

Total Cost of Ownership

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Koolant Koolers Brand Chillers



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What is “TCO” Total Cost of Ownership ?



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DEFINITION of “TCO” 'Total Cost Of Ownership

- ❑ The purchase price of an asset plus the costs of operation.
When choosing among alternatives in a purchasing decision, buyers should look not just at an item's short-term price, which is its purchase price, but also at its long-term price, which is its total cost of ownership. The item with the lower total cost of ownership will be the better value in the long run.

Competitor A	Competitor B	Competitor C
\$	\$\$	\$\$\$



“TCO” Example

- ❑ The total cost of ownership of a car is not just the purchase price, but also the expenses incurred through its use, such as repairs, insurance and fuel. A used car that appears to be a great bargain might actually have a total cost of ownership that is higher than that of a new car, if the used car requires numerous repairs while the new car has a three-year warranty.



“TCO” as it relates to chillers

- **Key chiller components of “TCO”**
 - Product experience in the market
 - Engineering
 - Health and Safety
 - Spare Parts
 - Finance
 - Service



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Product Experience with expert processes

- Certifications: ISO 9001 and Lean Manufacturing
- Long term manufacturers with over 50 yrs. experience have worked through all economic rollercoasters
- Experience leads to a clear vision of customer expectations
- Market leading positions with major OEM companies
- Cost reductions through product innovations
- Worldwide partnering



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Engineering

- Facility needs/changes required
- Custom specialized equipment capabilities
- Electrical and controls needs
- Interoperability with other equipment
- Engineering Drawings and documentation
- Permitting or special certifications
- Acting as an extension of the customers engineering dept.



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Health And Safety

- Possible Safety Concerns
- Environmental safeguards
 - Wastes produced, Noise Levels, and physical contact issues
- Water Usage/Savings
- Contamination Reductions



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Spare Parts

- Warehouse parts stocking
- Orders shipped in 24 Hours
- Inventory Control
- Assessment of component life
- Supporting data on all components to include drawings and specifications
- Spare parts kits for faster installation and less downtime



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Finance

- Warranty
- Performance Reliability
- Product Quality
- Maintenance Labor Costs
- Spare Parts Cost



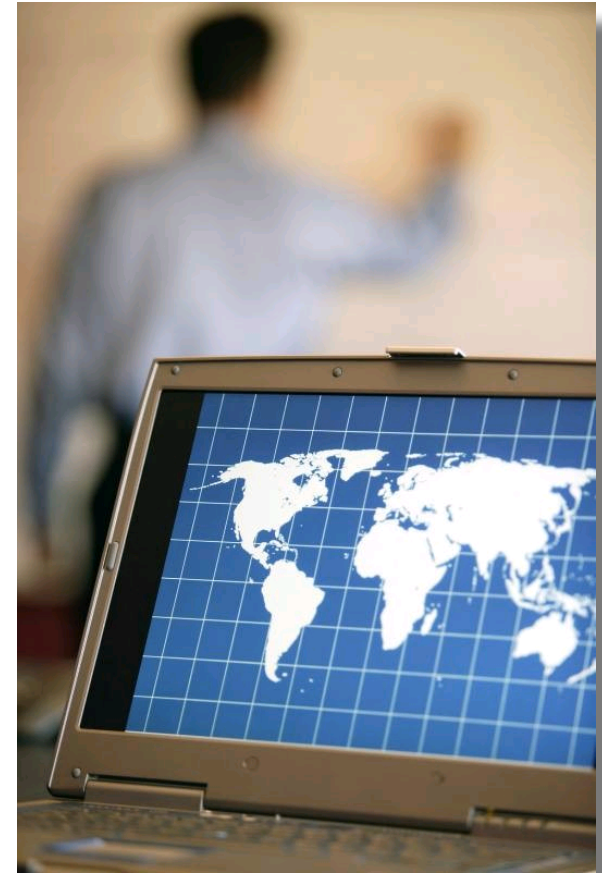
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Exceptional Service



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Exceptional Service

Preventative Maintenance

- ✓ Technical cleaning
- ✓ Inspection
- ✓ Maintenance
- ✓ Optimization



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Measuring Service Excellence

Call documentation
Timing analysis
Service report review
Monthly satisfaction survey



How satisfied are you with the following areas of our company?

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Chiller meeting your application needs?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledge of our service personnel?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experience with our on-site technician?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please feel free to explain the reasons for any of your ratings above. Comments welcome.

Would you be interested in us providing a spare parts list of components for your unit?
 Yes No

Are you interested in learning more about our warranty & maintenance packages?
 Yes No

Was the initial service request responded to in an adequate and appropriate time frame?
 Yes No

Was the service on the unit performed within an acceptable time frame?
 Yes No

Please share any additional comments about your experience with Dimplex Thermal Solutions.

