

MIDDLE EAST Earthmoving NORTH EAST AFRICA

Issue 4 | June 2017

The Hitachi Construction Machinery Middle East Corporation FZE magazine



CUSTOMER VOICE: Mombasa Cement

FEATURED DEALER: Alesayi

MINEXPO: SIMFE - Sudan 2017 Mining Conference and exhibition

EVENT: Indaba

HITACHI

Reliable solutions

RELIABLE PARTS AT COMPETITIVE PRICES



Hitachi offers a wide range of parts to suit every machine and budget, whether you have a new machine or are running an older model.

Recently, we've reviewed the cost of our product lines. This ensures you will continue high-quality parts a first-rate OEM at the most competitive prices.



Hitachi Construction Machinery Middle East Corporation FZE



Hitachi Construction Machinery Middle East Corporation FZE
Tel. 00 971 (4) 883 3352, Fax. 00 971 (4) 883 3368
P.O. Box 61052 Roundabout 12 St. nr. 12403
Jebel Ali Free Zone Dubai, UAE
www.hitachicm.ae

HITACHI

Reliable solutions

CONTENTS

Issue 4 | June 2017



PAGE: 4
Customer Voice:
Mombasa Cement - 24/7
product support from Rock
Plant guarantees a healthy and
productive operation



PAGE: 14
Event: INDABA -
SOUTH AFRICA
Hitachi presents latest
technologies and services at
Mining Indaba



PAGE: 16
ConSite
ConSite was launched in
Japan on October 2013, with
test operation and service
delivery commencing globally
in 2014.



PAGE: 9
Featured Dealer:
Alesayi, KSA - High
performance equipment and
quality services give Alesayi
leading edge in KSA



PAGE: 12
Earth Moving
Worldwide - UAE
A well founded Hitachi
earthmoving solution



PAGE: 11
MINEXPO: Sudan
Simfe - Sudan Int. Mining
Business Forum Exhibition



PAGE: 15
Dealer Locator
A quick way to find the closest
Hitachi dealer in your location

Editor: Hitachi Construction Machinery Middle East Corporation FZE: Piet van Bakergem
Writer: Sangeetha Swaroop
Graphic Design: Girish Parakkal
Printing: Brandtag
Photography: Machine Photographs: Glenn Blackburn-www.glennblackburn.co.uk, Girish

Head Office

Hitachi Construction Machinery Middle East Corporation FZE
PO.Box 61052, R/A 12, Street No. 12403, Jebel Ali Free Zone, Dubai, U.A.E.
Tel: 00 971 (4) 883 3352, Fax: 00 971 (4) 883 3368
Email: piet.bakergem@hmec.ae, Web: www.hitachicm.ae

© Hitachi Construction Machinery Middle East Corporation FZE (HMEC). All rights reserved. Reproduction in whole or in part is forbidden except with the written permission of HMEC. While every effort is made to ensure the accuracy of information published in Earthmoving Middle East North East Africa, HMEC is not responsible for inaccuracies or omissions. All views expressed are not necessarily those of HMEC. The manufacturer is not responsible for non-compliance to industry-standard health and safety measures by third parties, nor for any damage or loss resulting from anyone's reliance on editorial and photography in Earthmoving Middle East North East Africa.



TOSHITAKA UCHIDA

President's Message

I have been newly appointed as the President of Hitachi Construction Machinery Middle East Co. FZE. As the successor of Hidefumi Sameshima, I would like to begin by expressing my appreciation to Mr. Sameshima who has accepted his new appointment at Hitachi Construction Machinery HQ in Tokyo, Japan and leaves behind a healthy company geared for a promising future ahead.

As part of my responsibility as the new President of the company, I seek to work together with all HMEC staff and team members to do my best to propel our growth and consolidate our support within the MENA territory as we aim to take our company forward to the next level.

To achieve this, we will join forces with our outstanding network of dealers and partners throughout the MENA territory to further reinforce and strengthen our position.

As we all know, Hitachi Construction Machinery has worked hard for decades to qualify itself as a No. 1 company and today enjoys a sterling reputation for reliable solutions providing first-class products and services to customers.

To bolster this position within our territory, we will need the wholehearted support and trust from all our end-users and customers and I pledge to make it our responsibility to maintain this competitive edge by striving to deliver quality products and highest standards of services available in the market.

Knowing that MENA is a big territory and as we oversee many countries in the region, I do look forward to making your acquaintance at one of the upcoming HMEC events in your region.

Yours Sincerely

Toshitaka Uchida
President



Customer Voice: Mombasa Cement

24/7 product support from Rock Plant guarantees a healthy and productive operation



Mombasa Cement Limited (MCL) is one of East Africa's leading cement producers with an annual capacity of 1.8 million metric tonnes of cement and 1 million metric tonnes of clinker. MCL is the most technologically advanced and environmentally friendly cement producers in East Africa.

