Heidelberg Remote Services

Innovative Services based on
Intelligent Device Integration

Tom Oelsner

Heidelberger Druckmaschinen AG

Germany

HEIDELBERG
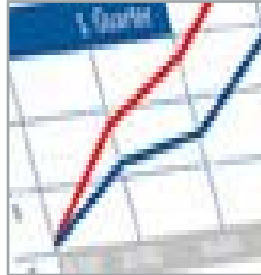
Heidelberg Remote Services

HEIDELBERG

Key Figures of the Heidelberg Group

Employees	**Turnover**	**Production Sites**	**Sales & Service Units**

- Approx. 19,000 employees worldwide

- 3,853 mio Euro in FY 2006/2007
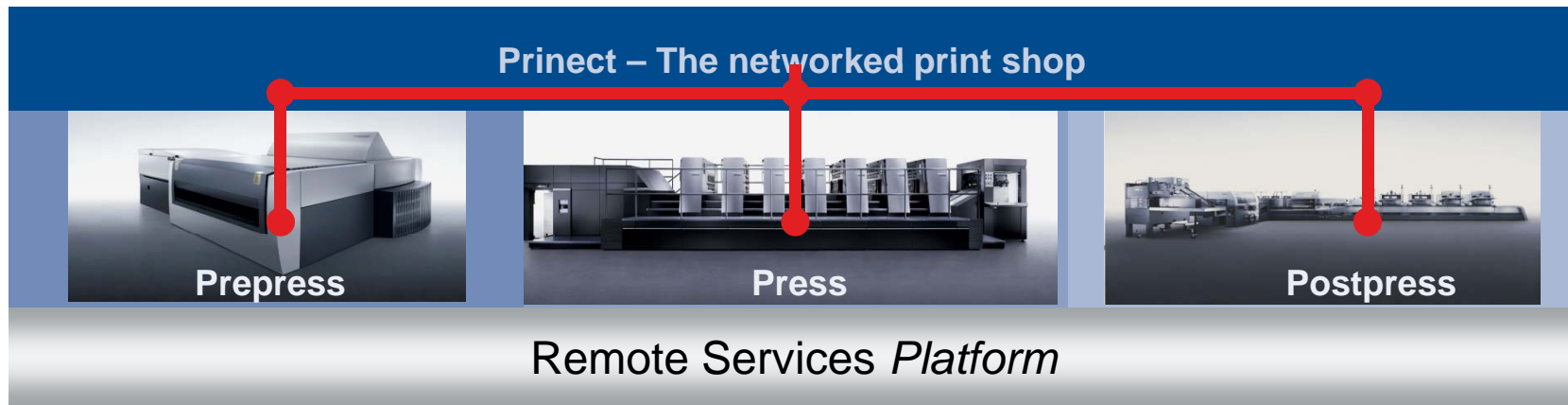
- 14 production & development sites mainly in Europe

- 85% of sales are generated by Heidelberg sales units

- 250 sales & service units in more than 170 countries

http://www.heidelberg.com

HEIDELBERG

Remote Services connect us with our customers

Prinect – The networked print shop

Prepress **Press** **Postpress**

Remote Services *Platform*

- ● = 250x Sales & Service
- ● = 9x Print Media Academy
- ■ = 3x Logistic Centers

HEIDELBERG

„Innovation, that is the process of finding economic applications for the inventions"

Joseph Schumpeter 1911: „Theory of economic development"

