

Growing through High Added Value Services

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About BOBST

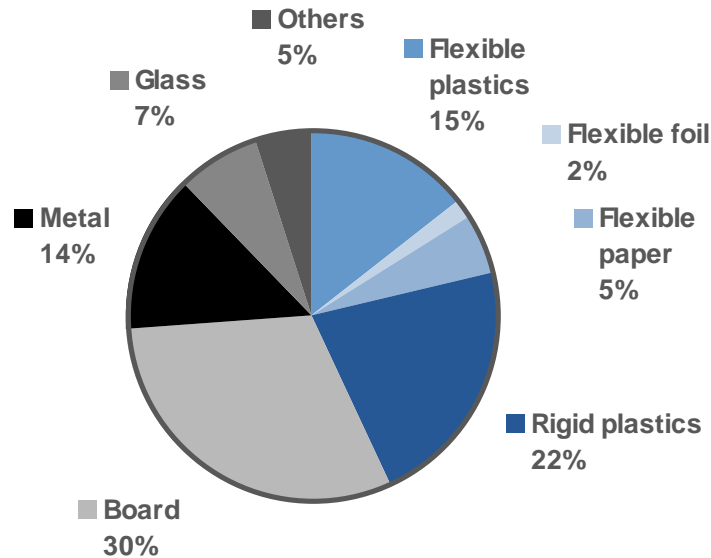
BOBST is packaging



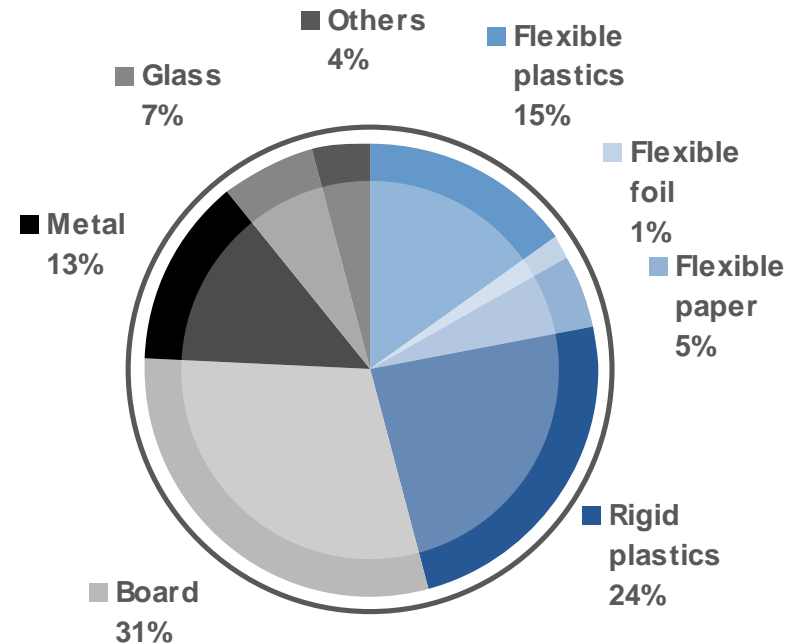
Packaging consumption

Worldwide evolution

2012 = \$ 800 billion



2018 = \$ 1,001 billion

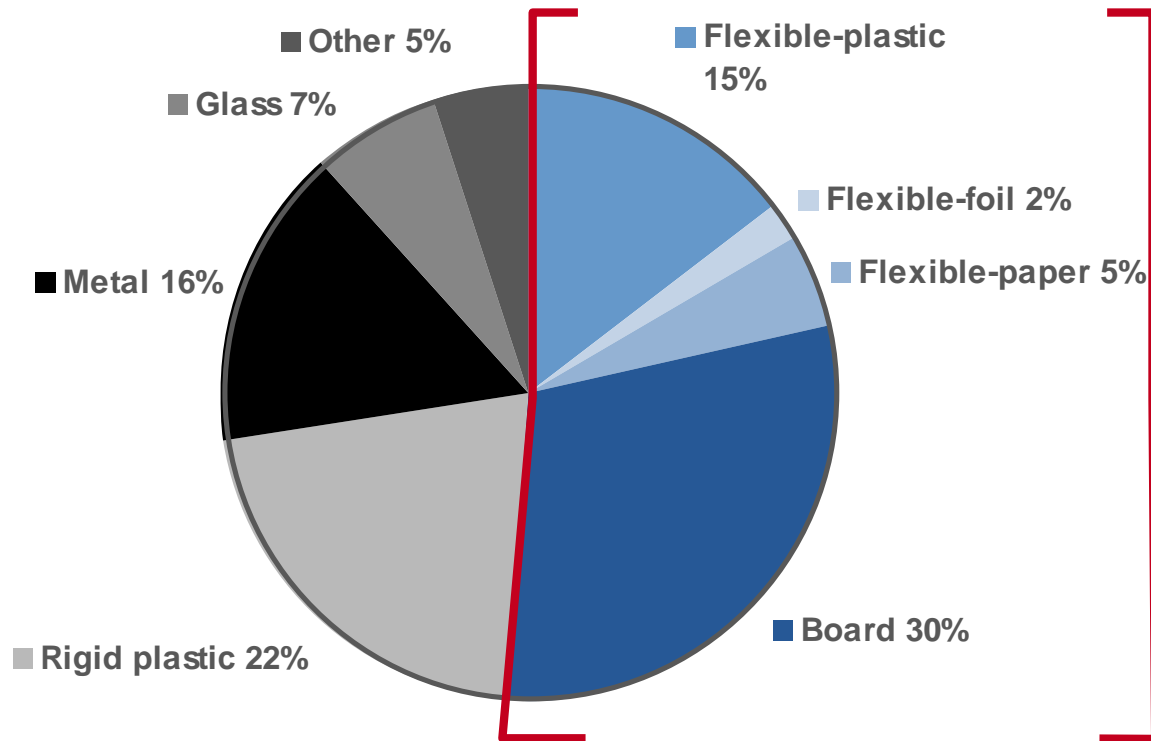


+25%

Source: Smithers Pira, 2013

Packaging consumption

Global packaging sales by substrates



BOBST serves industries that account for 52% of the global packaging sales

