



**SKF**



# Brands in the Age of Crisis: suppliers and distributors vision

# SKF

EFIDA European Congress,  
Verona, June 19th 2009.

Stefano Abbà

Director, Service Division Italy

**SKF**®

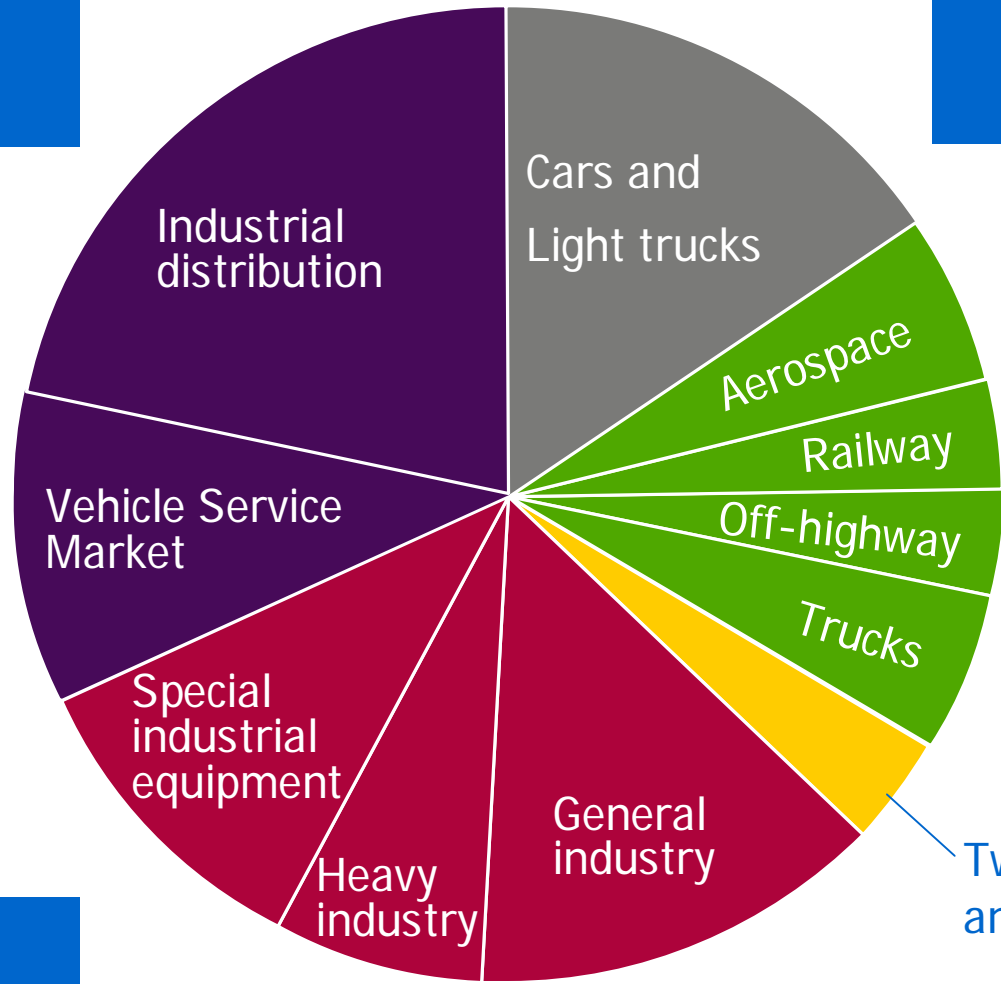
# SKF - A truly global company

Established:	1907
Sales 2008:	SEK 63,361 million
Employees:	44,799
Production sites:	around 110 in 28 countries
SKF presence:	in over 130 countries
Distributors/Dealers:	15,000
Global certificates:	ISO 14001 OHSAS 18001 certification

