

# One Intelligent Ecosystem for Heavy Equipment Manufacturers



**Heavy Equipment organizations consistently face challenges that include better dealer channel collaboration, more accurate forecasting, faster order configurations and negotiating enhanced vendor supply chain pricing.**

These critical issues has made it essential for Heavy Equipment companies to pursue modern, flexible and intelligent enterprise software to optimize efficiencies and improve profits.

Heavy equipment includes the design, procurement, manufacturing, marketing & sales, distribution and maintenance of a variety of vehicles.

Regardless of which business unit you lead, each area of your business must collaborate and engage together to drive faster products and service offerings to the market.



## Heavy Equipment Manufacturing

### Market Opportunities

- Internet of things, machine learning
- Expanded aftermarket services
- Multichannel ecommerce
- Improved supply chain visibility for tighter inventory control



**Research & Development**



**Materials Sourcing**



**Market Opportunities**



**Production**



**Marketing**



**Dealer Collaboration**



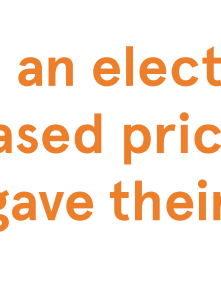
**Market Trends**



**Sales**



**Distribution**



**Service & Support**

## Dealer Collaboration

**When an electrical switch manufacturer was experiencing increased pricing pressure from international suppliers, they gave their dealers profitable reasons to stay loyal.**

Through a new program dealers could sell branded “electronic packages” which included all the components needed to complete a job, like install a security system.

To support the program, the manufacturer:

- Created dealer portals that gave customers access to complete documentation

- Provides joint marketing campaigns

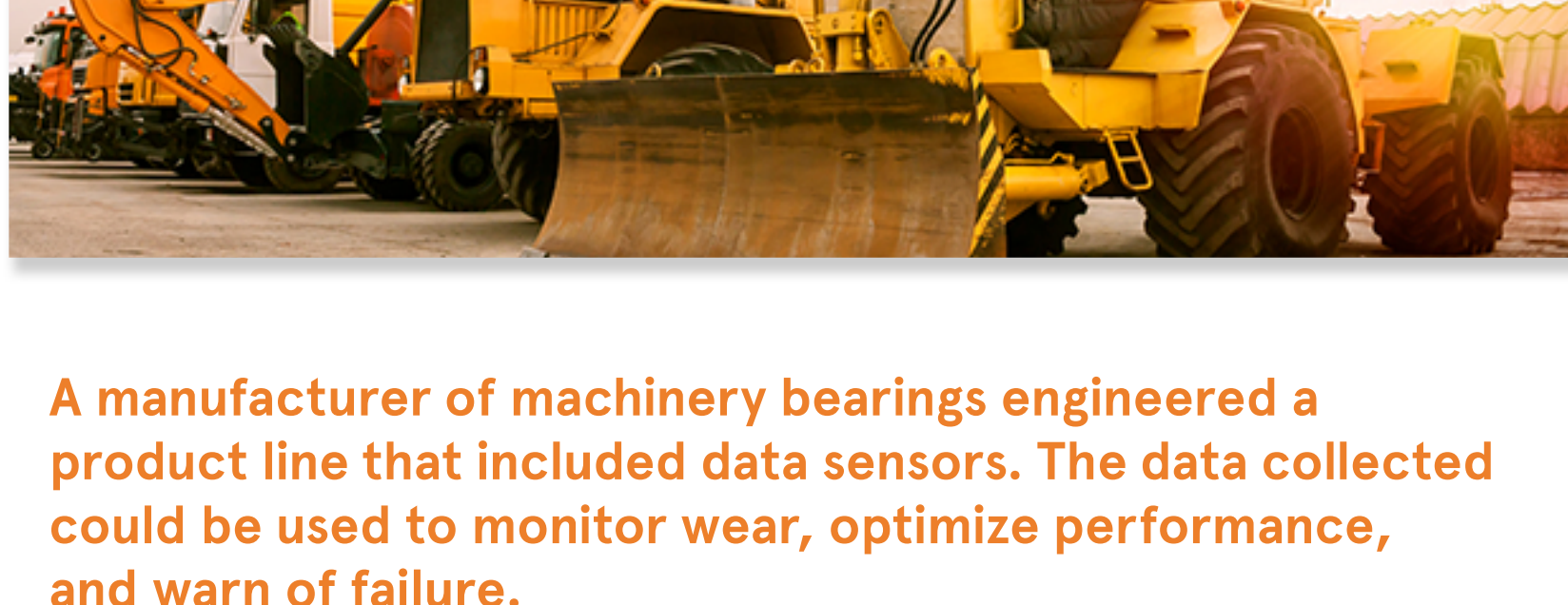
- Offers warranties that provide second level support

**By changing the game, the manufacturer achieved higher margins and increased dealer loyalty.**

### Market Trends

- Continuing competition from imports
- High volume purchasers bypassing distributors
- Increasing customer interest in the internet of things
- Increased process automation

## Internet of Things



**A manufacturer of machinery bearings engineered a product line that included data sensors. The data collected could be used to monitor wear, optimize performance, and warn of failure.**

In addition to the product, the manufacturer offered to collect, store and analyze the data for customers. The manufacturer has realized benefits including:

- Data to improve their own engineering and provide quantitative evidence to potential buyers
- Higher margin, differentiated products
- New recurring revenue streams

**By capitalizing on the opportunities in a connected world, the company has a promising future.**



### CUSTOMER EVIDENCE

- Mitsubishi Caterpillar Forklift America
- Mitsubishi Caterpillar Forklift Europe
- Takeuchi
- StrongCo

## One Intelligent Ecosystem

**In partnership with Experlogix, LLC., Microsoft provides Heavy Equipment Manufacturers with the end-to-end platform to manage increased global competition, skyrocketing costs and customer pressure to be faster, more accurate and less expensive.**

**Microsoft Dynamics 365 and Experlogix's Configure, Price, Quote Software for Manufacturers empowers your business to:**

- Meet increasingly complex environmental regulations
- Focus on business development and innovation by saving time and money in other areas
- Deliver superior products, in less time at a more competitive price
- Improve cash flow, reduce inventory and expenditures and deliver higher value products
- Improve project profitability through inherent Product Lifecycle Management capabilities



**Let's set up a time to talk about your business plans .....**



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