



WITTENSTEIN

alpha

## Product life cycle Management at WITTENSTEIN alpha

Discontinuation process



# Discontinuation of products

## Replacement strategy

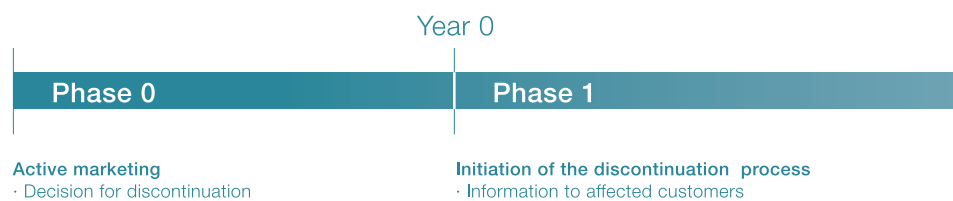
As one of the leading companies in the field of drive technology, WITTENSTEIN alpha has dedicated itself to consistently inspire its customers with optimal solutions and convince them that competence is a reliable value-added partner.

Our aim to always provide the customer with the best possible solution requires that we continually develop our product series and replace them by succession products.

### The phases of the discontinuation process

- a permanently high service standard
- early integration
- a small number of clearly structured phases
- unambiguous rules and information
- offers for alternatives or new developments
- less effort on replacement
- improvement of your machines and facilities

## The phases of the discontinuation process



### Phase 0 Active marketing

Active marketing is distinguished by the „anonymous manufacturing“ of our products: you as customer profit by always obtaining the current product standard within the known delivery times.

Training and services are available as usual up to Phase 3.

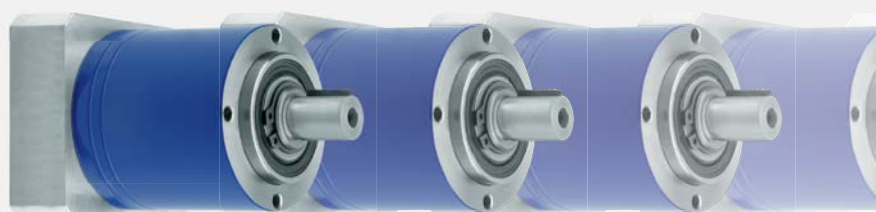
### Phase 1 Initiation of the discontinuation

We shall inform you in writing one year in advance before starting the discontinuation process.

In our documents, we refer at an early stage (2 years before the last possibility to place an order) to the pending replacement and will examine together with you the best succession product and the associated advantages.

This early information gives you the possibility of switching smoothly to the respective succession product.

### Example:



► 2004: LP+



**Phase 2**

Implementation of the discontinuation process

The discontinuation process starts with the beginning of Phase 2.

The affected products are adapted in their availability and ordering options. The previous prices lose their validity.

Customers who have signed a new supply agreement with WITTENSTEIN alpha are supplied with the corresponding product in the agreed manner.

The complete spare part supply as well as our full services are also available to you in this phase.

**Phase 3**

Switch to spare part supply

Phase 3 is confined to the supply of spare parts.

For you as a customer, this step means that we supply the spare part as well as services for existing machines.

Customers who have signed a supply agreement with WITTENSTEIN alpha continue to be supplied with the corresponding product in the agreed manner.

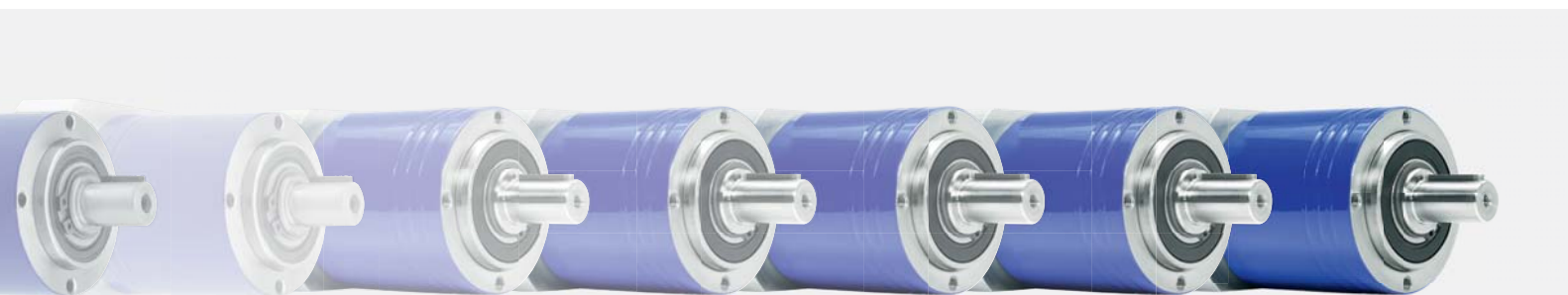
We continue to assist you in the switch to the succession product.

**Phase 4**

End of the spare part supply

One year before the cessation of delivery, we shall inform you about our offering of a final order of spare parts for your own supplies.

The delivery of the affected product and its spare parts is discontinued 10 years after the start of the WITTENSTEIN alpha discontinuation process.





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## WITTENSTEIN alpha – intelligent drive systems

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