# Net sales per customer segment and organization

Service Division

Automotive Division



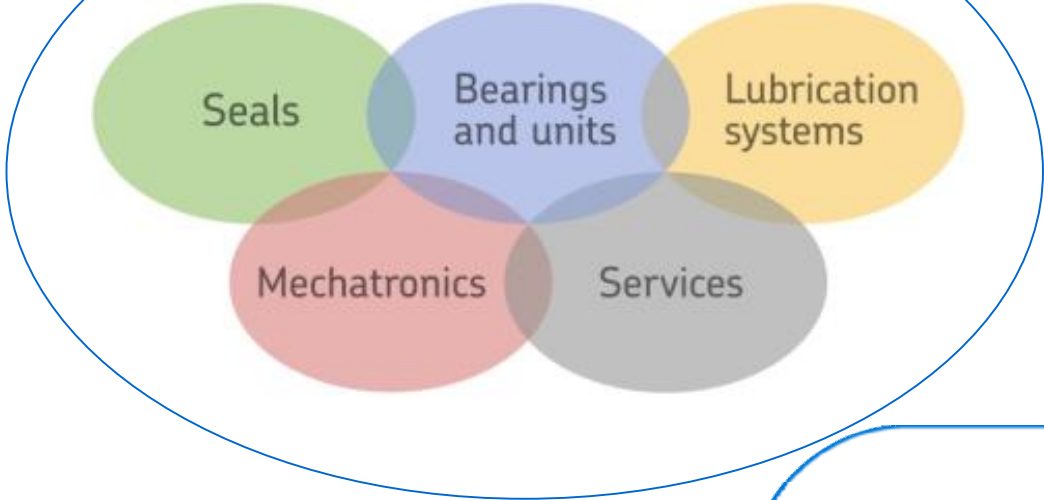
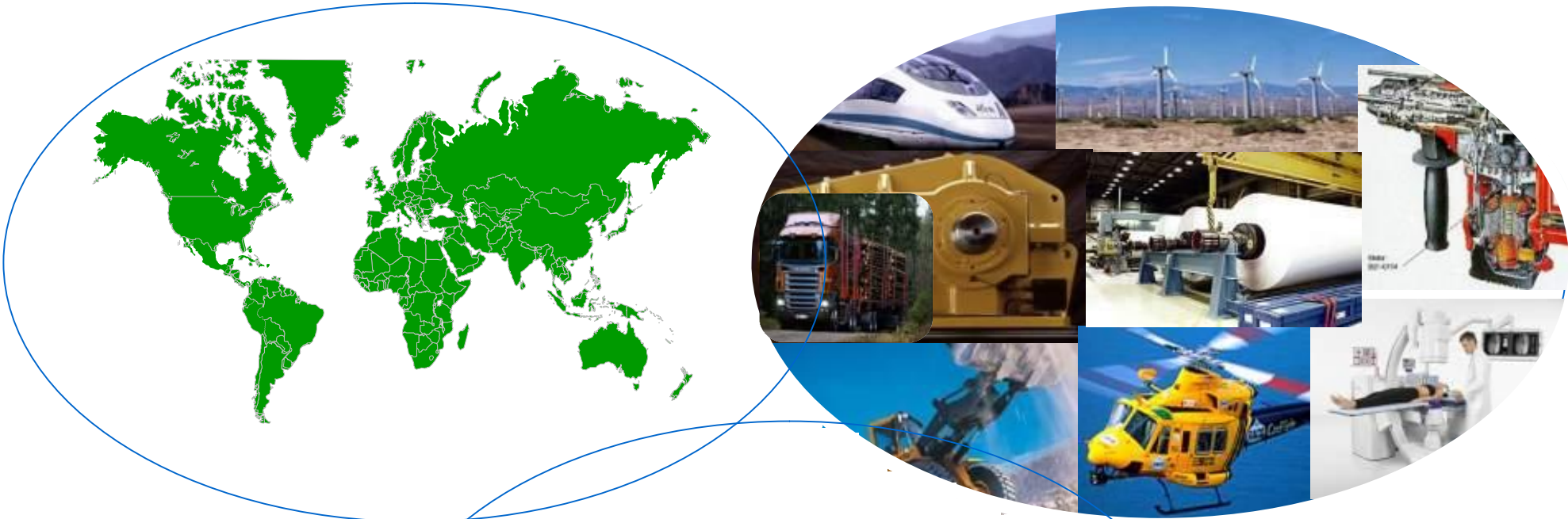
Industrial Division