Customer view		**Corporate perspective**

Customer Value

↑ *deliver*

Service Products

↓ *based on*

Machine Features

Values

Services

Technology

Corporate targets

↑ *ensure*

Processes and Business

↓ *based on*

Global Infrastructure
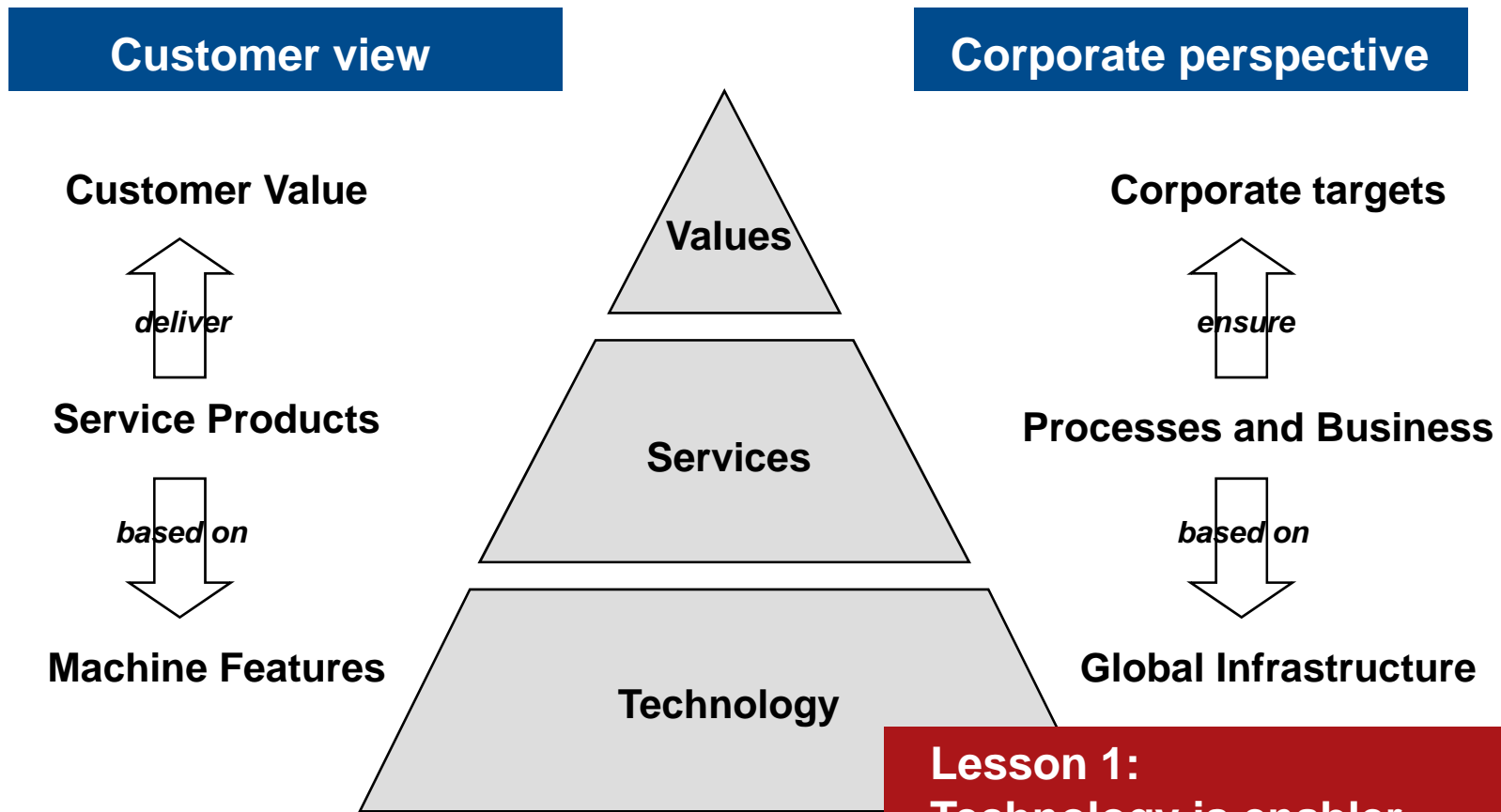
**Lesson 1:
Technology is enabler,
but no innovation itself**

The strategy – a proactive, global service approach
The baseline – a migration of the reactive world