The products of MCL pass through round-the-clock stringent quality controls standards of both Kenya Bureau of Standards (KEBS) and international specifications. MCL prides on being awarded the superior Diamond Mark of quality certificate by the KEBS symbolising excellent consistent performance on quality and compliance to standards on all their products.

Mombasa Cement was founded in 2009, and its core activities comprise of cement and clinker production within Kenya and Uganda where it caters to the needs of the building construction industry. Anyone in this sector can deal with the Mombasa group of companies for products required from start to finish of a project including

nails, steel pipes, roofing sheets, etc. Mombasa Cement Limited has two plants both situated in Kenya. One is located at Athi River in Nairobi and a clinkerization

plant situated at Vipingo, about 50 Km from the coastal town of Mombasa. The company currently has a staff strength of approximately 1,000 employees. In an



interview, B.T. Shah, Director of Mombasa Cement Limited (MCL) talks about the company's preference for the Hitachi brand of construction equipment and the support it receives from its dealer, Rock Plant.

1. How did your association with Rock Plant come about? Why did you choose them as your preferred dealer? What benefits weighed in their favour?

Rock Plant has been persistent in their efforts to initiate machine orders with us. Finally, in 2014, we decided to buy two excavators as we had a requirement. The performance of the Hitachi machines delivered to us was exceptional and the product support and after-sales service from Rock Plant were much more superior to all the other dealers that we have worked with in the past.

2. Which models of Hitachi machines do you currently possess? Why have these been chosen? What are the benefits accruing from the use of Hitachi construction machinery in your day to day operations?

We purchased our initial two units of ZX400LCH in 2014. Currently, we have three units of ZW180-5, 12 units of ZW310-1, two units of ZX350H, four units of ZX400LCH, five units of ZX470LCH and three units of ZX870LCH. Most of these machines have replaced the older models and brands that we had.

The decision to purchase the large



“ The performance of the Hitachi machines we use is exceptional and the product support and after-sales service from Rock Plant is far superior to all the other dealers that we have worked with in the past. ”

ZX870LCH was a risk we took to replace the large dozers we were previously using for mining limestone. However, we now find that excavators are more productive and efficient. The decision to continue using Hitachi is because of the incredible support we get from the dealer. They have

also put the right team on the ground to give us a 24/7 call out service. Hence, downtime is kept to a minimum.

3. Could you provide a description of the jobsite where these Hitachi machines are in use?





Most of the Hitachi wheel loaders are being used in the factory for handling clinker and other raw materials while the excavators are used for mining and loading the limestone.

4. What are the features of Hitachi machinery that you are most satisfied with? How has this helped in performance and output ratio for your company?

Productivity and efficiency rank top of the list of the Hitachi machinery we currently use. The latest models of these machines have got GPRS tracking and via Consite, we are able to monitor the machines. This has led to a considerable

dip in maintenance costs. Unfortunately, we cannot compensate for operator errors.

5. What are the inputs you get from the operators of these machines? What are the machine specs that they are most enthusiastic about?

Speed and performance of the machines are excellent leading to better fuel consumption and overall lower costs per tonne.

6. What are the investments you have made in recent years in your facilities, systems and processes to meet customers' requirements in the market

in a timely manner?

We have invested in a new fully automated clinker storage and loading facility to decrease loading time and increase production.

7. Would you recommend Rock Plant to other construction firms?

We would definitely like to recommend Rock Plant to any construction firm as their sales and service support has been immense. There have been times when we have had delays on delivery of the machines, but Rock Plant compensates by providing some free temporary support machines. This is a service that other dealers in the region do not offer.



Liquid excellence



SUPPORT CHAIN



HITACHI Genuine Engine Oil 15W-40 DH-1

Hitachi Genuine Oils keep your
machine working at its best

HITACHI

Reliable solutions

3 YEARS warranty or 6000 hrs

HITACHI

Reliable solutions

Hitachi has introduced a three-year extended warranty scheme specifically for its range of new ZW-5A wheel loaders. Please contact local dealer in your country.

- ▶ Period - 36 months or 6,000 hours from delivery date
- ▶ Coverage - Powertrain only *
- ▶ Region - Gulf countries and East Africa

FOR WHEEL LOADER ZW180, 220, 310-5A



*Terms and conditions apply

POWERFUL • DURABLE • PROFITABLE

Hitachi Construction Machinery Middle East Corporation FZE
www.hitachicm.ae





Featured Dealer: ALESAYI - KSA

High performance equipment and quality services give Alesayi leading edge in KSA

As they are specifically engineered to cope with challenging environments and therefore give greater durability, enhanced performance and a longer life span, Hitachi construction machinery has become the number one choice of construction partners, says Mirza Karim of Omar K. Alesayi & Co. Ltd –Heavy & Agricultural Equipments Division, Saudi Arabia.

