



## CRITICAL MESSAGING POINTS:

- Reliability engineers are the critical customer stakeholder. Focus your marketing efforts on communicating the reliability benefits of gearbox conversion to them.
- Address customer concerns about the compatibility of a gearbox conversion with old Nikkiso units by emphasizing Sundyne commitment to providing a 1-to-1 conversion.
- Highlight increased reliability and ease of maintenance that comes with a new gearbox. Not only will customer benefit from our recent technological upgrades, they will also have a consistent supply of spare parts through our Arvada plant.
- Gearbox conversion comes with standard 12-month warranty. Underscore this point, as it demonstrates our confidence in the exchange. program and the updated 33xN design.

**RELIABILITY  
REALIZED.**

## LMX-BMX 33xN; Gearbox of Choice

### GOAL:

Win first order for 33xN Gearbox with major South East Asian oil producer, becoming their "Gearbox of Choice" over competing Nikkiso technology. Customer had become unhappy with long delivery times for Nikkiso parts, which drove further concerns about the reliability of their existing gearboxes.

### CHALLENGES:

- Customer concerns regarding the integration of "used" or refurbished equipment into their process.
- Potential issues with lengthy lead times, resulting in extended down time.
- Lack of customer confidence with "new" or unproven technologies.

### SALES PROCESS:

Prior to closing the sale, our local team had extensive discussions with the customer about the performance and reliability improvements resulting from the 33xN upgraded components. While the customer was initially hesitant to accept "used" equipment, the local team stressed that shafts are not reused. The customer was comfortable with the knowledge that it is mainly the aluminum being reused.

The customer responded positively but was very concerned about potential lead times and sought reassurance that any plant downtime would be minimal. After visiting the end-users offshore platforms, GPP and refineries, our team identified a list of bad actors and critical-to-upgrade units. This information was then leveraged to illustrate the benefits of the 33xN gearbox exchange.

The first unit on the list targeted for exchange was a pump which had gone out for repairs every 3 months: the definition of a bad actor. Our team made the case that our components would increase MTBR, stressing that downtime would be minimal.

The local team also communicated that with the upgrade, the customer would receive all of the latest reliability and performance improvements, as well as Arvada support for the unit. By converting from Nikkiso equipment, the end user felt they were in a better position with less risk of interruption and delays.

### OUTCOME:

By working closely with the local Channel Partner, our commercial team secured the first order of 4 units. This was a result of the strong relationship between the local team and the CP and joint visits where the customers concerns were clearly identified and the conversion discussion focused on the most critical bad actors.

The 4 units shipped in June and customer is now enjoying an increased MTBR, the latest reliability and performance upgrades and feels more secure in having Arvada units that can be fully supported.

**For more information visit [www.sundyne.com](http://www.sundyne.com) or contact us at:**

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