

International Tower Cranes 2012

Kempinski Hotel Bristol
Berlin
October 11th

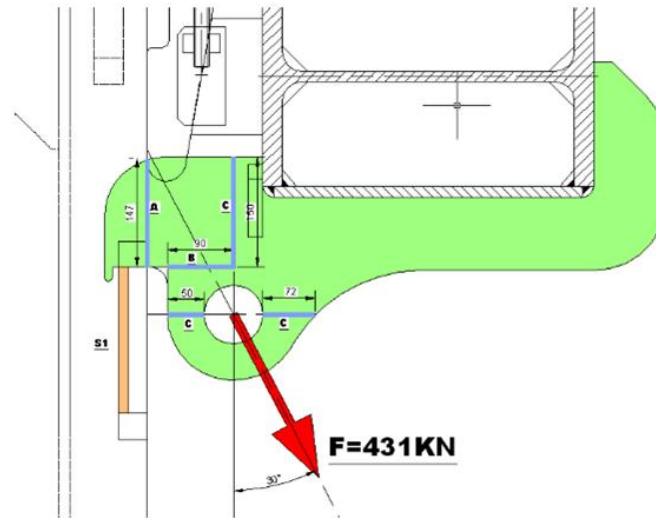
**How a tower crane manufacturer face /
answer the complexity of customer
needs and expectations**