To equip the world  
with SKF knowledge



# What is SKF knowledge?

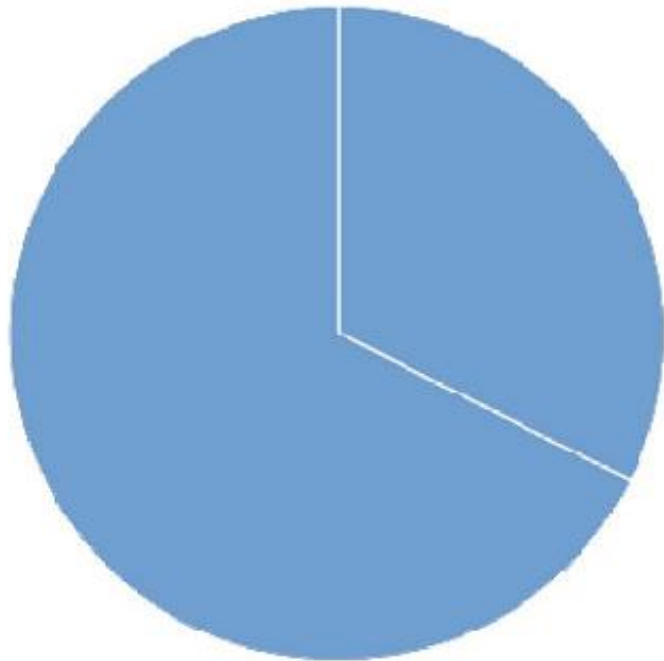


1

# SKF Service Division

# Net Sales 2008

## SKF Group



Service Division out of SKF Group – 33%

Service Division sales 2008 (2007)

