

IN FOCUS Cummins France



Rainer Wissmans, CEO of Cummins France, tells us how home-grown innovation has spurred growth in one of the most prestigious markets in Europe for the Cummins brand

Cummins Magazine: How has your business changed in recent times?

Rainer Wissmans: Like all good businesses, we have learned to adapt to the needs of the market. Where once our customers came to us asking for standard products, they now want complete solutions for projects, including technical design with 2D and 3D plans, customisation, on-site installation, product training and all underscored with high quality maintenance and service.

CM: How have you responded to this new demand?

RW: We have strengthened our technical knowledge and capabilities, hired more specialists and devised our own technical products such as the Amiral and Amiral Twin monitoring systems for marine applications and custom-made digital tools for our dealer network and strategic customers with critical applications.

We have also developed Power on Track, a multi-functional platform where parts orders can be tracked and where marketing programmes and sales support tools are available for our dealer network. Another of our digital assets is The Platform, which we built for one of our marine offshore customers. It gives us anytime-anywhere access to live information that helps us to simplify and keep track of the customer's fleet service and maintenance management.

CM: How has your customer base changed?

RW: Cummins France has always been viewed as efficient and reliable, and on the back of that reputation we are being approached to handle increasingly

demanding projects for both critical and tactical applications, for example from the defence sector and big data centre operators. We have also been delighted to grow strong partnerships with OEMs like Risa, the construction machinery manufacturer; Copex, a specialist in scrap metal shears and recycling equipment; and Texelis, which makes specialist vehicles for Government use.

CM: How have you coped with the Covid-19 situation?

RW: We were quick to apply safety measures and both our sites remained open throughout, operating on a reduced headcount and demonstrating an exceptional talent for multi-tasking.

We also chose to maintain our previous orders made based on the pre-pandemic forecast so our customers were ready for business getting back to normal. Our network has also been a huge asset when nobody could travel.

Cummins France has become a more multi-faceted business as customers started to request holistic solutions for their projects



CM: Are there any particular market sectors where you see strong potential?

RW: I've already mentioned data centres, and it's noticeable how some of the big players in the industry are growing their presence in France. We are also seeing strong demand for power generation solutions, particularly generator sets above 1000 kVA low and voltage.

Our Marine team is recognized as a solutions provider for shipyards, from the design and performance projection to installation commissioning.

Our service team operates wherever the customer needs support.

CM: Do you have any recent examples of outstanding customer service?

RW: Yes, a recent job springs to mind. We performed an oversized transport operation from Holland to France via Belgium that involved six containers split on three different deliveries scheduled over three weeks. Each delivery included two containers (18m long x 4.30m height) and 40m trucks.

Each time we had to travel mostly by night, escorted by the local authorities on closed highways with special authorisations for each country plus all the administration that goes with it. The job required excellent co-ordination, ongoing communication and massive reserves of stamina but we did it and without any delay for the construction site at the other end.