Answering the complexity of the customers needs



Answering the complexity of the customers needs



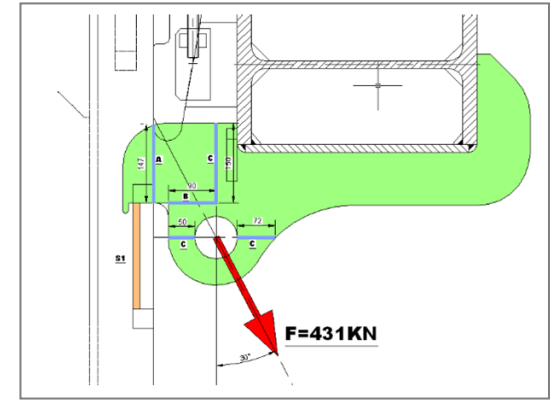


Verifica sezione A (taglio puro) sezione 147x70mm

$$V=431000 \cdot \cos(30^\circ)=380000\text{N}$$

$$\tau=380000/147 \cdot 70=39\text{MPa ok}$$

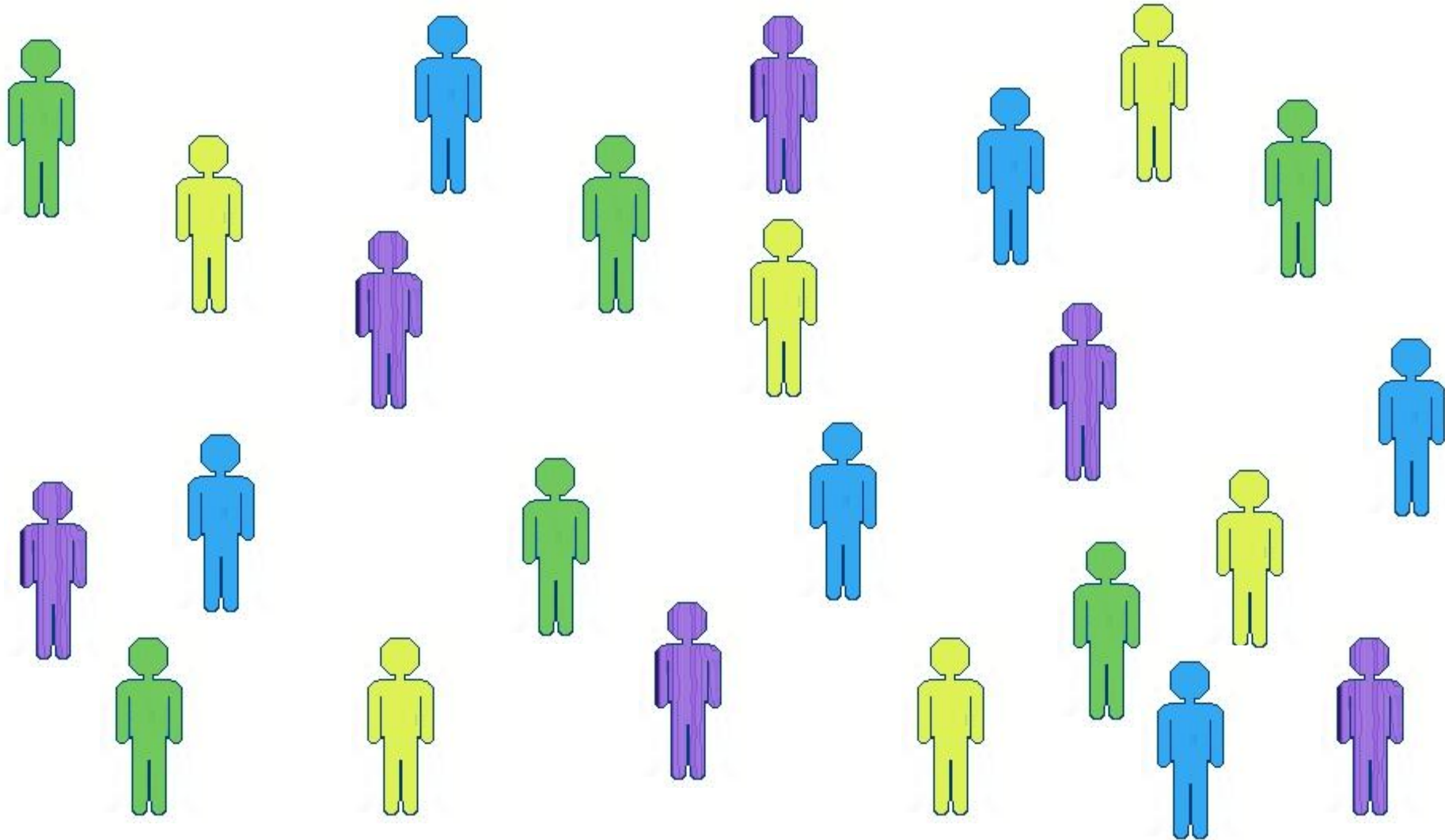
Answering the complexity of the customers needs



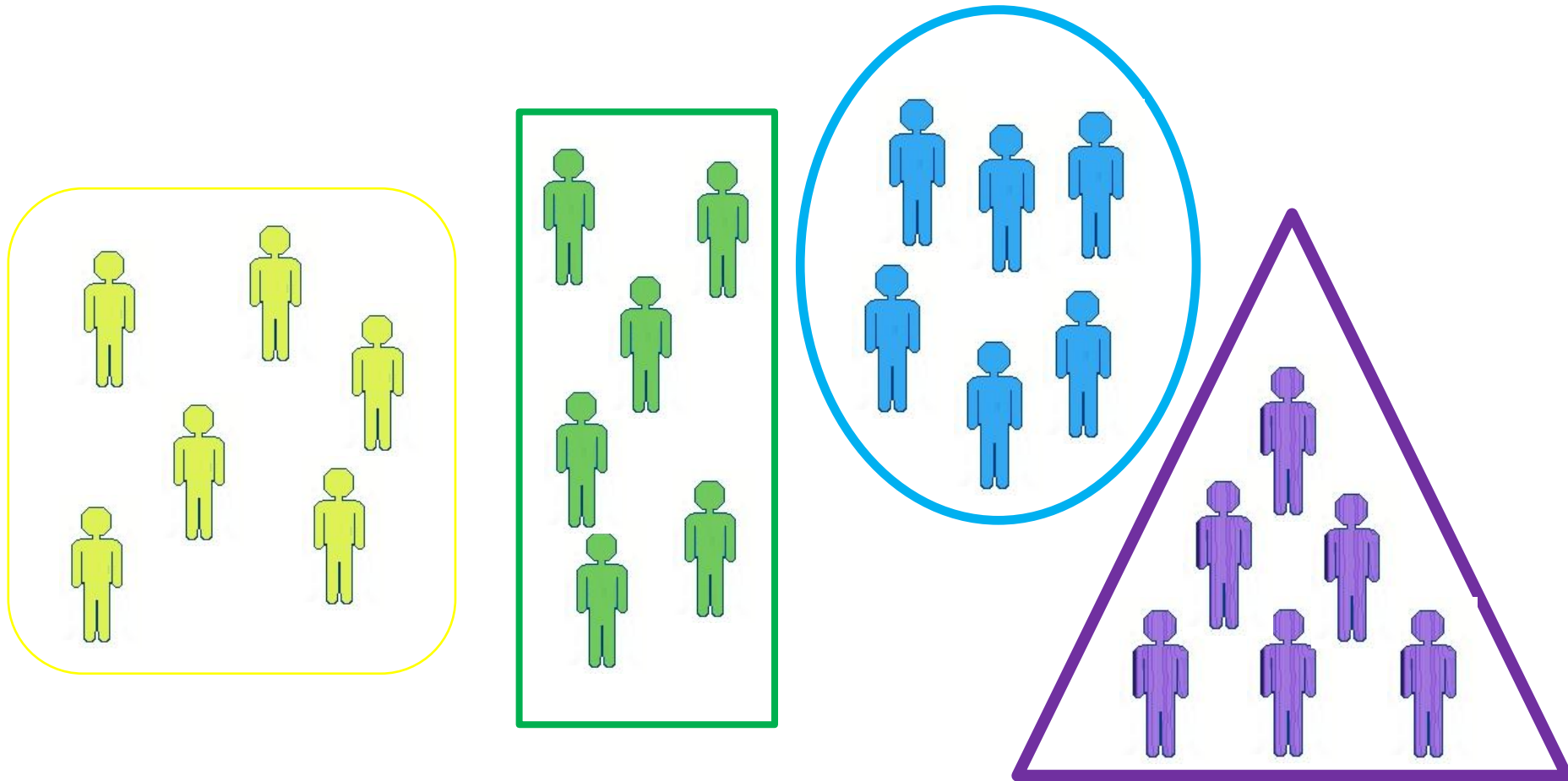
Answering the complexity of the customers needs



