



**How CADshare is helping Bergmann  
push into new international markets**

**BERGMANN**



“Our aim is to use CADshare on every product for every customer. It cuts shipping times and reduces mistakes so we don’t lose time on process and our clients don’t lose time with machines down.”

**Bernd Kirschner**, *Head of Sales Management Exports at Bergmann Direct*

# The Client

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## Bergmann Direct



Bergmann manufacture and supply a wide range of dumpers and municipal maintenance vehicles, as well as components and tailor-made machines. They serve a diverse range of industries right across the globe, including mining and mineral extraction, construction, agriculture and public sector.

From small agile vehicles to huge tunnel extraction machines and highly specialised radio controlled machinery for agricultural applications, Bergmann operate at the cutting edge of these technologies.

Based in Meppen in Germany's Emsland district, this second generation family business now has 250 employees, just celebrated its 60th year in business, and has just started selling on US soil for the first time via the newly established Bergmann Americas Inc.



# Their challenges

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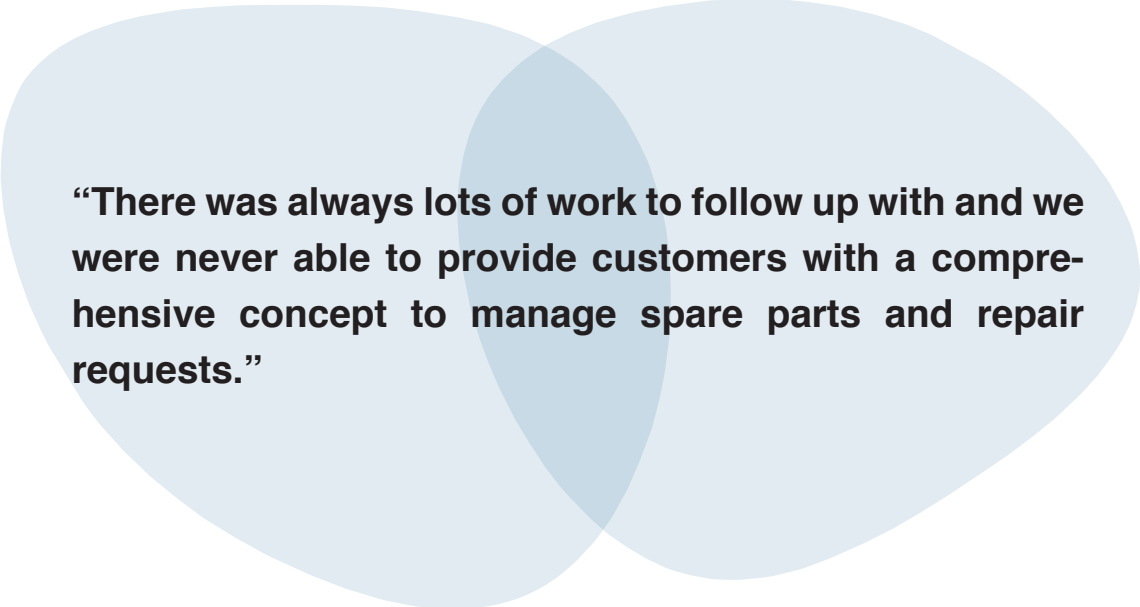
## ***Minimise customer downtime and optimise aftermarket communication***

Despite being a successful global company, Bergmann found that old-fashioned aftermarket processes were choking their efforts to expand and grow their business across the globe.

- \* Basic, paper-based systems meant customers often had old pricing lists
- \* No comprehensive, centralised system for managing requests for spare parts and repairs.
- \* Working across many time zones and negotiating language barriers further increased the chances of aftermarket miscommunication

Out of date price lists put customers off new purchases.. Without a streamlined system for keeping machine specifications and pricing up to date in their company literature, conversations about pricing were often difficult.

Without a central 'hub' of correct technical information, customers were reliant on a "very basic" collection of repair lists and spare parts booklets. Requests for spare parts could involve numerous phonecalls and emails. If the wrong part was identified and sent out, this further increased downtime for their customers.



**“There was always lots of work to follow up with and we were never able to provide customers with a comprehensive concept to manage spare parts and repair requests.”**



# The CADshare Solution

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## ***A fully intergrated digital platform for up-to-date, accurate equipment information***

We began with an audit of the current system, analysing what Bergmann were currently doing, and where CADshare could be applied to create a single, joined up solution to their pricing problems and aftermarket bottlenecks.

### **Bergmann required:**

- \* A centralised solution to accurately and efficiently manage spare parts and repair requests
- \* A way for international customers to quickly and accurately access parts and repairs
- \* A user-friendly system to update pricing and technical informationglobel

The CADshare solution was able to address these requirements as an online cloud-based platform to hold digital versions of all their equipment in an easy-to-navigate, searchable system.

