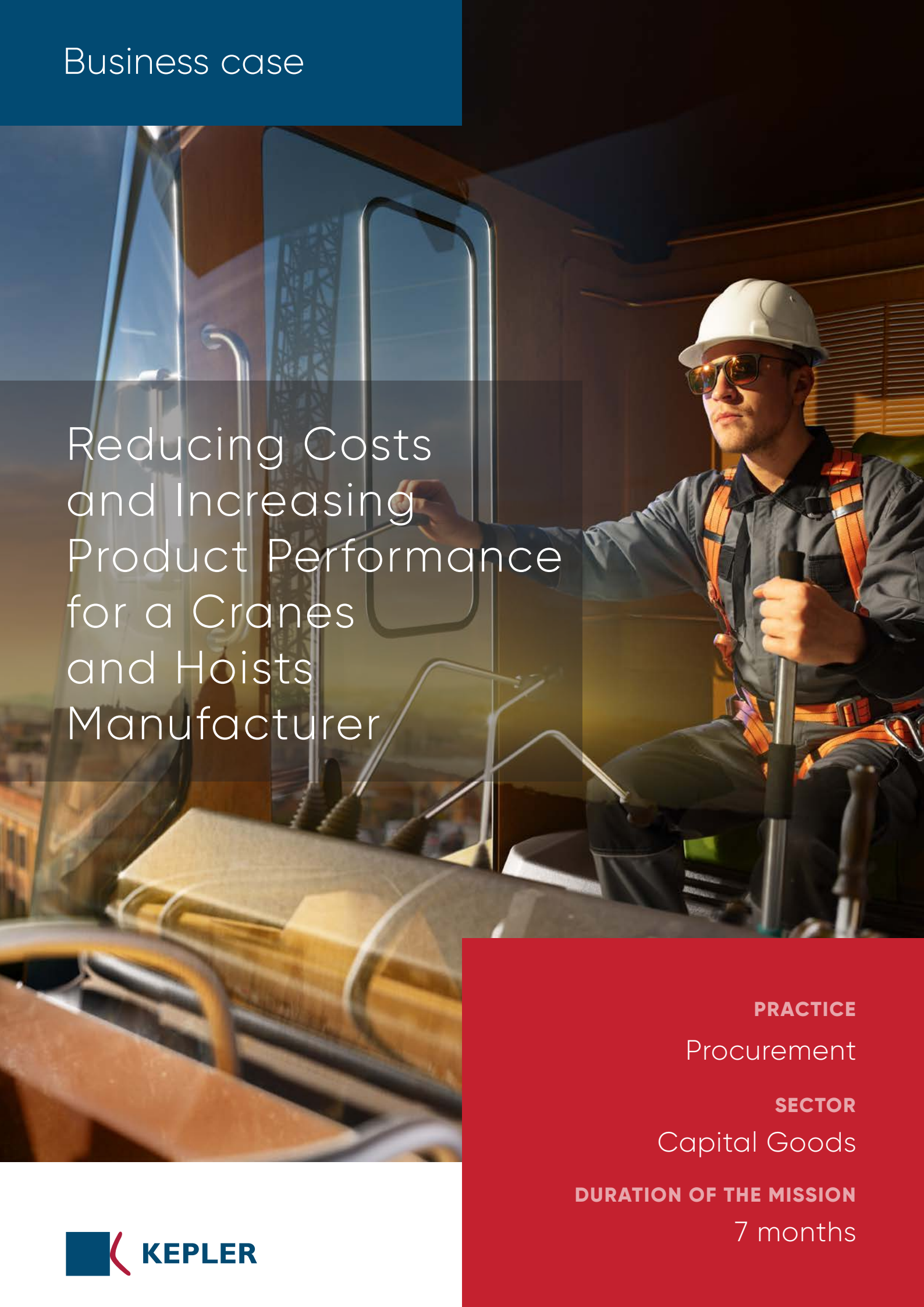


A construction worker wearing a white hard hat, safety glasses, and an orange safety harness is operating a crane control panel. The worker is seated and looking out of the crane's glass enclosure. The background shows a construction site with a crane lattice structure and a city skyline under a clear sky.

Reducing Costs and Increasing Product Performance for a Cranes and Hoists Manufacturer

PRACTICE

Procurement

SECTOR

Capital Goods

DURATION OF THE MISSION

7 months



Our client, a manufacturer of modular cranes, wants to reduce the acquisition and manufacturing costs of the trolleys while maximizing its performance.

KEPLER supports project managers in facilitating value analysis projects and business lines junctions in order to take the maximum benefit of individual expertise and allow the exploration of new sources of value.

Context

- Target: reducing the cost of crane trolleys by 30% and improving their performance (load/lifting height)
- 2 industrial sites across Europe, several product ranges and 3 types of trolleys
- For the same trolley: several possible uses and mounting combinations

Objective(s)

Delivering Total Performance

- Introducing new ways of designing and working, allowing to challenge designs, technical and functional choices and identification of new sources of value
- Making the business lines (DO, Procurement, Offers, Marketing) to work together within a framework of established responsibilities where everyone must contribute to the common objective by activating their own levers

Capital goods
Mission: 7 months

- Functional analysis including formulation of the service to be rendered by the trolley in order to qualify the real needs
- Characterizing required performance levels and challenging current technical solutions
- Activating technical creativity and exploring disruptive concepts to identify significant levers of gains
- Creating and presenting alternative technical and economic scenarios for current solutions
- Establishing common criteria for assessing potential savings and Facilitating decision-making

- **Functional analysis**
- **Gains Portfolio**
- **Saving Cards**
- **Priority matrix**

[illegible]

Potential Savings Portfolio

SYNTHESIS PER PRODUCT AND SCENARIO

	WT/MT Pro	HTM	TD
L&U	0.53 €	1.75 €	1.10 €
Motor	0.91 €	0.71 €	0.91 €
Personalization	0.30 €	0.30 €	0.30 €
GB + CC	0.77 €	0.77 €	0.77 €
Sourcing/Volume Effect	0.35 €	0.35 €	0.36 €
Packaging	0.10 €	0.10 €	0.10 €
Labour cost	0.36 €	0.36 €	0.36 €
Sub Total	3.47 €	4.47 €	4.39 €
XI Brake Malus	-1.04 €	-1.04 €	-1.04 €
Total Savings	2.43 €	3.43 €	3.35 €
Objective	3.25 €	4.85 €	3.00 €
Current Cost	22.25 €	19.84 €	20.34 €
Target Cost	19.84 €	17.84 €	23.04 €
Proposed Cost	19.82 €	19.84 €	22.64 €
Total Savings (%)	11%	17%	12%
Total Savings Objective (%)	75%	77%	16%

[illegible][illegible]



-30% Costs

-15% Mass



Establishing New Cultures

- objective cost design
- value management



Performance increase (load curve)

2

New technical designs
developed

1

Patent
pending

“

This is a first for this manufacturer, made possible by the combination of drivers. The facilitation of the Design Offices, Procurement and Products articulations released all its power. All the contributors felt entrusted with a mission, and everyone's contribution was significant!”

Mathieu Louis-Sylvestre

Partner – Procurement Practice Leader



Our Offices



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