## Service Division





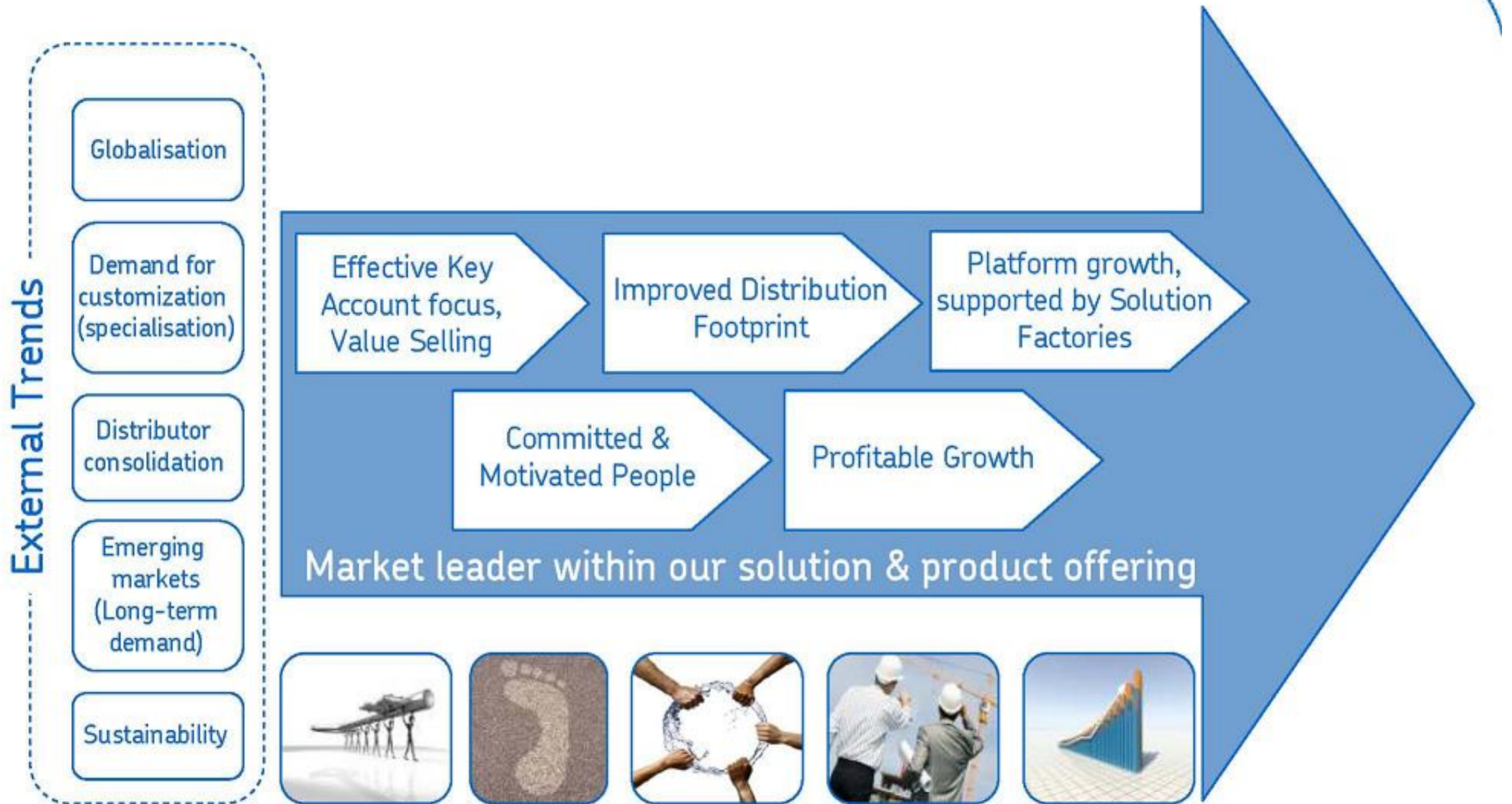
# Service Division Business

Providing platform-based and segment-focused solutions to industrial customers for improved productivity with :

- Knowledge-based products, systems and services to optimize plant asset efficiency
- Bearings and related products and services through authorised distributors
- Global e-enabled logistics services to external and internal customers



# Service Division Core Strategies



# 2

## Key Accounts and value selling

# Delivering the SKF Value ... Consistently



# New/recent market offers



Condition-based maintenance programme for ships



SKF Multilog On-line System, IMx-S



SKF Microlog AX



SKF WindCon 3.0



SKF Multilog On-Line System IMx-W (Wind)



