

Project title

Servitization Fendt and Challenger | PoC

Customer

AGCO | www.agcocorp.com
 Fendt | www.fendt.com
 Challenger | www.challenger-ag.us

Sector

Agriculture Industry

Empowered Solution

- Servitization
- Proof-of-concept (PoC) consultancy
- Analysis business value, Use Cases
- Blueprint business model "Power by the Hour"
- Capabilities Process, People, Products (3P's)
- Framework Predictive Maintenance
- Framework Condition Based Maintenance
- Framework Yield management
- Data analytical enablers (real-time) AG sprayers
- Enablers Digital transformation
- Roadmap; GAPs, Recommendations, Next steps

Period of Execution

- Start: October 2018
- Finish: May 2019

Methods, Techniques, Tools

- Servitization program Scheper.Co
- Condition Based Maintenance
- Predictive Maintenance
- Data analytics

Value-added elements

- Software applications
- Roadmap Servitization / Analytics
- Value-driven recommendations

Company overview

Fendt is not just a name, Fendt is a conviction. With Fendt tractors and harvesting machines, farmers and contractors can reach their goals faster and with a higher yield. Power. Performance. Efficiency. Innovation! The Fendt brand offers leading products to make farmers more successful. Fendt is building exceptional machines, products, and services for farmers, so farmers can harness their own passion to produce excellent quality with maximum efficiency.

Project challenge

Can you improve our worldwide services based on Servitization? Provide us a Roadmap and framework for; Condition Based Maintenance (CBM), Predictive Maintenance (PdM), Field Services and Data Analytics. AGCO wants to move from scheduled maintenance to condition-based- / predictive maintenance. Support and identify business value for CBM, PdM, and PaaS, from Use Cases.

Why Scheper.Co?

Empower Your Future. Scheper.Co has been chosen out of ± 35 competitors (global) for this Proof of Concept (PoC). Scheper.Co turbocharged subject matter experts based on their experience about agricultural machinery and industry knowledge about Servitization.

How Scheper.Co helped?

We provided based on our Strategic Management Services a visual roadmap from AGCO's capabilities, digital transformation, product readiness, and possible business value, based on Servitization. The results gave a good overview about the status AS IS and pre-defined TO BE situation with a clear GAP analysis about the people, process, and products (3Ps). Additionally there are analytical frameworks added for PdM and CBM.

We presented clear benefits for AGCO, Dealers, and Farmers;

- Improve Uptime (yield)
- Improve Customer satisfaction
- Just-in-time Maintenance Planning
- Smart workforce, uniform processes
- Decrease Downtime and Corrective Repairs
- Decrease amount of warranties, quicker diagnose findings (TTI)
- Sell extended warranties, without losses (>2000 hours)
- Sell Uptime, Product-as-a-Service (Servitization)
- Measure overall machine health (condition) real-time
- Improve (new) product releases, prescriptive designs

Customer Testimonial

"Profitable growth through superior customer service, innovation, quality, and commitment". Great experience after this first attempt, good teamwork, and progress in a short timeframe. The vision has been changed and the knowledge about CBM, PdM, and Servitization gave clear insights. The audience (board) was very excited and satisfied after the presentation in Marktobendorf, Germany.
Mr. M. van Eck – Manager After Sales and Service, EME

