

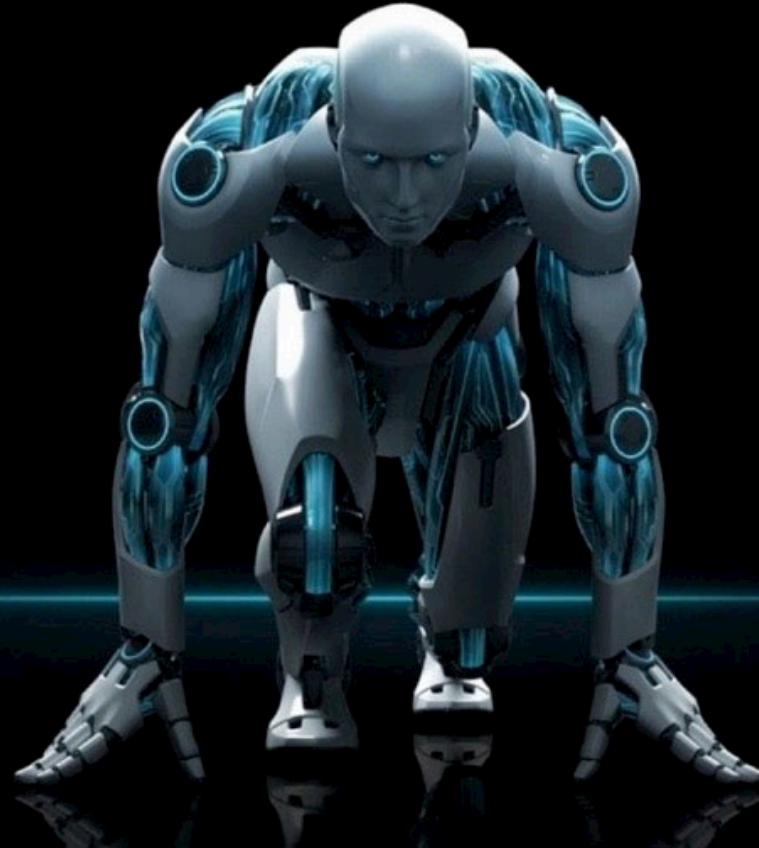
Heidelberg Driving Printing into a New Intelligent Era in China



ISLA Summit – 10th of November 2021

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1 China – A service market for Heidelberg ?

2 Heidelberg China Total Solution Provider Approach

3 Going Digital in Customer Service

China – a diverse country (also in our business)



Very digital vs Very analog



- App communication instead of email
- Online payments in private situations
- Information sharing via platforms
- Remote Services ?
- Connected Equipment ?

Very Advanced vs Very Basic



- Big spread of company sizes and management style
- Age of equipment and new vs used equipment
- Quality & process management
- Etc.

China – a service market ?