Source: Pira Intl. – figures 2012

FOLDING CARTON





CORRUGATED BOARD

FLEXIBLE MATERIALS

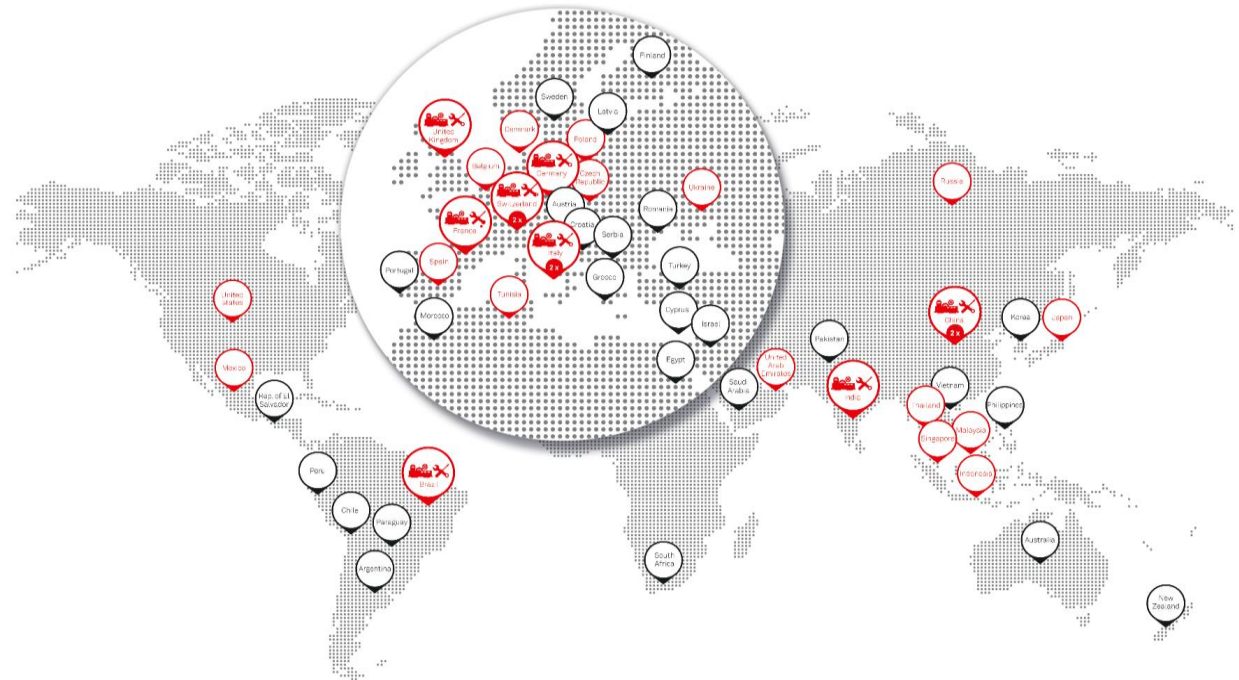


BOBST companies & global network

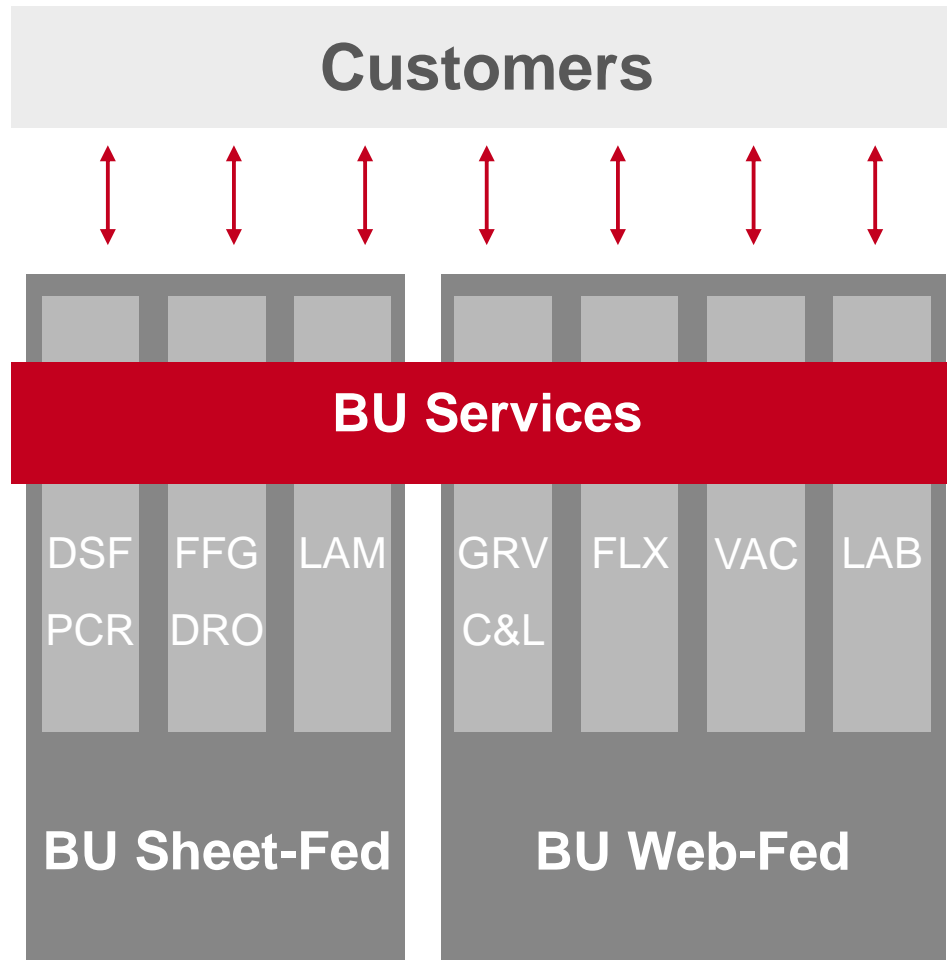
At a glance

Headquarters in Switzerland

- 11 Production facilities
- 50 Local entities
- 3 industries served:
 - Folding Carton
 - Corrugated Board
 - Flexible Material
- Core technologies:
 - Coating
 - Laminating
 - Printing
 - Converting
- 5'000 employees
- CHF 1,3 billion turnover
- CHF 75 MCHF