Does Dimplex Thermal Solutions have permission to use your comments in our marketing efforts?
 Yes, you have permission

How likely are you to recommend Dimplex Thermal Solutions to colleagues and friends?
 Very Likely Likely Not Sure Unlikely Very Unlikely

Submit



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Contractor Assessment

Competency exam

Validate insurance
certificates and licenses

Product specific training
as needed

Periodic visits to validate
and inspect location



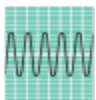
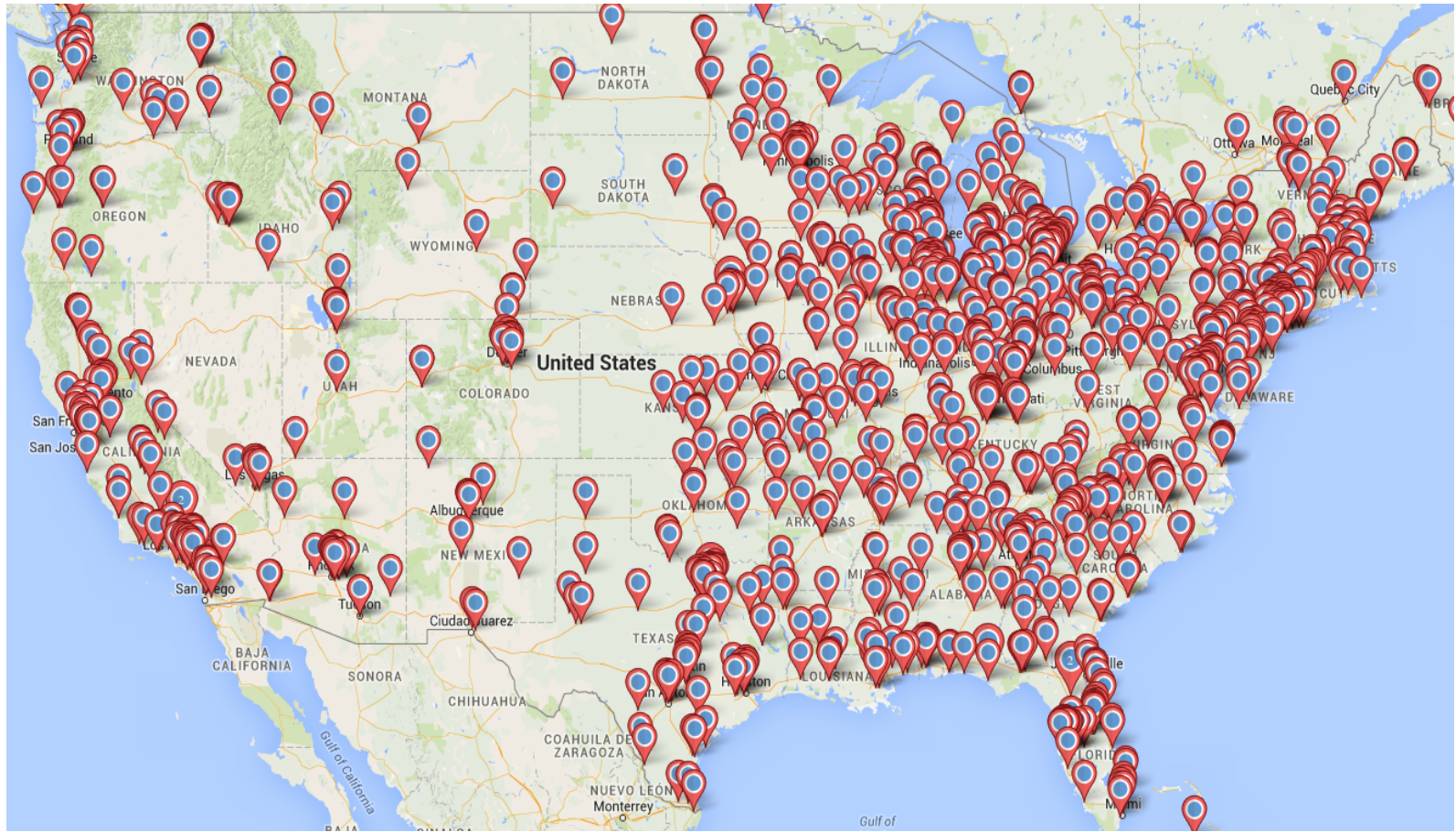
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Service Network



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Exceptional Service

- **Operations/Maintenance**

- Operations and Maintenance Manuals
- Commissioning Details
- Start-Up Requirements
- Training requirements
- Standard Maintenance Schedules
- Service and Trouble Shooting Assistance
- Maintenance Accessibility



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In Closing

It takes a little more time and effort to buy on “Total Cost of Ownership”, but it better positions you against an inferior product.

This practice will lead you to a better over all product with less headaches in the future.

If you purchase solely on “Price”, you may not be a return customer due to unmet expectations.



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COMMENTS?
QUESTIONS?



THANK YOU!



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