

# Two worlds come together at Panama event

Customers from North, South, and Central America joined with Atlas Copco Portable Energy employees from all over the world in Panama City on Sept. 28, 29. “Experience our Energy” was presented simultaneously in English, Spanish, and Portuguese.

**A**tlas Copco Portable Energy hosted a Regional Event for the Americas at the Intercontinental Playa Bonita Resort in Panama City. Portable Energy is a division of Construction Technique.

Panama was a fitting setting for the event, as one of the largest construction projects in the world, the Panama Canal Expansion Project, was underway just a few miles from the event. Begun in 2007 and slated for completion in 2014-15, the expansion project is expected to double the Canal’s capacity.

More than 160 customers from North, South, and Central America joined with Atlas Copco employees from all over the world to consider the theme of the event—“Experience our Energy.”

And it was a high-energy production. From the commencement of the program Wednesday morning to the formal end of the program at 12:20 p.m. Thursday, an energetic multimedia presentation by the division’s top executives kept attendees’ attention focused on the many new developments from Atlas Copco that directly affect their business operations.

Portable Energy is hosting four such events for its customers around the world. The Panama conference was presented specifically for customers in the Western Hemisphere, with three more to follow through- »



*XAS 750 JD7 compressor equipped with Tier 4A engine.*



*Looking from the lobby area of the resort out across the grounds.*

» out October and November. An event in Antwerp, Belgium will welcome customers from Europe and Russia, followed by an event in Goa, India, for customers on the Indian sub-continent, Africa, Central Asia, and the Middle East. The final event will be in Shanghai and will serve those customers in Southeast Asia, Australia and New Zealand.

With customers and offices in more than 170 countries around the globe, such meetings are an important way for Atlas Copco to stay in close communication with its diverse customer base. In fact, this aspect of the meeting was emphasized during the welcome remarks on Wednesday morning. “This meeting is about two worlds coming together—Atlas Copco and our customers,” said Ben van Hove, regional marketing manager for the Americas. This point was underscored by the fact that the entire English presentation both days was simultaneously translated into Spanish and Portuguese.

Geert Follens, President of the division, stated in his opening remarks, “We want to be your complete partner, from the very beginning of your project.”

Follens then gave the attendees a fascinating snapshot of the Atlas Copco Group. The company’s 33,000 employees in 178 countries accounted for \$10 billion (U.S.)

in revenue in 2010. Construction-related markets were responsible for 24 percent of the business and mining was responsible for another 28 percent. In addition, Atlas Copco has aftermarket and rental support in all those countries.

The new Construction Technique business area is comprised of four divisions, Follens informed the audience. Those divisions are Construction Tools, Road Construction Equipment, Portable Energy and the new Service division.

Continuing to focus his remarks on the Portable Energy division, Follens introduced the division’s underlying structure, the “Five Pillars.”

Follens answered a question that many of his listeners had no doubt asked at one time or another. What does Atlas Copco mean

#### Five Pillars of Portable Energy

1. Air compressors
2. Generators
3. Pumps
4. Light towers
5. Used equipment



*Daryl Heiser, Application and Product Support Manager for Atlas Copco Hurricane, points out key features of a Hurricane B7-41 booster during the English session of the Drilling Performance workshop on Thursday.*



when it speaks of “Sustainable Productivity?” His answer was direct: Sustainable Productivity means that services and products are reliable and present the lowest cost of ownership to the buyer. Equipment should be safe and built to respect the environment, from the methods used in its manufacture to the way it is designed to be used in the field.

“We are a Swedish company, and for us sustainable productivity is not something that is merely fashionable, it is part of our DNA,” he concluded before presenting a multimedia production detailing the company’s global commitment to Sustainable Productivity.

John Hort, vice president of marketing for the Portable Energy division followed up Follen’s explanations of the new business area, its new divisions, and the newly renamed division’s Five Pillars with an explanation of the six market segments of the Portable Energy customer base. Hort then led a discussion of the division’s 10 factories around the world with representatives from some of those factories. The sites under discussion were the Rock Hill, South Carolina, and the Franklin, Indiana, Hurricane booster factories in the United States; the Brazil and Belgium factories; and the three factories in China.

Adrian Ridge, the president of Construction Technique’s brand new Service division spoke about his division’s goals.

“We want to be a next-generation service provider, not just a parts provider,” he said. “Our simplified mission is to support all construction products all around the world. We want to be the leader in service in the entire construction industry.

“My objective is to be fully operational by January 1, 2012. Right now, we’re busy recruiting a team. This new division is different from previous dedicated service divisions as this division only provides service to the new Construction Technique business area. In our mission statement, customer focus stands out across our diverse portfolio.”