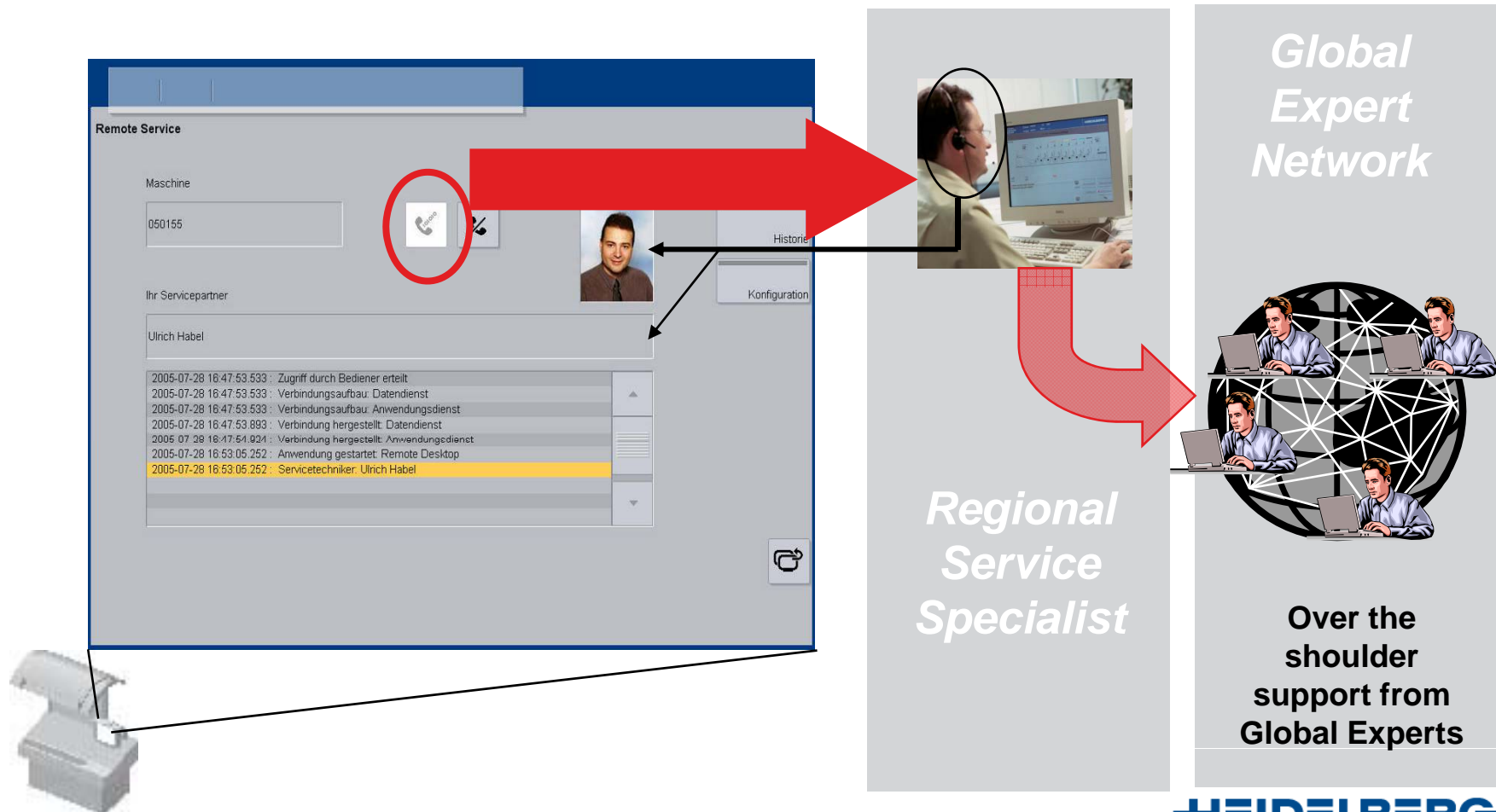## *Deploying Remote Services in an industrial scale*

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
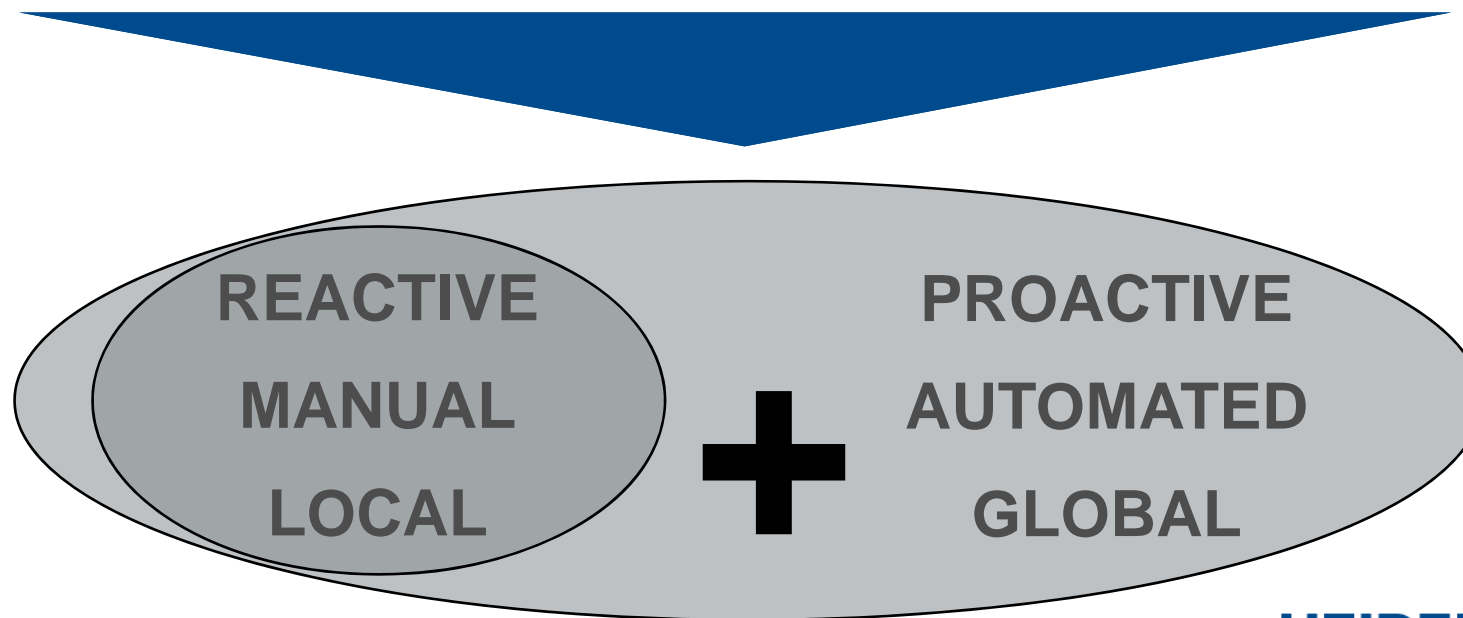
REACTIVE MANUAL LOCAL **+** PROACTIVE AUTOMATED GLOBAL

