

# Customer case study

## Diagnostic Test Equipment



**CNH**

When CNH (Case New Holland) Global, one of the world's largest manufacturers of agricultural and construction equipment, found itself in need of a truly global solution in terms of diagnostic testing equipment, it was to Webtec Products Limited that they turned in March 2009. Having worked on a design solution with Webtec previously, CNH already knew that the company had existing products which were being used worldwide and that they were well-placed to meet the requirements of both CNH and its massive global network of 11,300 dealers and distributors in 160 countries.

Essentially, the challenges faced by CNH impacted the company in different ways. With so many dealers using such a wide range of methodologies and equipment to carry out machinery services and diagnose faults, the information which was relayed back to CNH's Head Office was often incomplete and inconsistent. This was impacting the customer service levels and warranty costs. Without a system to address these issues, resolution times could increase, with a corresponding effect on customer satisfaction. CNH was preparing for new product developments that would require a much greater level of integrated service diagnostics, especially to maintain the highest standard of dealer and customer support. High quality field reports also enable CNH to identify or resolve genuine manufacturing / production concerns within the time it expects.

With each country or dealership having previously been responsible for sourcing their own tools and equipment, this was the first time that the company had sought a generic solution which would not only

provide the dealers with a universal tool, but also satisfy the needs of CNH.

The dealer task should not be underestimated,

- Responsibility for servicing and maintaining a massive range of over 540 different models of agricultural machinery
- Have varying technological capabilities in different markets
- Are located across continents
- Used both metric and imperial standards
- Are servicing customers who were communicating in over 40 different languages
- Needed an affordable and cost-effective solution which would be used regularly and could be applied across the board

They would now also have the knowledge that the equipment recommended by CNH met all the requirements of past and future products.

In the case of those dealers with more advanced technological capabilities, the solution also needed to interface with the laptop computers that they were already using, and which contained all the manuals for the equipment that they were servicing. This introduced the need for Webtec to work alongside a third party producer of an interface box, a company which already had experience working for the Fiat group (CNH is part of the FIAT group of companies). Because this company already had a product which would serve the purpose, the final solution was to be heavily reliant upon Webtec's considerable flexibility in terms of design and engineering to ensure an integrated approach.

Not only this, but CNH were working to a very tight six month timescale which would encompass everything from initial project evaluation, through design, development and prototyping, to first shipment.

Having scoped out the entire customer requirement, Webtec found that their solution needed to satisfy three levels of end user:



- Those who needed a lower-cost, low-tech tool for measuring flow pressure and temperature in smaller (sub 60 horse power) machinery
- Those who required an intermediate solution consisting of digital hydraulic testing tools for measuring flow pressure and temperature
- Those who were seeking a high-tech electronic service tool which would allow you to connect hydraulic instrumentation up to existing laptop computers





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As a company with an already extensive product portfolio, Webtec found that the needs of the first two groups could be met through some of their existing products which only needed to be matched to the CNH service specification, thus representing a highly cost-effective solution for the customer. It was in the area of the electronic service tool, therefore, that most of their attention needed to be focused, and by October 2009 they had designed, evaluated and tested a prototype tool which met the requirements of both CNH and its dealerships. In the course of doing so, Webtec were able to use their own inhouse capabilities to produce digital images of the products so that the customer could see precisely what they would look like before they were actually produced.

The products themselves, however, were not alone in forming Webtec's highly effective solution to CNH's challenge. The company's requirement for its own branding, logos and parts numbers to appear on the machinery was also accommodated, as was the need for instruction manuals to be produced in eight different languages. Perhaps more significantly, however, Webtec's advanced Enterprise Resource Planning (ERP) system meant that they were also able to offer a service which allows them to ship to worldwide locations on CNH's behalf, effectively cutting out the need for the additional costs and arrangements associated with warehousing and distribution.

Now, with a range of 13 different Webtec products to meet its requirements, and a standard format of information for all of its dealers, CNH is able to respond faster to field reports, something which will allow the company to provide higher customer service levels. In addition, in Webtec it has a partner who is taking care of all the supply logistics to ensure direct and timely delivery within 4-6 weeks all over the world. The initial demand is likely to take them through to December 2010 and Webtec expects to send out 250-300 units this year alone, although with the launch into the European market due to take place in February 2010, this figure may increase.

Webtec will continue to work alongside CNH on the direct ship programme for its testing equipment and anticipates a long-term relationship with the company in terms of the design and development of diagnostic test equipment solutions.

**Paul Muskett - CNH Parts & Service**

**Hydraulic measurement and control**

