

WHITE PAPER

# A Better Approach to Service, Maintenance, and Support

How manroland GOSS's customized, consultative approach to engineered solutions is helping manufacturers and industrial companies extend the life and increase the performance of their equipment

in partnership with



## Printers, converters, and industrial companies face significant operational challenges

Engineering and operations managers at all types of manufacturing and industrial companies are under tremendous pressure. This includes managers at printing, packaging, and other types of companies that rely on industrial equipment.

This pressure is due to today's highly competitive landscape, where companies want to grow their business and increase their profits while boosting productivity and efficiency. However, companies are reluctant to invest in new machinery. The cost of new equipment is high and justifying major capital expenditures right now is harder than ever.

This means that managers in most companies are expected to help the business achieve its financial goals while using and supporting a collection of aging assets—with equipment of different types and vintages from different manufacturers with different support mechanisms that require different types of servicing. These assets typically aren't well integrated and don't work well together.

The challenge boils down to keeping the company's existing equipment up and running, finding a way to extend the life of this equipment, and preventing obsolescence—all with a limited budget.

## The current options for supporting and maintaining industrial equipment aren't effective

While the pressure to extend the life of existing equipment is high, the options for supporting this equipment are limited. The three main options and the challenges with each are described below.

Support Option	Description	Challenges
<b>Internal support</b>	Some companies attempt to do in-house technical support and maintenance themselves, with their own staff.	Most companies don't have adequate internal resources or expertise to support and maintain all of their equipment. In many instances in-house staff are generalists, not specialists.
<b>OEM support</b>	Companies often contact the original equipment manufacturer (OEM) for assistance supporting their equipment, since they don't know where else to turn.	<ul style="list-style-type: none"> <li>▪ OEMs are typically interested in selling expensive new equipment, not supporting or doing upgrades of existing equipment.</li> <li>▪ OEMs typically only support THEIR OWN equipment, not the complete range of equipment used by industrial companies.</li> <li>▪ If an OEM does an upgrade, the cost is often very high.</li> <li>▪ OEMs may not have people with the skills or knowledge to service older equipment.</li> <li>▪ Some OEMs are located in other countries; during the pandemic they might not be able to enter the US or other markets to provide support.</li> </ul>
<b>Local third-party support vendors</b>	Companies may work with a small, local, mom & pop vendor to support their industrial equipment.	Typically small, local maintenance and support providers lack the diagnostic resources and appropriate skills sets to support a wide range of industrial equipment.

As a result of these limited options:

- There are major gaps in the industrial service and support market.
- There is a distinct lack of maintenance resources and expertise to support ALL types of printing, packaging, and industrial equipment.
- Manufacturing and industrial companies struggle to find providers to assist with all of their ongoing maintenance and support needs.
- It is hard to schedule maintenance.

## Printers, converters, and industrial companies need a committed, expert partner

When your organization has an urgent maintenance or support issue or requires a major upgrade, are you comfortable entrusting your most important equipment—and your ongoing business success—to in-house staff, to an OEM (that prefers to sell a new piece of equipment), or to a small local vendor?

A better option is a highly qualified, trusted, committed partner with the capabilities to:

- Assess your organization's unique equipment, situation, challenges, timelines, and goals.
- Develop a customized strategy and migration plan for your organization's specific situation and budget. While each plan is unique, it will likely have elements of maintenance, rebuilding, upgrades, and stabilization of productivity.
- Be a one-stop-shop partner for all of your organization's equipment maintenance and support needs—for all of your industrial equipment—in the short term and long term.



## manroland GOSS—from commercial printing to service and support

You may know of manroland GOSS as a leading global manufacturer of printing system solutions. Founded in 1845, manroland GOSS, with approximately 1,000 employees, is the global leader in web offset printing solutions.

manroland | GOSS

**But manroland GOSS is much more than that.**

In addition to being a manufacturer of printing systems and equipment, manroland GOSS has grown to become the largest aftermarket service and support provider in the printing industry, at almost three times larger than the closest aftermarket competitor.



With more than 70 engineers and dozens of technicians focused on aftermarket support—40 engineers in the US, 30 in the UK, and 200 in Germany—manroland GOSS has far more support-focused resources than any other company in the market. (Some competitors have only 10 to 12 people to support the globe.)

But the support expertise that manroland GOSS has developed extends far beyond printing to support the packaging industry and to provide support and maintenance for any type of industrial equipment. As manroland GOSS proudly proclaims, “We’re industrial machine experts.”



## manroland GOSS Engineered Solutions

Engineered Solutions is the portfolio of aftermarket support solutions and services that manroland GOSS provides for companies in the printing, packaging, and industrial markets.

For each company, manroland GOSS develops a customized plan with tailored solutions for maintenance, support, and upgrades based on the company's specific situation, needs, timeline and budget. These plans take into account that companies:

- Usually don't need to replace everything at once.
- Can stabilize assets and keep them going until they are ready to replace them.
- Can develop staged migration paths, often over several years.
- Can carefully allocate their budget to achieve their service, support, and business goals.

In developing and implementing these customized plans, manroland GOSS:

- Performs a rigorous audit and assessment process.
- Provides complete maintenance and support on **all brands and models** of industrial equipment.
- Assists as necessary with urgent breakdown assistance. Support can include providing assistance online or over the phone, or dispatching expert personnel to be onsite.

