

# Focused On Your Success



**Productivity Inc<sup>®</sup>**

If you go to [Productivity.com](http://Productivity.com) you will read all about how Productivity Inc has been around since 1968, and how it has been a catalyst for CNC advancements in the Minnesota machine tool industry. You will also read about their ties to local community and technical colleges as well as professional machine tool associations. You will understand that they provide machine tools, robots and related equipment for Minnesota, North Dakota, South Dakota, Iowa, Nebraska and Western Wisconsin and that they are committed to helping companies implement innovative solutions to meet manufacturing challenges and achieve a high standard of quality with superior results. All the verbiage you would come to expect from the "home" page of a company's website. A predictable "elevator" speech that humbly reflects the what, how and who that is Productivity Inc.



What if we look closer? What's behind the words, beyond the website, or even beneath the new trimmings of an impressive new building? Is the professional first impression, orchestrated by the ever mindful and delightful receptionist, Mia, the sample of what is to come for the customer or is it all glorious posturing? Or...is everything you see simply the outcome of a company that is customer driven in every department each and every day.

"Woven throughout the infrastructure of our business is a focus on providing solutions that help our customers be profitable," says Pete Nelson, machine tool sales manager. "We all believe the mark of our success is the success of our customer."

Customer profitability! An impressive boast, but hard to define. To achieve this focus a company would have to be assured that each and every department was committed to understanding the capabilities of each customer, be knowledgeable of the industry, be diehard educators, devoted listeners, and above all be genuinely focused on the long term success of those they serve. Let's look at the different departments that touch the customer directly and see if we can find the same pattern woven within each.



## Machine Tool Sales

"In the machine tool sales department we call on most manufacturers in a six-state area," says Pete. "And on every visit we strive to be seen as a consultant for the customer's long term success." A machine is not sold on every visit, however what does happen on every call is that the customer realizes that Productivity is thinking about their business, their industry and their success. Sales may seem a fairly simple concept: walk in...present product...show why the product is necessary and establish financial terms. However being seen as a trustworthy consultant means a huge commitment must be made to personnel training. Three factors ensure Productivity sales engineers are up to the challenge of consulting today's modern machine shops.

First, product sessions are held to make sure all sales reps are up-to-date on new technologies.

Second, is the longevity Productivity has with a number of their product lines. Most lines have been exclusively carried for more than twenty years. In fact new lines are most often brought in when it is key to supporting the goal of being a complete solution provider.

Third, Productivity sales reps are experienced veterans that do what they say they will do – something the machine sales department lives by. "We don't close every deal we have the solution for," says Pete. "However once we earn a company's business we try hard to maintain the relationship by following through on every detail of the transaction."

## Tooling and Materials Management & Integration Systems (MMIS)

Kip Shefveland, tooling and MMIS sales manager, states that it is widely understood that a customer's profitability relates directly to the toolholders, cutting tools and accessories they utilize. Whether the goal is to increase tool performance, extend tool life or improve a process, Productivity has the knowledge and products to make a positive impact on the customer's bottom line.

One of the products created specifically for enhanced efficiency is the Materials Management & Integration Systems (MMIS) which offers custom tailored programs designed to help shops manage their tooling and supplies – from point of use dispensing machines, to a complete tool management system. "We have traditional supply purchasing options of course," says Kip, "but in the areas where MMIS is applicable the advantages range from

simply reducing costly UPS red shipments, to overall reduced consumption through automation and control." The bottom line is to achieve minimal down time with less capital tied up in unneeded inventory.

While many tooling customers are the very same shops that have bought machine tools from Productivity, the tooling department independently serves all shops across the Upper Midwest. "Increasing capacity or enhancing internal processes is the number one reason customers come to Productivity," says Kip. "We continually train our sales engineers on the latest technology and encourage them to attend leading industry shows and seminars."

### Robotics Automation

The growth of the robotics automation department continues to support customer profitability. "We had done a number of robot projects at the request of customers," says Don Engles, department manager. "We realized our staff had a lot of experience. As robots became more capable we looked at our market and our business strategy and saw that we could make robotic automation another aspect of our business to support the precision manufacturing industry."

Streamlining automation is key to creating a system that allows customers to easily adapt robotics to their machine tools. After some time in research and development, Productivity introduced RoboFlex®, which, like a machine tool, can be set up again and again with minimal set-up time between jobs.

RoboFlex® is a trademarked line of economical, pre-defined robotic equipment packages using FANUC robots to work with different machine tools and jobs in your shop – a flexible solution to today's manufacturing challenges. In line with supporting customer profitability the system provides a greater ROI on initial investments, shortens lead times and provides predictable results.