Service



Payment



Traditionally China is/ was an Equipment
sales support / installation market

Service environment & characteristics very
different to Western World

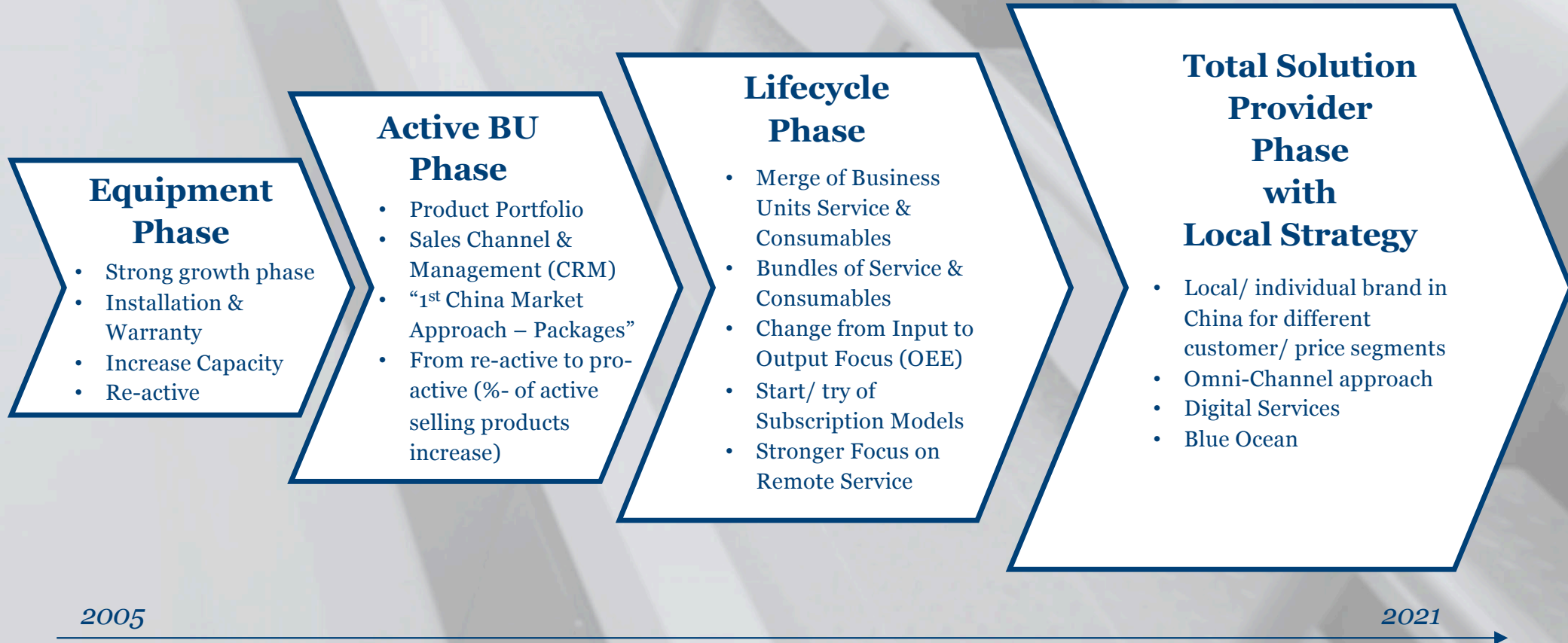
Service Characteristics



	China	Western World
Business Model	Cost Center Equipment Sales Support	Profit Center Business Unit
Loyalty to OEM	Low to No After Warranty decrease of touch points	Mid to High Decrease of touch point in older ages
# Alternatives	High to very high Especially @market leader	Low to mid
Price Differences	Factor 2-x times higher	+15-20%
Service Delivery Model	Highly transactional & analog No/low contract/ insurance approach	Recurring Models/ Contracts Helpdesk/ Remote Services
Customer Focus	Input Optimization = Cost Savings	Output Optimization



Centralized/ global solutions and models might not work in China
Local Strategy necessary





Heidelberg China

Total Solution Provider Approach

Printing ...From “black art” to industrial production = Print 4.0



From the small
craft business ...