Bobst is organized in three Business Units

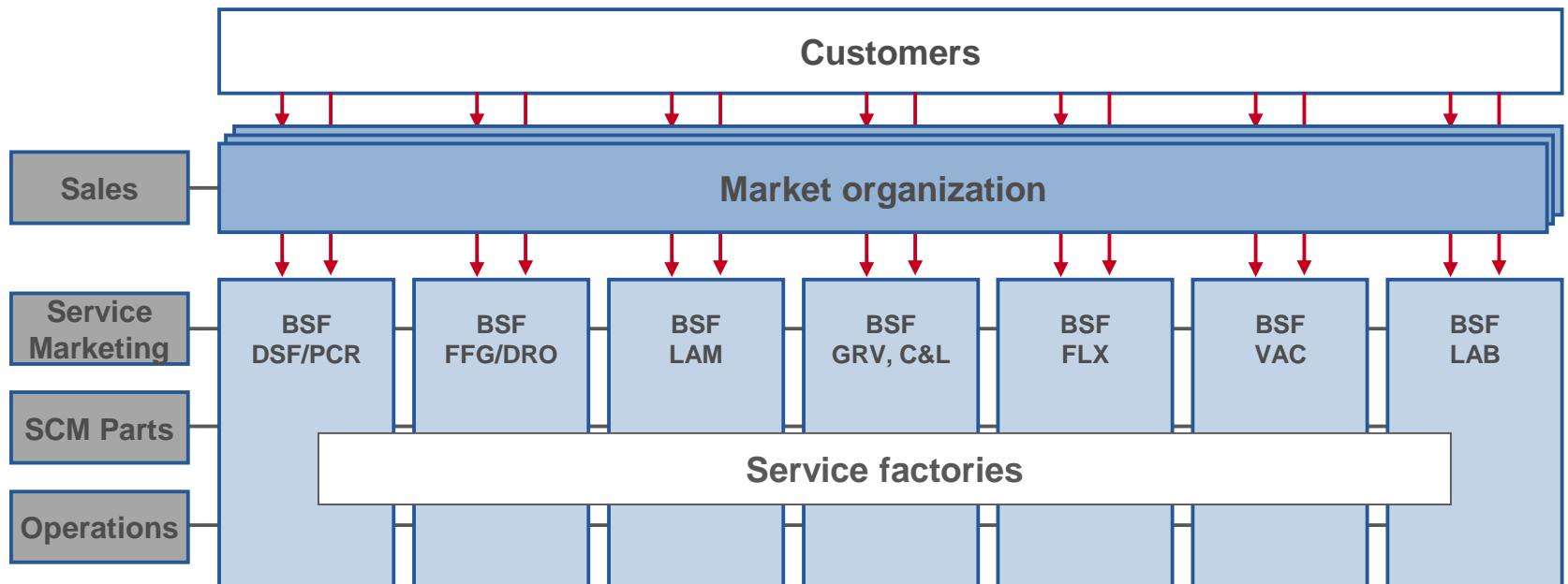


BU Services

- Transversal Business Unit
- One BOBST – same look & feel
- >20'000 machines installed
- 375 MCHF sales

Our Service approach

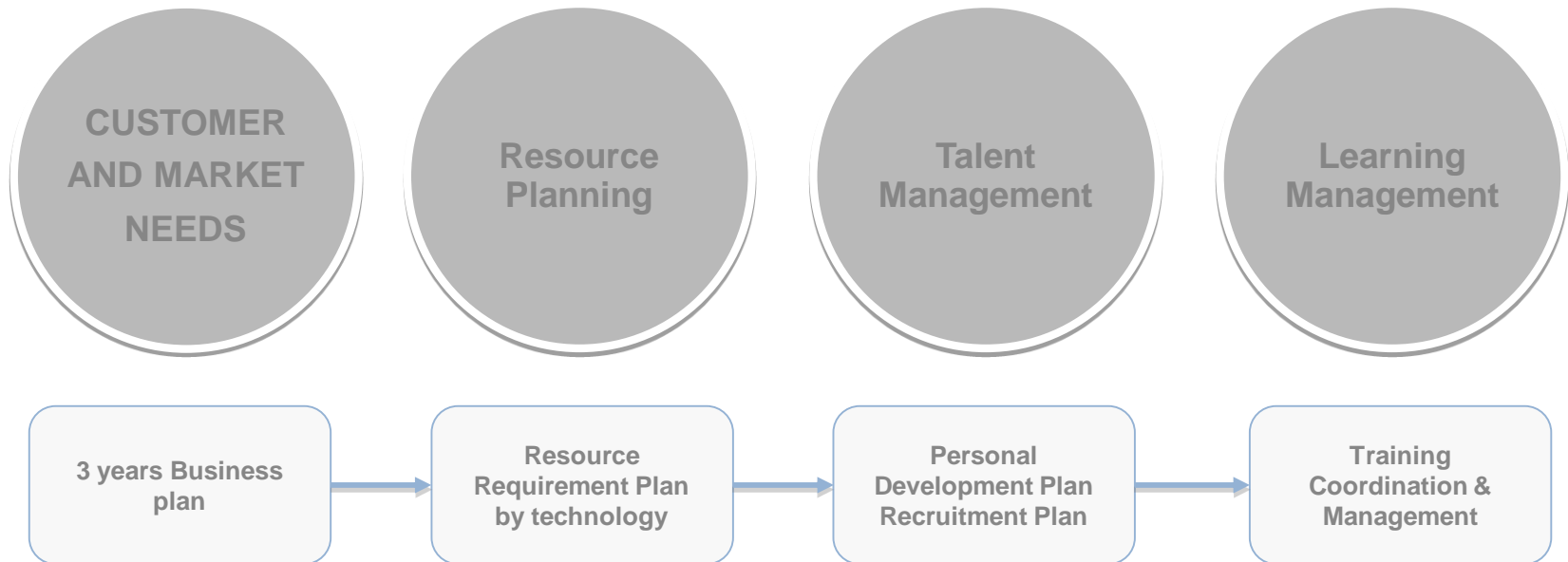
BU Services Organization



People

People

The four elements of people development



Processes & Systems

Bobst approach

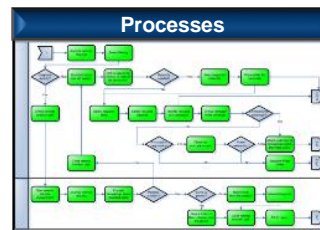
From Vision to business initiatives

Vision and Mission

Vision:
„Bobst Services are
perceived as the
**benchmark in our
industry**“

Mission:
We are passionate
about delivering
„**World class
Services for World
class Machines**“