SKF Machine Condition Advisor



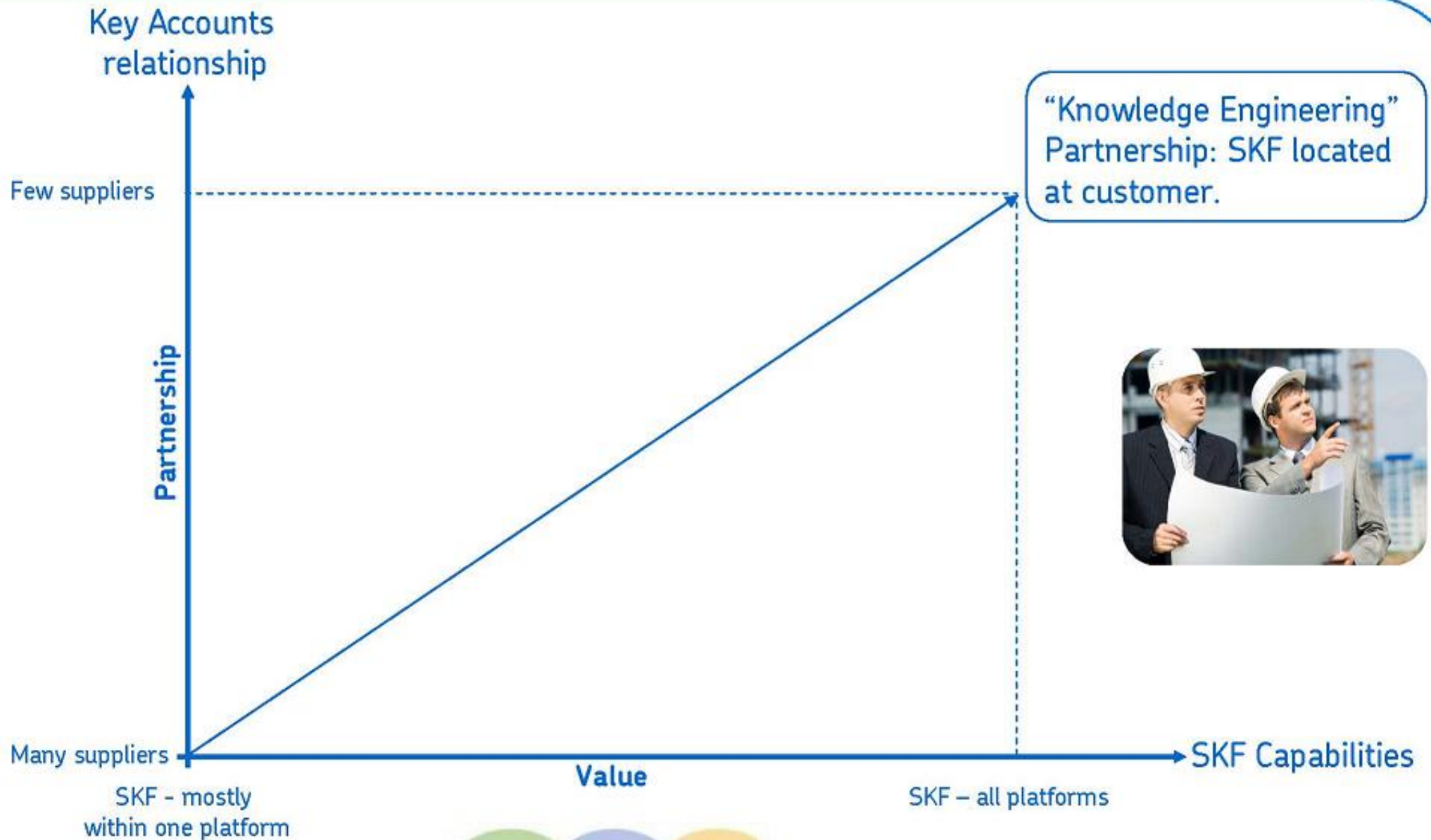
SKF SYSTEM 24 LAGE Series



SKF E2 Energy Efficient Bearings

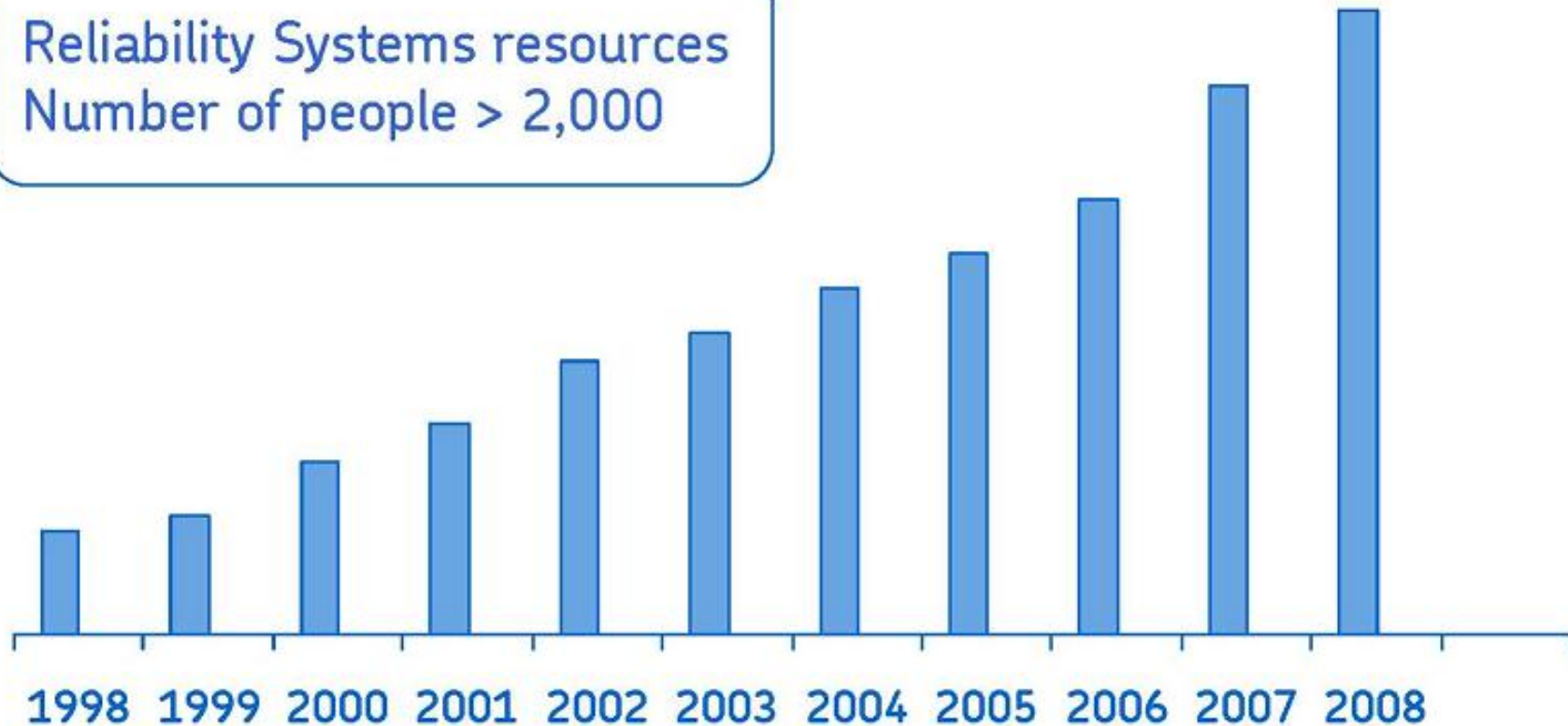
And more...