“The Hitachi brand of construction equipment offers zero compromise on operator comfort and safety, takes up less fuel and requires simple maintenance,” he further elaborates. “In addition, breaking power, digging force and swing speed of the Hitachi brand of machines are unmatched with our international brands. Contractors therefore prefer to deploy Hitachi excavators in construction sites where others fail, namely in Makkah.”

Alesayi's Heavy & Agricultural Equipments Division is a leading dealer of engineered equipment with prominent brands of construction, breaking, drilling and material-handling. The company's decision to expand into the heavy machinery sector 30 years ago came about due to the demographic changes that occurred during that period, explains Mirza Karim. “The early 1980s brought about a sudden and huge demand for modern facilities in the major cities

of Saudi Arabia. The demand for infrastructure, residences, education facilities, health care units, power supply and so on was high. Construction industry therefore started booming. Alesayi, as a major conglomerate, succeeded in gaining franchise of major brands of construction and material handling equipment from Japan including Hitachi excavators and wheel loaders. With the prudent leadership of the company, timely investment, devoted team work of staff members and profound cooperation from the manufacturers, Alesayi has emerged as a leading provider of construction equipment in Saudi Arabia.”

When the demand pattern changed over the course of years and a need for large excavators arose around the beginning of this decade, Alesayi succeeded in adding value to its reputation by bringing large Hitachi excavators to secure the deals with major contractors in Makkah holy city, says Mirza Karim. Although the outlook for the construction industry in Saudi Arabia remains bright as the industry's output value is forecast to rise at a compound annual growth rate of 7.05 percent 2016-2020, the low oil prices present significant negative risks to the forecast, says Karim.

Amongst the top mega projects Alesayi is presently working on are the 1km-tall Kingdom Tower in Jeddah, Abraj Kudai



Sk. Aidroos - CEO of Alesayi

in Makkah consisting of 10 towers of 40 storeys each, Makkah Grand Mosque Expansion, Madinah Prophet Mosque Expansion, Dahiyat At Fursan Housing Project in Riyadh comprising of 100,000 houses, Mail of Saudi in Riyadh, Riyadh Metro featuring 81 stations and 6 lines along 176 kms, and ARAMCO's diversified facilities covering exploration, processing, piping, storage and exporting spread across the country.

Driven by its mission of “Servicing customers is our highest goal”, Alesayi continuously improves performance of existing resources and strengthens relationships with customers by providing its clients better machines, better services, better support, wider network and easier access to a strong after sales service and spare parts network.

available at

WWW.HCMEWEBSHOP.COM

NEW



ZX350LC-6
Hydraulic Excavator
Scale 1:50



Multitool
13 functions



3D USB Excavator ZX350-6
8Gb



MINEXPO: Sudan

Sudan International Mining Business Forum & Exhibition (SIMFE 2017)

Tara International Co. Ltd, the exclusive importer and distributor of Hitachi Construction Machinery in the Republic of Sudan, participated in the recently concluded 2nd annual Sudan International Mining Business Forum & Exhibition (SIMFE) that was held at the Khartoum International Fair Ground, Khartoum, Sudan from 27th to 29th March, 2017.

With the participation of the Hitachi Construction Machinery Middle East (HMEC) team, the staff at Tara International helped increase brand awareness and recognition of Hitachi's range of solutions for the mining industry amongst the attendees and participants of the event. Promoting the rich mining sector of Sudan and presenting investors with a great way to explore the huge untapped mining

potential of the country, SIMFE 2017 provided an excellent networking platform for existing mining companies, service providers, equipment firms and investors from both Sudan and across the world as they gathered to discuss topical themes, promote their resources and build fruitful partnerships.

Around 40 global mining and related businesses, 36 Sudan-based companies and more than a hundred foreign

dignitaries, mining professionals and industry leaders from across Asia, Africa, Europe, Middle East, Canada and Australia were part of the event.

Many new products were launched at the show and new technologies unveiled. Visitors also witnessed the machinery and equipment in action during many live demonstrations. SIMFE 2017 thus offered an excellent learning platform and great insight into the mining industry for the visitors.





Earth Moving Worldwide - UAE

A well founded Hitachi earthmoving solution



Earth Moving Worldwide (EMW) has built up its reputation in the UAE market over the last eight years since their incorporation in Abu Dhabi in 2009. However, the relationship with Hitachi has much deeper roots and was formed through its association with the parent company in Belgium. The Aertssen Group of Companies was established in 1965 and is now a third generation family business that is a leader in the field of earthworks, heavy lift and transportation.

The relationship with Hitachi in Europe dates back to at least 35 years and over time has developed to allow Aertssen, Earth Moving Worldwide and its Qatari subsidiary Gulf Earth Moving, grow and mature into a world class earthworks contractor. Mr. Laurent Corin, General Manager, Earth Moving Worldwide says, "Our reputation in the market is based

on the quality and delivery of our works. We pride ourselves on this reputation which allows us to participate in many prestigious projects in the UAE and across the region. Besides our home market in Europe and the Middle East, the company is currently also active on other international projects in Costa Rica, India, Maldives and Mauritius and with its fully equipped workshops EMW can deploy its services in every part of the world.

