

SKF®

SKF App LubCAD

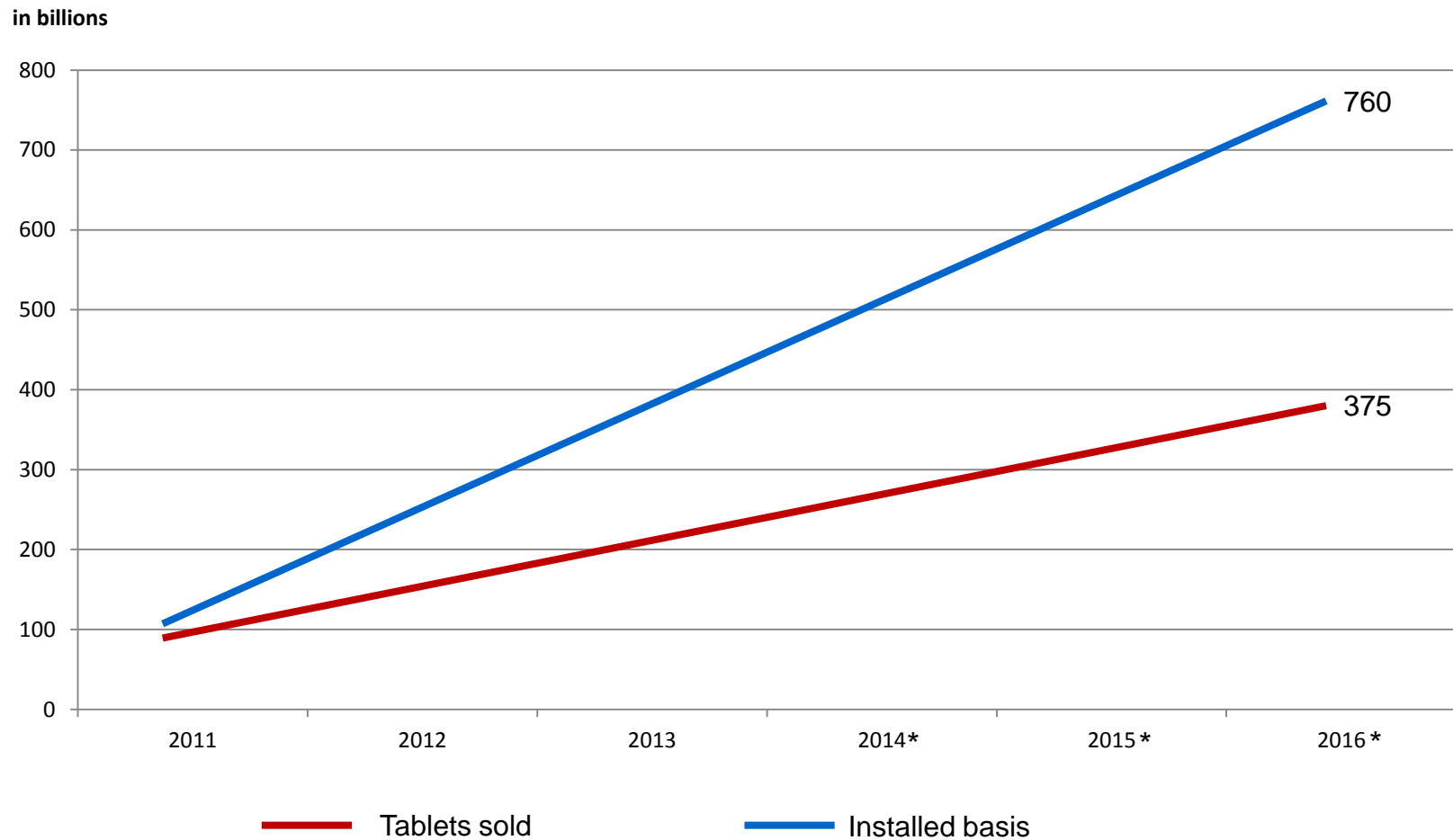
Hartmut Wiese

SKF Lubrication Systems Germany GmbH

