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## Scania's new range of products and services: Focus on optimising the customer's profitability

- 1,500 sales professionals have been trained in the industry's most ambitious project to assist customers with an optimised mix of products and services, entirely based on customer needs related to their unique operations
- Connected and optimally specified vehicles are the cornerstone of Scania's aim of creating the right conditions for sustainable profitability and truck reliability for customers
- New sales support tools provide all types of customers with access to Scania's combined expertise in efficient vehicle management throughout the entire life cycle

The introduction of Scania's new truck range also marks the start of the industry's most developed and customer-optimised approach for enabling and offering solutions that are fully tailor-made for each customer as regards products and services for specific transportation assignments.

"With the introduction of our new truck range we are offering our customers a wider selection of new performance steps and services, and at the same time placing the industry's most advanced sales support tools in the hands of our sales staff," says Christopher Podgorski, Scania Global Senior Vice President, Sales and Marketing, Trucks. "With the help of our comprehensive range of products and services, we customise optimum solutions that maximise profitability for each and every type of customer."

Each truck is a production unit. The better adapted it is for its unique assignment and the more supported it is by applicable customised services, the greater the haulier's chances of getting a return on their investment. Hauliers' finances are determined by a range of different factors. Some of them are relatively simple to control. Others are influenced by factors that lie outside their control or are so complex in their nature that the consequences can be difficult for an individual to identify and address.

"Many in the industry still work according to a strict focus on costs, where the most obvious factors are the cost of procuring the vehicle and variable costs such as fuel, as well as the insight that standstills are unfavourable," says Christopher Podgorski, Global Senior Vice President, Scania Trucks. "But with that approach, you can miss the fact that earning potential, which

is largely determined by the vehicle being optimised for its purpose, also has a major impact on whether your figures are in the red or black over time. The right specification and the right maintenance contributes to the vehicle being available and performing effectively when required. Which is also positively affected by the other services you can connect to the vehicle."



*With the introduction of the new truck generation, Scania is also focusing more strongly on optimising its offer to each individual customer. By paying particular attention to the vehicle's specification and combining this with services from Scania's far-ranging eco-system, each customer gets unique pre-requisites for making a profitable investment.*

Scania's starting point is TOE, Total Operating Economy. The difference between TOE and the traditional TCO, where only costs are reflected, is that the revenue side of a haulier's finances are also weighed in. The way payment for a transportation assignment is calculated (by weight, time used, mileage, and so on) is a good example of a factor that must be taken into account when the vehicle and its related services are being specified.

Scania has concentrated its entire combined expertise on trucks, optimised transportation solutions, industry conditions and actual customer needs in the new sales support system that the company has developed. This toolbox is the result of several years' work compiling, analysing and consolidating knowledge, insights and customer needs with regard to the global, multifaceted transportation and truck industry.

"The basis is of course Scania's enormous trucking expertise, our modular system and vehicle data collected from tens of thousands of vehicles in actual operation for more than ten years," says Christopher Podgorski. "To this we have added knowledge from industry studies, customer interviews and marketing workshops, in close dialogue with our existing customers. The result is a Scania-unique toolbox that gives our sales staff, regardless of market or customer type, access to expertise that enables them to not only offer a truck but also a customised solution that, based on each customer's

unique needs, has full potential to become profitable. We know that hauliers are being squeezed from every direction, so Scania's answer is to make even more of an effort to give them exactly the right solution."



*Scania's solutions integrate the company's collected expertise about both trucks and various transport solutions as well as their specific characteristics. By focusing on each customer's unique needs, based on experiences, operational data and market knowhow, Scania's solutions feature concrete added values that benefit the customer.*

### **One size fits no one**

The importance of being able to design a completely optimised vehicle and support both its ownership and use with related services like financing, service contracts and fleet management services is difficult to overestimate in today's competitive transportation world. Scania was one of the pioneers in connecting trucks in order to help optimise use and availability, among other things. There are currently more than 200,000 connected trucks from Scania in operation on the European market.

"The offering Scania is now introducing will give all our customers better support and opportunities than ever before to achieve maximum return on their truck investments," says Christopher Podgorski. "Our product range and related services, combined with the way we have equipped ourselves to help our customers, represents a major development stage in our industry. Scania is now becoming even better at offering support to our customers when it comes to the one business they really care about: their own."

### **For further information, contact:**

Örjan Åslund, Head of Product Affairs, Scania Trucks, tel. +46 (0)70 289 83 78,  
email [orjan.aslund@scania.com](mailto:orjan.aslund@scania.com)