

Project: STI



made March 6, 2008 by T. Ishikuma

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Operation Manager

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Date:	Note
04-03-2008	<p><u>(1) STI's business related information</u></p> <p>Positioners sold by STI 2007 : Fisher = 1000+ units/yr (600 for Ex-Proof application <- this has been growing recently. Most of the Oil&Gas customers request Fisher), Yamatake 200 to 300 units/yr, ABB 200 to 300 units/yr. ABB is used only for dumper actuation now. STI sold 900 units ABB in 2003/2004 because of big projects at that time.</p> <p>Visit with Regis Houllier</p> <p>Hugo Lampognana (Scandura)</p> <p>Igor Lazzarini (Scandura)</p> <p>AVP Ex-proof / double acting model has disadvantage in packaging against Fisher. This gap must be filled in by price. Current price = Fisher 1100 EUR, Yamatake AVP 900 EUR. Mr. Negri suggests 900 EUR is not strong enough to fill the package design gap. More attractive price for 100 units to be re-proposed by Yamatake Europe/Scandura.</p> <p>Mr. Negri understands Yamatake's problem with far low volume than planned (Ishikuma explained return on investment has not reached in expected level in three years. Factory is bleeding.) Mr. Negri confirmed "the plan at the beginning with Mr. Bertoli had been so high in STI. STI failed in achieving its own planned target even with CCI brand name for this new positioner (SVX). CCI brand name does not contribute to selling more than 300 SVX's . If Yamatake prefers, STI can switch to Yamatake standard blue model.</p> <p><u>(2) Issues in promoting Yamatake Positioners</u></p> <p>2-1 : Product issue</p> <p>STI does not have any specific product issue with SVX itself. It is accepted in Intrinsic Safe application. Only problem is software. It cannot co-exists with Fishers software on a same PC because both of them try to occupy serial port for communication. When conflicts, Yamatake one stops. CCI engineers are obliged to use Fisher software most of the time because Fisher is majority in number.</p> <p>(Ishikuma asked any feedback from Sweden who made an announce "not to use SVX for steam line as it is weak for vibration") Mr. Negri has not heard anything. Vibration can cause problems to all positioners, not only Yamatake's. This is not Yamatake's product issue, he said.</p> <p>STI cannot accept "feedback link lever design". Current SVX is perfectly mounted with NAMUR style shaft mechanism on top of the actuator, which is designed specifically for SVX. If SVX was provided with feedback link structure, STI would need to develop something new from scratch (different from Fisher's).</p> <p>2-2 : Commercial Issue</p> <p>"STI had to purchase 6 sets of software for distributing to global technical centers". This created a bad image in CCI/STI. Each tech center needs software to calibrate the valve/positioner when actuator is mounted on valve body. Buying a too fantastic software only for calibration purpose was a little head ache.</p> <p>2-3 : Internal Promotion Issue</p> <p>(Ishikuma proposed a product training to STI/CCI sales) STI did trainings and provided necessary information about the product. But sales may not have confidence with SVX, yet. Decision whether SVX is used or not is made by project manager and technical department located in each Tech Center (US, Austria/Czech, Sweden, Italy, Korea and Japan). Mr. Negri proposed back Yamatake to visit them in Europe to promote Yamatake (azbil) itself and SVX. Mr. Negri will give contact person's reference for each center to Scandura/Yamatake later. With this info, Yamatake Europe will plan the visits.</p> <p><u>(3) Next order</u></p> <p>SVX inventory is getting low. STI will place an order for 100 units in a day or two. (YEU received it March 6). The last 100 unit order was December 2007.</p> <p>CCI Korea requested STI Italy for 6 pcs of mounting bracket for AVP. Scandura/Yamatake Europe will inform STI of model number and price.</p>

Distribution to:

- Sento-san, Uchiyama-san, Hosoya-san, Yoshida-san, Kurasawa-san, Miyazaki-san, AAC
- Regis, Fujii-san and Hama-san

Action To Do:

- Regis and Scandura to re-propose price for 100 units AVP to STI
- Toru to check any cost impact by switching back to Yamatake Std SVX (no brand label any more) and Yamatake Japan's preference
- Regis and Toru to plan visits to CCI tech centers in Europe, once contact reference is provided
- Regis and Scandura to provide mounting bracket price to STI
- Toru to check solution of software conflict with Marketing, AAC