

## Case Study

**HMMI became part of our team when they not only fabricated our part, but they came up with solutions, fixed problems and delivered the proto on time allowing us to have the gem of our show ready for CONEXPO 2020**

“ **HMMI became part of our team when they not only fabricated our part, but they came up with solutions, fixed problems and delivered the proto on time allowing us to have the gem of our show ready for CONEXPO 2020.** ”

In the hyper-competitive world that Original Equipment Manufacturers are operating in today, every effort to improve the performance and attractiveness of your product could result in increasing your competitiveness and gaining market share. One of HMMI's clients recently designed a new product to disrupt a segment of the market and wanted to launch the new product at CONEXPO 2020, less than one year after coming up with the concept for the product.

The new product would be the gem of their show and their big new product for the next few years. The client's challenge was selecting a partner that could built critical components of the new product in an extremely short timeframe, with no room for error. As such, the client was very careful with their selection criteria of the partners to help them bring the new product to market. The top three items in their selection criteria were:

**1.**

**What is the reputation of the vendor inside the company?** The product manager knew that HMMI was already a valued partner within their company. “We already knew that HMMI delivers a consistent quality product. That is what we need for a product of this importance.”

**2.**

**Are they easy to deal with and to what extent do they understand what you are building?** “For the first article of a new design, the prints aren’t always complete, and the vendor needs to be able to understand how some parts of the product are built without a complete ‘design for manufacture drawing.’” reported the product manager. “HMMI’s on-going discussions with and suggestions to our engineers throughout the process

**3.**

**What is the vendor’s lead time, and do they have a good record for on time delivery?** “HMMI bent over backwards to help us meet our aggressive timelines. HMMI received the first set of prints in September and we had the chassis in our shop in early December. That is pretty good turnaround for a first article on a brand-new product.”

“ **HMMI is solutions oriented** ”

“We selected HMMI to build major components for our showcase piece. After working with numerous vendors over the years, we know a partner-vendor when we see one. When we approached HMMI with some of the challenges we faced, the HMMI team immediately came up with recommended solutions to issues they saw. HMMI became part of our team that we relied on. Their solutions-based working style allowed us deliver our show gem on time for CONEXPO 2020.” HMMI’s pride in the final product was evident.

**Bottom Line:** The right partner is critical when you bring a new product to market. HMMI’s impeccable track record for quality workmanship and on time delivery, combined with an integrated partnership approach to help clients resolve challenges quickly is a game changer for many of our customers. Contact us today if you want to learn more about how we can assist you.