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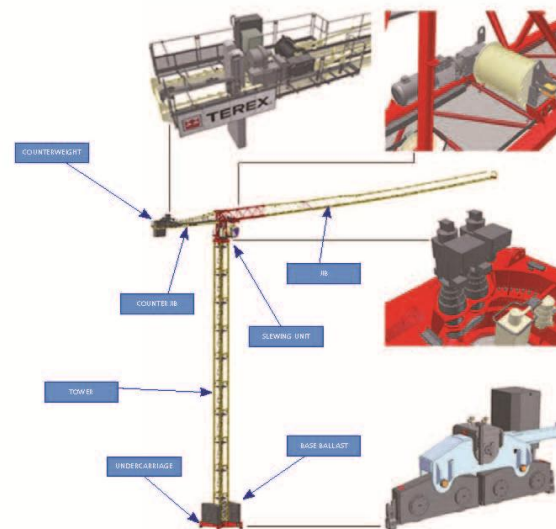
- different regions
- climate conditions
- level of skills
- applications
- size, capacity
- job site environment
- regulations
- operator comfort
- spare parts
- training

Regulations

QUICK REFERENCE GUIDE TO NON-COMPLIANCE TOWER CRANES

Most common items of non-compliance with EU regulations:

- › Marking
- › Documents
- › Combination of components
- › Noise emissions
- › Additional safety equipment
- › Warning / labels
- › Instructions