Book of Standards

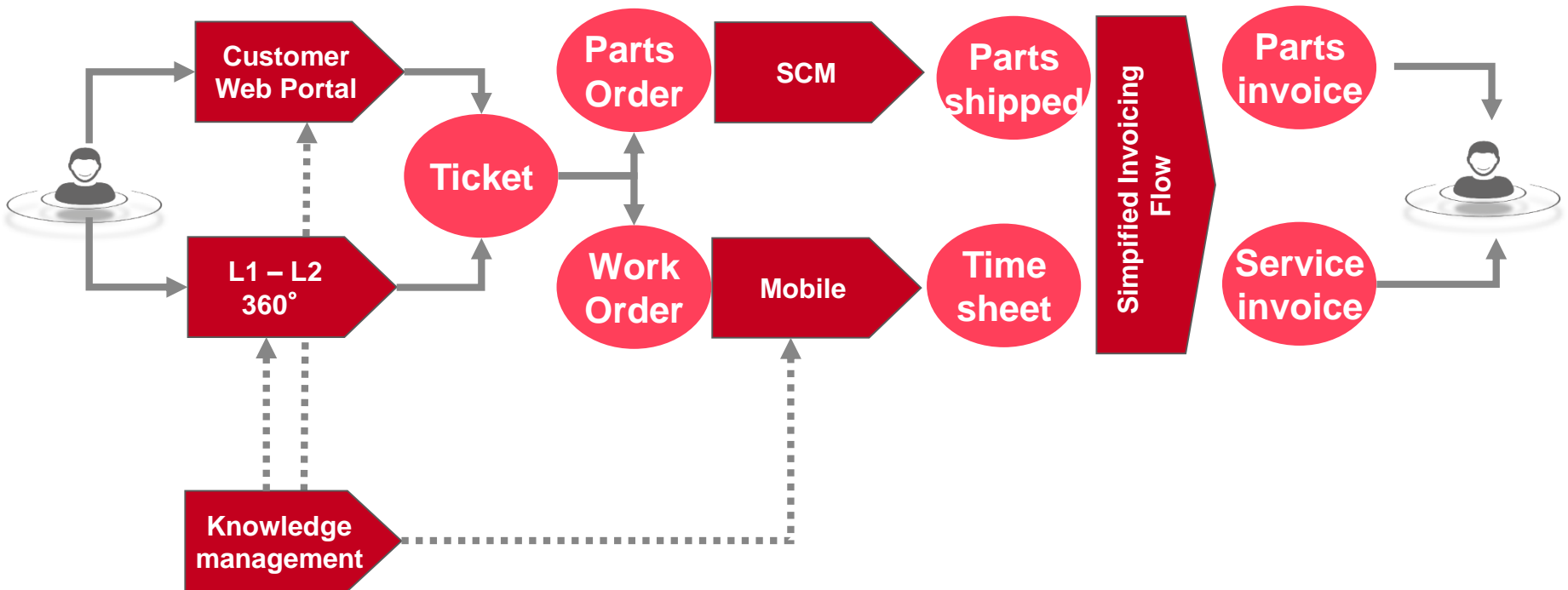


Business Initiatives

- L1/L2 w. ticketing /360
- Integrated SCM parts
- Customer portal
- Mobile solutions (FST)
- Simplified invoicing flows
- People development
- Know-how management