An integral part of this is down to our high level of equipment availability which in turn is down to the excellent back up and service we receive from the network of Hitachi dealers we work with."

While EMW utilises equipment from a range of manufacturers, they exclusively use Hitachi for all their fleet of excavators 120 tonnes and above. "The largest

excavator that we have deployed in the Middle East was a Hitachi EX-2500 for use in the bulk earthworks for the New Doha Port Project in Qatar that was executed by EMW's subsidiary company Gulf Earth Moving (GEM)," he adds. Using both the EX-2500 and the slightly smaller EX1900 (190-tonne) excavator along with a fleet of an additional 450 units of equipment allowed GEM to achieve significant production rates that allowed for the project to be completed ahead of schedule. At the peak, production of 70,000 m3 of excavation per day was achieved and an average of 1,000,000 m3 of hard rock was excavated per month over a three-year period. As these were quite unique excavators for the region, it was critical that there was the support of the Hitachi team to ensure that GEM could keep the equipment working and minimise any breakdown time.

Koen Adriaensen, General Manager, GEM Qatar says, "We were extremely impressed with how the Hitachi heavy machinery can work and operate under such extreme conditions. In Qatar, we have many challenges especially in the summer where temperatures can reach

"With a fleet of more than 50 large Hitachi machinery, it is imperative that we know we can rely on the agents across the region for the ongoing support and spares availability that is required to operate at peak efficiency."



up to 50°C. That combined with the high salt content of the ground and working proximity to the sea gave rise to very harsh working conditions for the equipment. We were extremely impressed with the resilience of the HITACHI equipment and it is a testament to its efficiency and reliability that it can work for so long under such difficult conditions."

"These larger excavators support our wider fleet of Hitachi construction machinery that include ZX-670, ZX-870, EX-1200," he adds. "With a fleet of more than 50 large Hitachi machinery, it is imperative that we know we can rely on the agents across the region for the ongoing support and spares availability that is required to operate at peak efficiency." In addition to the bulk earthworks, EMW is also recognised as a regional leader in the installation and construction of

breakwaters, revetment, and other forms of coastal protection. "This success is in part due to the close cooperation between our Hitachi contacts and their willingness to work on developing new long reach booms and sticks for the ZX-670 range and larger," says Mr. Corin.

EMW has been involved in the construction of breakwaters since their inception in the UAE. Over the years the technology has improved allowing for much higher production rates, all the while maintaining the highest levels of safety and quality. "We have worked with our HITACHI representative in Europe to help EMW offer Long Reach and Super Long Reach configuration on excavators over 70 tons," he adds. It is only through close cooperation and coordination that this has been possible and through this relationship the teams look to continue to be at the forefront of driving these designs and new technology forward and into the future.



EMW operates the largest Super Long Reach in the region and possibly the world with an EX-1900 SLR configuration allowing a reach of 42m and the ability to place a 12 ton rock at that range. Laurent Corin, General Manager, EMW says, "The advantage of having these mega machines is that it allows for work to be carried out from the land that would usually have to be carried out from the marine side. This allows for higher productivity as production is not delayed by issues such as bad weather and indicates a reduced need to hire barges for the works."



The last 35 years of relationship with Hitachi is testament to the quality of the equipment and to the support team and everyone at EMW and its parent and subsidiaries are looking forward to continue this relationship in the next 35 years and beyond, he adds. "This mutually trustful relationship would not have been possible were it not for the after sales services and incredible support received from our UAE dealer, Middle East Crane & Equipment Trading."

For any enquiries, please visit our website www.earthmovingworldwide.com, www.aertssen.be or email us on info@earthmovingworldwide.com



Event: INDABA - SOUTH AFRICA

Hitachi presents latest technologies and services at Mining Indaba

Hitachi Construction Machinery Middle East (HMEC) presented a comprehensive range of its reliable solutions in innovative technologies and services at Mining Indaba held from 6th to 9th February, 2017 at Cape Town, South Africa. For over 20 years now, Mining Indaba has served as an important connector for key players in mining throughout the world and is the preferred deal-making platform for industry professionals to conduct important businesses and make the vital relationships to sustain their investment interests.

At this prestigious event, Hitachi Construction Machinery was represented by several of its subsidiaries including Hitachi Construction Machinery (Europe) (HCME), Hitachi Construction Machinery Middle East (HMEC), Hitachi Construction Machinery Africa (HCAF) and Hitachi Construction Machinery Sa Co Ltd (HCSA). Amongst its partners representing the brand at the event and under the Hitachi umbrella included GMD, DEM Group Mining Division, Rock Plant Ltd of Kenya and Wenco International Mining Systems Ltd.

