

**TATA STEEL**



# Value over Volume

End user perspective

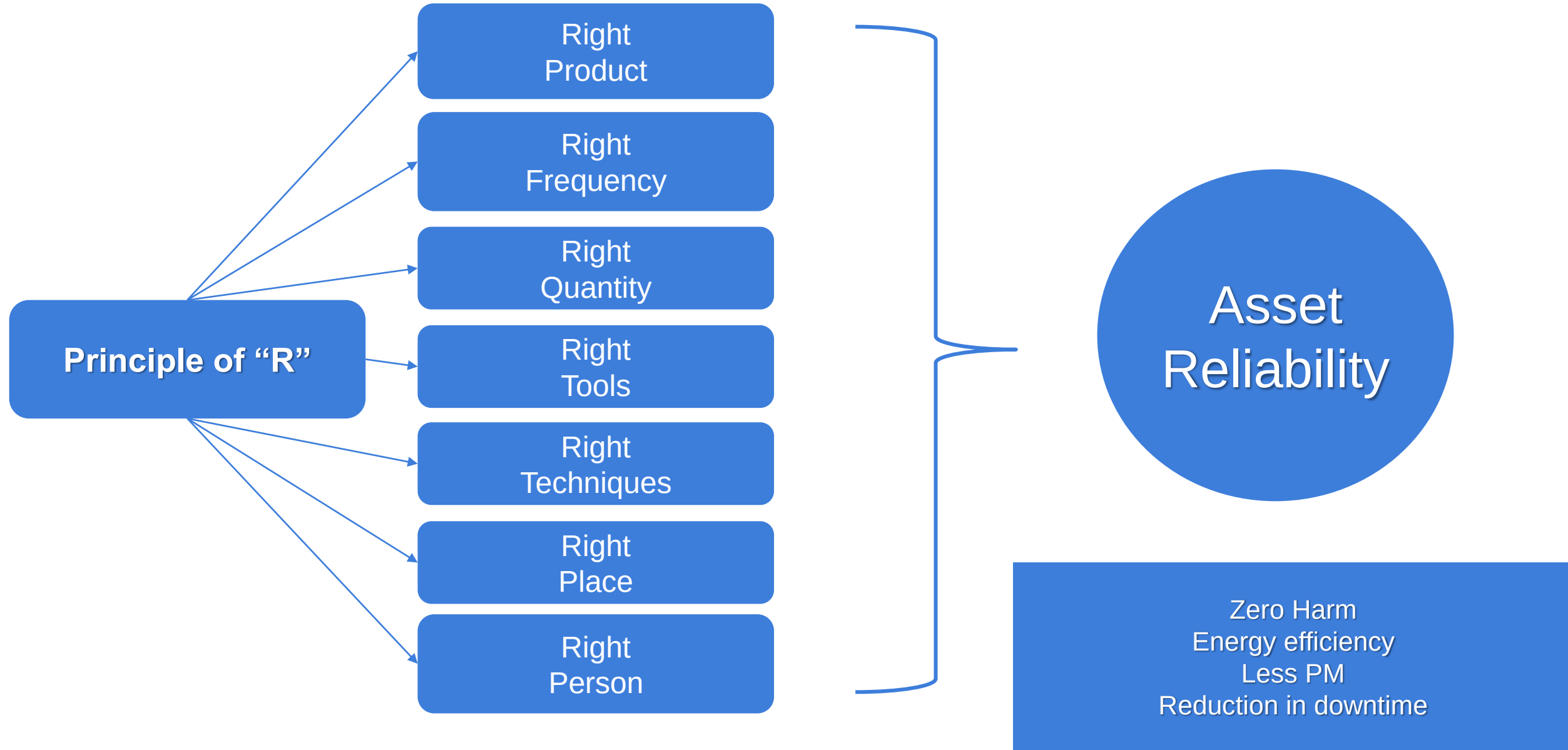
**Together we make the difference**

Dr. Sarma Volety

## Dr. Sarma Volety

- Dr. Sarma Volety, PhD in Tribology of unlubricated and marginally lubricated Bearing materials, from Jost Institute of Tribotechnology, UK
- MSc in Mechanical Engineering from Karlstad University, Sweden
- Currently Senior Tribologist at Tata steel UK.
- Look after all matters relating to Lubrication products and services for Tata steel UK

## End user Goal



## Value over Volume : Key Challenges



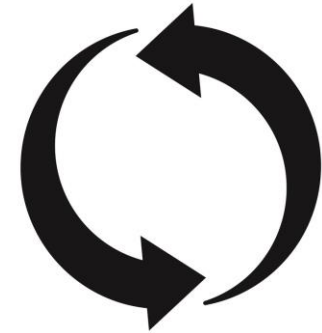
Supply Chain Management

- Management of suppliers to ensure best price achieved
- Lead times are too long
- Brexit
- Management of stocks/Pack sizes
- Emergency deliveries



OEM/R&D

- Specialist products, suitability and compatibility issues
- Switching products in the event of supply issues
- OEM spec of older machinery
- Laboratory compatibility studies doesn't match to the practical applications



Change

- Change from A to B is always challenging to convince the end user
- Suppliers have failed to provide case studies of similar applications elsewhere
- End user is not confident on new product portfolio
- OEM doesn't update with the market trend
- Internal logistic issues

### Summary:

- ❑ Value over volume is a viable strategy but there are number of issues need addressing before switching to high Tier products
- ❑ Supplier need to convince the end user on use of Group 3 & 4, how sustainable they are in the near future?
- ❑ User Supply demand needs to be rectified before switching
- ❑ Suppliers and OEMS have a common dialogue/ standard to convince the end user

**Do you have any questions?**

**Tata Steel**

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