



**EXPERT VOICES**

# **FOCUS ON** **DIGITAL SERVICES**

Direct to your smartphone by scanning a QR code

**up**  
**to date**

# DIGITAL SERVICES – HOW ARE WE HELPING OUR CUSTOMERS SAVE VALUABLE TIME AND IMPROVE THEIR FUTURE VIABILITY?

**CENTRALIZED ACCESS TO ONLINE SUPPORT USING A QR CODE ON THE PRODUCT – DIRECTLY IN THE FIELD**

# 80%

**of our products are already being delivered with the new product label.**

Offering maximum customer benefits with the minimum of effort – from planning, selection and startup through to maintenance and modernization.

The highly networked functions of the Online Support section incorporated into SEW-EURODRIVE's website provide a groundbreaking solution that ensures our customers can access and use the specific information and functions they need completely independently around the clock. It's quick, easy and covers all bases.

This solution is already unique on the market, but we're now going one better with our new product label, which makes available all key functions for a particular product directly in the field on a mobile device.

Discover the significance of this important step for our customers in this interview with Uwe Zurth, Head of Customer Benefits at SEW-EURODRIVE.



**UWE ZURTH**  
Head of Customer Benefits

## > WHEN WAS ONLINE SUPPORT INTRODUCED AT SEW-EURODRIVE, WHAT'S SO SPECIAL ABOUT IT, AND HOW ARE CUSTOMERS AROUND THE WORLD BENEFITING?

We launched Online Support six years ago, starting with the German market and planning a gradual global rollout to all national companies. A total of 50 countries spanning every continent are now linked to Online Support. We have over 150 000 registered users. I stress the word "registered" because the most popular Online Support sections and functions are freely available without logging in. The actual number of users is therefore likely to be in the order of at least half a million.

The stand-out feature is the maximum networking of Online Support functions and content. This includes everything from drive selection based on application data, the product configurator, and the possibility of ordering products, spare parts and services online using the online shop through to troubleshooting, including fault diagnostics, and all kinds of documentation.

What's so special about this is that we don't simply network the online support functions with our internal processes – we can also link them to the functions of our customers' IT landscape via ESIS interfaces, which ensures optimum integration.

## > THE NEW PRODUCT LABEL WITH QR CODE ON SEW-EURODRIVE PRODUCTS MEANS YOU'RE NOW EMBARKING ON THE NEXT STAGE OF DIGITALIZATION. HOW DOES A QR CODE OF THIS KIND WORK?

QR codes are two-dimensional codes and serve as a standard URL encryption format. In our case, this URL address contains a serial number, which gives each and every product supplied its own unique code.

## > WHAT DOES THE SEW-EURODRIVE PRODUCT LABEL LOOK LIKE? HOW CAN IT BE DISTINGUISHED FROM OTHER LABELS ON THE PRODUCT?

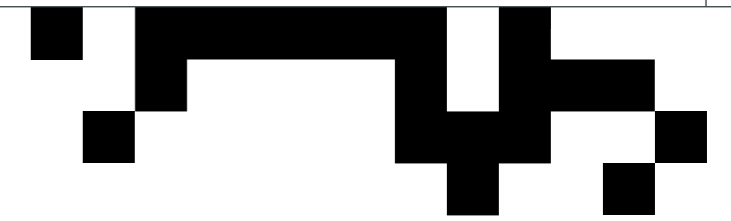
The new product label can be recognized from the explanatory smartphone symbol with arrow next to the QR code. If space allows, "Digital Services" is also printed on it. This label comes in different sizes and designs, depending on the surface area available on the product.

## > THE SMARTPHONE ICON INDICATES THAT USERS HAVE MOBILE ACCESS TO SEW-EURODRIVE'S DIGITAL SERVICES. DO THEY NEED TO DOWNLOAD AN APP ONTO THEIR PHONE FOR THESE SERVICES?

No. As with all QR codes, the label can be used with the mobile device's standard camera or scanning function. Once it has been scanned, the URL with its unique serial number takes users directly to the digital services cockpit for the relevant product, where they have a rapid overview of the available functions for this product and arrive at the appropriate Online Support section with a single tap.

**"There's no need to install a dedicated app, but the SEW Product ID app plus does use the QR code labels as well. Life can be made easier here, too."**

SEW-EURODRIVE's apps – especially the "SEW Product ID app plus" that is so popular with our customers – do use the product labels as well, though. This means users benefit from instant access to all product-specific information and functions from their usual app environment, which makes life easier here, too.