The Market for Apps and Tablets/ Smartphones



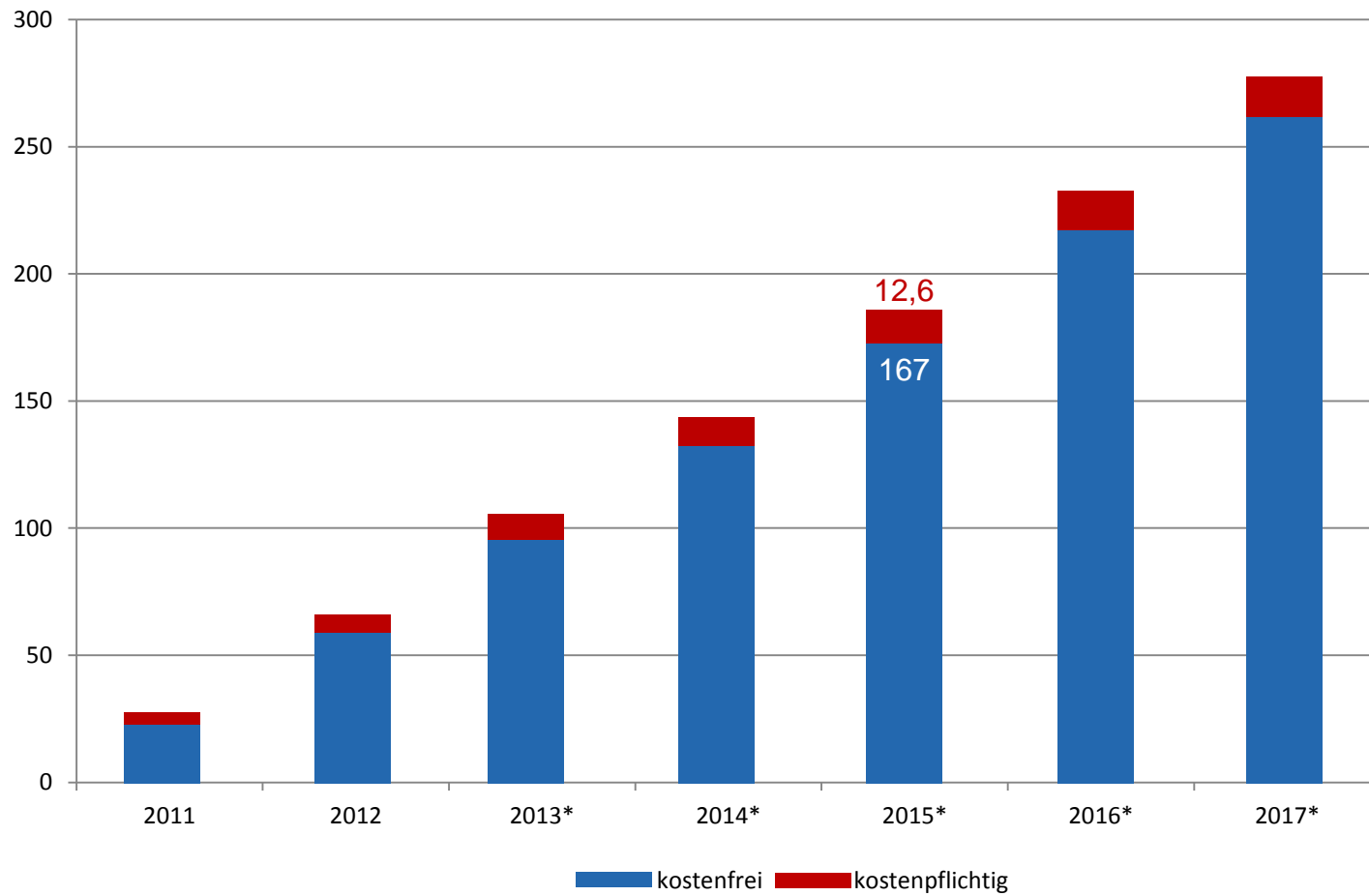
Worldwide Sales of Tablets and Installed Basis



