



NSK's Asset Improvement Program

What is AIP?

AIP is a real opportunity for you to unlock additional profitability through improved machine reliability and increased working knowledge.

It is a well-proven asset improvement program that combines your own knowledge of the working environment, culture, processes and problems in your business, with the engineering expertise, and innovation of NSK.

The key to its success is the close working dialog NSK will have with your own staff to identify and understand the issues and problems that affect them and the impact of these problems on your business financially.

What are the benefits of AIP?

AIP is not a thinly disguised attempt to sell you so called 'solutions' or 'value added' services! It provides real answers to your problems that are quantifiable and measurable in terms of lowered costs, increased efficiencies, reduced downtime and therefore, increased profitability, helping to keep you competitive in your operating marketplace.

It focuses directly on solving problems that are costing you valuable time and money and are therefore eroding your overall profitability.

Why is AIP different?

Because it delivers!

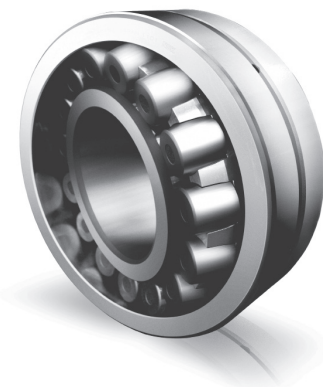
NSK has many years experience of working with its customers and helping them to solve their problems.

NSK works with you through a structured, pre-planned approach of Situational Analysis, Value Proposition, Value Implementation, Value Measurement and Shared Best Practice ensuring that you achieve the stated benefits within the agreed time frames.

Why us?

Because NSK and its Authorized Distributors are totally committed to helping you address your problems and collectively we have a proven track record of helping our customers achieve improved reliability and increased efficiencies.

In addition, we recognize the need for you to remain competitive in your marketplace. We have a 'your success is our success' mentality and by utilizing the combined experience and expertise of NSK and our distributors we have the capability to deliver the ultimate - peace of mind that we are proactively working to make you more profitable.



The AIP Value Cycle

Stage One: Situational Analysis

An assessment to understand your problems - what is the problem, how often, what are the implications of the problem to your business, what is the cost of the problem?

From this assessment, NSK considers how we can solve the problem(s).

Stage Two: Value Proposition

Having understood the extent of the problem, this is where we present our solution to you, including the costs and other associated issues (lead times, redesign, etc.).



This is your opportunity to ask any questions or raise any other issues regarding our value proposition.

Stage Three: Value Implementation

Once you have accepted our value proposition we work with you as necessary, to create a mutually agreed implementation plan, taking into account any deadlines, key milestones and who is likely to be affected by our proposition. The correct implementation of our value proposition is key in order for you to achieve the forecasted savings.

Stage Four: Value Measurement

Once the NSK proposition has been implemented we work with your own personnel to ensure that the forecasted savings are actually realized, through best practice maintenance of the implemented proposition.

Stage Five: Share Best Practice

Once the NSK value proposition has proven its worth, we discuss with you any other departments or factories that may be having similar problems to those just resolved by our value proposition, and could therefore potentially benefit from hearing about how we did it!

NSK Service Spectrum

The Service Spectrum list below is a small example of what NSK can help you with in order to improve your bottom line.

Technical Support & Consulting	Training Programs	Analytical Services	Value Added Services
Application Reviews	Introduction to Bearing Technology	Failure Mode Analysis	NSK Cost Down Approach
Engineering Support	Best Practice Fitting & Removal of Bearings	Material Analysis	Maintenance Schedules
Machine Design Support	Bearing Diagnostics	OEM Part Conversion	Site & Stores Surveys
Bearing Surveys	Application of Bearings	Standardization & Rationalization	Maintenance Tool Audits
Diagnostic & Vibration Analysis	Segment Specific	On-site Inspection Service	Super Precision Service Package

For more information on this powerful Asset Improvement Program, contact NSK or your local NSK Authorized Distributor.