent magnet motors, servo motors, stepping motors and variable speed motors—to meet the needs of the telecommunications, food, marine and medical industries. The company can build equipment to existing drawings or provide custom-designed products to meet a specification.

## Marketing Goals & Strategy

While many companies make electric motors in high volumes, relatively few of them customize their products for short production runs. ARC Systems specializes in meeting the market's demand for custom electric motors in low volumes. The company's marketing goal is to reach the engineers and designers who have a need for custom products. The challenge is that these potential customers can be in almost any industry and at almost any location. As a result, it has been difficult to reach them.

## The IHS GlobalSpec Solution

Marketing on IHS GlobalSpec is an ideal way for ARC Systems to promote their custom capabilities (as well as their off-the-shelf products) to a large community of engineers and technical buyers representing the many industries applicable to ARC's product offerings. In addition to having a searchable product catalog, ARC Systems is also noted as being a manufacturer of custom motors. Potential customers who have a requirement for a specialized motor can search for exactly what they need by specification, then easily contact ARC Systems for a quote /custom quote. The detailed nature of these leads enables ARC Systems to respond quickly and appropriately. The Product Announcement feature included in their IHS GlobalSpec program is another tool ARC Systems uses to gain broad exposure for their capabilities.

## In Their Own Words

"We want the guy who has a special need to come to us," says Cliff Miller, Treasurer of ARC Systems, "and that's exactly what GlobalSpec provides."

"We are constantly quoting jobs as a result of GlobalSpec. We get a good quantity of leads, and they are of good quality."

"Some other marketing sources would give us leads that were inappropriate to our company – like the person who needs a replacement pool motor – but GlobalSpec delivers the people who are good prospects for our services."

"Signing on with GlobalSpec was a good move for us –GlobalSpec is our number one source of leads."