HEIDELBERG

Heidelberg Remote Services

1 The Company

2 Heidelberg Remote Services – Phase 1

3 Deploy New Innovative Services

HEIDELBERG

Customers get instant access to their service specialist: Just by pressing a button!

Remote Service

Maschine

050155

Ihr Servicepartner

Ulrich Habel

2005-07-28 16:47:53.533 : Zugriff durch Bediener erteilt
2005-07-28 16:47:53.533 : Verbindungsaufbau: Datendienst
2005-07-28 16:47:53.533 : Verbindungsaufbau: Anwendungsdienst
2005-07-28 16:47:53.893 : Verbindung hergestellt: Datendienst
2005-07-28 16:47:54.924 : Verbindung hergestellt: Anwendungsdienst
2005-07-28 16:53:05.252 : Anwendung gestartet: Remote Desktop
2005-07-28 16:53:05.252 : Servicetechniker: Ulrich Habel

Historie

Konfiguration

Global Expert Network

Regional Service Specialist

Over the shoulder support from Global Experts
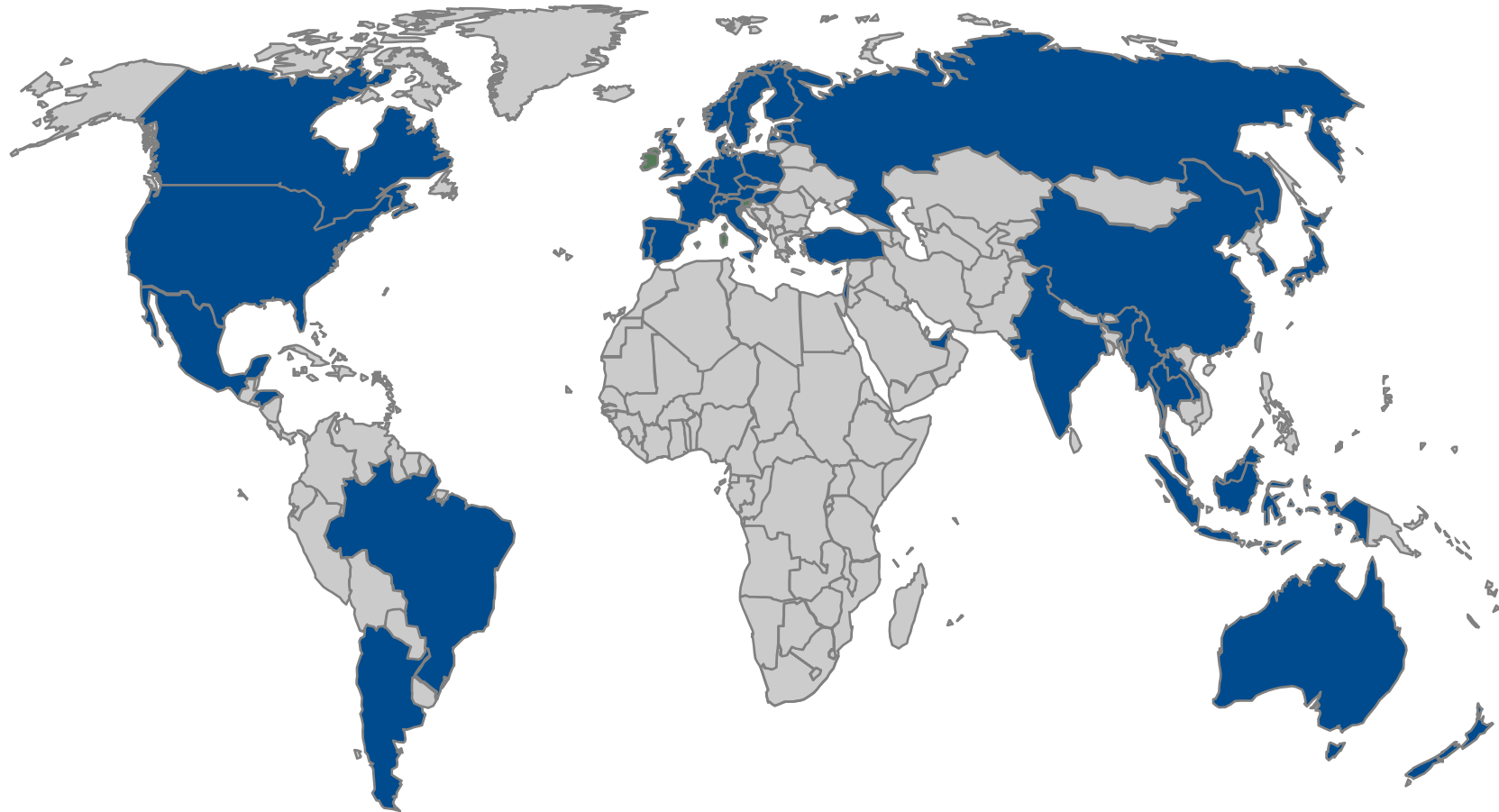
H=IDELBERG