HCM decided to work with Wenco at the event due to the high number of enquiries received at the previous year's edition of Mining Indaba on its fleet management

system (FMS), a mining operations management system that optimizes dispatch and use of mining equipment. The Fleet Management System is a mining information and communication technology (MICT) tool that makes it possible to conduct integrated management of vehicle and machinery operation and provides dispatchers with the information they need.

Wenco's FMS has received high praise in the industry on account of its outstanding operability and cutting-edge technology. It is equipped with functions that make it possible to determine the location of excavators and calculate the number of dump trucks based on the load capacity and speed and to automatically set items such as efficient loading areas and hauling routes by entering targets such as the mineral content per truck and expected productivity for each mine.

It is also possible to assist in predicting failures and preventing unexpected breakdowns, to optimize the number of replacement parts and mechanics to be assigned, and to reduce overall operation costs because aspects such as a vehicle's fuel consumption and condition can be consistently monitored.

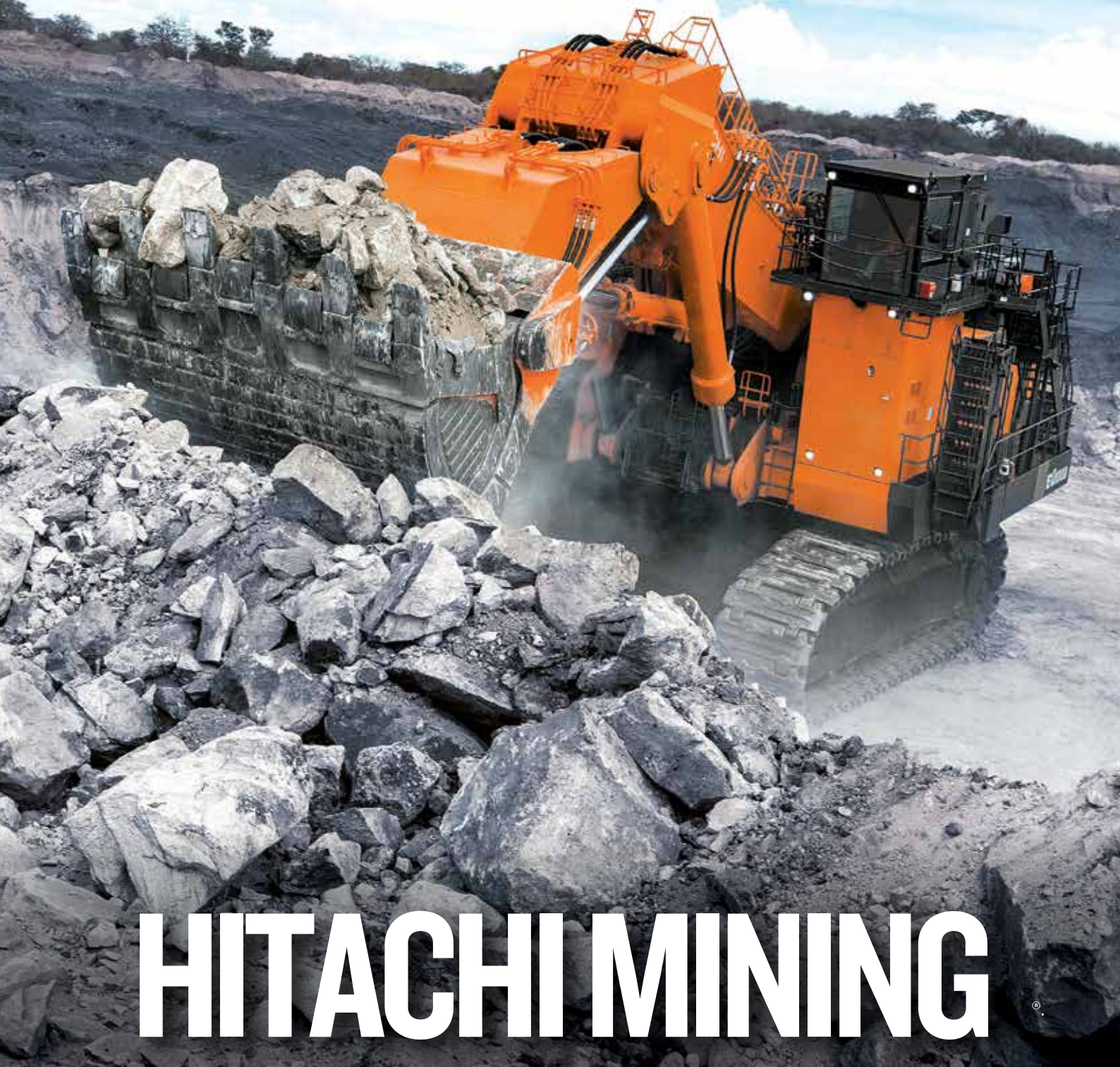
Mines consist of an extremely wide range of facilities, equipment and machinery, including not only excavators and dump

trucks used at the mining site but also refineries, port facilities for loading product, and infrastructure for supplying power and water to each facility. In order to increase the overall efficiency of mining operation, Hitachi produces the widest range of hydraulic excavators in the world, ranging from one-ton minis to 800-ton mining excavators. In addition, HCM also supplies wheel loaders, rigid dump trucks and other construction equipment for special applications.

