



Results-Driven Automation



Value-Added Solutions

User-Supplier Partnership Provides 70% Cost Savings, Greater Competitiveness and Higher Profits

The customer was able to achieve an overall savings of 70% over his previous design. He made his company more competitive and more profitable. By offering solutions, ABB gained a satisfied, long-term customer, while the end-user gained a design partner he could count on.



Background

A solution always begins with a need. In this case, the engineer of a company who had not previously been an ABB customer was in the midst of a new design update for an induction machine. He was requesting a quotation for a Tmax main circuit breaker with a cable operated flange handle mechanism – a design solution similar to that which his company had been using for years. ABB provided a 70% savings in cost, greater competitiveness and higher profits!

The Solution

ABB's Business Development Management Team understood that to just offer the customer the same solution that he had used in the past might suffice to solve the problem, but greater cost savings

were possible. Not wanting to disappoint the customer, ABB gave them a quote for the requested solution, as well as an interesting alternative solution: an ABB Tmax molded case breaker with a through-the-door handle mechanism. Not only did the ABB alternative save money on the ABB provided components, it also allowed for savings on the panel, by enabling the engineer to use a different, smaller and less expensive panel.

The customer really liked the cost savings and the extra thought ABB had given to his needs. He understood that ABB wanted to solve his problem – not just sell a product. However, his experience with competitor's through-the-door handle mechanisms had not been very good. In fact, the competitor's product had



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Success Stories

alignment issues that actually cost his company in terms of time and labor. The engineer was understandably skeptical about trying a through-the-door handle mechanism again.

So ABB sent a sample for approval, knowing that if the customer would just try the handle mechanism, he would sell himself on the ABB solution.

The end-user's experience with the sample was a very positive one: within 5 minutes of unpacking the box, the handle mechanism and the ABB Tmax molded case circuit breaker were installed – no alignment issues.

Results

The customer was able to achieve an overall savings of 70% over his previous design. He made his company more competitive and more profitable. By offering solutions, ABB gained a satisfied, long-term customer, while the end-user gained a design partner he could count on.