What we have reached so far

Remote Services

…a short introduction

Video

**Lesson 2:
Start simple with clear value
and low entry costs**

Heidelberg Remote Services are implemented in more than 50 countries

HEIDELBERG

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

HEIDELBERG

Heidelberg Remote Services

1 The Company

2 Heidelberg Remote Services – Phase 1

3 Deploy New Innovative Services

HEIDELBERG

Once machines are connected…
You can create tons of ideas and data

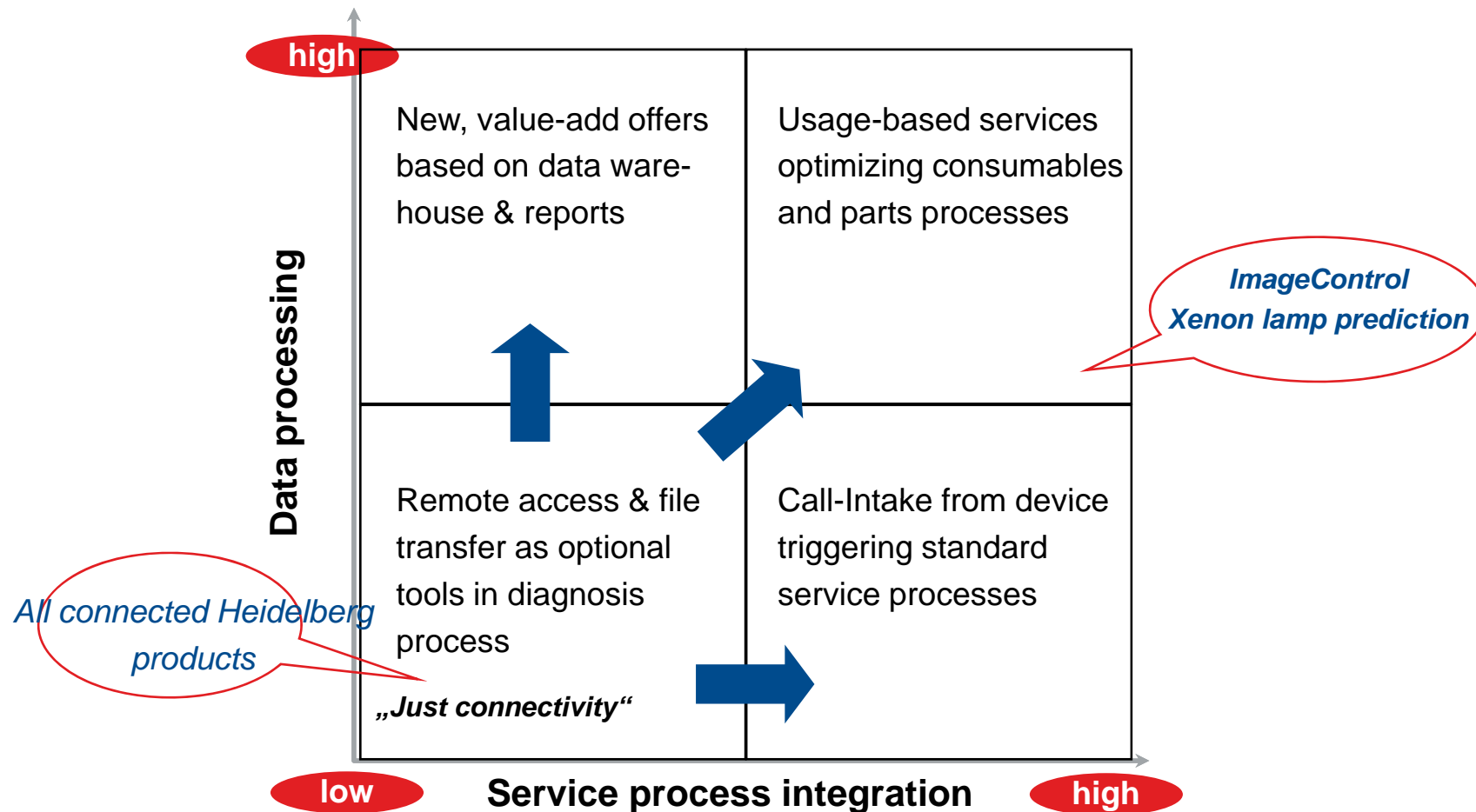CAN YOU HANDLE ALL THE DATA THAT'S COMING YOUR WAY?
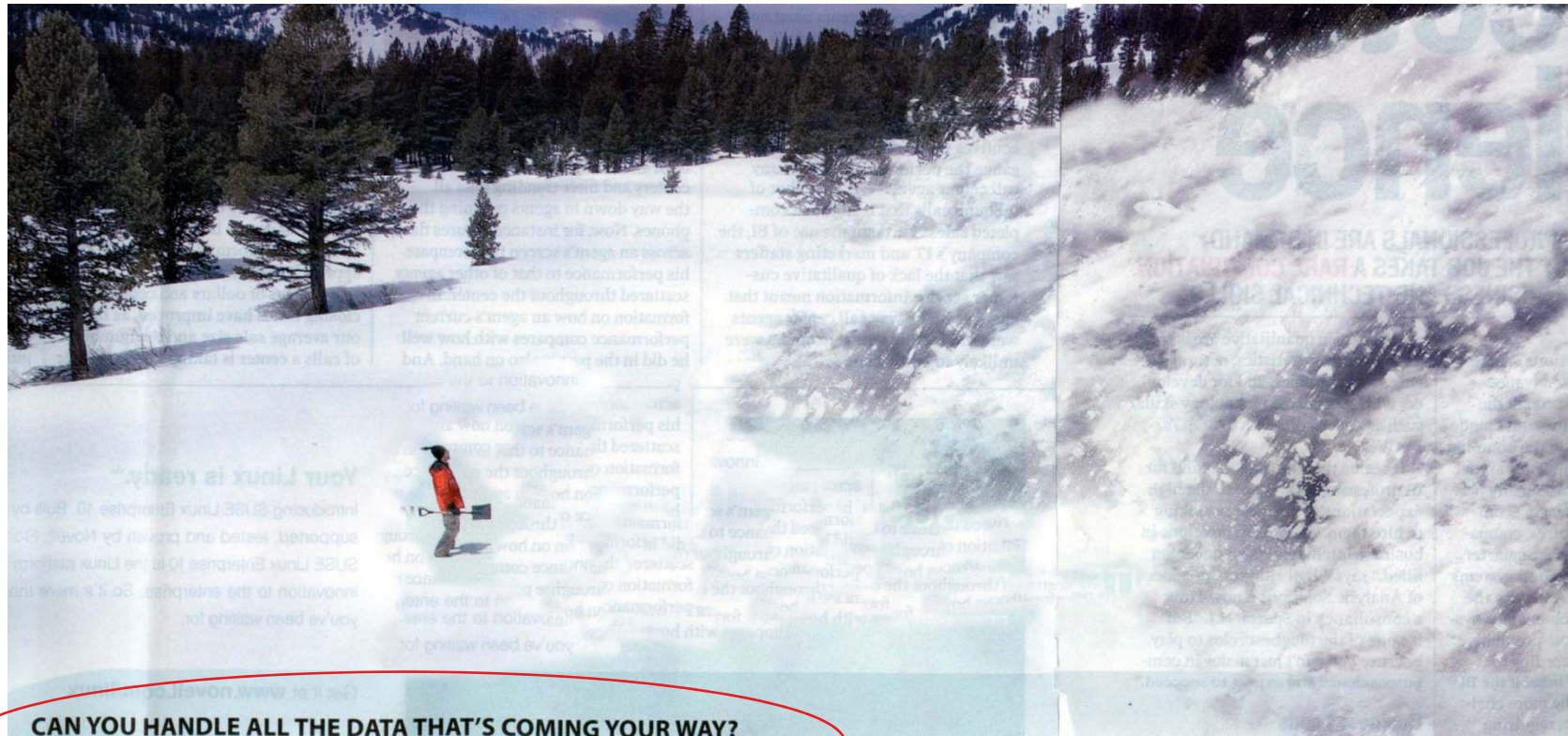
**Remember Lesson 1:
Technology is enabler,
but no innovation itself**
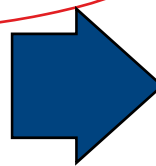
**Lesson 4:
Follow strictly business-
driven top-down approach**

Innovative Services based on 2 trends:
Process integration and data processing

Data processing (vertical axis, high at top)

