

Can We Get the Business?

Turning an opportunity into a win with the right equipment and layout.

We helped a sheet metal fabricator prepare to take on \$2M in annual data center work by sourcing the right equipment and designing an efficient production flow.



\$2M

ANNUAL NEW WORK



20-30%

REVENUE INCREASE



\$30K

USED EQUIPMENT INVESTMENT



WON THE WORK

AND HIT PRODUCTION RATES



THE SITUATION

A sheet metal fabricator had the opportunity to secure approximately \$2M in annual data center work, which would increase revenue by 20-30%.



THE CHALLENGE

During the quoting process, it became clear the company didn't have the equipment internally to produce at the scale and quality required to win the work.



OUR APPROACH

1

UNDERSTAND THE REQUIREMENTS

Visited the end customer with the owner to understand their needs, part application, and required tolerances.

2

SOURCE THE RIGHT EQUIPMENT

Found a used machine for \$30K (instead of \$100K+ for new) to meet the bending and forming requirements for large stainless and galvanized panels.

3

DESIGN THE PRODUCTION FLOW

Created a layout to efficiently process material and keep parts moving toward the next assembly step.



THE RESULTS



WON THE WORK

Secured \$2M in annual data center work.



20-30% REVENUE INCREASE

Significantly grew the company's business.



HIGH ROI SOLUTION

Sourced a used machine for \$30K (vs. \$100K+ new).



HIT PRODUCTION RATES

Ensured the production team was making the rates needed to meet the customer's expectations.



WHY THIS WORKED



Deep understanding of the customer's needs and downstream part application.



Creative problem solving to find a cost-effective equipment solution.



A production layout designed for efficient flow and scale.



Close collaboration with the owner and production team to ensure successful implementation.



KEY TAKEAWAYS



A used piece of equipment can be a smart investment when evaluated against total program value.



Understanding the full scope of a customer's needs and part requirements is critical before selecting equipment.



SERVICES DELIVERED



Manufacturing Engineering



Industrial Engineering



Production Layout & Material Flow



Equipment Evaluation & Sourcing



Customer Engagement Support



PROJECT SNAPSHOT

PROJECT DURATION	3 months
CUSTOMER ENGAGEMENT	1 year
ANNUAL WORK SECURED	\$2M
REVENUE INCREASE	20-30%
EQUIPMENT INVESTMENT	\$30K (used)
EQUIPMENT ALTERNATIVE COST	\$100K+ (new)
KEY OUTCOME	Won the work and hit production rates