Bobst Customer's journey

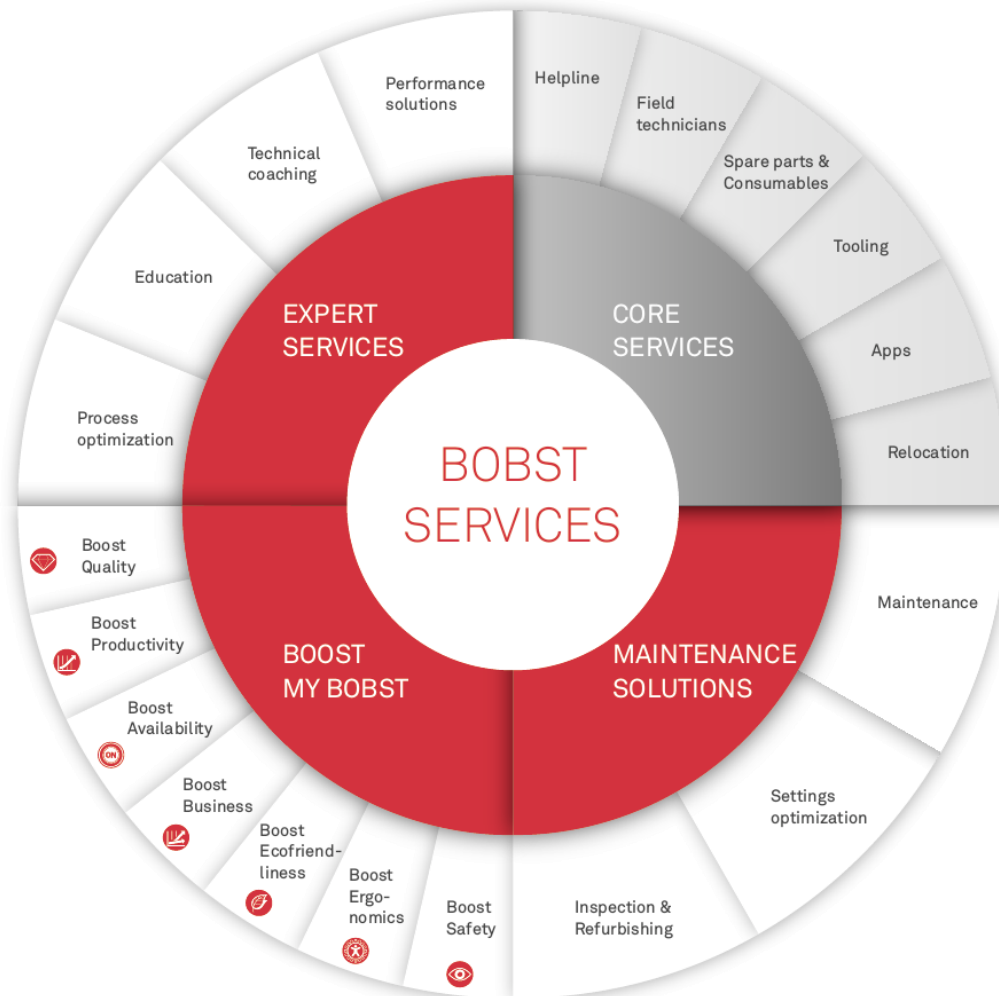
Business initiative interaction



Service Products

Our Service offering

The Bobst Service Navigator

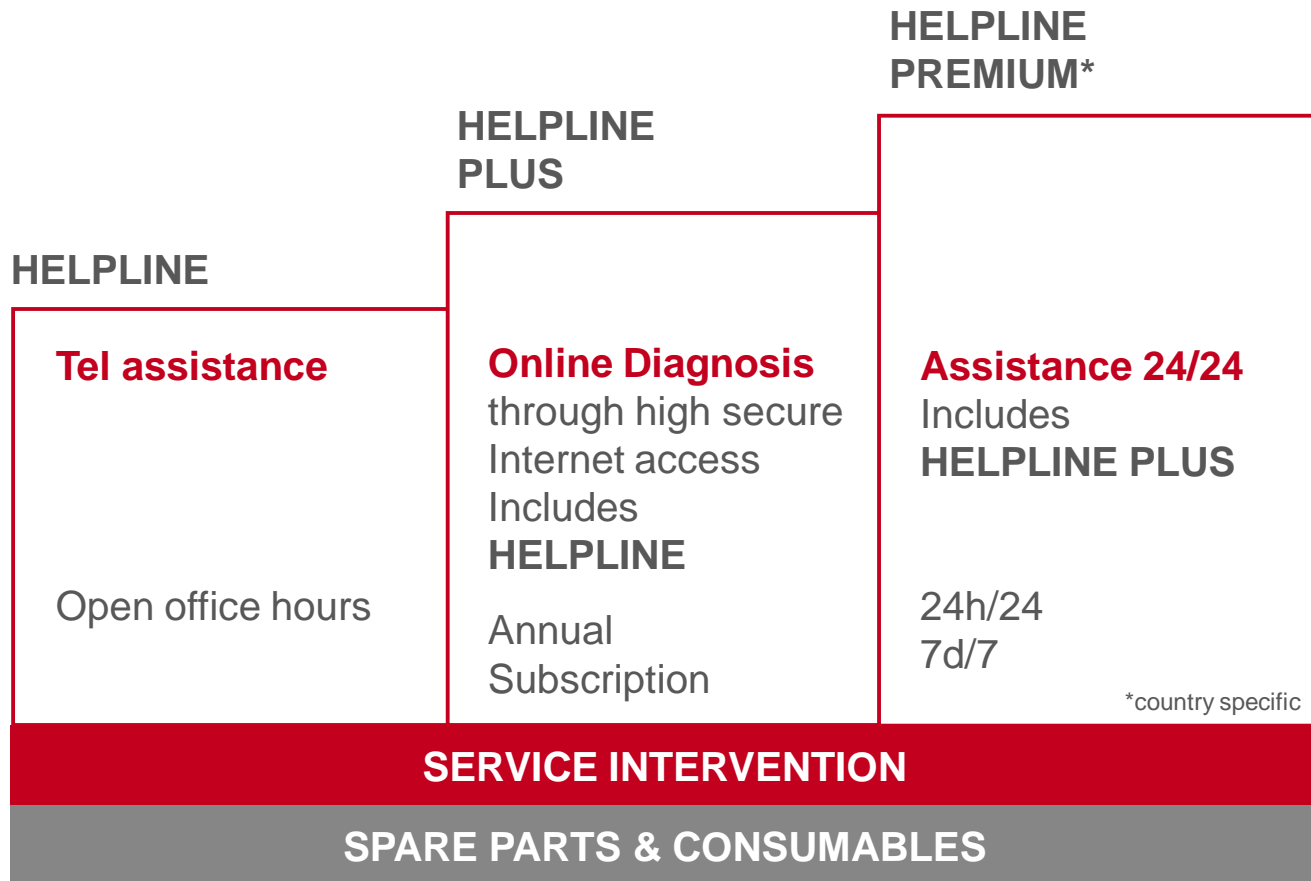


Service navigator

- One Bobst approach – Same look and feel
- Modular
- Standardized
- For all technologies
- Content adapted to technology/industry

