

SERVITISATION PLATFORM TO ENHANCE GLOBAL COMPETITIVENESS

Safetech is a company that designs and manufactures lifting solutions used in a wide variety of worksites. This project will enable Safetech to offer a software platform to provide more value to customers, through functions such as monitoring and data analytics, and creates an edge over their competitors.

Live Project Monitor

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Vehicle Lift Status:

	EMPORIUM TRUCK LIFT			
	INFO: More >	LIFT 1 MOVING	LIFT 2 (DOOR OPEN B1)	LAST SERVICE
0	RESIDENTIAL CAR LIFT - VL1223 10 M			
	INFO: More V	LIFT 1 STATIONARY G		LAST SERVICE
	CYCLE COUNT: WWL AVERAGE LOAD: PED TRIPS: AVG CYCLE TIME: DOWN TIME: RUNNING HOURS:	18,154 3,500 2,100 562 0:55 16:25 120:21		USAGE TRACKER DAILY CYCLES

How the Growth Centre helped

The Advanced Manufacturing Growth Centre has assisted the project through \$250,000 in co-funding.

What's changed?

Safetech will have the potential to retrofit approximately 1,300 existing products with sensors to offer the SIMS Plus servitisation platform to current customers. The new offering will create new revenue for the company. Safetech expects it will employ an increasing number of workers in software engineering and similar roles.

Project overview

Safetech is a successful regional manufacturer that grew out of a great idea to protect people's backs.

Co-founder Lindsay Wakefield was a young resident doctor concerned by injured workers he had to treat¹. He invented a solution, PALIFT, which uses a spring-based mechanism to move pallets to waist height. Over 200,000 units of the flagship product have been sold since 1984.

The company produces a variety of lifting equipment with capacities between 100 kilograms to 30 tonnes-plus. These are used in over 70 per cent of supermarket docks, as well as mine sites, warehouses, airport refueling, apartment parking access, theatre access and throughout manufacturing.

Its success as an equipment manufacturer has seen it win awards such as the Telstra Australian National Business of the Year in 2006 and the Victorian Manufacturing Hall of Fame's Medium Sized company in 2019².

Ensuring its products remain relevant, the 110-person manufacturer has charted a path to increased servitisation and digitalisation.

- 1 https://gippslandia.com.au/lindsay-toni-wakefield/
- 2 https://www.latrobevalleyexpress.com.au/story/6133676/safetech-a-safe-bet-for-award/

•• We provide maintenance and service, but it is essential we enhance that offering and provide software that improves our customers' experience. We do not see ourselves as just selling pieces of metal and **componentry**, **9** says Wakefield.

•• It is important to stay at the forefront of our market. Also, from a corporate point of view, balancing capital revenues with recurrent revenues is very attractive.

Safetech has begun trialling data collection from connected lift equipment, as well as using this to provide customer insights about asset use.

The company will move its SIMS Plus (Safetch Information Management System) servitisation platform from Technology Readiness Level (TRL) 4 to TRL 8 through a collaborative project with one major resource company, two supermarket chains, German sensor and hardware specialist IFM Efector, and Federation University Australia.

When complete, this will enable benefits such as detection and alerts due to 'out-of-parameter' incidents.

Safetech is making a \$15,000 in-kind and \$250,000 cash contribution to the project, matched by \$250,000 in co-funding from the Advanced Manufacturing Growth Centre.

IFM Efector is providing \$6,000 in in-kind support, in the form of expertise and componentry.

The supermarket companies will provide test sites for the Safetech, and, if trials are successful, expect to make the new product standard on certain equipment. The resources company, which is consulting on this project, is interested in new IoT capability in future elevated work platform purchases.

Federation University will contribute \$6,000 worth of in-kind assistance through three interned IT students. The company has collaborated with local universities, and Aalborg University in Denmark, for over a decade³.

Software and control engineering have been a growing area for Safetech over that period.

••• We had one part-timer then. Now it is about three full-time, 99 explains Wakefield.

• That is a sixfold increase, and we will add more through this program.

Successful completion of the 18-month project will develop advanced knowledge, processes and business models at Safetech. The project demonstrates collaboration with customers and researchers, and the adoption of Industry 4.0 principles.

•• We fully expect it to provide better performance from our equipment, fewer breakdowns, and anticipation of problems that are in the field, explains Wakefield.

•• We plan to deliver information about how the equipment's being used, how it could better be used, and how they might be better managing logistics in their plant.

The potential of the new platform and associated services is strong. It is likely that one supermarket customer will make SIMS Plus mandatory on all future freight lifts and scissor lifts. This alone would represent a boost of \$1 million in sales annually.

Wakefield says AMGC has helped Safetech to crystallise plans under development, and to understand these within the context of the transformation of manufacturing.

lt really has allowed us to understand what we need to do for our customers, with changes in industry and how we need to respond to these, as well as having funding to do it, 99 he adds.

b It has focussed our minds and our skills on understanding what we had to be able to offer customers in the future.

3 https://www.amgc.org.au/news/collaborative-partnerships-help-safetech-capitalise-on-their-point-of-difference/

Contact us