➤ **WHAT WAS THE PREVIOUS PROCEDURE FOR ACCESSING PRODUCT-SPECIFIC INFORMATION AND FUNCTIONS?**

Typically, you would go to the product, look for the nameplate and either write down the serial number or type designation on a piece of paper or take a photo of it. You would take this to wherever you keep all your documents, look for the appropriate operating instructions and then find the information required to solve your problem. That's quite a bit of time-consuming research ...

Using our Online Support already speeds things up considerably. In that case, you would take your piece of paper or photo to your PC workstation, use the Online Support to perform a manual search for your required function and enter the serial number to find the information you require.

You can also attempt to carry out these steps directly on your phone, but everyone is well aware how easy it is to make a mistake when entering an 18-digit code on a smartphone – especially if you need to twist or bend to see the code, because the products in question are often installed somewhere in a machine or system.

**“Everyone is well aware how easy it is to make a mistake when entering an 18-digit code on a smartphone. There's no need for that with a QR code.”**

➤ **SO CUSTOMERS SAVE A LOT OF TIME AND EFFORT WITH THE QR CODE?**

Definitely. They save a huge amount of time and it makes life far easier. After all, with the new product label there's no writing down numbers, going back and forth, typing things in manually and searching or printing. Users simply need the camera function on their smartphone to scan the QR code and gain access to the digital services in the blink of an eye. A quick glance and a single tap then suffice to access exactly the information and functions they require. Rather than having to spend precious minutes as before, everything is now to hand in seconds.

➤ **WHAT FUNCTIONS ARE AVAILABLE TO ME VIA THE DIGITAL SERVICES AND HOW DOES MY SMARTPHONE HELP ME GET TO THE RIGHT PLACE FASTER?**

The important thing to understand is that the product label with QR code and the digital services cockpit give you rapid access to SEW-EURODRIVE's Online Support if you're on site with the machine or system. The selection of functions available for your product in the digital services is always the same – product data, documentation, spare parts, troubleshooting and contact – exactly the Online Support functions and content you need for your product in the field.

**“The digital services offer you exactly the Online Support functions you need in the field. The user interfaces of these functions adapt to the relevant end device.”**

➤ **DOES THAT MEAN THE AVAILABLE ONLINE SUPPORT FUNCTIONS ARE OPTIMIZED FOR MOBILE USE?**

To a large extent, yes – we're currently working on the final optimizations. The user interfaces of these Online Support functions adapt to the relevant end device, including smartphones. That makes things just as easy on the move as when accessing functions on a PC or laptop.

If a fault occurs, for example, instead of just a few mouse clicks, it simply takes a few taps on a tablet or smartphone to access menu-guided troubleshooting or select appropriate spare parts or replacement products. There's no longer any need to pore over operating instructions or hefty catalogs. If necessary, however, the digital services still provide rapid access to the associated documentation – in all available languages.

Rapid access to images showing the mounting positions of gear units and gearmotors is a big help. This makes it possible to check at the installation stage whether the drive has been fitted correctly. After all, the mounting position dictates how much gear unit oil is required. Incorrect installation can significantly reduce a drive's service life.

➤ **WHICH SEW-EURODRIVE PRODUCTS HAVE A QR CODE LABEL?**

Essentially, all products that have a serial number. That doesn't include cables and spare parts, for example, because they don't have a serial number. Over 80 percent of our products with a serial number are currently delivered complete with a product label. The aim is for all such products – including motors, gearmotors, mechatronic drives, industrial gear units and inverters – to offer the convenience of digital services by early 2022.