Applications



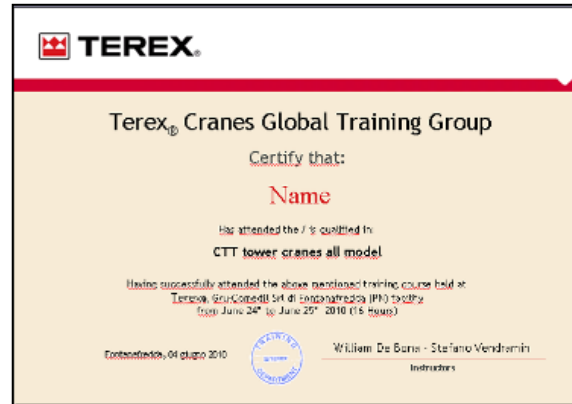
Comfort



Climates



Skills





Answering the complexity of the customers needs



Flat top CTT & FC Range



Self erecting CBR & Eazy Range

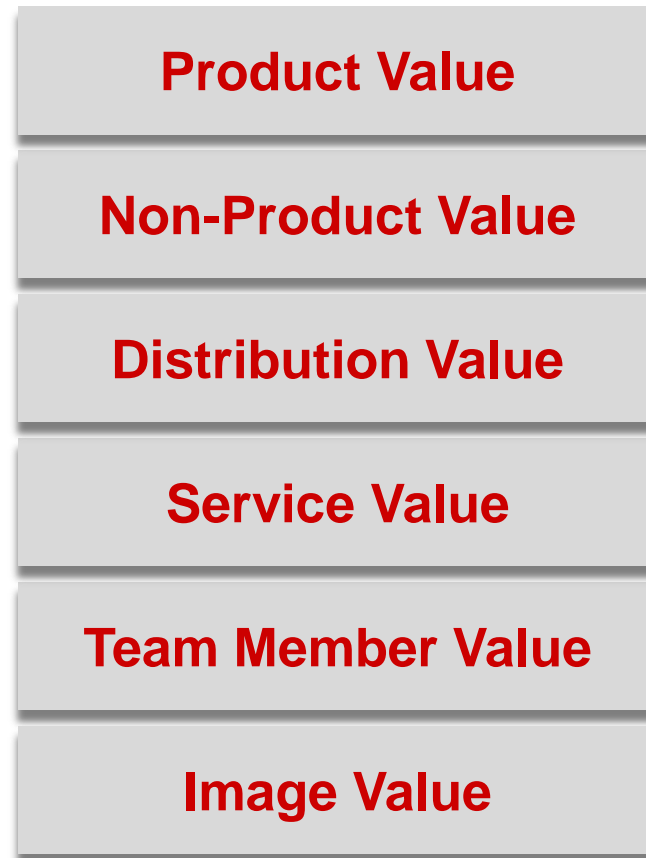


Hammerhead SK Range



Luffing jib CTL and CDK Range

Total Perceived Value

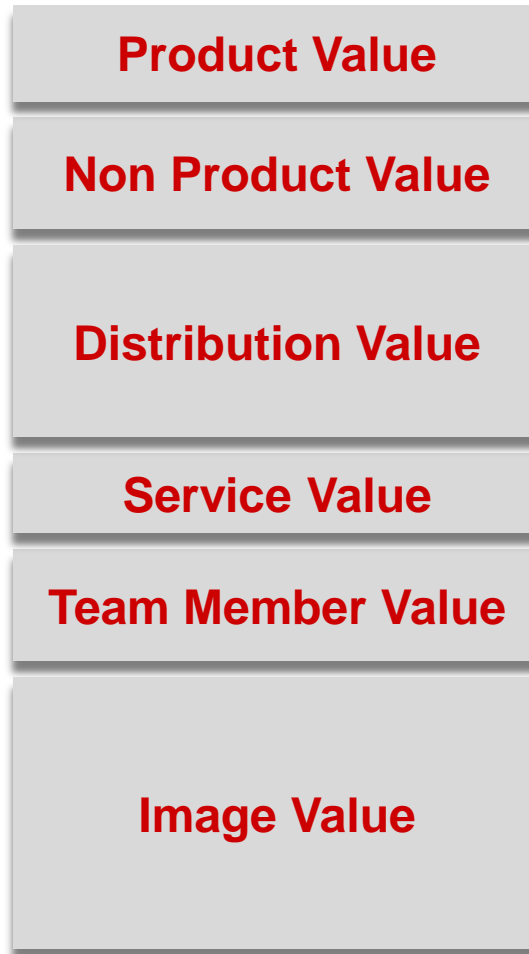


Answering the complexity of the customers needs

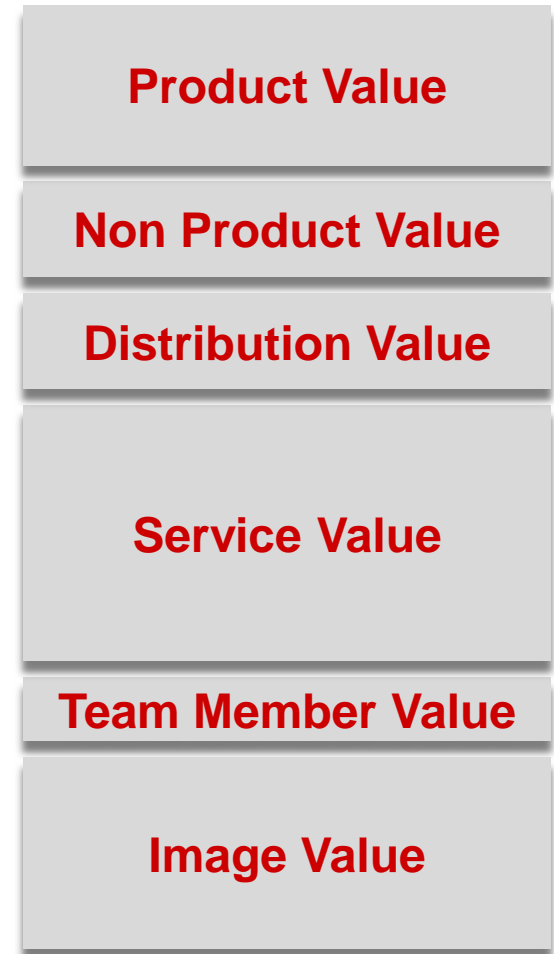
Customer A



Customer B



Customer C



