

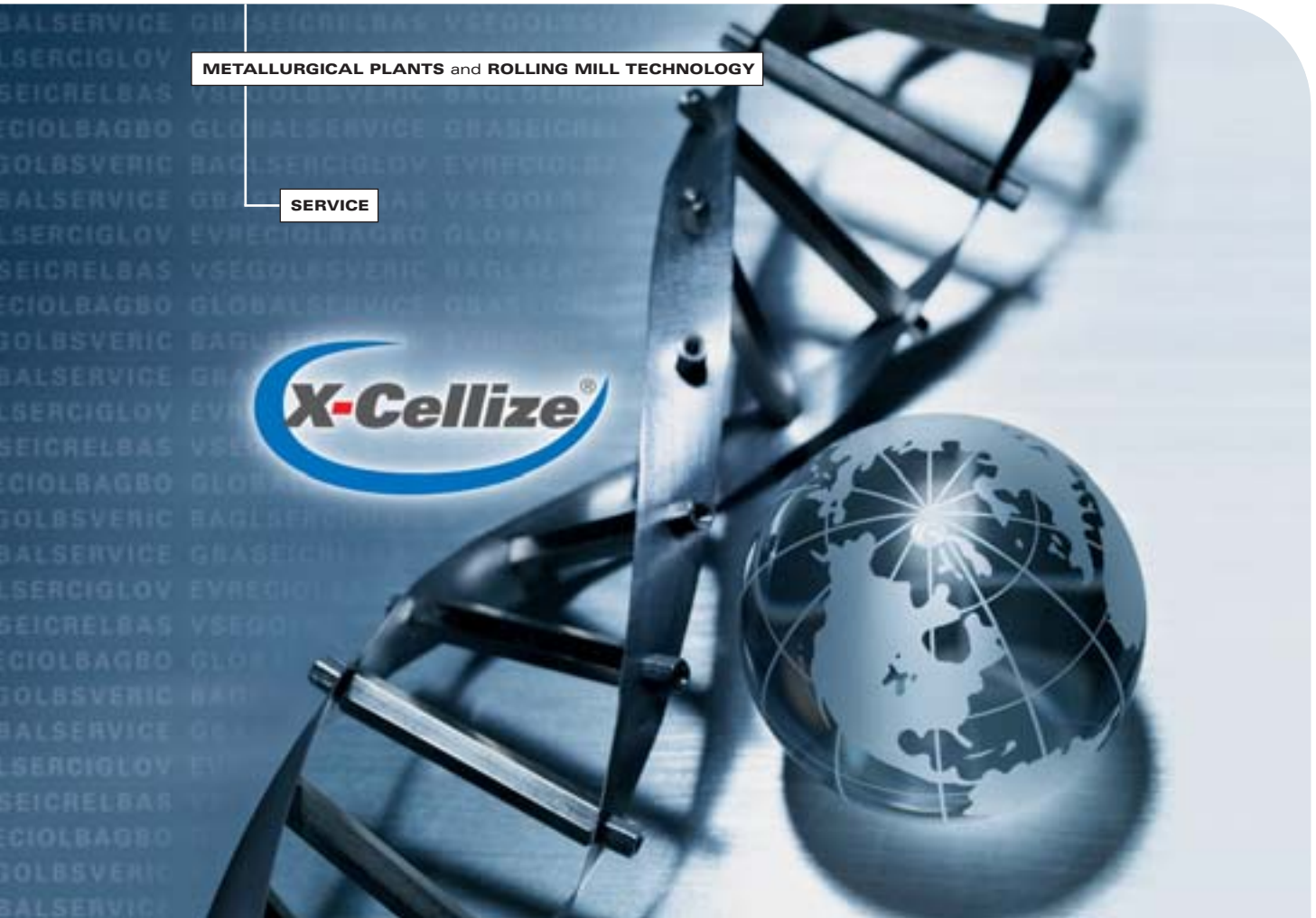


SMS group

BEST SERVICE... our GENETIC CODE

METALLURGICAL PLANTS and ROLLING MILL TECHNOLOGY

SERVICE



THE FUTURE builds on THE PAST



Excellence without exception.
Strong brands underline the experience of today's SMS group.

More than 100 years of development, construction and commissioning of machinery and plants for the worldwide steel and nonferrous metals industry add up to a valuable store of experience you can draw on. And that's exactly what defines our Technical Service today.

Responding to the growing demands for more efficiency and top plant availability in recent years, we established our own Technical Service Division. This is the support we offer you and our customers around the world for every kind of machine equipment, automation, maintenance and process engineering.