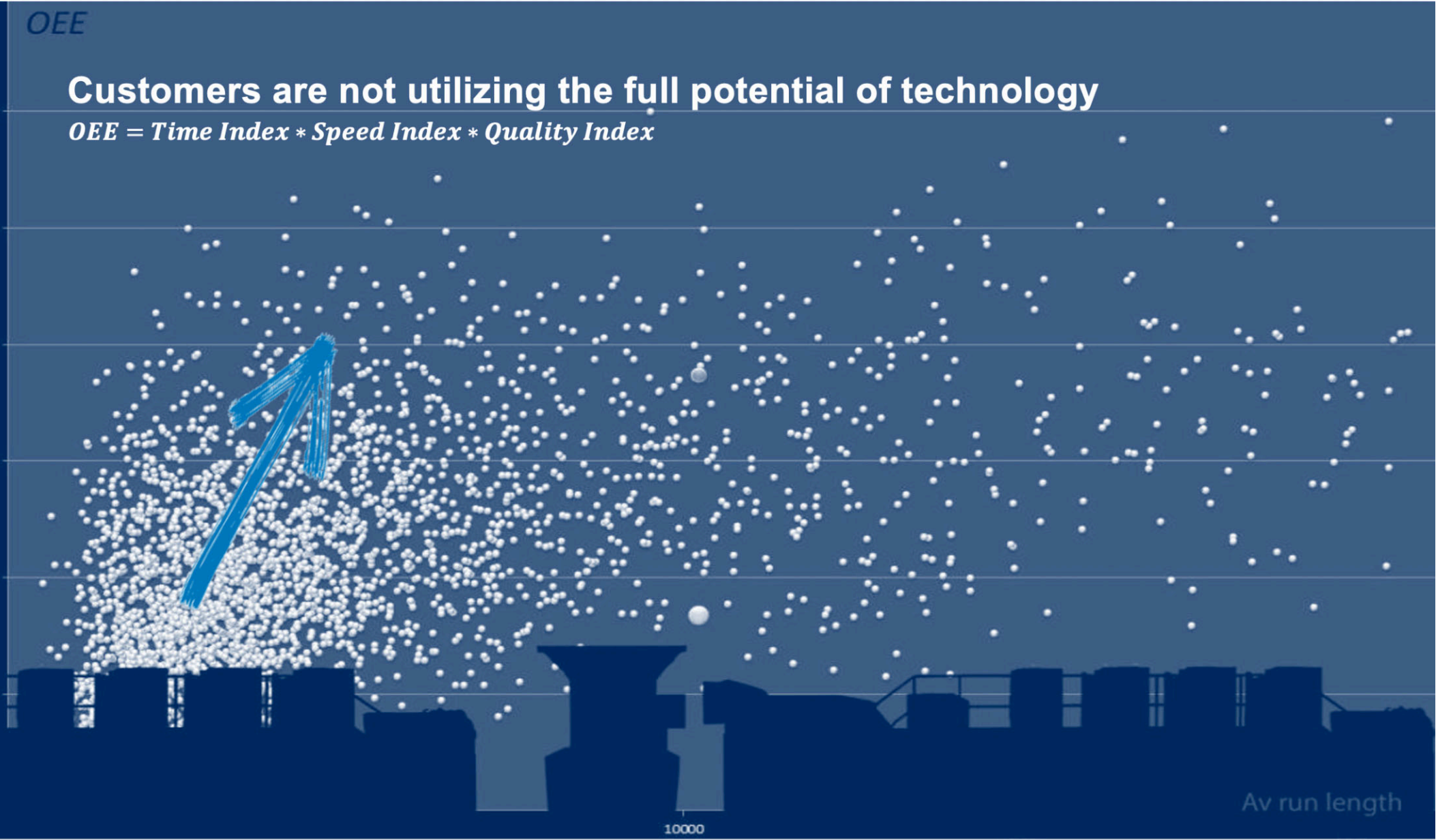
... to the industrial company.

OEE

Customers are not utilizing the full potential of technology

*OEE = Time Index * Speed Index * Quality Index*

60%
50%
40%
30%
20%
10%



10000

Av run length

@ChinaPrint 21 first time Lifecycle Solutions in the Center of the Show
→ integrated Total Solution Provider Concept & Story



With our Solution Provider Approach We Support the Development into Print 4.0



Next step to traditional service offerings – Digital Smart Services



Performance Measurement

KPI & Performance Data

- OEE
- Key Production/ Performance Data

Benchmarking

- Comparison of same Equipment with same job profiles



Health condition of Equipment

Big Data Services

- Predictive Monitoring
- Performance Services/ Upgrades

Remote services for trouble shoot

- eCall
- Video Support

HEIDELBERG
Heidelberg Assistant.

Print Shop.