Source: Forrester Research * Prognosis

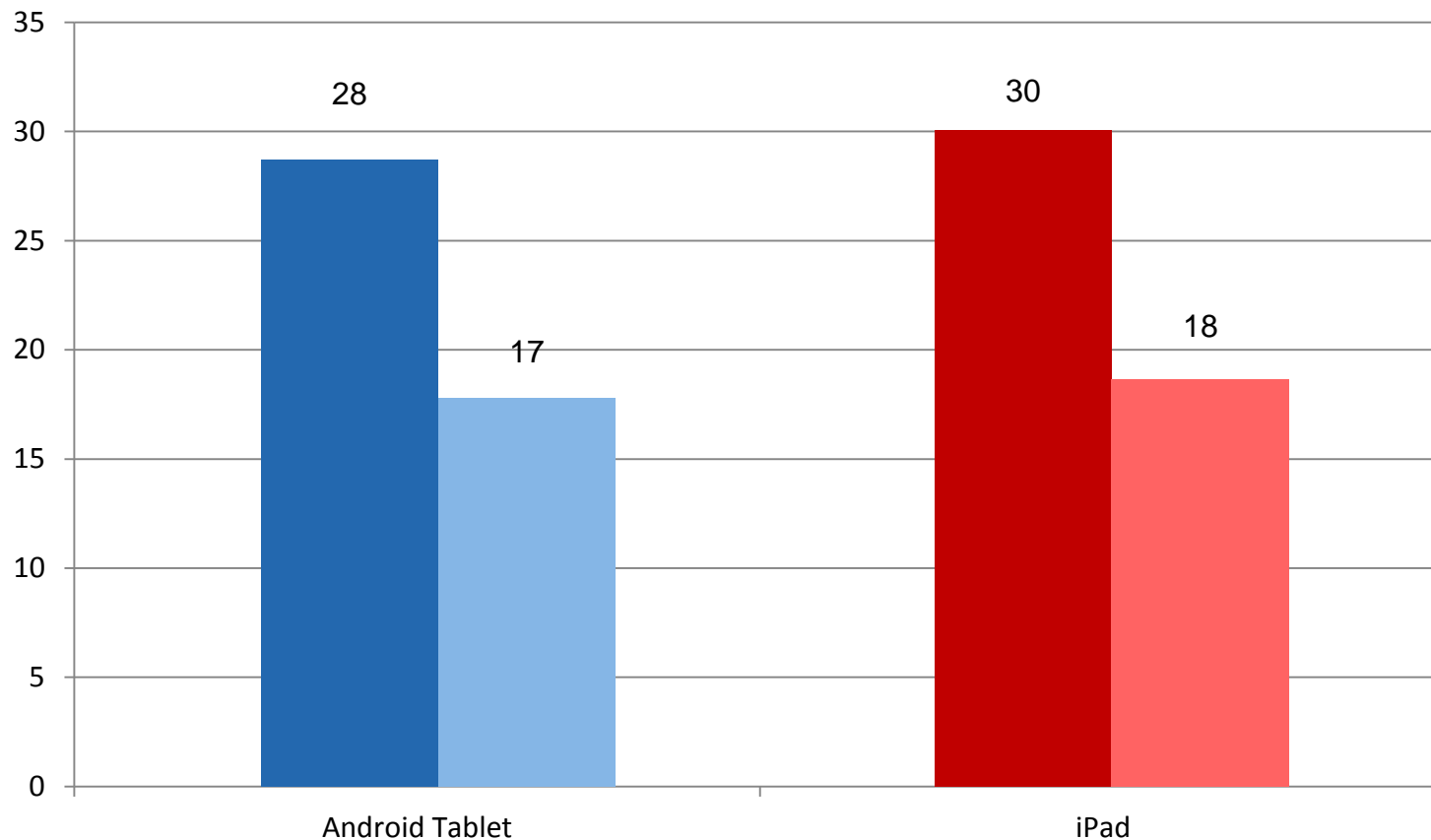
Worldwide Download of Apps (Tablets & Smartphones)

Downloads (in billions)