We have pooled our services under the brand name **X-Cellize**, giving you the safety you rightly expect from the global specialist in metallurgical plant and rolling mill technology.

X-Cellize includes these services:

- Maintenance Outsourcing
- Spare Parts Service
- Integrated Maintenance Management System (IMMS®)
- Technical Assistance
- Inspection and Repair Service
- Teleservice/Hotline
- Training
- Erection and Commissioning

WHAT YOU GAIN

Top plant availability preserves your competitive edge on the market. See for yourself which concrete benefits our service experts offer you. We will share all our expertise with you to help you achieve your production targets.

X-Cellize – technical service is in our genes.

INTEGRATED MAINTENANCE MANAGEMENT SYSTEM IMMS®

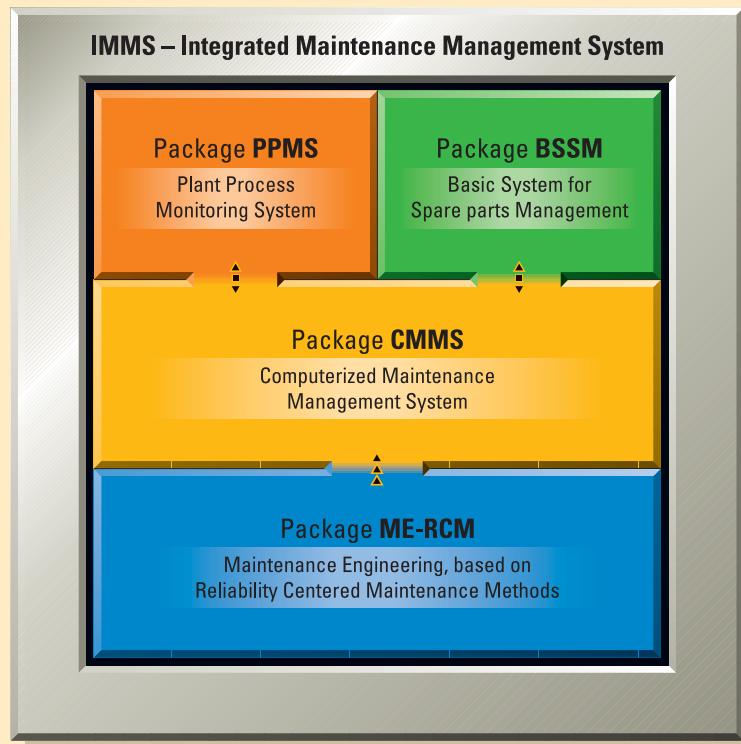
TOP PLANT AVAILABILITY: HIGHER PRODUCTIVITY – MINIMIZED COSTS

There is often a tendency to underestimate the qualitative and quantitative aspects of plant availability and reliability. That undoubtedly leads to production losses, high production planning and maintenance costs as well as quality problems.

To find a permanent solution to this problem, SMS Demag specially developed its Integrated

Maintenance Management System (IMMS®) to maximize Overall Equipment Effectiveness (OEE). Always ready and willing to help you are top specialists from our Technical Service Division who analyze and document your options for making a Continuous Improvement Process (CIP) available and workable.

So, when we design IMMS® for you, what you get is a forward-thinking and therefore plannable maintenance strategy consisting of four main packages:



All the steps of our complete maintenance strategy.

TECHNICAL ASSISTANCE

CONSULTING TO INCREASE THE EFFICIENCY OF YOUR PLANT

Making you, as an SMS Demag customer, more successful in the face of ever tougher competition is the declared goal of our consulting service. That implies we take action to ensure impressive performance throughout the lifetime of your plant.

This involves optimizing your work routines as well as initiating and organizing intelligent maintenance processes. It allows for all the technical and economic



aspects of your entire plant processes. This means examining not just the components supplied by SMS Demag, but also improving or replacing your existing processes. That way you will boost the efficiency of your whole facility and also speed up your return on investment.

AUDIT FOR HIGHER OVERALL PRODUCTIVITY AND LOWER MAINTENANCE COSTS

As an independent module within the Integrated Maintenance Management System (IMMS®), the audit gives you all the information and qualified solutions you require for assessing your concrete savings potentials. Our specialists examine how maintenance interacts with your production and other areas. There is a special focus on your strategic performance and on achieving top cost-effectiveness with technically perfect equipment.



The Audit helps us design a customized strategy for your future maintenance management. Its goal: higher overall productivity at lower maintenance costs.