Core Services

Various levels of assistance



CONNECTED SERVICES

Current portfolio

Helpline



Helpline Plus



Helpline Premium

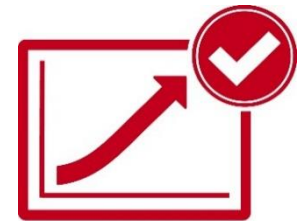
Apps



Mobile Portal
Connect Portal



Remote
Monitoring



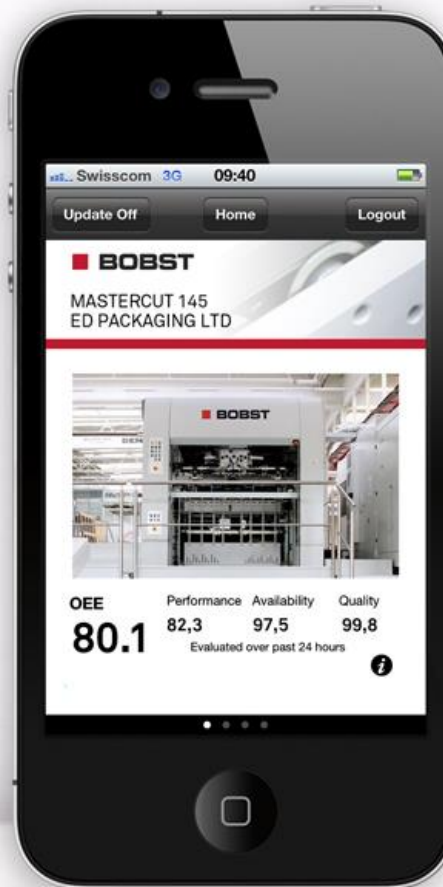
Downtime
Tracking

Expert Solutions



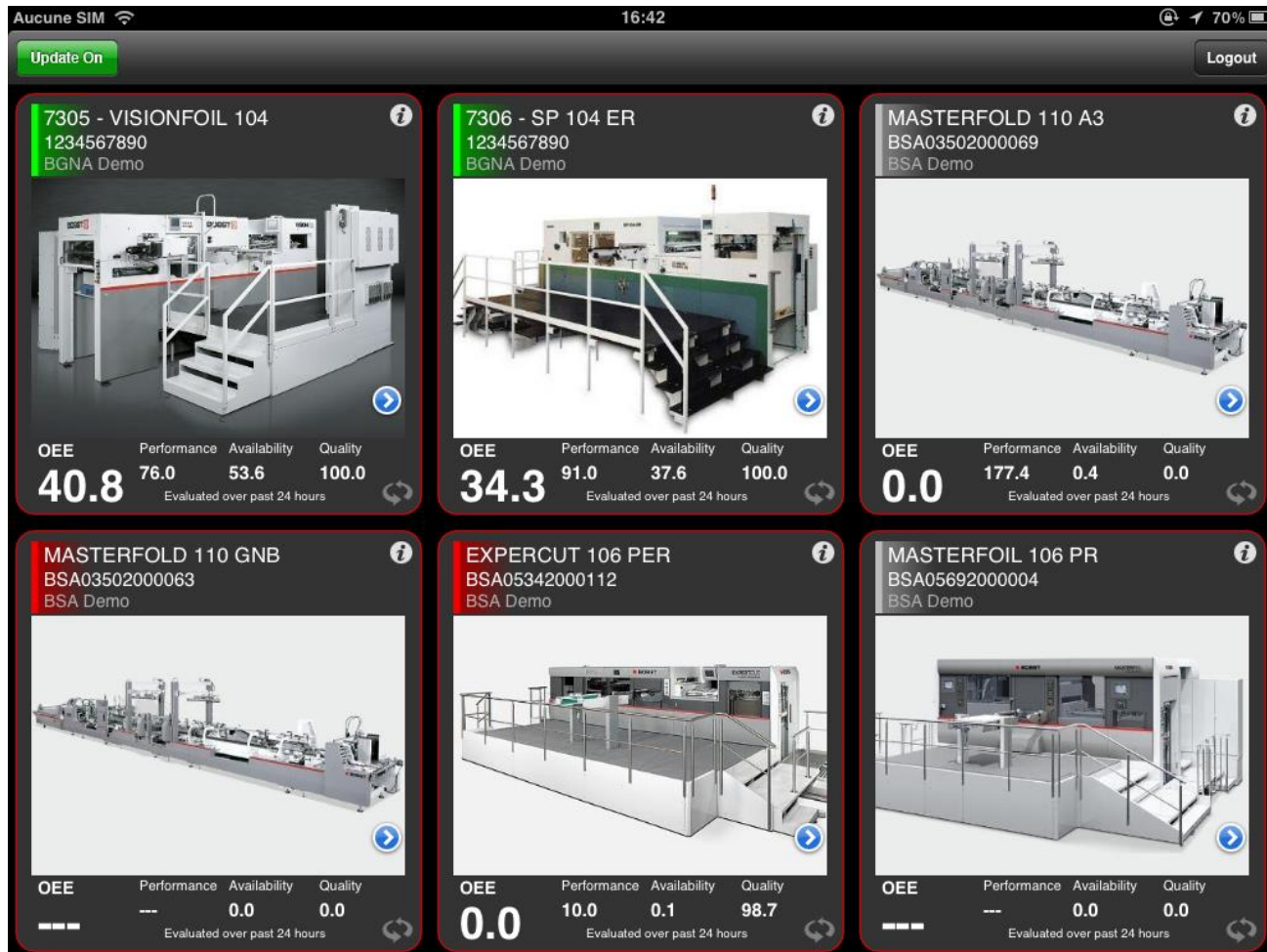
Open Interface

Core Services Monitoring apps



Core Services

Monitoring apps

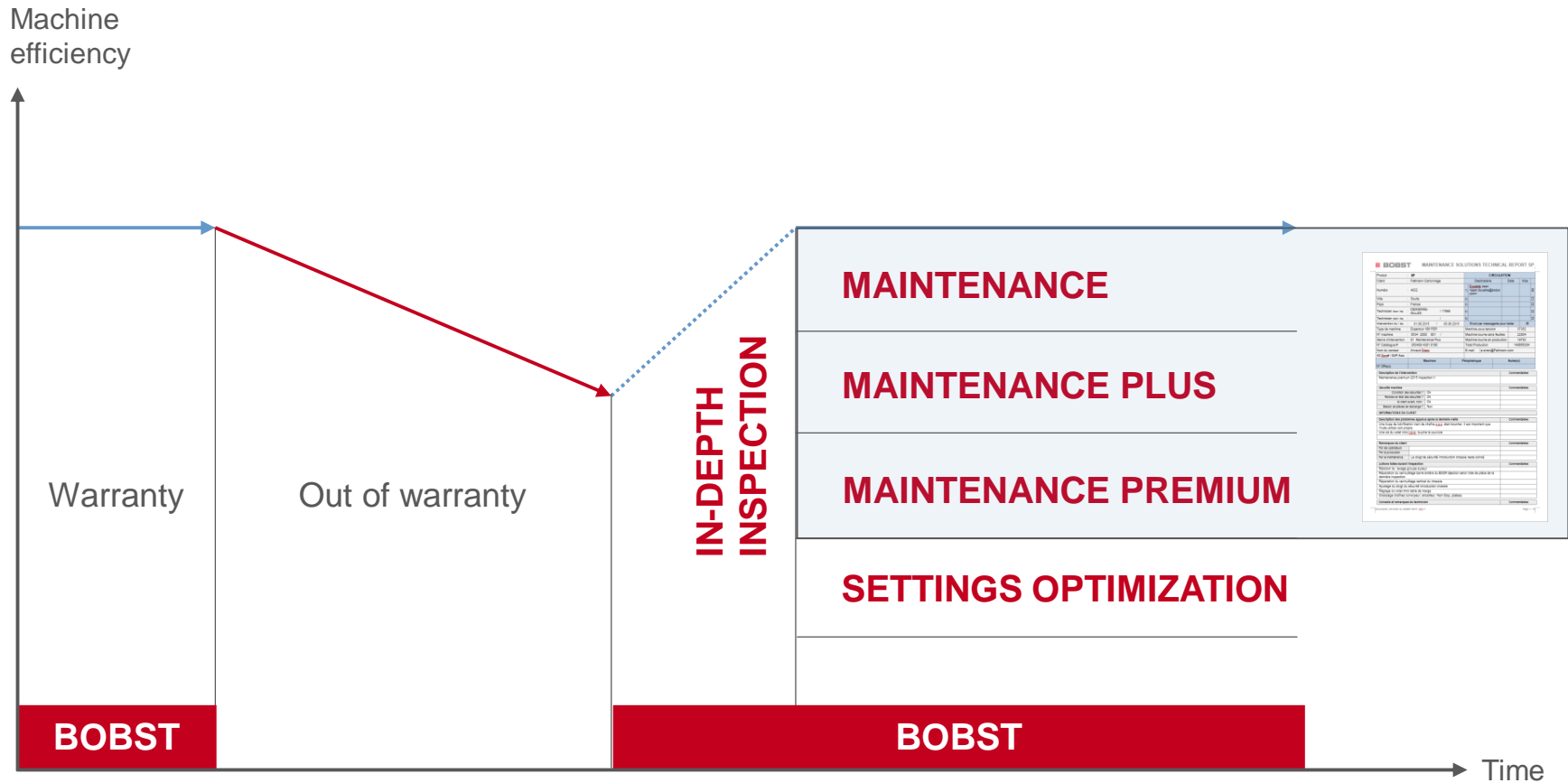


Core Services Monitoring apps



Maintenance Solutions

How to keep full efficiency of a machine?



