



## Case Study: Delivering Customized Solutions

### *How We Increased Operational Efficiency for a Steel Industry Customer*

#### **Assisting the Customer with a Critical Challenge**

A leading steel tube manufacturer faced critical challenges when seeking to replace aging stand slide couplings. Their OEM replacement parts came with an 8–10 month lead time, posing a serious threat to production uptime. Plus, at \$23,000 per OEM unit, the financial impact on the manufacturer was unsustainable in the long run.

#### **Our Team's Solution**

Understanding the urgency and the need for cost-effectiveness, our Motion Repair & Services team implemented a multi-pronged approach. Using a provided sample, our skilled engineers meticulously reverse-engineered the customer's stand slide couplings. This guaranteed 100% compatibility with existing equipment and performance standards.

Additionally, by leveraging our in-house manufacturing capabilities and trusted network of partners, we streamlined the production process to expedite delivery. Recognizing an opportunity for further savings, we also offered the customer the flexibility to purchase individual coupling sections. This allowed for targeted replacement of worn parts, optimizing maintenance expenses.



*Figure 1: Our team drastically reduced this steel customer's lead time from 8–10 months to 5–6 weeks.*

## **Benefits Beyond the Bottom Line**

Our team provided a cost-effective solution at a 15% reduction compared to the customer's OEM price. We also drastically reduced their lead time from 8–10 months to just 5–6 weeks. This minimized costly downtime for the customer and ensured uninterrupted production cycles. The option to purchase individual components also empowered the customer with greater control over their maintenance schedule and budget.

Overall, the customer saved an estimated \$10,500 on their initial order of three units. This figure is further amplified when factoring in reduced shipping costs and minimized production losses due to downtime. The customer's significantly shorter lead times translated to improved operational efficiency, allowing them to maintain production schedules and meet market demands. Our solution-oriented approach and commitment to exceeding customer expectations solidified a strong, long-term partnership built on trust and mutual success.

## **Contact Motion Today**

Our team is ready to help optimize your steel operations. [Head to Motion.com](https://www.headtomotion.com) to learn more.