

LUBExpert Dynamic Message Map

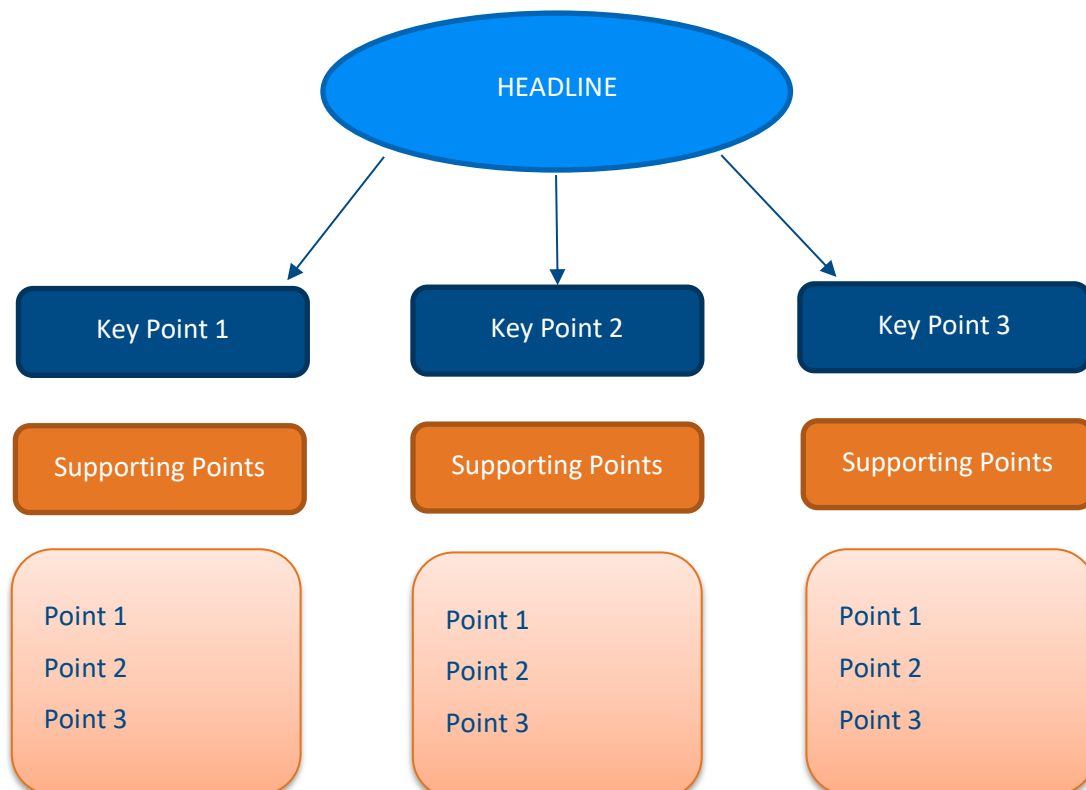
A word about the map

Analysis of the LUBExpert Dynamic confirms it is aligned with SDT Mission Statement, Corporate Vision, and Core Values. The LUBExpert Dynamic will contribute to our existing Brand Equity in the market we choose to participate.

What follows is the SDT Message Map for the LUBExpert Dynamic. A message map is the visual display of our product/solution on one page. It can serve as a powerful way to educate and train our sales team to promote our products/solutions in a consistent way. When our channel follows the map, no matter where they are in the world, our corporate brand is represented the way we want. Following the map is not optional, its mandatory. Not following the map is a recipe for failure.

The message map consists of three elements (believe it or not, humans are good at remembering 3 things, but we totally suck at four or more):

1. The Headline (Twitter Friendly – 140 characters or less. Concise is best here)
2. 3 Key Points
3. 3 Supporting Points for each Key Point



Headline

LUBExpert Dynamic collects dynamic data. During the lubrication process, it acquires both static and dynamic data as part of the same process. LUBRICATION + CONDITION MONITORING is now performed simultaneously without extra time or tasks.

Key Points

DUAL	VALUE	STRATEGY
<i>Lubrication</i>	<i>Complete</i>	<i>Inclusive</i>
<i>Condition Monitoring</i>	<i>Data</i>	<i>Precise</i>
<i>Simultaneously</i>	<i>Investment</i>	<i>Adaptable</i>

Expanded Arguments for the Key Points

DUAL

1. Lubrication

LUBExpert Dynamic is essentially a LUBExpert with the Dynamic data collection option enabled. LUBExpert keeps the same characteristics: guiding lube tech through the grease replenishment process. LUBExpert still works with LUBESense1 sensor only, no additional sensor is required.

2. Condition Monitoring

LUBExpert Dynamic is the improved version of a standard LUBExpert. Dynamic data is displayed in UAS3 just like any other Dynamic data, in Time and Frequency domain. The dual reliability benefit is time savings and removal of information silos. The lubrication team can now collect data for the condition monitoring team without duplicating the job, while making asset condition information transparent at the same time.

3. Simultaneously

LUBExpert collects dynamic data in the background with no special attention or action required by the operator. No additional time is added to the grease replenishment task as it remains part of the same process. Lube technicians won't even notice that dynamic data is collected, but they will appreciate the importance of the job done.

VALUE

1. Complete

LUBExpert Dynamic heightens the role of the lube tech. With LUBExpert Dynamic, he not only lubricates bearings, but at the same time, collects data that confirms the health of the machine. LUBExpert

Dynamic completely removes the information gap between lubrication and condition monitoring teams. By having the Lube Team collect and (if necessary) monitor Dynamic data, they become an integral member of the Condition Monitoring team.

2. *Data*

Data provided by LUBExpert Standard are highly valuable for any Reliability Team. Additionally, LUBExpert provides excellent data for the Condition Monitoring team, such as bearing condition, flagging suspected bearing failures detected by LUBExpert's advanced algorithm, and through concludable trends that eliminate lubrication as the possible cause.

3. *Investment*

LUBExpert Dynamic provides static and dynamic data; important information used by Lube Techs and the entire Condition Monitoring Team, for a minimal investment. One device now does the job of two or more. First, delivering precision lubrication, thus eliminating one of the most common causes of failure and, second, being at the front line of condition monitoring.

No additional cost other than the one for the device + dynamic option and software, should be considered. One person only, the lubrication technician, does all the work of collecting data, during the same working hours as before, while providing useful information for both the lubrication and condition monitoring team.

STRATEGY

1. *Inclusive*

LUBExpert Dynamic reinforces the lube technician's role within the Condition Monitoring Team because it provides:

- Improved time management. Since dynamic data is collected in the background, more time can be devoted to analysis and problem solving.
- Improved coverage. Additional resources means more assets can be added to condition monitoring.

Ultrasound is included in Condition Monitoring through Lubrication.

2. *Precise*

LUBExpert Dynamic offers the possibility to precisely adjust your strategy, providing a more complete insight into a bearings' response to lubricant. At the same time, troubleshooting is enhanced by the additional dynamic data. A clearer understanding about a bearing's behaviour is heard AND seen by the time waveform and spectrum data.

3. *Adaptable*

LUBExpert Dynamic takes care of:

- Delivering precision lubrication, thus eliminating one of the most common causes of failure.
- Trending data that used as primary filter; not only specific Lubrication trends, but the same data as Ultrasound Condition Monitoring.
- Collecting and delivering Dynamic data needed for analysis when problem indications appear.