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New project paves the way for digitalisation of product information

Many companies digitalise their technical information and training courses in order to enhance the customer experience and strengthen aftermarket business. When Sandvik's division, Stationary Crushing & Screening, wanted to take that step, it chose Semcon to carry out the analysis for the digitalisation of product information and training courses.

Sandvik's division, Stationary Crushing & Screening, manufactures machines for stone crushing. These are large and complex machines that require a lot of technical information and training for their correct use and maintenance.

"By digitalising the technical information and developing digital training solutions, we can modernise and enhance the experience for both customers and service technicians. This will make it easier for users to access information, as well as streamline the entire service chain, which contributes to a strengthened aftermarket", says Lars Löfgren, Business Development Manager at Semcon.

Roadmap shows the way forward

Semcon has teamed up with Sandvik in a joint project to conduct a feasibility study aimed at showing how to add value through digitalised product information by optimising the aftermarket business and meeting the needs of different end users. A "roadmap" has also been developed, describing how to design and implement a strategy that will take the company from its current state to its desired state.

The objective of digitalising the product information is to support the digital transformation of Sandvik's division, Stationary Crushing & Screening, and thereby strengthen the aftermarket business, enhance the experience for different users, and at the same time increase cost efficiency by creating and maintaining technical information and training courses. One example of this is the re-use of information between technical information and training courses.

"We chose Semcon on the basis of its broad experience from previous projects with relevant customers in the area of Learning and Content Development. Semcon has been responsive to our needs, has had a very good project structure, as well as close cooperation with us throughout the process. This has been the key to our mutual success", says Anella Persic Antius, Life Cycle Support Manager for Division, Stationary Crushing & Screening, at Sandvik.

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Semcon has provided experts in project management, product information strategy, information architecture, learning and UI [User Interface] to participate in the project.

[Read more about Semcon's offering in the digitalisation of product information.](#)

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