

Makino

ThinkHub MultiSite optimizes large manufacturing equipment sales across Makino's global sales operations

BACKGROUND

Makino is a global leader in machine tool technology. The company has a long history of introducing innovative solutions that boost productivity and profitability. By integrating visionary digital technology with premium performance machines, Makino helps companies fundamentally transform.

To maximize efficiency of this equipment, Makino's engineering services can optimize processes across all industries. Makino also takes cost savings and throughput to another level with automation solutions that can be customized for any volume or setup.

Makino has operations worldwide, from the United States, Japan, Germany, Singapore, Italy and France to Korea, Taiwan, Turkey, China, Mexico, Brazil, India, Slovakia and Russia. For global companies, this means Makino is there to support your operations, no matter where you take them.

THE CHALLENGE

Makino sells large, heavy equipment which they crate and freight all over the world for in-person demonstrations in the field. Given the size and weight of the equipment, the average cost for a single demo was coming in around \$20,000. In addition to the cost of shipping, it also took a great deal of time to pack and coordinate shipping, as well as the shipping time itself. All demos took a significant investment in both time and money.

THE SOLUTION

T1V deployed a 3.4m (11 ft) wide interactive wall at two of Makino's sales centers, each running ThinkHub MultiSite. With ThinkHub MultiSite, sales team members can initiate an interactive tour of equipment housed in Makino's tech centers. Each tech center has different models of machinery, so the sales person now has access to any and all of the equipment to show its customer on the 3.4m wide interactive wall.



The Makino salesperson can go up to the ThinkHub wall and select what live IP camera feeds to display for the customer. The salesperson can have multiple camera feeds up at the same time, with six camera feeds per piece of equipment showing all angles of the machinery.

This solution eliminates the need for equipment to be packed and freighted to field sales locations, but instead brings the demo to the sales location in real time via live camera feed for an interactive, digital showroom.

LOOKING FORWARD

Makino is using ThinkHub MultiSite technology to replace its former demo practices. Makino says that this will be a paradigm shift in the way they go to market with product, and its goal is to roll this out in more US and international locations.