- Service Status
- Performance Analysis
- Product Catalog

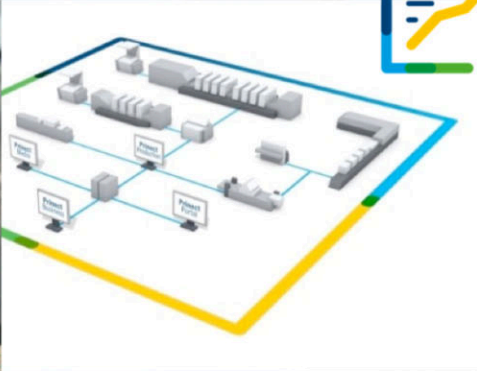
Shopping.

Heidelberg eShop

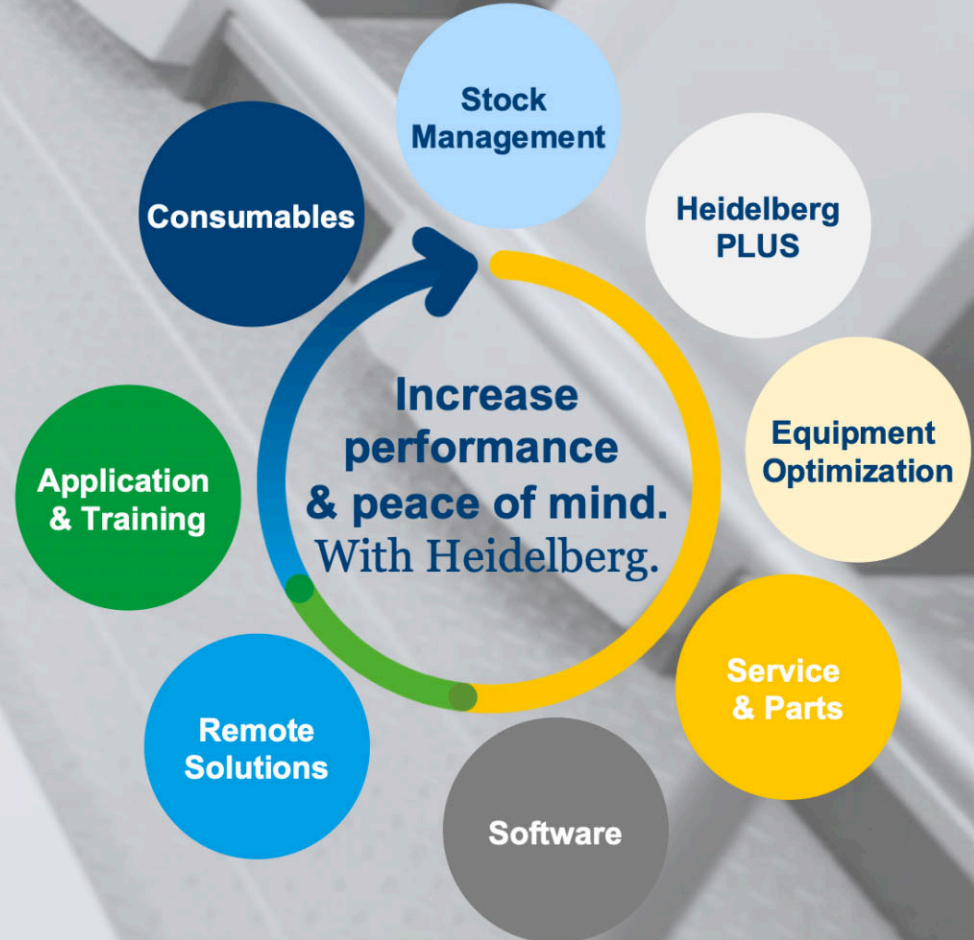
Administration.

- My Profile
- My Service Contracts
- My Software Contracts

Output Optimization with Total Solution contract for different Print Jobs



Supply Contract



Smart Print Shop (Print 4.0) requires a holistic view

Demand of Consulting starts - we can offer this to the industry



Performance Measurement

KPI & Performance Data

- OEE
- Key Production/ Performance Data

Benchmarking

- Comparison of same Equipment with same job profiles

Print Shop Design & Optimization

A large blue circle is positioned on the right side of the slide. A thick blue arrow points from the left towards the circle. The text 'Print Shop Design & Optimization' is written in white, curved along the top edge of the circle. The background of the slide shows a blurred image of a Heidelberg Assistant tablet displaying the 'Print Shop' interface.