The Hitachi Construction Machinery stand at Mining Indaba was located close to the main entrance and was in perfect view of attendees making their way to the main conference hall. There was a significant increase in number of visitors to the Hitachi stand this year as compared to the previous edition of the event and a corresponding increase in enquiries on Hitachi's range of solutions for the mining industry, with fleet management systems being the focus of most queries.

The presence of Hitachi Construction Machinery at Mining Indaba along with its partners and dealers had a mutually beneficial impact on all the parties concerned. HCM is keen on attending future editions of Mining Indaba as it is eager to strengthen its relationships with prospective clients across the continent and to better meet the changing needs of the African mining community.

LIFTS WHAT OTHERS CAN'T.
EXPECTATIONS.



HITACHI MINING

HITACHI

HitachiConstruction.com

ConSite

Consolidated Solution for Construction Sites

Global Expansion

ConSite services were introduced in Japan on October 2013, with further deployment to other countries from April 2014.

By the end of the same fiscal year, there were 1,299 machines contracted to ConSite. Two years later, the ConSite service was available for over 35,691 machines globally.

This is 8.3 times more than the forecast.

Yes! In just two years the result had exceeded more than initial projections.

We believe that this is the right time to answer one fundamental question:

Why is ConSite being adopted so rapidly worldwide?

Let's dive together and look at the secret of ConSite's global expansion.

* Contracts established for approximately 30% of the total of 117,439 ConSite potential machines.

Author/ Satoru Sato Photographer/(personnel) Shinya Kojima



Hitachi Way! Win Win for Customers and Dealers

ConSite was launched in Japan on October 2013, with test operation and service delivery commencing globally in 2014. The service far exceeded the expectations of Hamamachi and his team. Initially, ConSite Team projected 4,300 machines to be covered with ConSite contract by the end of fiscal year 2015. The actual number of contracts was over 35,691 which is 8.3 times more than the forecast. Obviously, there were reasons for these tremendous performances.

According to the “Innovator Theory”, for a new product to achieve rapid growth, it needs to gain a market penetration of roughly 15%. Hamamachi and his team expected this would take four to five years from the launch date. But in reality, Hamamachi explains: “It appears to have been a great deal of latent need among customers for more efficient machine operation.”

Of course, it was Hamamachi’s team’s efforts that made it possible to realize these latent needs.

ConSite is a service program developed out of the Global e-Service, which uses machine operation status information, positioning information and the like, obtained from sensors in Hitachi Construction Machinery hydraulic excavators, wheel loaders, and other machinery, transmitted via a communication system, to perform remote management. Warranty contents and maintenance contents can be customized to fit customer needs on an individual construction machine basis.

The driver of the tremendous service expansion, however, has been the data report service. This service automatically transmits machine operating conditions and faults in a report format to email addresses registered by the customer. The data report service can be used to analyze various operating conditions, such as daily operation time, fuel usage, monthly operating oil temperatures, swing ratios, idle time, and more. This information is presented in the Monthly

Report using graphs and charts that provide easy to understand monthly overviews, and Alarm Reports, which report urgent alarms which could result in machine failure.

ConSite Monthly Report includes not only operation data, but also improvement suggestions automatically generated as based on trend analysis and engine operation time forecasts for the following year, assisting with maintenance cost



Life Cycle Support Operations Group
Customer Support Division ConSite Development
& Promotion Department
General Manager

Yoshiya Hamamachi

reduction and maintenance planning. This helps keep machine asset values high.

When issues are detected, ConSite Alarm Reports are sent to multiple addresses registered by the customer, making it possible for management staff to be aware of construction machinery problems even when not on-site.

This information is also sent to dealers to address problems quickly by sharing construction machinery status between dealers and customers.

Basically, a customer that encountered a problem would call their dealer, and the dealer would send service personnel

on-site to confirm the situation. When a malfunction was discovered, the dealer would arrange for replacement parts, and once the parts were ready, they would finally begin repairs.

With ConSite, on the other hand, the dealer can bring up emergency response measures using links in the Hitachi Construction Machinery database tied to the Alarm Report. This helps minimize machine downtime, enables even service personnel with little experience to rapidly and accurately handle problems, and makes it possible to provide a consistently high level of service quality around the world, without regional disparities. This service provides tremendous advantages to customers and dealers alike.