Ridge acknowledged that part of his job would be to invest in additional market presence to be closer to his customers at the lo-

cal level. But he did note that, in addition to the region’s many Customer Centers, he already has two logistics centers in the Western Hemisphere—one in the U.S. and one in Brazil.

Following Ridge’s behind-the-scenes presentation, a series of Atlas Copco product experts took the stage to report upcoming changes or to focus on other important aspects of their business and how it would affect the business of the division’s customers.

Nicolas Englebert, product marketing manager, Large Compressors, led off with an in-depth look at what was new in large compressors. Among the other tidbits he shared with the audience was the fact that smaller compressors would be introduced this year, and that Tier 4A engines would be integrated into existing compressors as soon as possible. Julio Tome’, product manager, Genera- >>

#### Six market segments of the Portable Energy customer base

- OIL AND GAS. This market segment uses higher tech products like boosters and high-pressure air. It includes exploration and deep-hole drilling.
- TUNNELING AND MINING. In the Americas, this segment provides 20 percent of the division’s business. It is also a strong segment in India and Asia. Geothermal drilling contributes to this segment’s business in the Scandinavian companies.
- CONSTRUCTION. Globally, this market segment accounts for 20 percent of division business. However, in South America, it currently only accounts for 9 percent of the business—an opportunity for growth in the months and years to come.
- RENTAL. Rental is another very strong market segment, contributing 28 percent of division revenue globally. In South America, it is even stronger, delivering 40 percent of the division’s business on the continent.
- SPECIALTY POWER. This market includes rental, events, utilities, telecom, and critical standby.
- WATER. This is a new market for the division with the addition of the WEDA range of pumps. They are heavily used in utilities, construction and rental for de-watering. Disaster relief services are also significant markets for the WEDA pumps.



*As a market segment construction touches oil and gas customers through pipeline development and facility construction.*



*Ted Rose, Executive Vice-President, Sales, for Luby Equipment Services in Fenton, Missouri, USA, with a DrillAir XRVO 1550 CD7 in the background.*

tors, pointed out that Atlas Copco has been in the generator business for 25 years now, making them a core business of the Portable Energy division. The acquisition of Spain's Gesan Generators earlier this year certainly serves to underscore his point.

Chuck Westhofen, factory product manager, Rock Hill, discussed light tower offerings, and discussed Atlas Copco's business incentives, including various buy-back programs as well as Atlas Copco Finance.

The morning's program was concluded by van Hove. "We interact constantly with the customers to stay on top of what they actually need," he said. Then he pointed out how

momentous the company's actions based on that feedback could be when he said, "The changes in our understanding of our customers' needs actually resulted in the birth of the new Construction Technique business area."

Explaining one of the key channels for this communication, he added, "We have 98 salespeople in North America, and 88 in South America. This helps us get more information to and from the division."


Throughout the afternoon, Business Line Managers from both South and North America discussed the interaction between their products and applications with the customers in attendance.

Later in the afternoon, the entire group departed for a four-hour tour of the nearby Panama Canal Expansion project, to get a look at one of the greatest construction projects of current times. Since 2010 a fleet of Atlas Copco ROC D7 drill rigs has been used on the project, as well as various Atlas Copco air compressors, heavy breakers, and TEX P60S pneumatic breakers.

The next day, the audience broke up into workshops. For North America, there was an Emission Legislation workshop to catch everyone up on the requirements for Tier 4A

standards, and the solutions offered by Atlas Copco. The rest of the workshops were conducted in English, Spanish and Portuguese over the course of the morning at locations all across the grounds of the spacious Playa Bonita Resort. Subjects ranged from Power Generation, Onsite Pumps and Onsite Power & Light, to Construction Air and Drilling Performance. The attendees focused on the information being shared in the workshops and managed to tune out the amazing scenery in the background of the outdoor displays of equipment. All workshops, in all three languages, were well-attended, often to overflowing.

Toward the end of the last day's program, Ted Rose, Executive Vice-President, Sales, for Luby Equipment Services in Fenton, Missouri, USA, commented, "Atlas Copco is a great company. One thing I like about this particular meeting is that they really seem to be listening to the customer more. With the open forum we have had here, I think it really shows that they are listening to the customers."

As van Hove commented in his opening remarks Wednesday morning, this event was supposed to be about two worlds—those of the manufacturer and the customer—coming together. It appears that this purpose was realized with Atlas Copco Portable Energy receiving an even better understanding of its customers' needs, and those customers heading home even better prepared to face the challenges presented by their markets. 

*Attendees watch a demonstration of the QLT light-tower at the Portuguese session of the Onsite Power & Light workshop; QAS 45 generator is to the left; WEDA pump in foreground.*