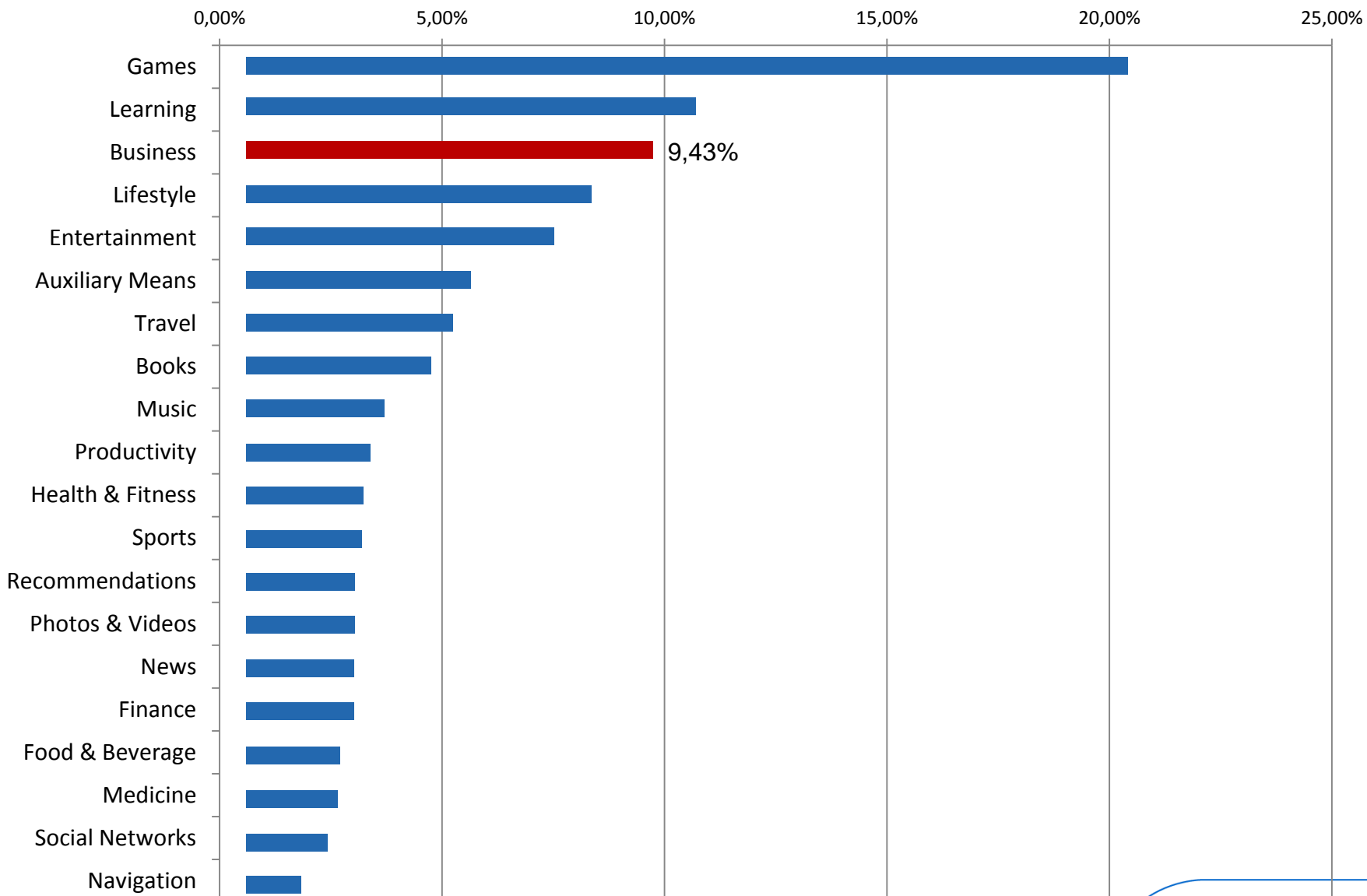


Source: Statista 2014, * Prognosis

Ø Number of Apps Installed and Used per User in Germany



Top 20 App Store Categories in September 2014



Source: Statista 2014

Communication/
Customer
Contact

Electronic
Product
Catalogue

Customer
Loyalty

Modern
Media

Traceability

24/7

SKF



Competitive
Advantage

Recognition
Value

Download

Easy Access

Large
Group of Users

SKF Lubrication Systems CAD Models

Platform
Independence
(iOS/ Android)

Extensibility

User Statistics

Cost Saving

Why did we create LubCAD?

- Customer service with two effects:
 - Online catalogue
 - Download of 2D-3D data in any data format
- Relief of internal bodies
- Easy approach
- Easy access to our products
- Raising the market recognition
- Self-service “24/7”
- Extension of usage to include other media (smartphones, tablets, web); independent of place and time
- Presentation of products and finding of individual solutions on site (field service)
- Standardized process. Only feasible versions are permissible, senseless or wrong versions are ruled out

Monthly Download of the LubCAD App

- The app has been available as of January 2014
- Downloads so far (December 2014):
 - Android: about 5.000
 - Apple: about 8.000
 - Other: about 1.000
 - Total: about 14.000
- Registered users of the digital catalogue: about 2,600
- Presently, the catalogue includes 47 products
- Continuous extension