Service process integration (horizontal axis, low → high)

high

New, value-add offers based on data ware-house & reports

Usage-based services optimizing consumables and parts processes

ImageControl
Xenon lamp prediction

Remote access & file transfer as optional tools in diagnosis process

Call-Intake from device triggering standard service processes

All connected Heidelberg products

„Just connectivity"

low   **Service process integration**   high

HEIDELBERG

Key of success: Integrate intelligent device management into existing infrastructure

Technical world
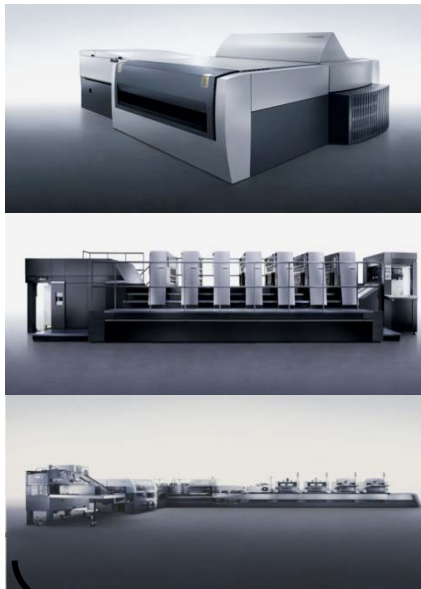
Business systems

ERP

CRM

BI

BPM
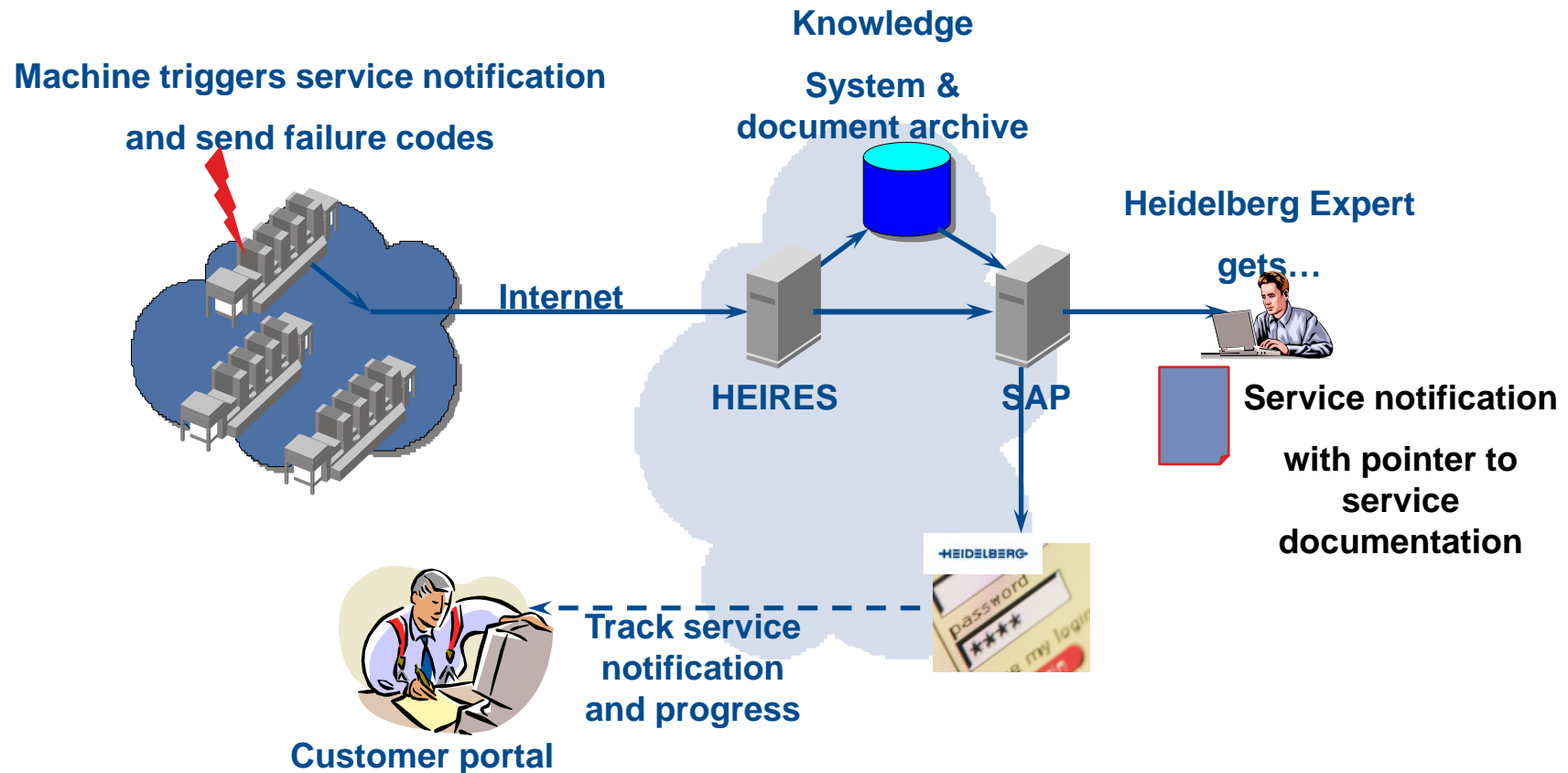
SAP

Innovative Services in industrial scale

HEIDELBERG

eCall – Machine fault triggers Service process
A complete digital workflow

Knowledge

