



## Motion Control Systems Manufacturer

- **Opportunity**

A \$10M manufacturer of DC motors and controls, serving the automotive, security, and robotics markets, wanted to penetrate higher growth markets. The business was capital intensive and low margin, limiting the availability of resources for product development and marketing. Independent representatives marketed the company's products.
- **Solution**
  - Production lead-times were reduced and quality was improved, generating additional capacity, reducing inventory and releasing financial resources for investment.
  - An opportunity to penetrate the high margin healthcare equipment market was identified by a growth assessment, and a new Systems Group was introduced to design and manufacture custom motion control systems for the dynamic, growing healthcare market.
  - A customer-partnered selling strategy promoted design innovation and speed of response as profit improvement generators for customers.
- **Results**
  - System Group sales grew to \$5 million in three years, elevating total company sales.
  - The number of served customers was increased by 30%.
  - Greater production rates reduced the production costs and boosted the number of orders per customer, increasing growth in profitability as well as sales.
  - Additional revenue was generated by custom design fees and the higher value of integrated motion control systems, elevating the company's average unit price.