

rostselmash REPORT

Technical Service Information Portal

Rostselmash increases the satisfaction of users of its technology and its number of loyal clients by tightening its own requirements and those of its partners. In addition, the company offers its regional representatives a set of tools to enable them to maximise results when targets are achieved by responding effectively to user requirements. One such tool is the “Rostselmash Technical Service”, an integrated information system developed by Rostselmash together with leading firms in the area of information technology.

Project manager Sergey Tkachev explains what the “Rostselmash Technical Service” is, how its implementation is going, the changes it is introducing to the company’s service for its products and the work of dealerships.

- Sergey, information technology is actively “encroaching” on the life of Rostselmash, including its relationships with dealers. The company uses a CRM system to enable it to devise a more efficient strategy for promoting products on the markets. Tell me about the “Rostselmash Technical Service” project, what aims it is designed to help achieve?

- We’ve started designing an information system that will be used by Rostselmash and dealers alike. The overall aim of the project is to increase client satisfaction as well as satisfaction of users of the system. This aim will be achieved by giving the service centres more responsibility, through openness in relationships with partners and a more efficient flow of information. Rostselmash will have faster access to the information on repairs undertaken and dealers will see faster responses to their inquiries. It will minimise communication by telephone and e-mail.

The “Rostselmash Technical Service” comes with a spare parts catalogue and service documentation; a registration system, recording and processing service orders, including orders for repairs and spare parts. All these features are integrated.

Both the electronic and paper spare parts catalogues will contain the following essential information: assemblies, machine units, their drawings and a list of spare parts. The advantages of the electronic catalogue include a quick-search facility, a much greater volume of information and efficient updating. The key feature is the possibility of identifying each machine individually on the basis of its item number, selecting spare parts and recoding the changes made to the machine in question, in accordance with the additional options, as well as the most recent structural alterations. The main motivation for creating an electronic catalogue was precisely this possibility of selecting a set of spare parts.

As regards the “Service documentation” block, it comprises standard sections such as a description and a set of operating systems for the combine harvester. All the information is precisely divided into subsystems and so forth, which enables the cause of the breakdown to be determined by means of a simple diagnosis that even the machine operator can use. For example, if the engine doesn’t work, the lights won’t either. These key words are used to select the document that describes the system that has broken down in greater detail, the location of its parts, how they interact and the diagnostic principles of the system. Any specific tuning and adjustment operations are indicated as well.

Another important feature that is linked to the implementation of the “Technical service” project allows a more in-depth analysis of previous failures and efficient implementation of corrective measures to prevent repetitions.

- Who is the “Rostselmash Technical Service” primarily intended for and what demands will it make on its users?

- The project is primarily intended to be used by experts at the service centres with basic training in Rostselmash technology. It must first and foremost facilitate their work of planning and ordering spare parts and performing maintenance work on the machinery. However, working in an integrated information system requires the observance of certain rules and gives its users additional responsibility. In particular, the time frames for entering breakdowns in the database and locating faults will have to be more precise. An entry along the lines of “combine harvester is not working” won't suffice; a detailed account will be required since a description of faults will include instructions and classification of failures, detailed operating guides and the levels of remuneration for this work. The same applies to orders of spare parts. Dealers will have a complete tool that will enable them to select the part they need. We're designing the system so that it won't be necessary to check with clients whether a spare part is suitable for the machine in question.

- In their evaluations of the system that has been developed experts occasionally use the word “uniqueness”. How is it unique and who is assisting the company with its development and implementation?

- Similar systems exist, of course. At the very beginning of the project we looked at similar systems used in major mechanical engineering companies: Avtovaz, BMW, CIAAS and Caterpillar: the uniqueness of the Rostselmash system actually lies in its level of integration which enables the chain from client contact to the correction of the technology at the factory to be traced. With regard to partners, we've opted for firms that are leaders in their field. This enables us to implement the project quickly, without delays, to minimise the risks involved in its implementation in terms of the quality of the decision-making – it must be at the same high level. This is precisely why we have chosen the **SAP** company as our partner for implementing the “Guarantee. Service. Spare Parts”. The decision was partially influenced by the fact that we have implemented a lot of SAP models. Rostselmash is successfully cooperating with SAP, particularly on R/3 and CRM. We have chosen **Docware** as our partner for the catalogue system. This is a small German company specialised in service information management software, but it has an impressive list of clients, including renowned agricultural mechanical engineering firms like CLAAS.

- Sergey, how is the project going and when is it likely to be up and running?

- We launched the electronic catalogue at the end of the last farming year. We organised a basic training course for experts who were involved in its creation and began designing it. We're now generally focusing on how we should format the catalogue, as things stand, we began implementing those parts that we understand in our work on a broad front straight away. The tools are being developed and the catalogue is starting to fill up. We now have specific demonstration tools. With regard to the deadlines, we are planning to train the dealers in February 2012 and to include the main partnerships in the new system in time for the next harvest season. The catalogue will contain the entire range of combine harvesters, tractors and fodder storage technology.



Leo Cörrenzig (Project Manager, Docware) and Sergey Tkachev (Project Manager Rostselmash)

Leo Cörrenzig, the spokesman for Docware (Germany), is a frequent visitor to Rostselmash. During one of his visits, we asked him to evaluate our work on creating an electronic spare parts catalogue.

- We appreciate the fact that Rostselmash has chosen our software and we're doing our utmost to satisfy all client requirements.

The electronic parts catalogue is being created together with the experts at Rostselmash, who in my opinion are extremely professional in their approach. The experts in our company are engaged in a good, highly professional dialogue; both sides understand each other perfectly. It would otherwise be impossible to complete this type of project within such tight deadlines.

We've completed the first phase, which involved deciding such questions as how to launch the project, how to determine the information and data to be entered in the database and how to define the content and basic tools. During my second visit, I can see the huge amount of work that Rostselmash has done. The results achieved are a good basis for future development. I think this product software will be up and running on my next visit.

Work has been carried out on the management of the product software to make it intuitively understandable. This means that the end user will receive the instructions directly from the product when working with it. In addition, as far as the project is concerned, the process does not end for me with its trial run. For me, it's a continual, ongoing process like the development itself. This is precisely why I believe that we're now well on the way to a long-term relationship as partners. Our company will support Rostselmash. As far as possible, we'll provide technical support to the company and help resolve issues around new demands made by clients that arise in the course of its development in a given direction. This is relevant to us and we wish to be involved in our client's experience of working with our software in this type of business. We accordingly wish to use our own experience to understand how best to implement the needs of its clients.

Rostselmash is our first experience on the Russian market. I wish to mention the high level of professionalism of the experts at Rostselmash with whom we are expected to work on this project. I have honestly never before in my work met employees at the client company that have mastered the material so quickly and have coped so well with the challenges faced.