Boost my BOBST

Upgrades to boost performance

- Adding modules to gain speed
- Improving accuracy
- Reducing downtime
- Winning new markets or reduce your energy costs



Increase Security



Improve Productivity



Optimize Ergonomics



Refurbishment



Reduce Environmental Impact



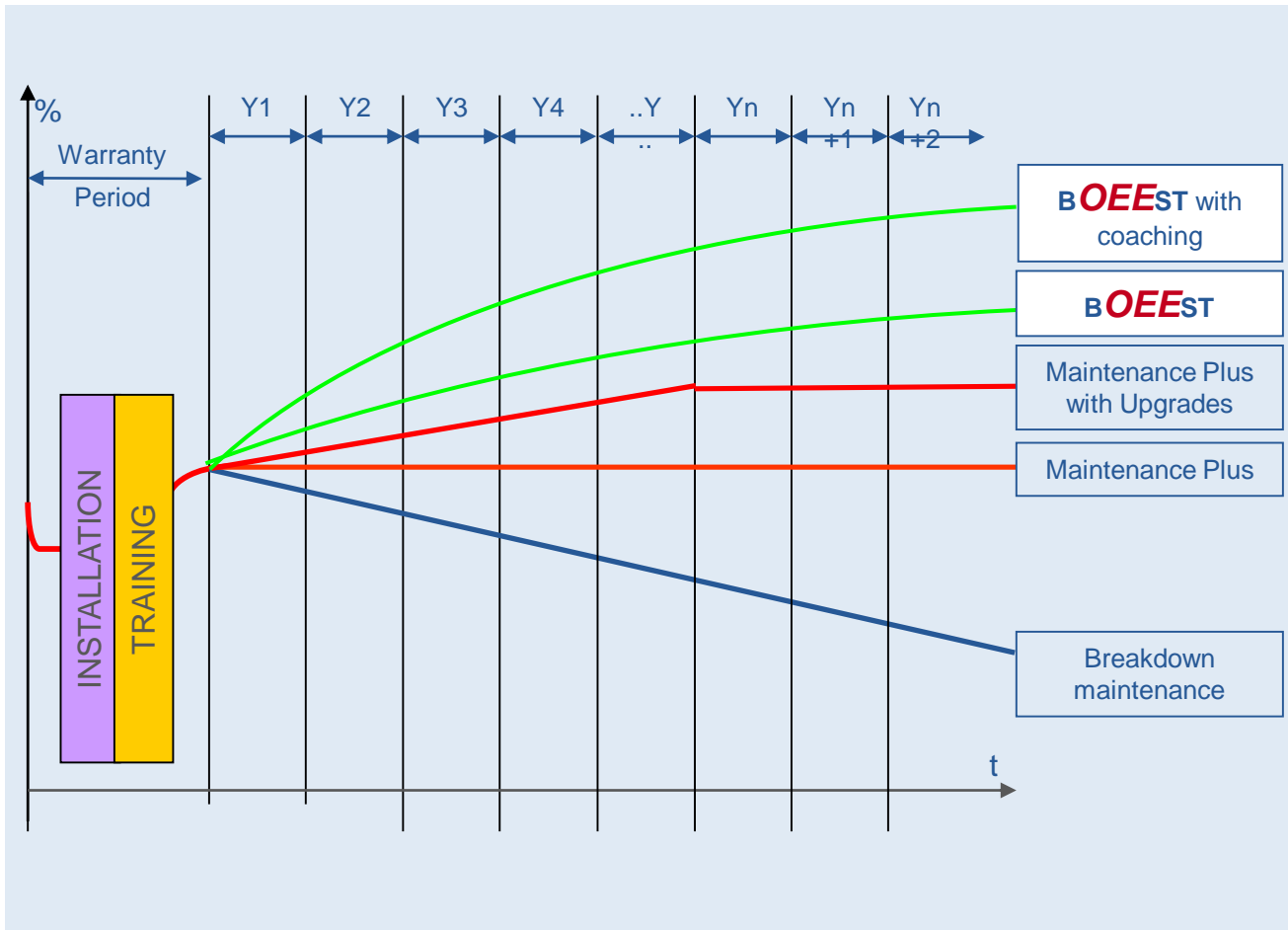
Improve Quality



Win new Markets

Expert Services

Performance solutions – “OEE booster”