# Key Accounts – SKF – The preferred partner



# Reliability Systems revenue development

Reliability Systems resources  
Number of people > 2,000



Sales up by a factor of 6 in 2008, compared to the start in 1998. This equals in average 20% growth annually

# New business

## British Petroleum exploration & production in UK - Existing

5 year proactive reliability maintenance services contract improving plant reliability, minimizing downtime and maximizing production revenue. SKF offers an improvement of the overall Asset Maintenance strategy.



## SKF award from British Petroleum - New development

The award was given for a successful cooperation in a development work driven by BP for wireless technology onboard their vessels.





# 3

Improved distribution footprint

# Strategy for distribution

Build preferred partnerships

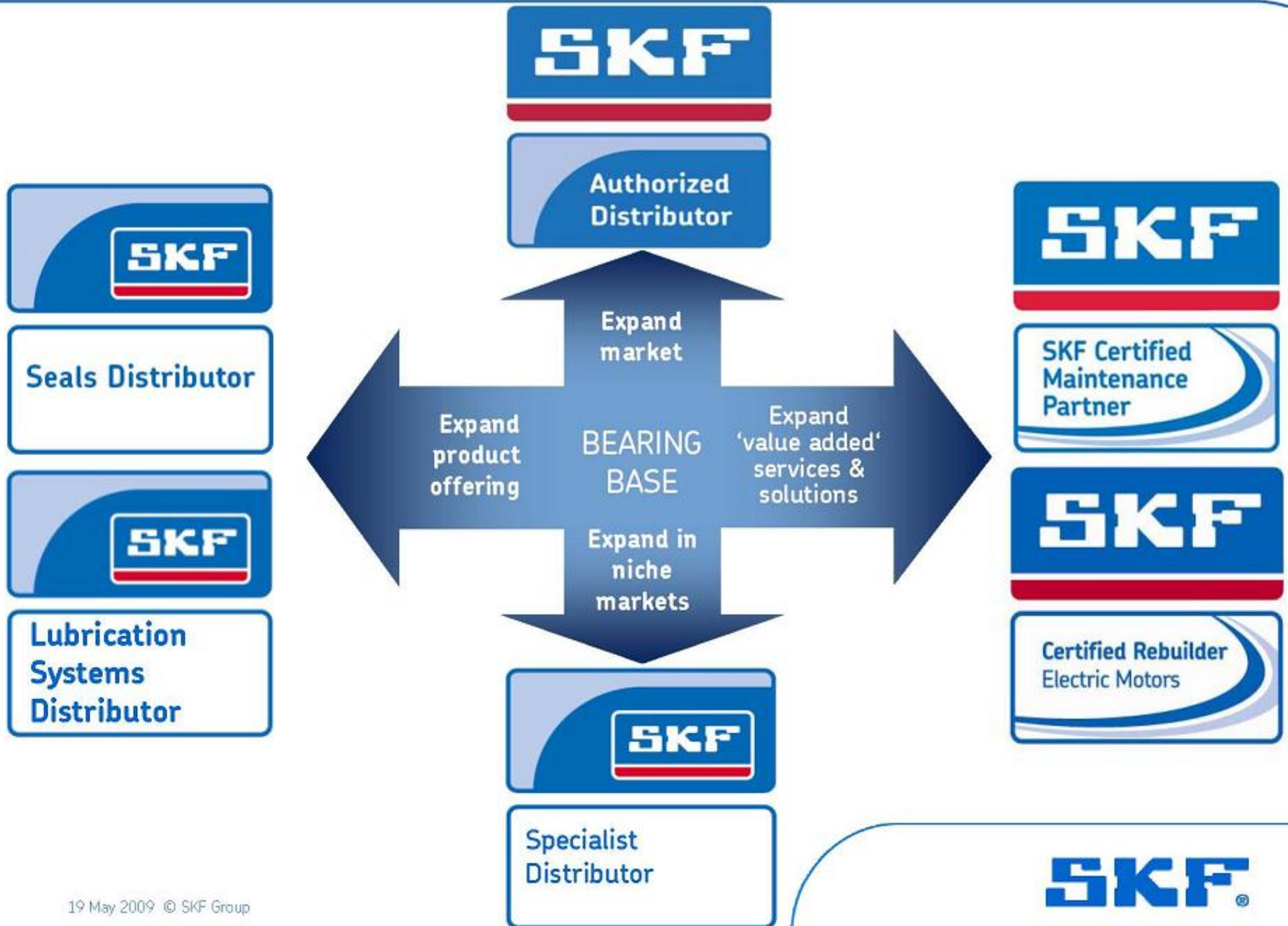
Focus on key accounts

Grow with platforms

Create value



# Improved Distribution Footprint



# SKF E2 launch status – small deep groove ball bearings



## Full Portfolio

- Small deep groove ball bearings
- Medium deep groove ball bearings
- Spherical roller bearings
- Cylindrical roller bearings
- Tapered roller bearings

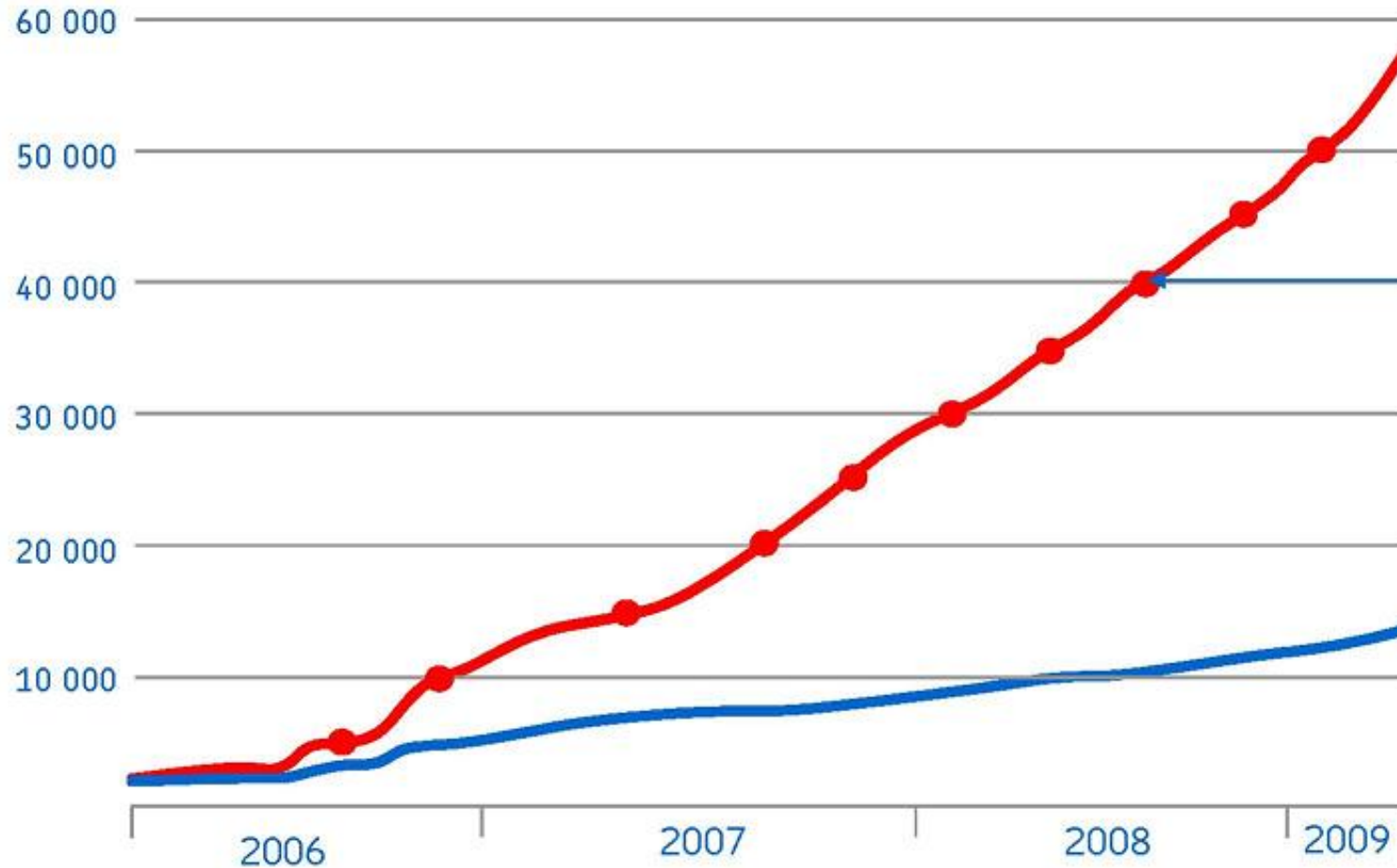
To follow...