“Machine downtime among customers who have deployed ConSite has consistently gone down,” explains Hamamachi. “The service has also been well-received by dealers, who have praised the simple and easy to understand handling procedures and the response speed it makes possible.”

From Operational Focused to Customer Centric

Customers around the world are about to transform with many potentially disruptive changes coming faster than anticipated, but there is a healthy optimism from ConSite about what lies ahead. At ConSite, opportunities for both growth and margin increase can be seen. Shift in mindset and focus are required to be successful with these. Shifting from an operations-focused to a customer-centric perspective is a major step in a right direction. This shift needs to be translated into strategic choices, concrete actions, and visible changes in the daily business. By acting urgently and decisively, utilization of ConSite have a great prospect in the years to come.

Hamamachi points out another reason for the exponential growth of ConSite services. “Basically, sales and service personnel visit customer sites. However, it is very challenging to conduct frequent visits when it comes to remote locations. ConSite is definitely the key solution that creates a bridge between us and customers. Automatically, the customers

with ConSite contracts can receive a Monthly Report in a regular basis which enhances the information sharing. Dealers also use the operating status information in Monthly Report to make various proposals and creating service packages. These bring the customers closer to us.”

“Customers have gone beyond just being interested in machine performance and initial investment to being interested in overall lifecycle cost reduction. New vehicle demand has fallen worldwide, so local dealers were also beginning to focus on parts sales and services. This created the ideal environment for ConSite, which was easy to deploy for both customers and dealers.”

This system, in which reports are delivered automatically to customers each month, is one of the core elements of ConSite and is made possible by the comprehensive technical strengths of the Hitachi Group. Other companies also offer ICT-based data report services, but their services require customers to log into dedicated websites each time they wish to check data, and manually perform data collection and trend determination. This is time-consuming and requires IT skills.

ConSite, on the other hand, was designed to be automated from the start. The entire process, from data collection to analysis, processing, and reporting to customers, is automated. Because it does not involve manual operations, it is speedy, and does not inconvenience dealers or customers. These functions, unparalleled

by competitors, were made possible by the Hitachi Group's data science and big data analysis technologies.

The most difficult aspect was determining abnormal values. Sending erroneous emergency reports would disturb worksites. Failing to report on actual faults would inevitably result in machine failures. The precision in which the system identifies faults is provided by an intelligence filter designed by the Hitachi Group. This identification logic in computers mounted in construction machinery and large amounts of operational data acquired from other construction machinery undergo statistical analysis to determine appropriate error values for the construction machinery in question.

Of the 36 emergency reports issued in Japan as of the service launch in 2013, there have been 0 erroneous reports. “In the future, we plan to expand from manifest risks which take the form of alarms to predictive diagnosis, identifying latent risks by expanding the range of faults detection patterns used,” he says

ConSite Localization

Hamamachi and his ConSite team certainly believe that in order to attain significant market share, ConSite services must be fully localized in the languages of target countries. It is a vital process of adapting ConSite to various markets worldwide for local customers to feel that ConSite services was planned and developed for them and is adapted to their language, culture, and needs.

Also, Hamamachi explained, while language localization is performed by translating from Japanese into English and then from English into the local languages, the first step was “translating from Japanese into Japanese.” What does that entail?

“Japanese itself is often a vague language, so once you translate it into English, there's a limit to what you can do to correct it. In order to completely eliminate errors and vagueness, first we translated the Japanese in the report into Japanese which would be easier to translate into English.”

A single translation project could involve almost 20 steps.

“It is important to understand that the

opportunity of penetrating a country's market usually presents itself only once. Therefore, we highly consider the quality of ConSite's language localization to be its greatest advantages. In the future, we will deploy automated translation technology for the initial translations. This is going to help us achieve even greater translation speed and precision.”

There are now ConSite contracts in 29 countries and regions around the world. ConSite is available in 32 languages, and in the future it will be rolled out to 42 countries and regions (The target for end of fiscal 2016 included contracts for approximately 50,000 machines and establishing contracts for approximately 40% of all ConSite potential machines).

What's next?

As penetration rates rise, customer and dealer interest are shifting towards lowering lifecycle costs and monitor machine conditions to proposing new services which assist with preventive maintenance. “Customers are looking forward to what kinds of proposals dealers can provide based on these reports. There have already been numerous successful examples in dealers worldwide, and we also need to focus on remaining dealers that are not fully aware on the report usage.”

Hamamachi emphasizes that improving the proposal strengths of dealers will be a major topic going forward.

“What customers expect from us are overwhelming proposal strengths that look at entire lifecycles. To achieve this, dealers need to constantly produce concrete ideas they can propose to customers. They need to further improve the quality of communications and use customer feedback and ideas even more in the new model development. I hope we can further broaden the scope of our proposals, both in the areas of services and product development.

“We will use the Hitachi Group's AI and data science to further enhance ConSite, continuing to make great strides so that we can issue accurate proposals to our customers around the globe. ConSite still possesses tremendous potential.”





