

# Case Study

## Meyn Food Processing Technology



### Client Background

Meyn is the world leader in poultry processing solutions. Their knowledge, equipment, systems and services are available all over the world. Meyn is the dedicated business partner of numerous renowned poultry processing companies in over a hundred countries.

Meyn is widely recognised for its ability to support its customers in their ambition to achieve higher capacity and increased yield and efficiency. Their equipment has been proven to maintain its high-level performance under a wide variety of line speeds and bird sizes, allowing their customers to achieve top-level productivity with an absolute minimum of labour.

Based on their own design knowledge and decades of experience in supporting their equipment in different conditions, Meyn has developed an optimised maintenance mix consisting of scheduled maintenance tasks that greatly reduce the risk of any breakdown during processing. To support their After Sales service operation, Meyn employs over 130 dedicated engineers in over 20 countries.



### Key Challenges

- Pressure on capital sales.
- Pressure on profitability.
- Dispersed information system architecture. Multiple ERP systems due to mergers of business units.
- Challenge to efficiently and accurately scope service events.
- Challenge to keep track of revision steps and local modifications.

***“For Meyn, it is important to have a trustworthy single view on our Installed Base in order to develop, sell and deliver After Sales services. With Pragma as our partner, we have been able to implement procedures and supporting tools like On Key to allow us to professionally and effectively serve our customers on all levels.”***

*Riaan Diener, Director After Sales*



### Value Add

- Establish an After Sales division.
- 24/7 Helpdesk.
- Better support to outside offices.
- Ability to scope a five-year service agreement within eight hours.
- Ability to project spare part sales per region or customer and to compare them to actual spare part sales.
- 100% delivery of profitable service contracts.
- >90% service contract retention rate.

### Tools and Technology

- On Key EAM system:
  - Asset Register
  - Asset Care Plan Developer
  - Maintenance Manager.
- Web service integration with Baan ERP.
- Web service integration with Salesforce.com.
- Meyn has been able to grow its After Sales revenue by more than 10% annually.
- Whilst growing the After Sales business, Meyn has been able to both increase its profitability and improve its service level towards customers.
- Immediate focus on creation of a disciplined and structured approach to Installed Base management. It is imperative to have a trustworthy single view on the Installed Base in order to deliver After Sales service.
- Service Product development was approached in two phases: Basic Maintenance Concept to address immediate need, Advanced Maintenance Concept to create the opportunity for the business maturity to grow.
- Service Contract Management to ensure that service contracts are delivered according to the service products, timeously and profitably.

### Pragma Intervention

- Relationship with Meyn dates back to 2006.
- Assist in the design and implementation of After Sales business division.
- Development of strategic growth plan for After Sales business division.
- Implementation of information system for After Sales business division.
- Global solution delivered by a central dedicated After Sales team.
- Latest intervention is upgrading Meyn to On Key 5.