Factory Scope

Equipment Scope

FALCON
concept solutions

*Exclusive Partnership
in China*



Process Analysis

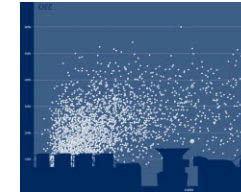


Process Optimisation

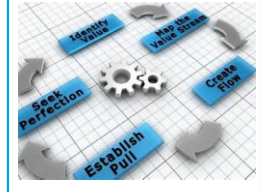


Future Viability

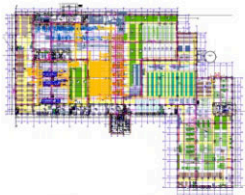
HEIDELBERG
Consulting



Equipment
Potential Analysis



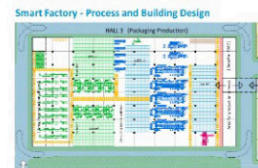
Value Stream
Mapping



Process Design



Production Automation



Intra-Logistics



Industry 4.0



5S Training



Make Ready



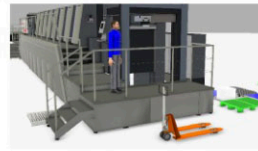
Color Management



IT Architecture



Building Design



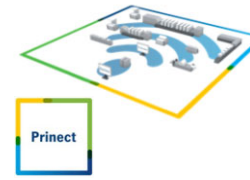
Factory Simulation



Roadmap



Speed Consulting



Prinect/ Workflow



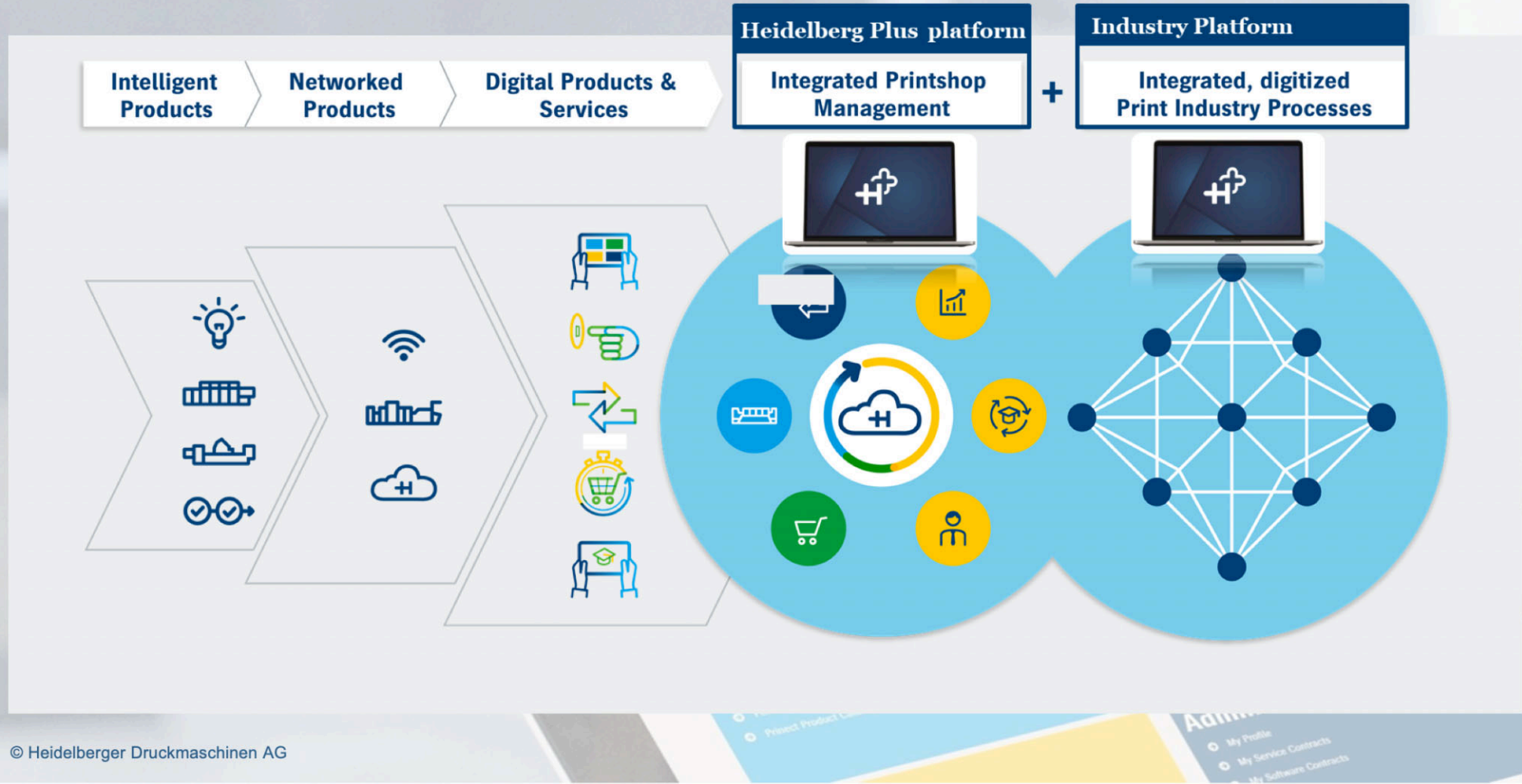
Training Portfolio



Going Digital in Customer Service

Heidelberg's Evolution

From Products to integrated Printshop Management and Industry Platform

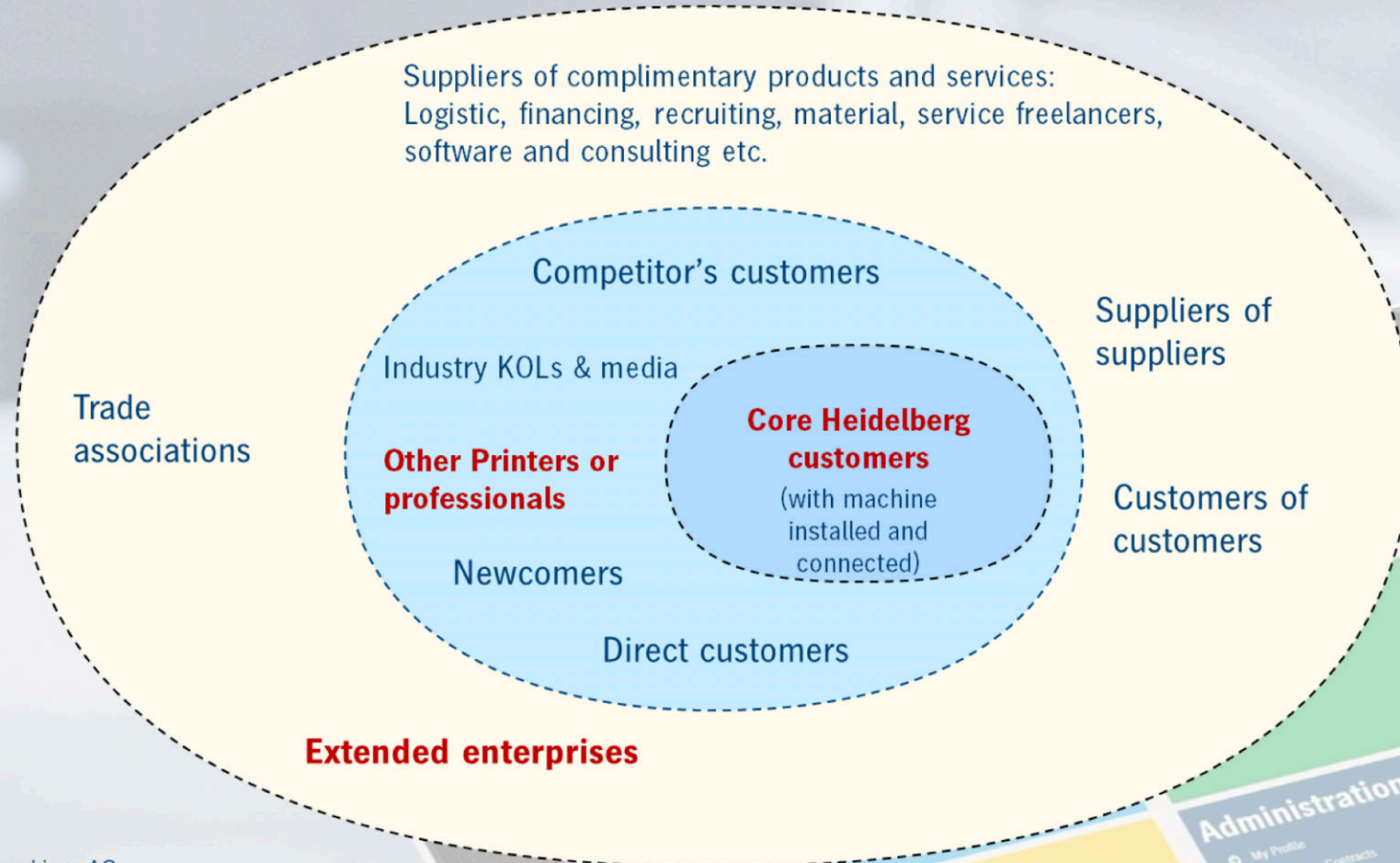


Industry Digital Ecosystem

Shape the future of industry via platform



Industry digital ecosystem

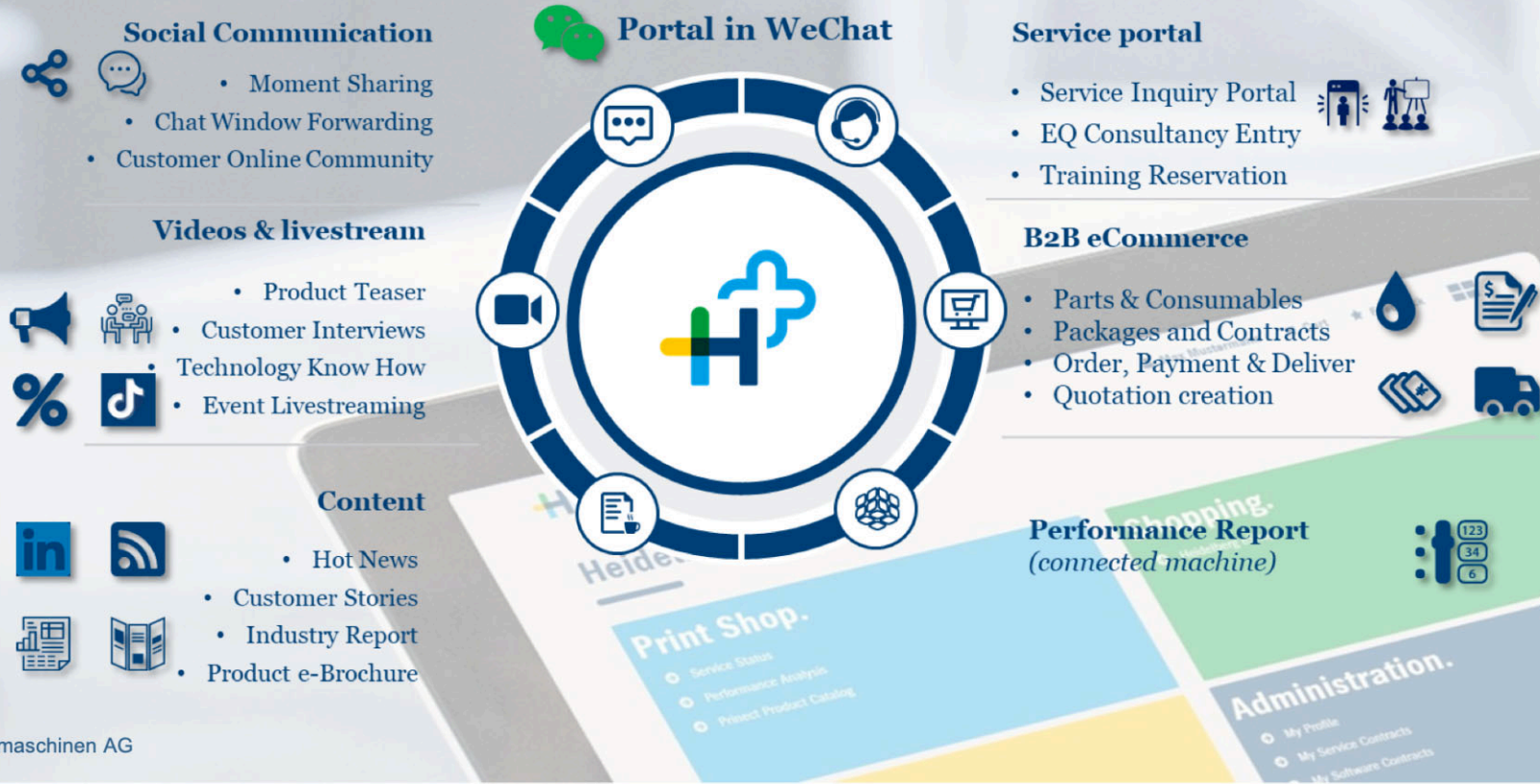


Heidelberg Plus Platform in China