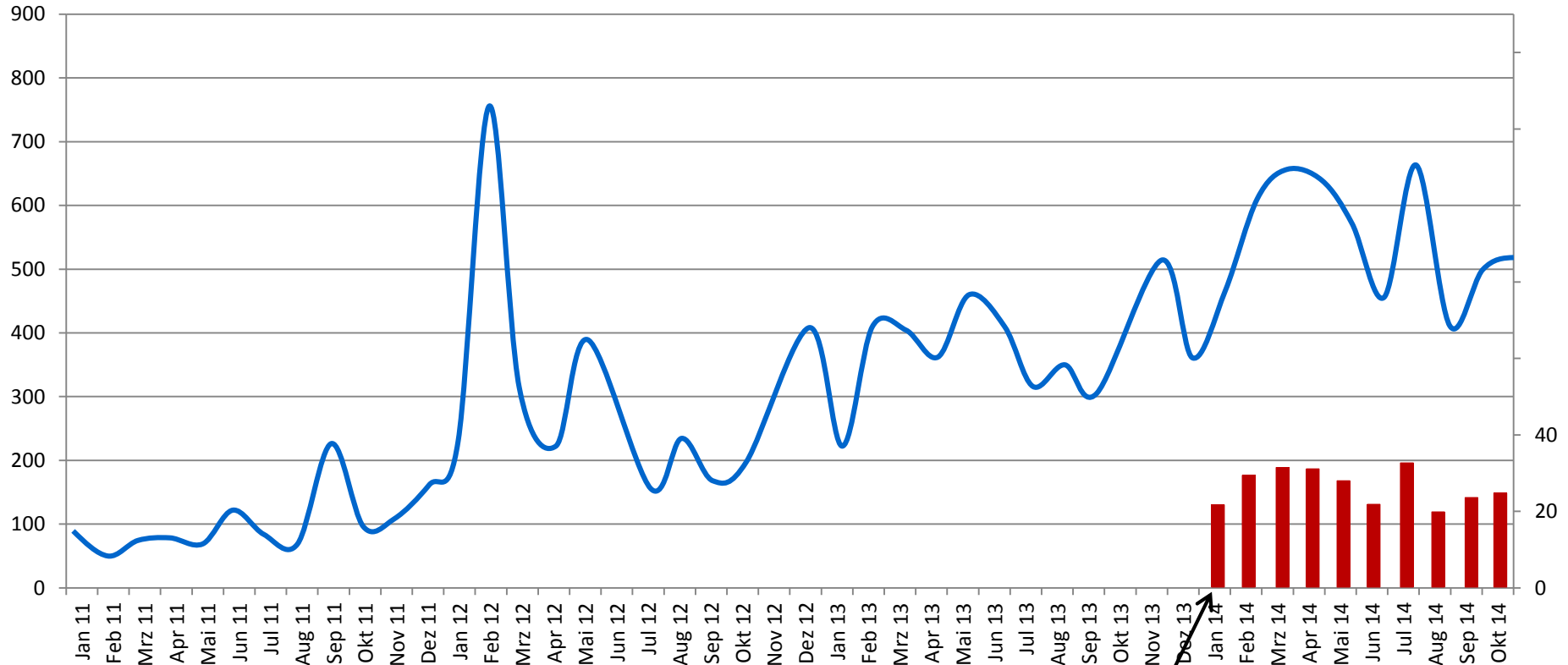
Advantages of the LubCAD App

- Individual configuration of components depending on the users' needs
- Seamless integration in the design process
- Free of charge
- Worldwide availability
- Unambiguously defined product code



Monthly Download of SKF Catalogue Data (2D & 3D)