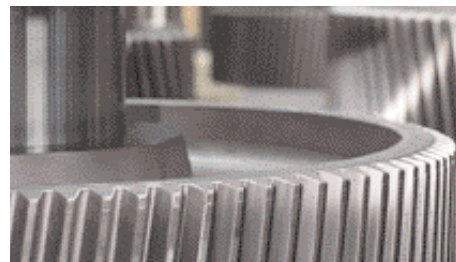
INSPECTION, REPAIR and SPARE PARTS SERVICE



MINIMIZING FAILURE RISKS

Our inspection and repair service covers your entire process chain, not just the equipment supplied by SMS Demag.

We focus on the plant components under particular strain and crucial for overall system availability (you are surely aware that parts like mandrels, strip loopers and winders are the most critical points in the production line). Usually, failures in these areas bring your whole plant to a standstill. That's why preventive maintenance is an absolute must here!



Essential for the Integrated Maintenance Management System (IMMS®) is preventive maintenance because it helps keep your technical plant conditions predictable, controllable and highly functional at all times. And our sophisticated spare parts management supplies you with pre-configured and tested spare parts for your entire process chain within guaranteed delivery times.

TELESERVICE/HOTLINE

CONTINUOUS AVAILABILITY OF YOUR AUTOMATION SYSTEMS

Your automation and control systems must constantly meet the high demands of metallurgical plants and rolling mills and ensure their top performance.

To be able to deal straight away with any faults that may occur, we offer you these special service packages:

- Hotline and tele-service available 24/7
- A tailor-made combination of tele-service and on-the-spot support
- Direct access to our service specialists
- Extensive written information on your automation and control systems



TRAINING



KNOW-HOW. INFORMATION. SUCCESS.

Reliable production and efficient maintenance always depend on well-qualified and motivated employees working at modern workplaces.

There is a host of training programs conducted by top-qualified experts from all our worldwide SMS Demag fields. The courses combine practical work with theoretical background. You can choose from instruction in an SMS Training Center or on-site in true-life situations – in whatever language you want.

Our training courses cover these main areas:

- Technology
- Control
- Electrics and automation
- Equipment and components
- Hydraulics
- Maintenance

This ensures course participants are perfectly prepared for the constantly growing challenges they face at work.



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MEETING your **EXPECTATIONS**



X-Cellize: the all-round technical service program for top plant availability at minimum maintenance costs.

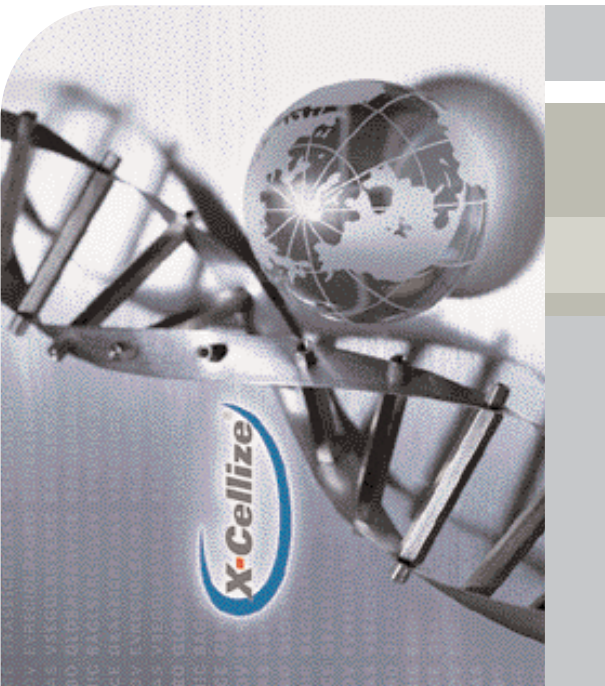
Tailor-made service modules to ensure continuously smooth-running processes. You can choose between customized individual services or our full-service package.

Just outline your concrete requirements, and we will give you all the information and advice you need.

Come to the specialists.
X-Cellize – SMS Demag Technical Service

REPLY CARD

- Yes, I am interested!
Please send me in-depth information on the X-Cellize service packages:
- Integrated Maintenance Management System IMMS®
- Technical Assistance
- Inspection, Repair and Spare Parts Service
- Teleservice/Hotline
- Training
- Please contact me to make an appointment for a face-to-face service consultation.



X-Cellize – Technical Service

SMS DEMAG

Sender
Company
Surname, first name
Address
City
Zip
Country
Phone
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Reply card