Objectives

- Don't sell hours
- Participate in OEE increase – Value based pricing

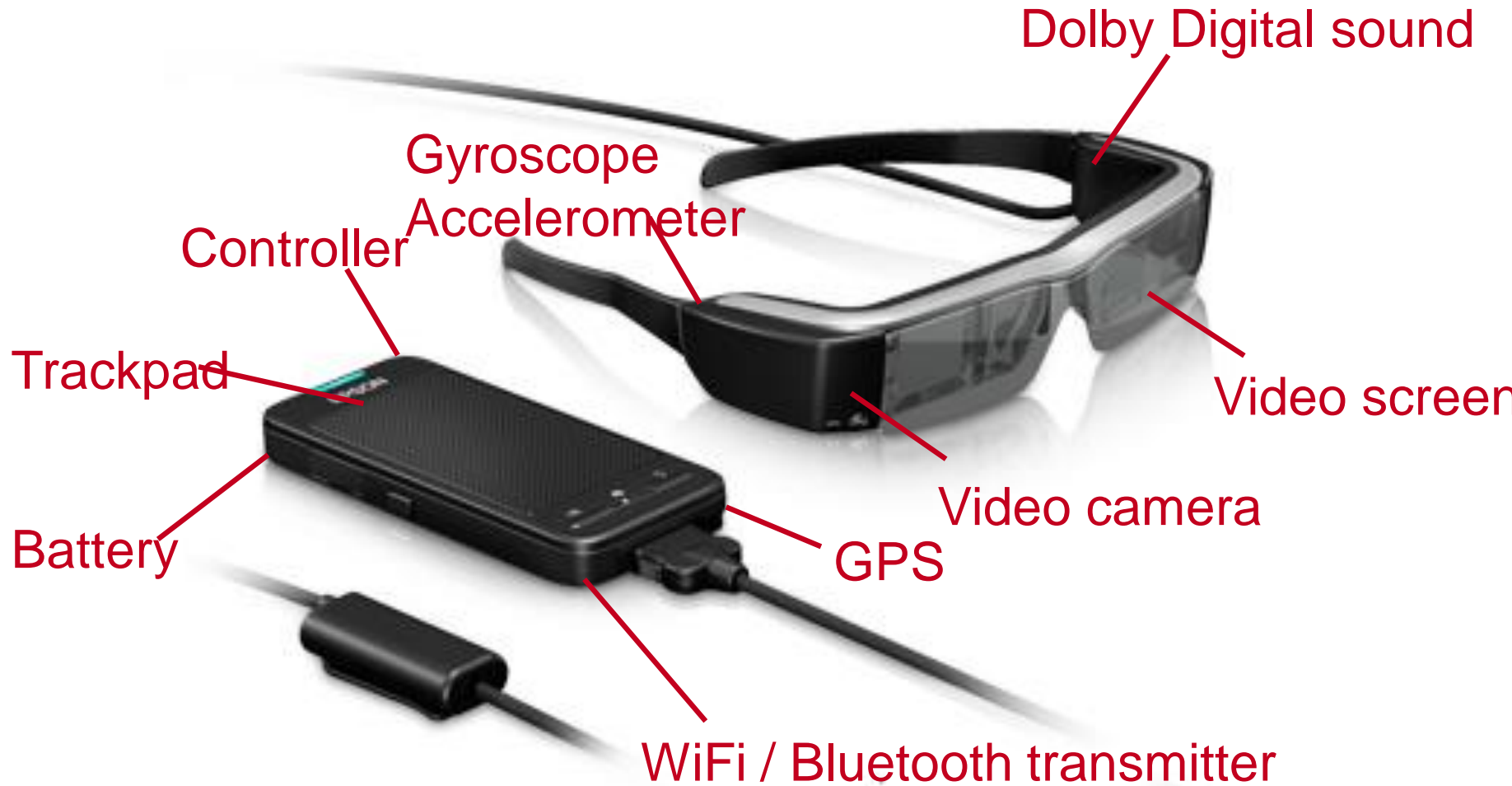
How do we sell our service propositions?

Service propositions sales

- > Regional Service Managers => sales force
- > Field Technicians => lead finder
- > Customer Care Level 1&2 => lead finder and sales
- > Service key account manager => sales, customer relations
- > E-shop
- > Mail blasts/Telesales
- > Machine sales force => sales (service package incl. in machines)

What comes next?

Connected Glasses



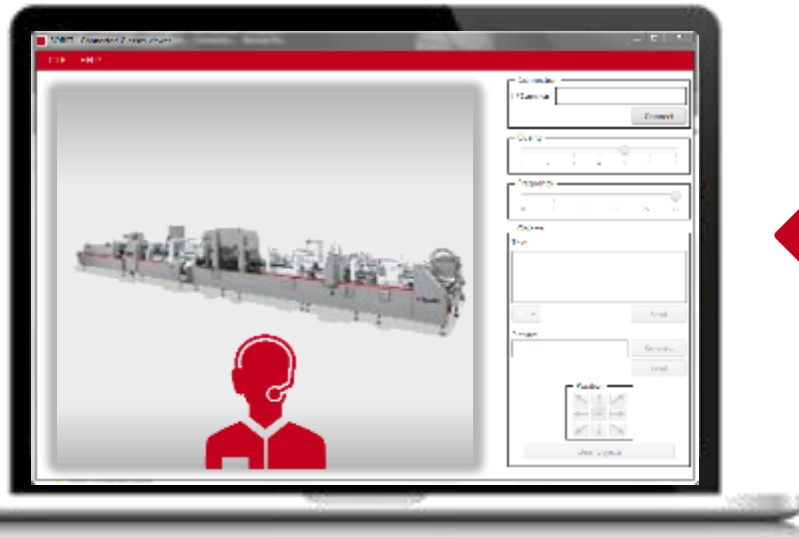
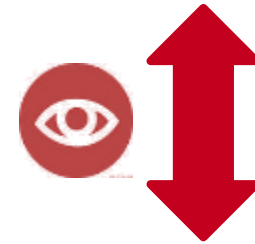
Scope

Remote Guidance with Connected Glasses



Solution

Remote Guidance through Helpline Plus platform



Solution

Bidirectionnall communication



Added value for the customer

HELPLINE PLUS



Remote Access only on
the HMI and in the
automation software

HELPLINE PLUS + CONNECTED GLASSES



Control



HMI + Automation



Process



Electrical

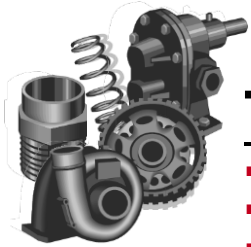


Mechanical



Electrotechnical

The new customer portal MyBobst.com



Technical Information

- Installed based
- Technical documents
- Product Portfolio

E-commerce

- Shopping
 - Sales
 - Up-selling
 - Cross selling)



Customer Self service

- Pull functions
- Request quotations
- Place Order/Track & trace
- Account balance,...
- Self training



Access

- Desktop (PC / Mac)
- Mobile PC
- Tablet
- Mobile
- Bobst Machine Interface MMPC
- Other



Summary

Conclusion

- **Technology leadership** is not anymore enough – good service is key to sell more machines and **premium service** is a USP
- If you want to grow in service separate the service business
 - **focus, focus, focus** – farmers vs. hunters
 - Own marketing, **sales**, supply chain parts and R&D!!!
 - **Transparency** – where is the money?
- It's a cultural change and can't be done over night
 - **Risk of silos** (jealousy, finger pointing, profit & costs allocation, remuneration, car policy etc.)
 - **100% commitment** of Executive Management is key
 - **Team work** between machine & service sales is crucial - Make sure **roles & responsibilities** are clearly defined
 - Communication, **communication**, communication
- It's a **long-term transformation** program – business model, processes and **people**



BOBST: BENCHMARK IN SERVICES