Focus on customer segments

Process Technology division
To offer unique solutions helping customers to optimize their processes. Our scope includes everything from components to systems.
Focus on customer segments

- P&S
- Food
- Energy & Environment
- Process Industry
- Life Science

Sales H104
Focus on customer segments
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- P&S
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Process Industry

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Sales H104

www.alfalaval.com
Focus on customer segments

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Parts & service

Sales H104
Process Technology division
The strategy model
Municipal & industrial waste

Aldec G2

Effective tools that will help you sell G2

- Advertising: Full-page and half-page advertisements.
- Sales brochure: Key features and benefits in a 4-page fold-out brochure.
- Invitation to seminar: Invitation to customer seminar for key customers in your area.
- Poster: "A new level of de-watering." Ideal for exhibitions, seminars and other events.
- Large wall poster: Shows G2 with key selling points. The other shows G2 in cross section. For use at customer seminars and other events.
- Direct mail campaign: Sales letter, direct mail folder: A brief version of the main G2 product brochure in a handy-sized format. Mailed post.
- Case studies: Two versions are being prepared, based on the results of tests during May/June. One version will focus on energy savings and the other on performance improvements.
- Articles: Covering Aldec G2 in Alfa-Laval's internal magazine, ONE Living, and external magazine, HERE (November). A general article will be prepared for the trade press.
- PD leaflet: The technical information your customers need.
- CD-ROM: Including updated version of "Sludge disposal – less is more". Everything your customer needs to know about G2 and other Alfa-Laval products for a cost-effective sludge treatment system.
- Exhibition kit: Pull-up banners for the stand and giveaways.
- NEAR magazine: A newsletter that can be translated and adapted for use at local exhibitions/tradeshows.
- MIDI Environment Sales Manual, Sliding Tool and Power Programme: Fully updated to include the G2 range.

Order details for the above can be found in the Sales Promotion Database on ALround or in Lotus Notes.
Decanter development
Process Technology division
The strategy model
Complementary products
Membrane growth dimensions

Critical mass!

Existing membrane business

Segments
Process Technology division

The strategy model
2-phase installation

Caustic evaporation system
2-phase development

Number of heat exchangers

Units/month

Units/year

Rolling 12 months
Process Technology division
The strategy model

Non Stop Performance

New application products

Process design

Complementary products

Cost performance

Presence

Alfa Laval
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Sales H104

Food
Energy & Environment
Process Industry
Life Science

Capital sales
After sales
After sales in the Process Technology division

Mr. Mikael Carleson
General Manager
Parts & Service
Process Technology division
Alfa Laval
The aftermarket opportunity

20+ years
Product life time in PTD business

- Decanters: 15-20 years, ratio 1:1.5
- Separators: 20+ years, ratio 1:4
- Plate heat-exchangers: 20+ years, ratio 1:5
One global “Installed base” tool

- All Alfa Laval equipment
- Detailed technical info for parts
- Customer history
- Service planning and reports
## IB@web interface

### Equipment Search

- **Retrieve Stored Search**: [Input Field]
- **Stored Query**: [Input Field]

### Equipment Data

- **Serial No.**: [Input Field]
- **Equipment Type**:
  - [Dropdown]
  - Compabloc
  - Decanter
- **Equipment Denomination**:
  - [Dropdown]
  - HSS
  - HSS Bowl
  - Lobe Pump
- **Commercial Name**: [Input Field]
- **Drawing/Product No.**: [Input Field]
- **Company Item Desc.**: [Input Field]
- **Company Item No.**: [Input Field]
- **Module Mfr. No.**: [Input Field]

### Order Numbers

- **Manufacturing**: [Input Field]
- **Sales Company**: [Input Field]
- **Company**: [Input Field]
- **Application Order No.**: [Input Field]
- **ALSIS Application**: [Input Field]

### Additional Filters

- **Next Service Date**: [Input Field]
- **Last Service Date**: [Input Field]
- **Start-up Date**: [Input Field]
- **Delivery Date**: [Input Field]

### Relations

- **Relation**: [Dropdown]
  - Installed At
  - Lloyds No.
- **Company Name**: [Input Field]
- **Company No.**: [Input Field]
- **City**: [Input Field]
- **Hull No.**: [Input Field]
- **Ship Name**: [Input Field]
- **Shipyard**: [Input Field]
Installed base in operation

- Decanters: 15,000 units, 1:1.5
- Separators: 30,000 units, 1:4
- Plate heat-exchangers: 150,000 units, 1:5

Multiple
Nonstop Performance

Performance Agreements

- Upgrading
- Audits and Consulting
- Cleaning and chemicals
- Monitoring
- Reconditioning and repair
- Training
- Exchange Parts
- Maintenance tools
- Genuine Spare Parts
- Global Network
- Local Service
Sales & Service network

55 Sales companies
75 Service centers
350 Field service engineers
Genuine spare parts distribution

- Spares 24-48 hours
  - Emergency delivery service
    - > 95% spares service level
    - 24 hour Hot Line
Nonstop Performance

Performance Agreements

- Upgrading
- Audits and Consulting
- Cleaning and chemicals
- Monitoring
- Reconditioning and repair
- Training
- Exchange Parts
- Maintenance tools
- Genuine Spare Parts
- Global Network
- Local Service
Performance Agreements

- Increased life time
- Secured uptime
- Performance improvements
- Safety & security
- Cost efficiency

Basic professional service
- Documented service
- Price policy
- 24 h contact

A planned service program
- Service plan
- Service kits
- Reconditioning
- Training
- Exchange & Rental

Integrated expert service
- Upgrading optimization
- Software tools
- Parts monitoring
- Extended warranty

A premium partnership
- Long term contract
- Guaranteed availability
- Downtime commitments
- Condition monitoring

Invest in new equipment
1 year → 3-10 years → 10-20 years
Performance agreements

- Year 2002: 1000 agreements
- Year 2003: 1300 agreements
- Estimated Year 2004: 1500 agreements
Generating incremental business

+25%
Life cycle positioning

North America, West Europe, Japan, Oceania

SE Asia, Latin America, Central Europe

China, Russia, India

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Nonstop Performance

Performance Agreements

- Upgrading
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- Local Service

Global Network

Local Service
Alfa Laval Cosmos

A unique system for monitoring and analyzing the condition of separators and decanters.

Alfa Laval Cosmos will tell you if there is a problem, how serious it is and pinpoint the component causing the problem.
Alfa Laval Cosmos On-Line continuously measures, 24 hours a day, the status of the rotating components in separators and decanters.

As soon as a part shows the first sign of deterioration, Alfa Laval Cosmos will pinpoint the source of the fault.
AlfaCheck is a new manual system to measure PHE performance during operation.

AlfaCheck will tell you if the PHE is clean or dirty and how far from optimum performance the PHE is operating.
Nonstop Performance

Performance Agreements

- Upgrading
- Audits and Consulting
- Cleaning and chemicals
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- Global Network
- Local Service

www.alfalaval.com
Decanter upgrading

New G2 Decanter

Existing NX Decanter

Component interchangeability

www.alfalaval.com
AllBrands service

A planned service program
Life cycle positioning

North America, West Europe, Japan, Oceania
SE Asia, Latin America, Central Europe
China, Russia, India

A planned service program
Nonstop Performance

Performance Agreements

- Upgrading
- Audits and Consulting
- Cleaning and chemicals
- Monitoring
- Reconditioning and repair
- Training
- Exchange Parts
- Maintenance tools
- Genuine Spare Parts
- Global Network
- Local Service

+25%