➤ **CAN CUSTOMERS ALSO OBTAIN LABELS FOR PRODUCTS ALREADY IN USE?**

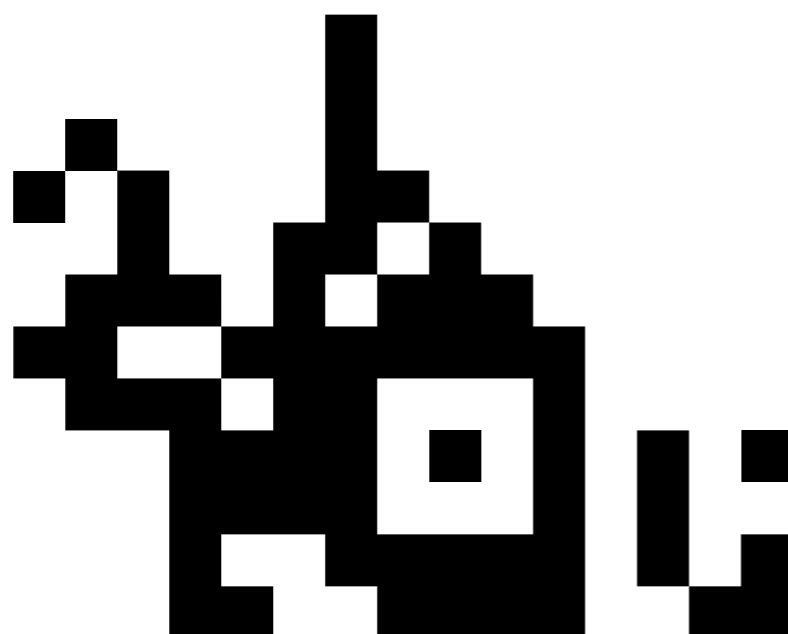
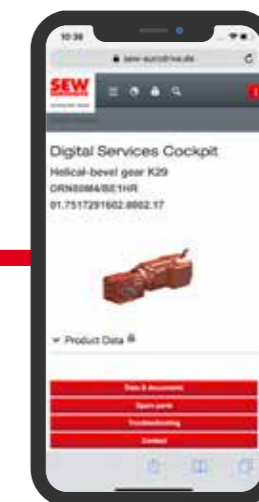
A number of customers have been asking that very question. That's understandable and it's feasible in principle, but you need to realize the amount of work involved. There could easily be several thousand of our products installed in larger breweries, for example, so it's vital to establish on a case-by-case basis whether the effort involved in adding labels to products already in use is worthwhile.



**SEW Product ID plus App can be found in the Apple App Store or Google Play Store.**



Try it out right here!





➤ **TROUBLESHOOTING IS A KEY FUNCTION OF THE DIGITAL SERVICES. YOU'VE ALREADY MENTIONED THE DIAGNOSTIC PROCESS TAKES JUST A FEW STEPS. HOW DOES IT WORK?**

In this case, too, it helps to look at the traditional approach. Without a troubleshooting function of this kind and our digital services, system operators or their service staff need to start by finding the appropriate operating instructions. Once they have done so, they have to make their way through the often lengthy document, find the paragraph where the potential faults are described, and so on.

They can save themselves all this time and effort by using our digital services. As already described, they simply need to read in the serial number by scanning the QR code and select the troubleshooting function in the digital services cockpit. The special feature here is that the function guides users based on the serial number. Depending on the potential faults that can typically occur with the product in question, they are asked appropriate questions and shown possible answers in a logical sequence. This means users obtain information about the possible cause of the fault and how to rectify it with a maximum of four taps. It goes without saying that this impressive speed represents a huge benefit for our customers.

➤ **WHAT IF I NEED HELP VERY QUICKLY, FOR EXAMPLE IF MY SYSTEM IS NO LONGER WORKING DUE TO A DAMAGED GEAR UNIT, SO PRODUCTION IS AT A STANDSTILL? HOW DO THE PRODUCT LABEL AND DIGITAL SERVICES HELP ME IN THIS CASE?**

The troubleshooting function quickly guides you through the diagnostic process, which already saves you a great deal of valuable time. The next step is to decide how you wish to proceed. Do you want to, say, have an SEW-EURODRIVE service technician sent out, request a repair at SEW-EURODRIVE or order a replacement drive or spare parts straight away? All these processes can be initiated directly online using the digital services. This means the fastest way of ordering one of these service options from us is digitally via our system.

Naturally, if a customer requires urgent assistance due to an emergency and prefers to pick up the phone, the contact button provides the number of our 24h Service Hotline. Given the urgency, though, in this case, too, it helps to first go through our troubleshooting function's diagnostic process to then be able to indicate the findings.

➤ **HOW DO THE DIGITAL SERVICES HELP ME SELECT MY SPARE PARTS FROM WHAT IS BOUND TO BE A HUGE NUMBER OF AVAILABLE PARTS AND VARIANTS WITHOUT MAKING ANY MISTAKES?**

The design of the spare parts function means users quickly get their bearings using the parts lists and drawings. What's more, optimizing the interface for mobile use ensures the function is easy to operate on a smartphone, too.

**“The particular advantage of our spare parts function is that you're actively offered any additional parts needed to replace a specific component.”**

The particular advantage of our spare parts function is that you're actively offered any additional parts needed to replace a specific component. That's very much appreciated by our customers.

