

GF Machining Solutions

Customer Service 4.0

AFSMI, Sept. 2020



Key figures (2019)



Founded

1802

Headquartered

Switzerland

Employees worldwide

14 678

Sales CHF million

3 720



Three divisions



GF Piping Systems

GF Casting Solutions

GF Machining Solutions



Key figures (2019)



Headquartered

Switzerland

Employees worldwide

3 358

Sales CHF million

972

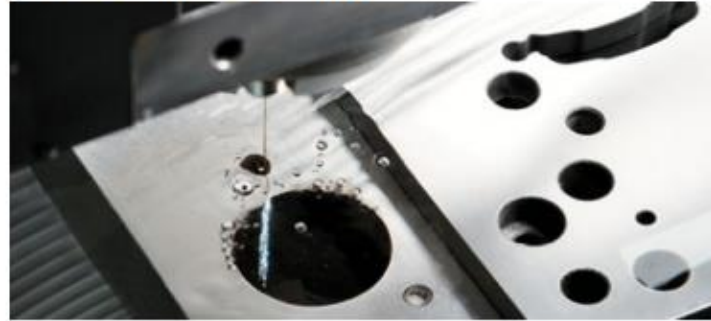


Product Portfolio

Fräsen



EDM (Elektroerosion)



Advanced Manufacturing



Automatisierung



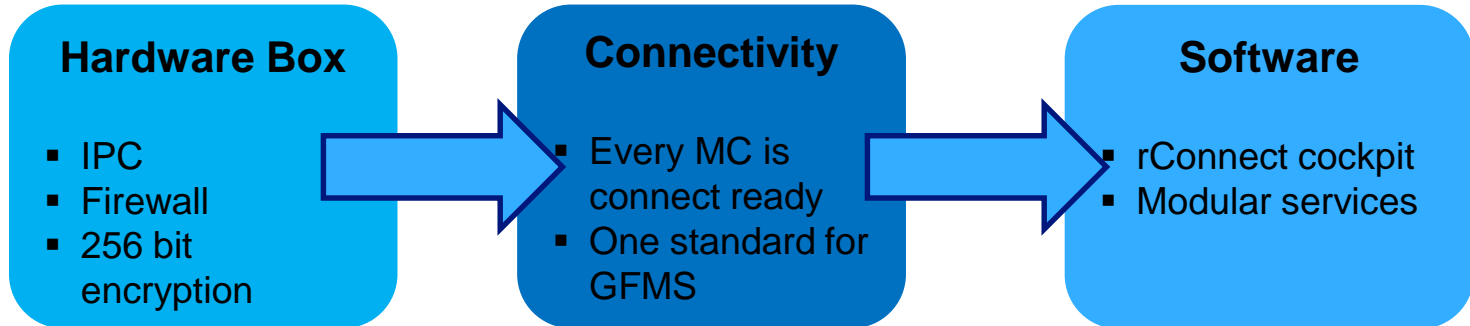
Service 4.0 – The start

The (first) product - Symmedia

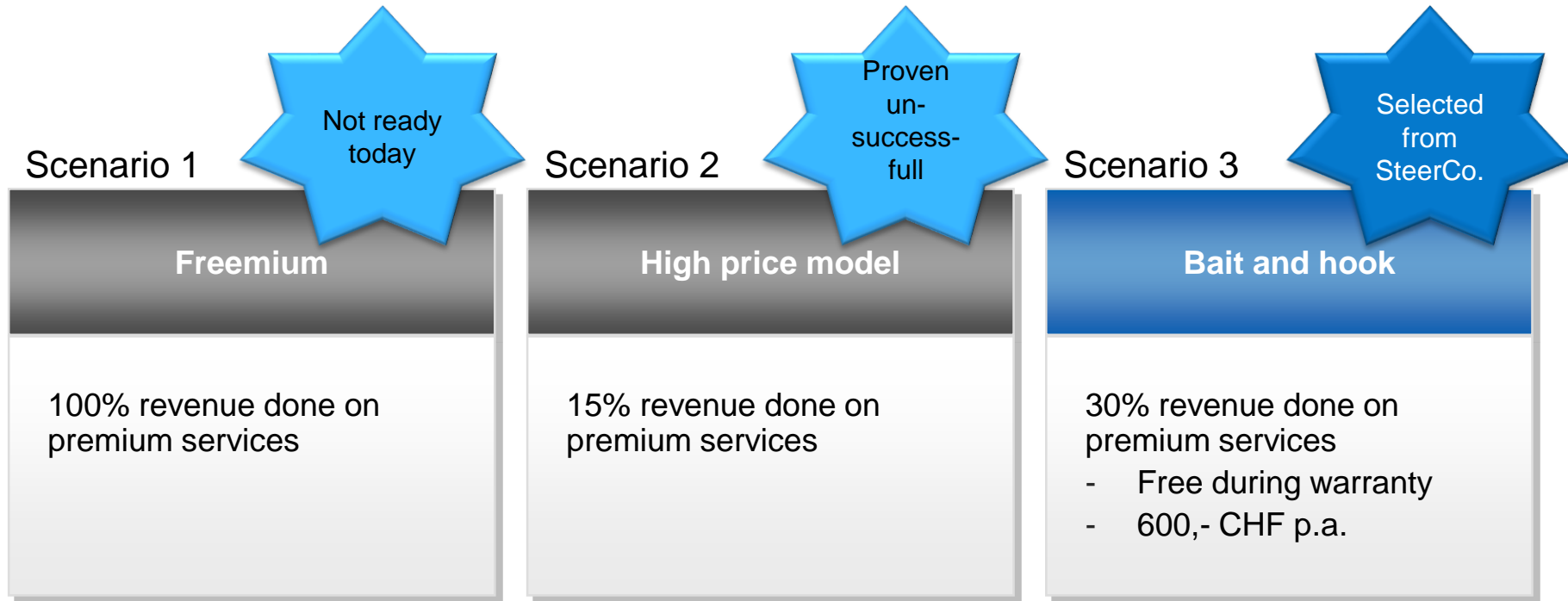
- **Live Remote Assistance (LRA)** first product under the **rConnect umbrella**
- LRA is the incentive for customers to be connected