Machine triggers service notification

System &
document archive

and send failure codes

Heidelberg Expert

gets…

Internet

HEIRES   **SAP**

Service notification

with pointer to
service
documentation

Track service
notification
and progress

Customer portal

HEIDELBERG

eCall: Faster, better, cost efficient

From problem occurrence to Heidelberg notification

Problem solving at expert helpdesk

~ 30 min includes

Customer time, verbal communication to dispatch

NEW: eCall <1 min

~ 30 min using

Telephone &

Web-based Remote Diagnostics Tools

(since 2004)

Reduce overall service time up to 50%
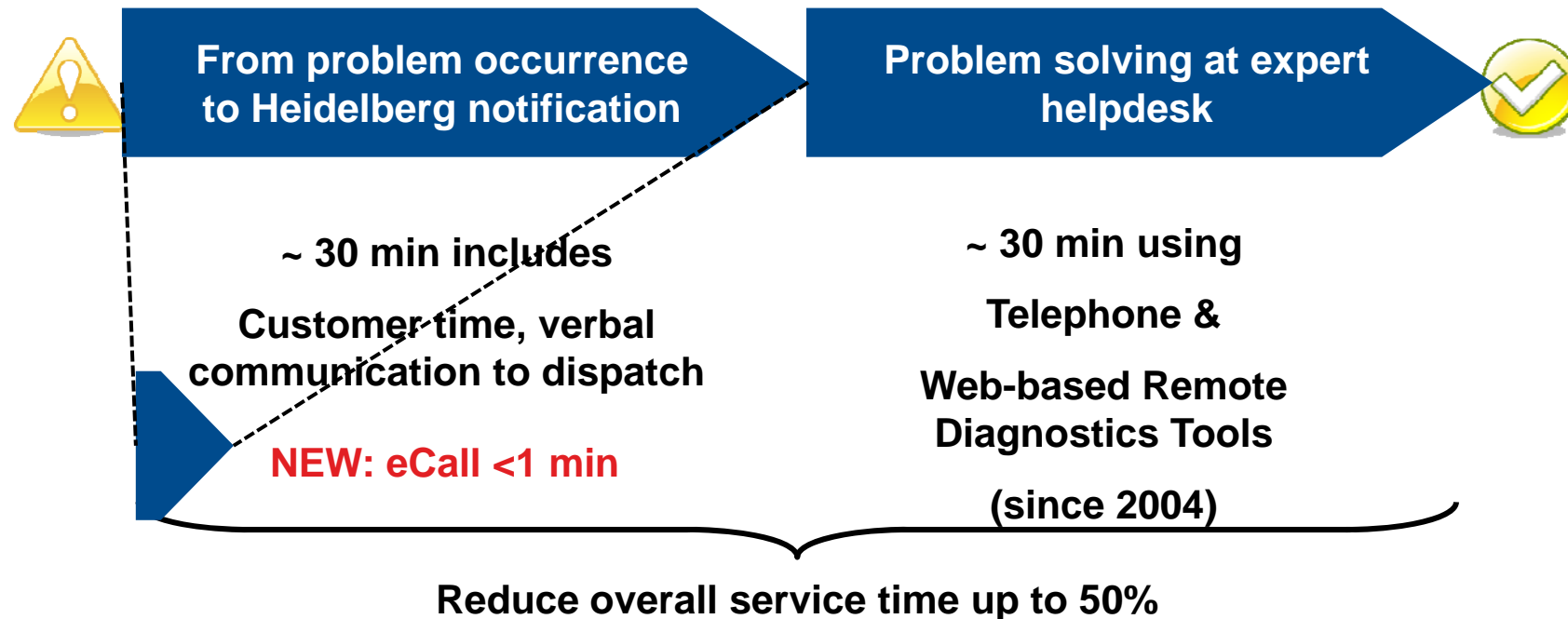
Lesson 5:
Successful innovation is based on deep understanding of customer's demands and technical opportunities

HEIDELBERG

Summary

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.

HEIDELBERG