Heidelberg Remote Services

Innovative Services based on Intelligent Device Integration

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1 The Company

2 Heidelberg Remote Services – Phase 1

3 Deploy New Innovative Services
Key Figures of the Heidelberg Group

- Employees: Approx. 19,000 employees worldwide
- Production Sites: 14 production & development sites mainly in Europe
- Sales & Service Units: 85% of sales are generated by Heidelberg sales units
- 250 sales & service units in more than 170 countries

http://www.heidelberg.com
Remote Services connect us with our customers

Prinect – The networked print shop

Remote Services Platform

- 250x Sales & Service
- 9x Print Media Academy
- 3x Logistic Centers
„Innovation, that is the process of finding economic applications for the inventions“

*Joseph Schumpeter 1911: „Theory of economic development“*

**Customer view**
- Customer Value
- Service Products
- Machine Features

**Corporate perspective**
- Corporate targets
- Processes and Business
- Global Infrastructure

**Lesson 1:**
*Technology is enabler, but no innovation itself*
The strategy – a proactive, global service approach
The baseline – a migration of the reactive world

**Deploying Remote Services in an industrial scale**

1. Build-in "every" Heidelberg product
2. Will be enabled at "every" Heidelberg installation at "every" customer
3. Accessible for "every" Heidelberg service technician in "every" agency
4. Platform for global service cooperation from “every” place
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Customers get instant access to their service specialist: Just by pressing a button!
What we have reached so far

Remote Services

...a short introduction

Lesson 2:
Start simple with clear value and low entry costs
Heidelberg Remote Services are implemented in more than 50 countries
How we measure our success

We have introduced Key Performance Indicators:
1. Connection rate (Ratio of connected/manufactured machines)
2. Utilization rate (Usage of remote service/service calls)
3. Solution rate (Percentage of solved/pre-clarified cases -> On-Site visit saved)

Lesson 3: Measure success

- Connection rate: 80%+ in FY08
- Utilization rate: 90%+ in FY08
- Solution rate up to 70% depending on product line

In other words:
- 5,000+ connected machines,
- 40,000+ Remote sessions last year
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Once machines are connected…
You can create tons of ideas and data

Remember Lesson 1: Technology is enabler, but no innovation itself

Lesson 4: Follow strictly business-driven top-down approach
Innovative Services based on 2 trends: Process integration and data processing

- New, value-add offers based on data warehouse & reports
- Usage-based services optimizing consumables and parts processes
- Remote access & file transfer as optional tools in diagnosis process
- Call-Intake from device triggering standard service processes

All connected Heidelberg products

ImageControl Xenon lamp prediction

“Just connectivity”
Key of success: Integrate intelligent device management into existing infrastructure

Technical world

Business systems

ERP
CRM
BI
BPM

Innovative Services in industrial scale
eCall – Machine fault triggers Service process
A complete digital workflow

Machine triggers service notification and send failure codes

Knowledge System & document archive

Internet

HEIRES

SAP

Heidelberg Expert
gets...

Service notification with pointer to service documentation

Customer portal

Track service notification and progress
eCall: Faster, better, cost efficient

From problem occurrence to Heidelberg notification:

~ 30 min includes
Customer time, verbal communication to dispatch

NEW: eCall <1 min

Problem solving at expert helpdesk:

~ 30 min using
Telephone &
Web-based Remote Diagnostics Tools
(since 2004)

Reduce overall service time up to 50%

Lesson 5:
Successful innovation is based on deep understanding of customer's demands and technical opportunities
The major link between your customer and your company is the PRODUCT.

Manufacturers have made high investments in relationship management (in ERP, CRM, BI).

Imagine the opportunities...

if any intelligent device is part of this ecosystem.