

Success Story: Pump Manufacturer

Markets Served
OEM-Pump Systems



"Not only will the Motor Insight monitoring and protection capabilities enable the pump manufacturer to up sell this option with an extended warranty offer, but also provide shorter lead times, better pricing as well as the ability to complete the panel in house instead of relying on outside panel shops."

A Pump Manufacturer Looks to Eaton's Motor Insight for Control Panel Flexibility.

Location:
Dallas, TX

Problem:
Long lead times and limited flexibility of supplier's pump monitor hindered business growth opportunities

Solution:
Eaton's solid state and Motor Insight products plus Eaton's ability to shorten lead times

Results:
Flexibility of Eaton's solution enhances the manufacturer's competitive edge

Contact Information

Readers who may have similar application challenges and would like to discuss this sales success are invited to call Kirk Kopp at 817-410-1735.

After Eaton learned that the manufacturer wanted to find a cost effective, flexible pump control panel solution to offer its pump customers, it mounted a team effort and developed a solution including the Motor Insight that would enable the manufacturer to build a panel in house quickly and customize it to user needs.

The pump manufacturer recognized that its pump control panel, which was built by an outside panel shop, carried a high price, had long lead times and limited flexibility that was preventing the manufacturer from gaining additional business.

Eaton's Kirk Kopp reports, "Through regular customer visits we talked about our capabilities including providing pump panels. Since the manufacturer buys MCC's, panel boards and fire pump controls from Eaton for its municipal pump product group,

we had an established customer/supplier relationship.

"We explained that Eaton could provide pump panel with size 1 to 5 starters with the overload relay omitted and priced options for a solid state overload and Motor Insight overload. The standard offering would be a solid state overload relay and with the Motor Insight offered as an optional accessory. This would enable the pump manufacturer to assemble the appropriate overload option in its panel shop and apply its own labels.

"The manufacturer recognized the benefits of the Eaton solution and awarded us the business. Not only will the Motor Insight monitoring and protection capabilities enable the pump manufacturer to up sell this option with an extended warranty offer, but also provide shorter lead times, better pricing as well as the ability to complete the panel in house instead of relying on outside panel shops. The flexibility of our solution gives the pump manufacturer the ability to make quick modifications in its panel shop, which reduces inventory and lead times."

In response to the pump manufacturer's needs, the Eaton team launched a coordinated effort to deliver the solution. Rob Elliott, product line manager for packaged control at the Fayetteville, NC, plant visited the customer and provided support on technical, inventory and pricing issues; Dallas District, OEM/Industrial Sales Manager, Joel Knutowski, worked to ensure the coordination of the multi-faceted project; Product Line Manager, Motor Insight, Adam Krug, provided quick responses on technical support and pricing on the Motor Insight product and Customer Support Sales Engineer Eaton Care OEM, Jason McKinney, facilitated quick same day sample shipment.

Kopp adds, "In early February, the pump manufacturer asked if we could provide some quick samples of our pump panel and Motor Insight product for a display at a trade show the following week. We were able to provide same day shipment of samples due to the inventory position on the Motor Insight as well as the pump panels. The samples were not only on display at the show, but they also resulted in the initial order."

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