Good for your business. And for your planet.

## MORE than 150 Launch Partners in Europe

The SKF logo, consisting of the letters "SKF" in a bold, blue, sans-serif font with a registered trademark symbol.

# Distributor programmes: Distributor College



40,000th award



- >18% of our SKF Authorized Distributors have access.
- 30 different courses available

# Network of SKF Certified Partners



● Certified Rebuilder electrical motors (31)

● Certified Maintenance Partner (141)

4

SKF Solution Factory

**SKF**®

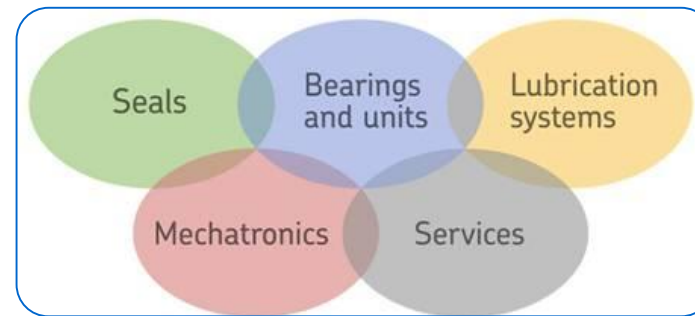
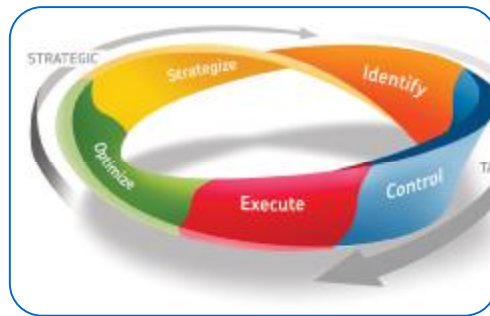
# How does SKF Solution Factory deliver customer profitability?

SKF Solution Factory is *the* entity within SKF that integrates:

- Global network of entities with total SKF knowledge
- The five SKF technology platforms
- AEO (Asset Efficiency Optimization) driven working process

It is *the* entity representing:

- a place to create innovative and integrated (5 platforms) solutions
- a reference point for SKF Sales and for SKF Distributors
- a laboratory where to meet and work with our Customers.





Bringing it all together



**SKF**®

# SKF Solution Factories in 2009



# SKF Solution Factory, Italy



# SKF Solution Factory, Sweden



5

Profitable growth

# Key business message

- Grow with our Key Accounts
- Grow sales in all platforms incl. SKF Power Transmission
- Continue to develop our distributor network
- Delivering measurable cost savings for our customers
- Fully utilise the SKF Solution Factories to deliver customised solutions



**SKF**