Downloads via Website

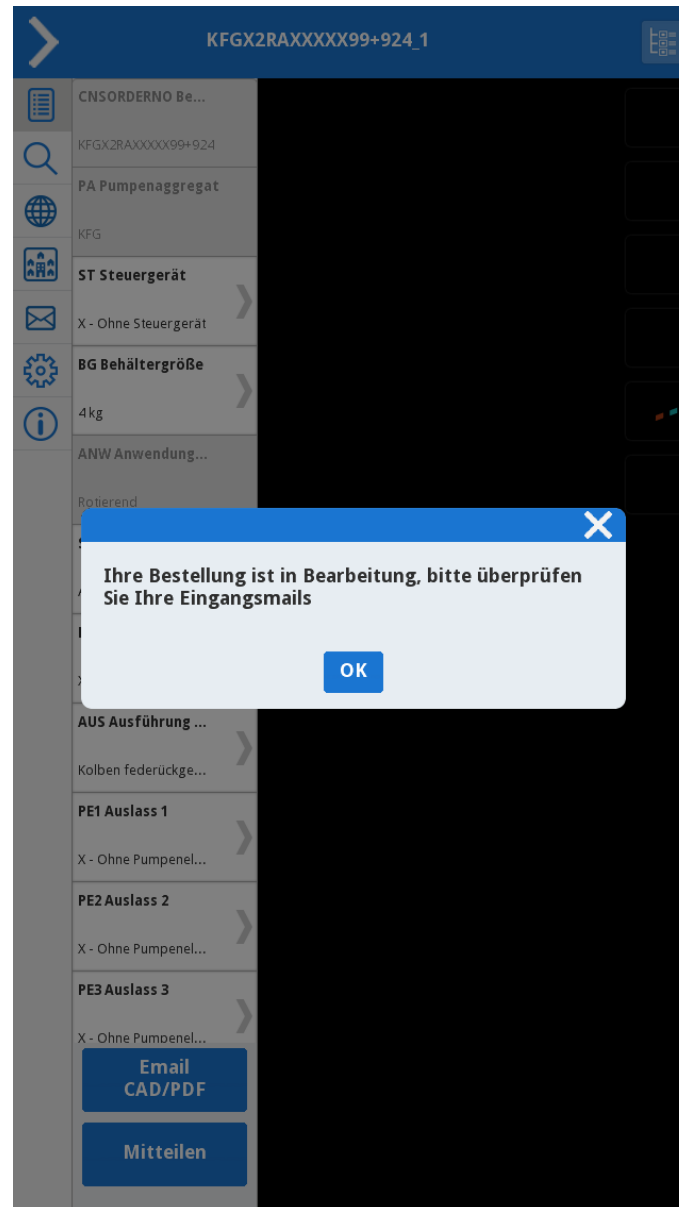


Downloads via LubCAD App (about 5%)

Advantages of the LubCAD App

- Possibility to download an individual product data sheet with all specific indications
- A configurator generates the individual material number of the version
- The current product brochure is linked and can be viewed or downloaded
- SKF global iPad pilot:
 - About 200 users with direct customer contact out of 26 countries over 3 months
 - Testing further possibilities to include mobile devices in the SKF sales
 - Target: To get a statement on the extent to which mobile devices can support acquisition and to what extent this results in internal savings
 - 63% consider this working method to be extremely useful
 - If used correctly, the apps on the iPad are in a position to raise sales efficiency by more than 10%

SKF App LubCAD



Advantages & Limits of the LubCAD Smartphone App

Smartphones	
Advantages	Limits
Ready for immediate use	Hardly applicable without WLAN networks
Light, mobile	Small display
Modern hip medium	Intricate operation via small buttons
Intuitive operation	Common viewing of contents quite difficult

Advantages & Limits of the LubCAD Tablet App

Tablets	
Advantages	Limits
Ready for immediate use	Hardly applicable without WLAN networks
Light, mobile	High initial investment
Short familiarization period	Restricted audience (1 – 4 persons)
Intuitive operation	
Modern hip medium	
Whiteboard substitution possible (to a limited extent)	

Setting up a Strategy for Mobile Applications

It is not simply a matter of creating an app!

1. Identify business segments
 - Where do mobile technologies offer a business advantage?
2. Establish a steering group
 - Participation of stakeholders
3. Integrate partners and customers
 - Adapt to the latest findings and respond to changes
4. Implementation of a mobile environment
 - Infrastructure (scalable, safe, integrated)
 - Networks (cloud environment, high band width, stable connection)



Setting up a Strategy for Mobile Applications

5. User friendliness

- Intuitive design, brand recognition, corporate identity

6. Integration

- Linking of front and back end; no redundancy of data

7. Safety

- Data protection, reliable network security

8. Support, solving of problems

- Maintain productivity



SKF LubCAD. Quo Vadis?

1. Catalogue is continuously being supplemented
2. Further reduction of internal expenditures for customer requirements regarding 2D/3D data
3. As part of the market launch new products are filed in CADENAS as a standard



Questions