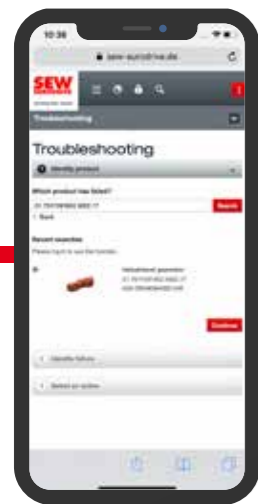
➤ **SYSTEM OPERATORS – THAT IS TO SAY OUR END CUSTOMERS – BENEFIT MOST FROM THE DIGITAL SERVICES. WHAT DO OUR OEMS THINK OF THIS OFFERING?**

Many OEMs don't even know which serial numbers their systems contain. They often shy away from the effort associated with entering and assigning this data manually. Simply scanning the product label very quickly identifies the serial number and assigns it to a specific system. That's particularly important for OEMs if they want to create their own IoT scenarios. After all, these will only work if the relevant serial numbers are known. What's more, it goes without saying that OEMs can also use the digital services themselves – during installation and startup, for instance – to check the correct mounting position or access information about the product.

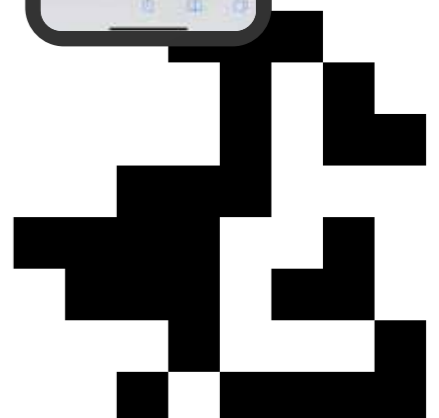
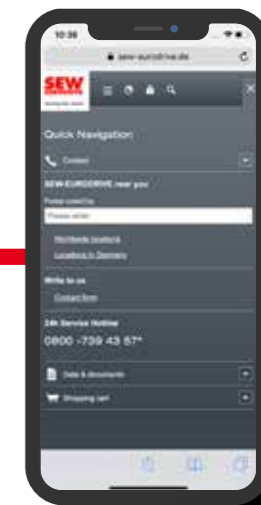
➤ **WHAT ARE THE FUTURE PLANS FOR DIGITAL SERVICES? WHAT NEW FEATURES ARE YOU CURRENTLY WORKING ON?**

To start with, all products with a serial number are set to be given a product label and thus offer the benefits of digital services by early 2022. The global rollout of digital services is also scheduled to be completed by then. The system is currently available in Germany and a number of selected European countries.

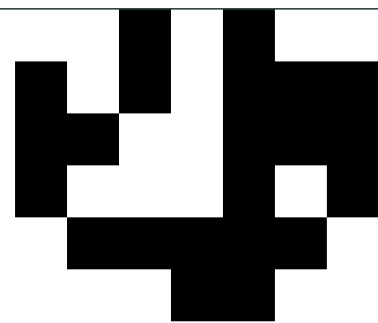
However, it's the groundbreaking new functions we're planning – such as startup assistance, condition monitoring and predictive maintenance – that our customers should really be looking forward to. With these envisaged services, we're getting ourselves and our customers fit for the future.



**It couldn't be quicker, simpler or more direct.**



# YOUR BENEFITS – AT A GLANCE



## THE ADDED VALUE FOR YOU

### Preview



Immediate recognition of the product, complete with image, product designation, type code and serial number

### Product data



Rapid access to all technical data for your product

### Documentation



Quick access to product-specific documentation and manuals

### Spare parts



Help with selecting spare parts through access to the spare parts drawing and parts list, plus the option of making a direct service request or ordering spare parts direct from your mobile device – around the clock

### Troubleshooting



Rapid assistance in the event of faults thanks to digital fault analysis, with no need to spend time looking in operating instructions

### Contact



Immediate connection to SEW-EURODRIVE's 24 hour service

## ➤ ARE YOU READY FOR THE FUTURE?

We certainly are! We're already preparing further services for you: Predictive maintenance, condition monitoring and startup assistance functions will soon also be available in your Digital Services Cockpit.

## ➤ YOU HAVE ANY QUESTIONS ABOUT DIGITAL SERVICES?

Phone: +49 7251 75-3232

E-mail: [online-support@sew-eurodrive.de](mailto:online-support@sew-eurodrive.de)

**SEW  
EURODRIVE**

SEW-EURODRIVE GmbH & Co KG  
Ernst-Blickle-Str. 42  
76646 Bruchsal/Germany  
Tel. +49 7251 75-0  
Fax +49 7251 75-1970  
[sew@sew-eurodrive.com](mailto:sew@sew-eurodrive.com)

➔ [www.sew-eurodrive.com](http://www.sew-eurodrive.com)

**up  
to date**