Key argument:

- **Customer** advantage: **More uptime**
- **GF MS** advantage: **Warranty intervention cost saving**
- Target: **One platform for GF MS** and future developments



The first BM/Pricing discussion



Our status after 3.5 years...



...new organization, new ideas



Business Model Canvas



Given setup - Process infrastructure



Sales channels

- Machine Sales
- Consumable Sales
- Service Sales
- Application

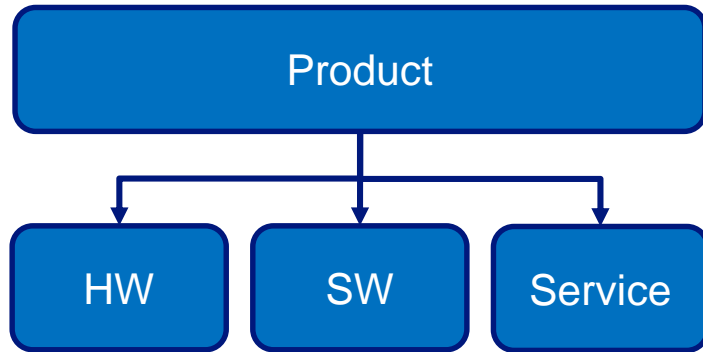
Supportive systems

- No digital channel/online shop
- ERP – Machine sales process
- Quote manager – MC focus

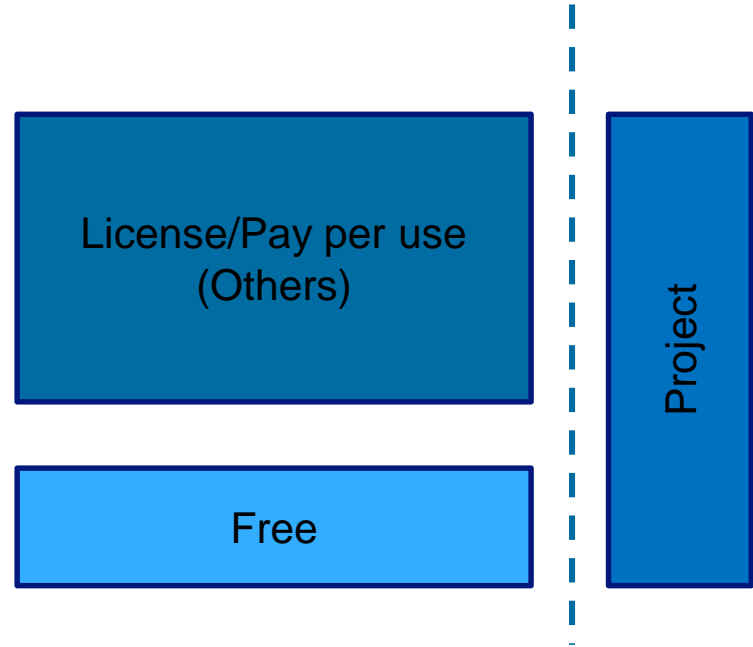
Target group

- CAPEX vs.
- OPEX

Two simple findings



Differentiate by service level.



Keep some elements free for connectivity.

Selection

Product	Type	Rating/Suitable					
		-					+
eTracking	Software with installation effort	✗	✗	✗	✗	✗	✗
LRA	Software with case-by-case use and service	✗	✗	✗	✗	✗	✗
IKCRemote	Software as app incl. tooling	✗	✗	✗	✗	✗	✗
Messenger	App (Out-of-the-box)	✗	✗	✗	✗	✗	✗



Suitable for most application

Given setup - Process infrastructure



Sales channels

- Machine Sales
- Consumable Sales
- Service Sales
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Supportive systems

- No online shop
- ERP – Machine sales process
- Quote manager – MC focus

Target group

- CAPEX vs.
- OPEX

Done

- Incentives
- Know-how
- Trust
- Yearly base

Ongoing

- Optimize sales tools
- Update systems

Ongoing

- SLA diff.
- Package

Some learnings



- Holistic view
- Digital transformation is for everybody
- Keep it short and simple
- Don't change too often
- Time to market / Channel
- What is the customer benefit in value

+GF+



GF Machining Solutions

Passion for
Precision