"Vision systems like RoboFlex® are a major change to automation in the last few years. Even though the "inside-the-box" technology is complex, the customer finds an extremely user-friendly system. While the investment may be a bit more at the beginning, we are usually able to show a strong return on investment in a short time," says Don.

Another huge profitability benefit is the reduction in labor hours that, in turn, frees up people for higher-value work.

Staying up-to-date on new automation technology is more important today than ever before. Productivity Inc hosts Fanuc technology training meetings so that each of their sales and service engineers stay current.

"Bottom line is that we feel we play a tremendous role in securing the success of the precision manufacturing industry into the future," says Don. "We know that our customers work hard each day focusing on serving their customer's today. They have little time to stay educated about tomorrow's technology which is where we come in."

### Service

The best friend of a product user is the service that comes with each purchase. Sales get the customer but it's service that keeps them. "You can buy the most highly advanced machine on the market but if it's idle it cuts directly into profitability," says Gary Hoskins, service manager. "We focus on keeping customers' machines running. Our job is to know what to do and to do it as fast as we can. "Productivity does that in four ways:

First, they have experienced phone support. Gary says, "75 percent or more of problems can be resolved over the phone."

Second, they have experienced parts support to make sure the customer gets the RIGHT part as FAST as possible.



They also have a large in-house parts inventory and stocked service vans, especially for Haas machines within the Haas Factory Outlet (HFO) which allows them to repair a machine on the first service call more than 85 percent of the time.

Third, they have experienced factory trained service engineers when on site service is needed. "We have multiple groups of service engineers where each group focuses on a specific machine type," according to Gary. This ensures the customer gets a quick and accurate repair. They currently have 30 field service engineers out of the Minnesota office and four each in Cedar Rapids and Omaha.

Forth, their Preventive/Proactive Maintenance Department consists of experienced service engineers who are dedicated to this work. Not only do they change oil and filters but they take their knowledge of what causes machines to break and address these areas during a preventive maintenance service on a machine. Gary points out, "It is proven that providing the right preventive/proactive maintenance on a machine minimizes unscheduled down time.

Ok, but what if your shop is in Bemidji, Dubuque, or Lincoln, Nebraska?

"From a focus stand point, we treat them the same. When a customer calls we first do our best to trouble shoot over the phone. "We serve Eastern Iowa from our Cedar Rapids office and Western Iowa and Nebraska from our Omaha office. People like working locally and the customers like the quick response and cost efficiencies of a local service engineer. If a problem does call for us to go onsite, we load up the van and we are off. "

Service engineers build long time relationships with customers. Customers have confidence that they will be there when needed. "If a customer says they have a big job they are running over the weekend, we will have an emergency service engineer on call," remarks Gary.

Productivity is clearly one of the Midwest's leading precision manufacturing complete solution providers. Their sales people, application engineers, training personnel, and service engineers are truly committed to helping you select install and operate the best equipment to most effectively manufacture your specific quality parts. But don't plan on them stopping there. Be ready for their commitment to helping you produce exceptional results. Be ready for them to assist you in the research, evaluation and planning of using industrial robotic automation in your facility, as well as the design and development of robotic systems, depending on your needs. And be assured, Productivity Inc is measuring their success by yours.

For more information on Productivity's products and services, go to [www.productivity.com](http://www.productivity.com) or call 763-476-8600.



## Partners

It takes a dedicated team of qualified and experienced people, combined with the best value in machine tools and related products to provide shops with innovative solutions, superior results, and greater profits. Productivity has several strategic partners that work together to provide a wide range of manufacturing and industrial distribution expertise.

The Productivity Partners provide:

- A staff of dedicated, skilled specialists to provide superior solutions.
- A continuum of manufacturing expertise, from engineering and inspection to machinery and supplies.
- Core financial strength to handle any size project.
- One-stop shopping for complex and integrated solutions.
- Facilities that are considered the finest in the nation for manufacturing and industrial distribution support.

These partners have over 30 years of experience and share the same facility but have independent corporate structures:



Advanced Inspection Services at  
[www.advancedinspect.com](http://www.advancedinspect.com)



Productivity Quality, Inc. at  
[www.pqi.net](http://www.pqi.net)



Applied CIM Technologies, Inc. at  
[www.appcim.com](http://www.appcim.com)



Machinesused.com at  
[www.machinesused.com](http://www.machinesused.com)