Featured Machine: ZW310-5A

Productive, reliable and profitable

For high performance in demanding sites in the quarry industry, the new ZW310-5A in the ZW-5A series delivers on all levels in terms of productivity, comfort, advanced technology, reliability and versatility.

Exciting new features such as the Active Engine Control makes the ZW310-5A enhance its productivity and minimise operation costs. These are strategically positioned sensors that detect movements throughout the machine and adjust engine speed accordingly to eliminate energy losses.

To cater for situations like heavy loading and uphill climbing where extra power is required in a short time, this ZW-5A series wheel loader is equipped with the Quick Power Switch (QPS) which provides an instantaneous power boost at the push of a button conveniently located on the operational lever.

Yet another intelligent feature is the auto shift mode which automatically chooses the optimum gear to maximise fuel economy.

The ZW310-5A also boasts of a powerful engine and high quality components to provide long lasting durability and performance. A newly designed centre pin leads to better stress distribution, enhanced durability and reliability especially in tough digging operations where stress imposed on the centre joint pin of the wheel loader causes it to otherwise crack, leading to premature failure. Specifically designed for even the harshest and most demanding customer sites, the ZW310-5A has minimal breakdowns thereby ensuring continuous productivity.

Operator comfort is a top priority for the ZW310-5A and offers greater visibility and a more spacious working environment. Based on the key concept of a 'profitable machine', the Hitachi ZW-5A wheel loaders offer improved operating costs and are thus able to provide customers with enhanced satisfaction and values in a variety of job applications.

Dealer Locator

BAHRAIN - Yusuf Bin Ahmed Kanoo WLL
Tel: 00973 177 38200
<http://www.ybakanoo.com>

EGYPT - Orascom Trading
Tel: 0020233452510
<http://orascom-trading.com>

ETHIOPIA - Hagbes Pvt. Ltd. Co. (HCM Products)
Tel: 00251 11 663 8647 / 9191
<http://www.hagbes.com>

IRAN - Arian Machinery
Tel +9821 445 60680
<http://www.arian-machinery>

IRAQ - Savanna Group
Tel: 00964 7400 215 577
<http://savanna.com>

JORDAN - Integrated Automotive
Tel: 00962 6 572 8400
<http://www.ia-jordan.com>

KENYA - Rock Plant (Kenya) Ltd.
Tel: 00254 20 354 43 29
<http://www.rock-plant.co.uk>

KUWAIT - Boodai Trading Company Ltd. WLL
Tel: 00965 248 43986 / 00965 248 41314
<http://www.boodaitrading.com>

LIBYA - Al Qima Heavy Machinery
Tel: 00218 21 481 4831
<http://www.qima.ly>

OMAN - Al Fairuz Trading & Contracting Company LLC
Tel: 00968 2 461 48 62 / 00968 2 461 48 50
<http://www.alfairuzoman.com>

QATAR - Arabian Supply Center (ASC)
Tel: 00974 44580623 / 00974 44580635
<http://www.asc.com.qa>

SAUDI ARABIA - Rolaco Trading and Contracting
Tel: 00966 12 2523456
<http://www.rolaco.com.sa>

SAUDI ARABIA - Omar K. Alesayi & Co. Ltd.
Tel: 00966 12 6448282
<http://www.alesayi.com>

SOUTH SUDAN - Juba Auto Co. Ltd.
Tel: 00249 156111340 / 00211 956799910

SUDAN - TARA International Co., Ltd.
Tel: 00249 185 339524 / 00249 155 154408
<http://www.tara.sd>

TURKEY - ENKA Pazarlama Ihracat Ithalat A.S.
Tel: 0090 216 446 64 64 / 0090216 446 72 19
<http://www.enka.com.tr>

UNITED ARAB EMIRATES - Hitachi Construction Machinery Middle East Corporation FZE
Tel: 00971 4 883 3352
<http://www.hitachi-c-m.com/mideast>

UNITED ARAB EMIRATES - Middle East Crane Equipment Trading LLC
Tel: 00971 2 681 5555
<http://www.mecetrading.com>

YEMEN - Elhussaini Motors Agencies
Tel: 00967 1 208 846 / 7, 537897

SMALL BUT INCREDIBLY POWERFUL



Bahrain | Egypt | Ethiopia | Iran | Iraq | Jordan | Kenya | KSA | Kuwait | Libya
North Sudan | Oman | Qatar | South Sudan | Tanzania | UAE | Uganda

Hitachi Construction Machinery Middle East Corporation FZE



Hitachi Construction Machinery Middle East Corporation FZE
Tel. 00 971 (4) 883 3352, Fax. 00 971 (4) 883 3368
P.O. Box 61052 Roundabout 12 St. nr. 12403
Jebel Ali Free Zone Dubai, UAE
www.hitachicm.ae

HITACHI

Reliable solutions