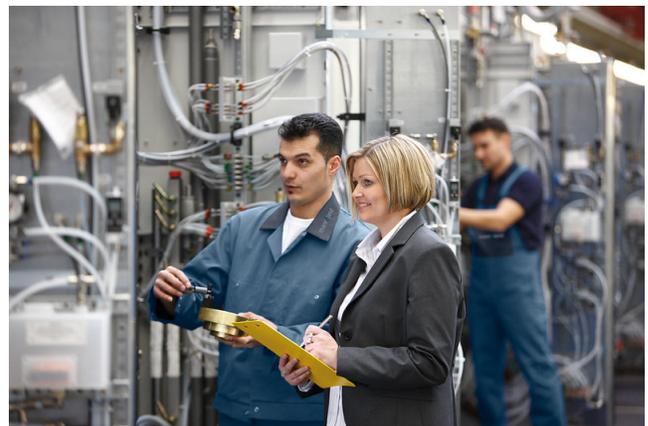
**A GOOD MIGRATION PATH CAN SUSTAIN AN EXISTING PIECE OF EQUIPMENT FOR A VERY, VERY LONG TIME SO YOU DON'T HAVE TO GO OUT AND BUY NEW.**



## Unique elements of manroland GOSS's Engineered Solutions are:

- **The business strategy.** Most OEM companies are not very interested in the aftermarket or in providing ongoing support services and migration assistance. But for manroland GOSS, supporting industrial companies by providing ongoing maintenance and service is a key company strategy and a top priority.
- **Deep, transferable engineering expertise.** manroland GOSS has deep engineering expertise in print and packaging-centric support solutions, with particular expertise in web-fed offset-based printing solutions. As a result of the very precise requirements of the printing process, manroland GOSS's engineers and technicians are extremely knowledgeable about mechanical, electrical, and operational tolerances. This depth and breadth of knowledge uniquely equips manroland GOSS to serve a wide range of other industrial markets.
- **Dedicated skilled resources.** manroland GOSS has the most engineers and technicians across the globe focused on industrial aftermarket support and the deepest bench of skilled engineers and technicians, many with 20 to 40 years of experience. No other company has this depth of resources to provide assistance with troubleshooting, with electronic controls or drives, migrations, upgrades, and ongoing maintenance.
- **Company size and stability.** manroland GOSS is not a small local vendor and is not a one-person show. manroland GOSS is 175 years old, has 1,000 employees, has global reach, and will be a trusted partner for years to come. Customers know that when manroland GOSS does an upgrade, they will be around to support it.
- **Disciplined approach.** manroland GOSS provides support by following an extremely disciplined approach and work process. This approach consists of:
  - *An initial audit.* This audit looks at a customer's equipment, needs, and issues. manroland GOSS engineers and technicians use a series of checklists in assessing whether equipment can be repaired or needs to be replaced.
  - *A plan.* manroland GOSS takes a consultative approach with each customer, developing a unique plan to address the organization's specific situation. This might be a short-term plan to resolve a particular issue or a staged migration path over five years.
  - *Detailed documentation.* As part of each engagement, manroland GOSS provides clear, detailed documentation, comparable to purchasing a new piece of equipment. This is rarely done by other aftermarket support providers.

In following this detailed, disciplined process, manroland GOSS doesn't take shortcuts and ensures providing the appropriate support for each customer's specific situation.





## Benefits of manroland Engineered Solutions

Companies that work with manroland GOSS Engineered Solutions experience the following benefits:

- **Fast solutions.** manroland GOSS provides industrial machine engineers and technicians who know what they are doing, hit the ground running, and can quickly service all types of industrial equipment. The Engineered Solutions team is able to provide urgent response when breakdowns occur and can orchestrate planned migrations.
- **Improved performance.** manroland GOSS is able to extend the life and improve the performance of existing equipment, increasing productivity for years to come.
- **Savings.** On average, a complete upgrade of a piece of equipment costs only about one third as much as purchasing a new piece of equipment.
- **Achieving business objectives.** By working with manroland GOSS, printing, packaging, and other industrial companies are able to increase the productivity and extend the life of their equipment within a defined budget. This enables companies to meet their business and financial goals.
- **A trusted partner.** manroland GOSS is a trusted one-stop-shop partner for all of a company's maintenance and support needs for all of its industrial equipment. This includes short-term troubleshooting or long-term migrations.

### EXAMPLE FROM A RECENT CUSTOMER ENGAGEMENT

Recently, an industrial company contacted manroland GOSS with a common problem: an important piece of equipment (manufactured by a different manufacturer) was not performing well and the company needed immediate assistance stabilizing this equipment.

manroland GOSS dispatched technicians to the customer's site, where they remained for 10 days to stabilize the equipment. Pleased with the outcome, the company asked manroland GOSS to assist with another project. This entailed conducting a comprehensive audit, developing a migration path, and implementing the plan.

This successful project in turn led to three additional projects and a promising partnership for both parties, with additional work targeted in the coming year. This progression is a testament to manroland GOSS's ability to solve each problem, which has led to becoming a trusted partner.

## Additional Information

To learn more about manroland GOSS Engineered Solutions:

- Visit our web site: <https://www.manrolandgossamericas.com/>
- Follow us on [LinkedIn](#)
- Check us out on [Facebook](#)
- Contact your manroland GOSS Regional Sales Manager