Why sell it
A reliable flatness measurement brings important incremental value to ABB and our customer’s contracts:

- Customer benefits
  - Increased uptime
  - Reduces mill maintenance cost
  - Improved quality
  - Improved yield

- ABB benefits
  - Secure customer loyalty
  - Additional service to customers
  - Improved perception of ABB value
  - Higher customer satisfaction

Who to target
- Customers involved in maintenance functions including:
  - Plant managers
  - Maintenance managers
  - Plant engineering managers
  - Reliability managers

- Customers with aging Stressometer systems, especially customers with:
  - Measurement rolls older than 15 years
  - Cluster mills
  - Hard strip material such as stainless steel
  - Continuous rolling mills

Customers conducting upgrade projects
- Customers with out-of-warranty equipment
- Customers with high demands on strip surface
- Customers who place high value on process improvement

When to sell
- Opportunities at every step of the lifecycle
- New installations (prove measurement accuracy)
- Production failure or downtime due to strip breaks
- Warranty expiration
- Contract renewal or expansion
  (preferably in conjunction with Measurement Care)
- System upgrades
- Shortage of skilled maintenance personnel
- When the customer is implementing a reliability improvement program

How to get into a conversation
- How will you manage rolling if the measuring roll fails?
- What procedures do you follow for roll maintenance?
- How do you document your roll maintenance?
- How do you validate the flatness measurement accuracy?
- How do you evaluate your measurement roll reliability?
- How often do you do measurement roll calibration checks?
- What would make you to invest in a spare roll?
- What time is acceptable for a roll repair?
- What should be included in a service contract?
What to say

Key Points

• Issue: Risk of production loss due to roll failure or time to repair
• Idea: Proactively do health check of measurement roll, identify any gaps, evaluate and suggest improvements
• Improvement: Minimize downtime, optimize quality and yield

Elevator pitch

• Stressometer roll health check is a detailed and comprehensive inspection and status evaluation of a measurement roll. It’s a key service to ensure and verify the actual roll measurement accuracy and to avoid future interruptions in the production:
  - Health check of the measurement roll status
  - Provide recommendations to enhance and improve roll performance. ABB can also provide recommendations on how to optimize costs by reviewing repair alternatives.
  - The 3 repair levels are:
    1. Basic repair (in factory or at LSC after extended investigation)
    2. Complete repair (in factory)
    3. Revamp (in factory)

For details on respective repair alternatives, see document “Inspection and repair of Stressometer measuring rolls” (3BSE021022D240)

Where to go from here

<table>
<thead>
<tr>
<th>Customer objection</th>
<th>Redirect</th>
<th>ABB response</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don't need the roll health check service.</td>
<td>We want to help you avoid downtime and cut costs.</td>
<td>Stressometer measurement roll health check helps reduce cost for maintenance by detecting early signs of roll failure.</td>
</tr>
<tr>
<td>I don't have the budget to add any additional services.</td>
<td>We want to help you set a relevant maintenance budget based on facts.</td>
<td>The Stressometer measurement health check makes it possible to set a maintenance budget for the next 3 to 5 years based on the findings documented in the health check report.</td>
</tr>
<tr>
<td>I already do the recommended maintenance that ABB recommends.</td>
<td>We want to help improving the quality of maintenance with an extensive report with recommendations for improvements based on our experience from our installed base.</td>
<td>Improving the maintenance quality will improve your ability to maintain your assets and avoid planned downtime will increase productivity, and thus increase revenue and profit.</td>
</tr>
<tr>
<td>There is no need to do the roll health check.</td>
<td>We want to help you to prove to your customer that the strip flatness is within tolerance.</td>
<td>Proving to your customer that the strip flatness is within tolerance with reduced rejects and increase revenue and profit.</td>
</tr>
</tbody>
</table>

Recommending repair alternatives

Recommending repair alternatives is always based on an extended investigation in the factory or at a local service center.

For details of the extended investigation, see document “Inspection and repair of Stressometer measuring rolls” (3BSE021022D240)

How to order?

The primary point of order entry:

• To order a Stressometer health check, fill in the service request form 3BSE087852, specify technical and commercial details and send your request including the form to FM_Service_desk@se.abb.com with subject: SERVICE REQUEST
• To order extended investigation for a measurement roll, send an manual order to apo-order-in-box.seapr@se.abb.com with subject: REPAIR
• For details how to order Spares & Repairs for Stressometer systems see: FM Sales Forum/Service/Spares & Repairs Stressometer

Customer objection Redirect ABB response

I don’t need the roll health check service. We want to help you avoid downtime and cut costs. Stressometer measurement roll health check helps reduce cost for maintenance by detecting early signs of roll failure.

I don’t have the budget to add any additional services. We want to help you set a relevant maintenance budget based on facts. The Stressometer measurement health check makes it possible to set a maintenance budget for the next 3 to 5 years based on the findings documented in the health check report.

I already do the recommended maintenance that ABB recommends. We want to help improving the quality of maintenance with an extensive report with recommendations for improvements based on our experience from our installed base. Improving the maintenance quality will improve your ability to maintain your assets and avoid planned downtime will increase productivity, and thus increase revenue and profit.

There is no need to do the roll health check. We want to help you to prove to your customer that the strip flatness is within tolerance. Proving to your customer that the strip flatness is within tolerance with reduced rejects and increase revenue and profit.