Customer view : one ID, one entrance, seamless experience with all HD digital touch points and applications



Cloud Based Heidelberg Plus Platform in China

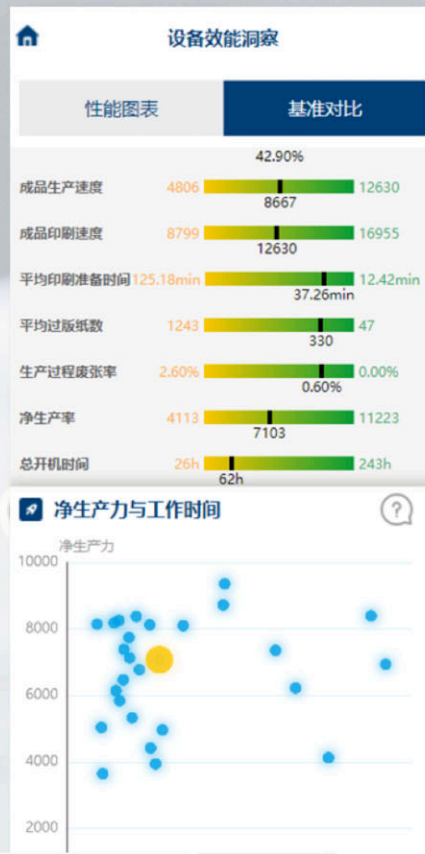


Performance Report of the machines connected to Heidelberg Cloud

For customer printing process optimization & equipment asset management



■ Snapshot of the mobile version display



■ Features and Functions

- ◆ Web browsing in PC and mobile
- ◆ Integrated into WeChat portal for easy access
- ◆ Production KPIs analytics and tracking
- ◆ Benchmarking report by cluster
- ◆ Service ticket submission
- ◆ Recommendations on performance improvement

B2B eCommerce for 6,000+ parts, consumables, packages and training

An enterprise-level shopping, quotation creation & order tracking app.



■ Snapshot of the mobile version display



■ Features and Functions

- ◆ PC and mobile ends
- ◆ Integrated into WeChat portal for easy access
- ◆ Sales tool av. for field sales and back-office to create the quotation
- ◆ Online Payment
- ◆ Contract execution balance
- ◆ Logistic status update
- ◆ Live service

Thank You. Questions?