Total Perceived Cost

Money Cost

Finance Cost

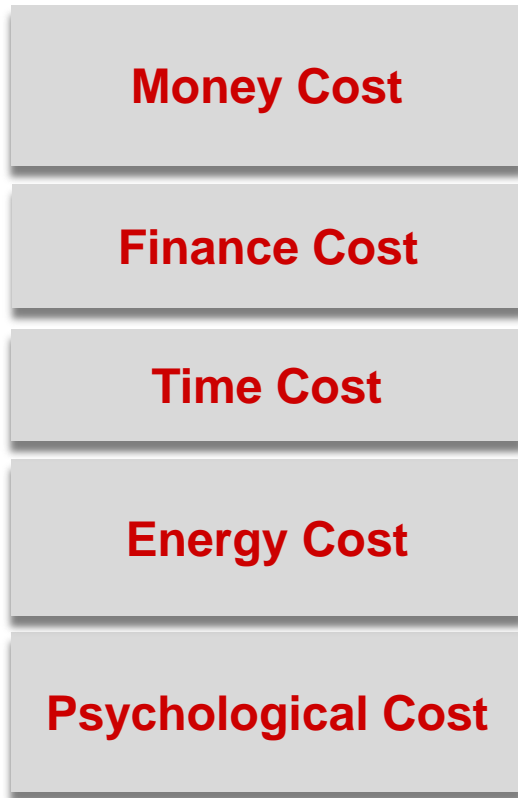
Time Cost

Energy Cost

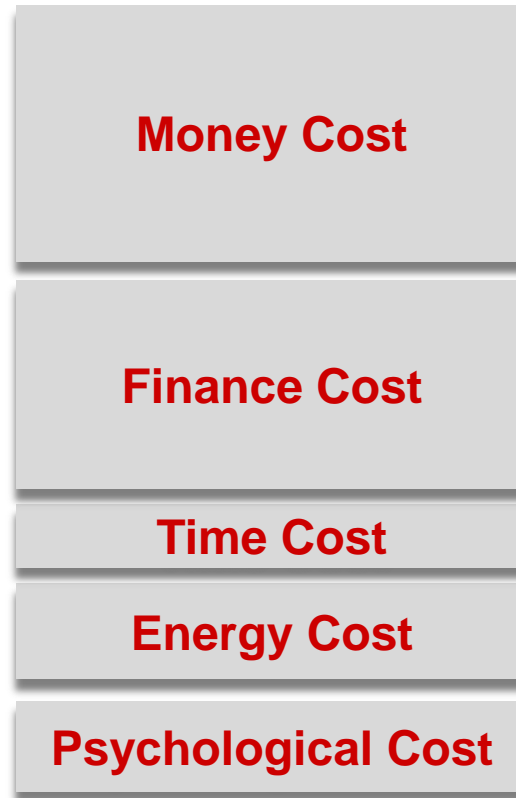
Psychological Cost

Answering the complexity of the customers needs

Customer A



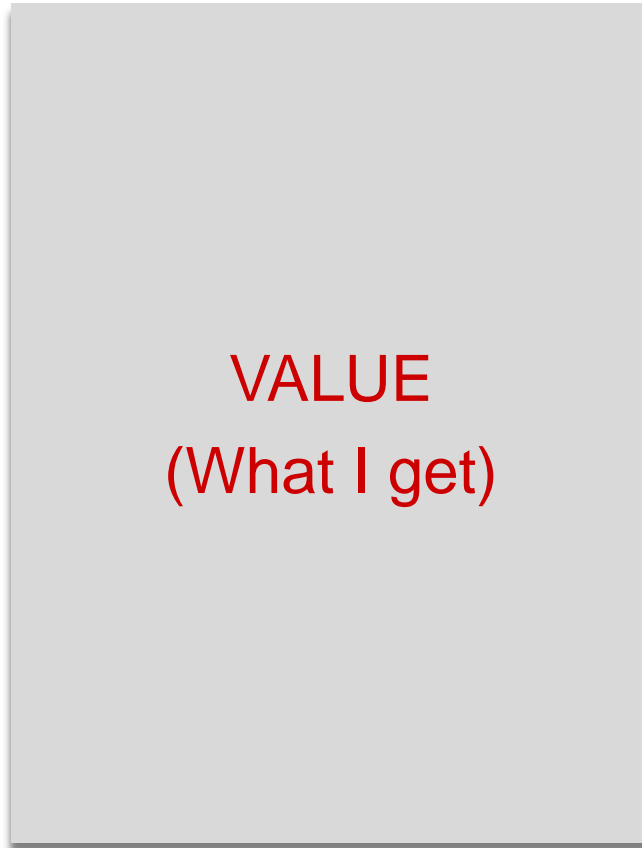
Customer B



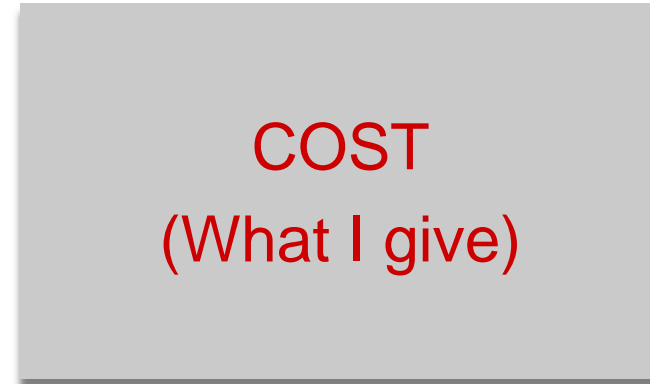
Customer C



Total Perceived Value



Total Perceived Cost



DELIVERED VALUE

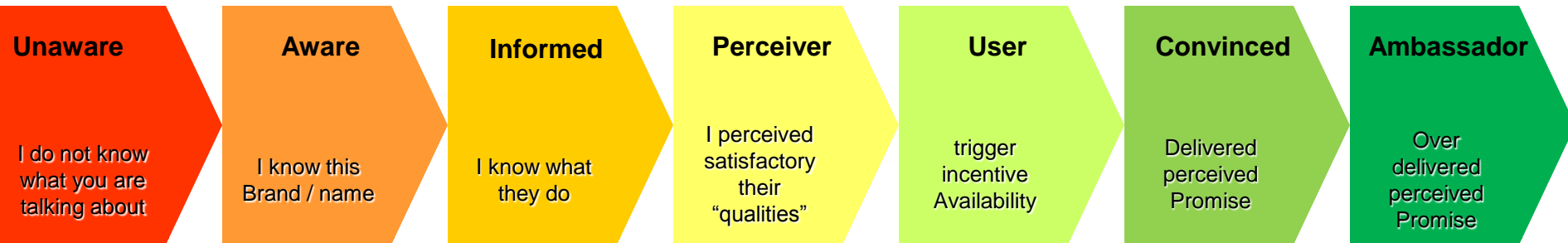
Reputation



I don't know who you are
I don't know your company
I don't know your company's product
I don't know what your company stand for
I don't know your company's customers
I don't know your company's record
I don't know your company's reputation

• Sales start before your salesman calls

Brand The Customer Choice Chain



DELIVERING YOU SUCCESS

EXPERIENCE

SPEED

RESULTS



All Terrain Cranes



Truck Cranes



Boom Trucks



Truck Mounted Cranes



Specialized Cranes



Rough Terrain Cranes



Crawler Cranes



Tower Cranes