Using their existing technical data - including 2D renderings as well as 3D CAD designs - we created a fully digital, detailed inventory of their machinery, including parts information pulled from their ERP system.

Implementation from start to finish took 4 weeks, which included system demonstrations, troubleshooting, and staff training. Using technical information they already had, we were able to condense the digitisation of their aftermarket into weeks rather than months. Staff were able to direct time and energy into their jobs instead of navigating months of upheaval.

“CADshare has been one of the best business / IT services companies I’ve dealt with. They are goal-oriented, extremely professional and extremely quick - a straightforward partner to work with.”



# The Result

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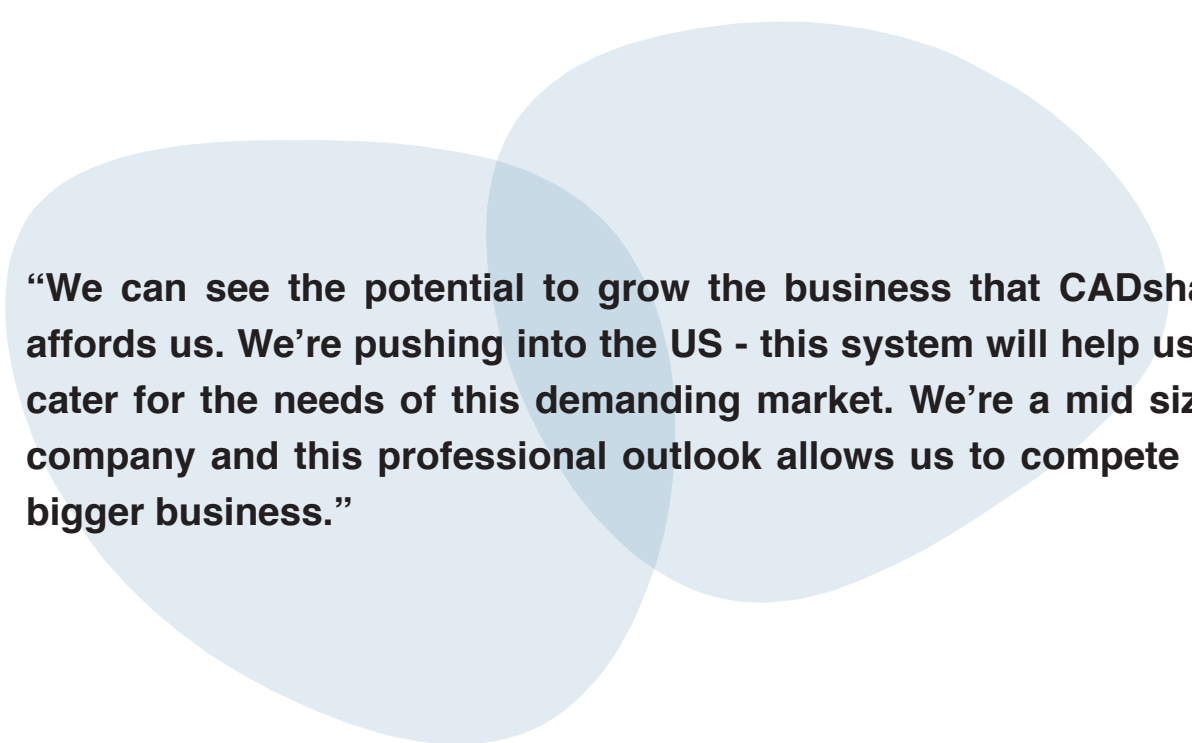
## ***Business growth into international markets***

With a fully integrated digitised system for spare parts and repairs, Bergmann's international clients can access what they need, when they need it, eliminating the frustrations of time zone differences.

All processes for identifying and ordering parts and repairs have been standardised; this reduces training needs and makes it easier to deliver quick and accurate aftermarket services and supplies.

Bergmann benefits further from accurate, live feedback on their stock levels. Knowing exactly what customers are ordering and when allows them to spot buying trends and anticipate demand.

Bergmann's dealers love the new system too; its accuracy and ease of use makes their jobs easier. A superior aftermarket solution has allowed Bergmann to focus on the things that matter - growing their global presence. Their transatlantic sales partnership with the Bergmann Americas Inc in 2020 brings their machines directly to the US, Canada and Mexico markets for the first time. Just one exciting example of how digital transformation is paying off for Bergmann.



**“We can see the potential to grow the business that CADshare affords us. We’re pushing into the US - this system will help us to cater for the needs of this demanding market. We’re a mid sized company and this professional outlook allows us to compete for bigger business.”**



Making aftermarket **accurate, efficient and profitable** so you can grow and compete in global markets.

Book a free call to find out how CADshare could transform how you do business.

