

## DriveBenefits at Work - Many variants, one solution



**Project overview:**

**Process solution**  
Variant management

**Customer**  
AMF-Bruns GmbH & Co. KG

### Customer

AMF-Bruns stands for cutting-edge materials handling technology. With about 330 highly qualified employees in the main factory in Apen, Germany, and the branch site in Friesoythe, Germany, AMF-Bruns reliably and precisely realizes

individual customer requests in the field of conveyor systems for bulk material. Depending on the requirements and the characteristics of the bulk material, AMF-Bruns delivers solutions which are exactly tailored to the specific

customer needs. The scope of services includes planning and engineering of single components and entire conveyor systems, series of tests with testing plants, production, assembly and startup as well as services and spare parts procurement.



**“In the international competition, it is very important for us to reduce the complexity of processes. The variant management of DriveBenefits allows us to reduce processing times without having large volumes of stock in our warehouse.”**

Gerrit Ihnen,  
Purchasing Manager at AMF-Bruns GmbH & Co. KG



### Project and objectives

To meet the requirements of the more and more competitive international competition, AMF-Bruns recently decided to have their processes analyzed and optimized using a lean approach. AMF-Bruns implemented the DriveConfigurator as well as the variant management of DriveBenefits in the company to sustainably improve the processes in design engineering and the cooperation with

suppliers. In the variant management, the design engineer gets a list of SEW drives for his design engineering which have been approved by the engineering administration in accordance with internal standards beforehand. In addition, the design engineer can compare motor options based on specific characteristic values without having to deal with motor details. Another advantage: The design engineer

can immediately see which variant has already been used in which application. This way, he can decide faster and does not have to browse through the catalog: He only has to define power and torque and can select a drive from the list of suggestions – all done.

### Special feature

By using the variant management of DriveBenefits, AMF-Bruns was able to reduce the administration effort for motor data by approximately 90%. Furthermore, subsequent processes based on this data can now be

controlled more efficiently and more simply. This also has positive effects for example on the catalog set-up in the sales department or the purchasing processes at AMF-Bruns.

### Overview of the benefits

- Overview of the drive technology currently in use, even across multiple locations
- Quick selection of products within the range of preferred types
- Selection process made easy with filter and comparison options
- and much more

### Would you like to know more?

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