

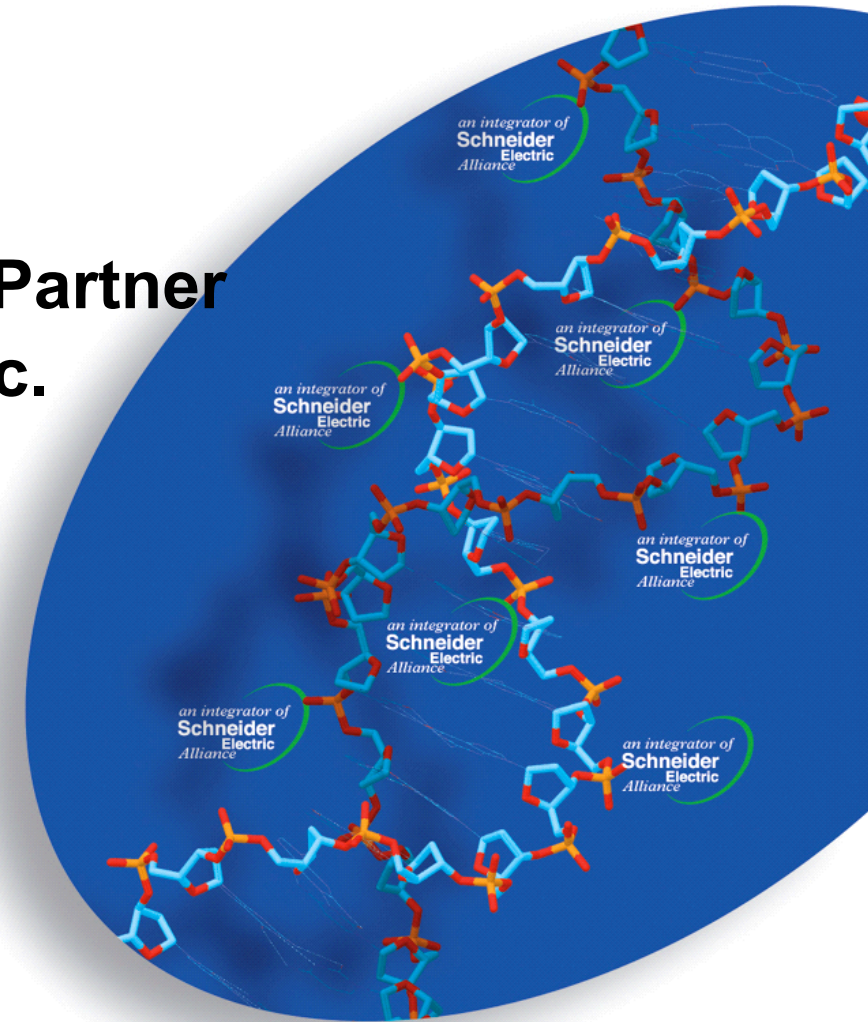
**USA**

**Working with a  
System Integrator Partner  
KIM Automation Inc.**

**Merlin Gerin**

**Square D**

**Telemecanique**



**Schneider**  
 **Electric**



# End User and project description

## ■ End User : **Cool Clean**

- Cool Clean Technologies, Minneapolis, MN, USA. A Commercial Laundry equipment OEM. Cool Clean has created a new dry cleaning process. They have developed a no heat, carbon dioxide process, that is very environmentally friendly. Creates less pollution than soap and water because all cleaning agents of the process are recovered and reused. EU key decision drivers. Looking Schneider Electric as a global supplier. Used to use all different types of controls

## ■ Project and project environment

- Cool Clean's customers are large centralized plants or institutions. Most of their dry cleaning equipment customers are located in Europe.



# SI presentation

## ■ History and level of relation with SE

- Up until KIM Automation joined the US SI Partnership program, we had no history of relation

**SCHNEIDER ELECTRIC | AUTHORIZED SYSTEM INTEGRATOR**



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1977. Applications range from simple pushbutton stations to providing all the panels for an entire facility. Our vision is to be the premier supplier and integrator of custom control systems and industrial solutions by combining our automation system integration experience with our industry process expertise.

Kim Automation has been a respected source of intelligent conveying, process control, and machine control services to





## Starting situation and competitive environment

- In the past Cool Clean was working with various SIs and Control Panel Builders. Each was allowed to choose the controls. Schneider Electric only sold a few breakers here
- KIM Automation was chosen in 2003 as one of the USA's 30 SI partners because of their expertise in working in the material handling market. Reasons were: partnering potential, their membership in CSIA, and the Automation Alliance Group.
- KIM Automation brought us in to Clean Cool during the proposal phase as their partner.
- Large quantities of controls, global installations, and high growth potential favoured a single large control and automation supplier
- Competitive environment: Other local SIs were also competing for this project but KIM Automation is the only one that used a strong partnership with a major supplier to their advantage.



## SE/SI co-operation that have led to success

### ■ Before the project KIM was given a the following:

- One week intensive training at SI University
- Complete Software Resource Suite for PLC programming
- Schneider Electric assigned a sales manager to KIM Automation
- Schneider Electric sent several potential project opportunities

### ■ Results:

- KIM Automation asked Schneider Electric to partner on the Cool Clean project
- KIM Automation and Schneider Electric Sales jointly created a project and solution strategy
- KIM Automation and Schneider Electric Sales presented a complete solution proposal to Cool Clean
- KIM Automation and Schneider Electric Sales won the project for the first 8 Dry Cleaning machines



# Benefits analysis

## ■ Differentiation analysis

- EU was very comfortable with SI+SE alliance

## ■ Benefits for SI

- Future opportunities to partner with SE at existing accounts

## ■ Benefits for SE (multi-year project estimate)

- ATV31 5HP (2000 units)
- TWIDO PLC (2000 units)
- Magellis XBTG (2000 units)
- U-Line
- Phaseo power supplies
- FAL Disconnect
- Other