

GRUNDFOS
COST OF OWNERSHIP



BE > THINK > INNOVATE >

GRUNDFOS 

Cost of Ownership is defined as the total sum of both the benefits and costs of having a business relationship with Grundfos.



Why focus on Cost of Ownership?

The simple answer is that you can't afford not to. Cost of Ownership is a way of thinking. It starts right from the moment you decide you need to pump water from one point to another. And it doesn't stop until the pump has served its optimal lifetime.

The total cost of owning a pump over its entire life is about much more than just the purchase price – it is the total sum of not only the costs but also the benefits of having a business relationship with Grundfos.

An important element of this is how we can help you drive down your costs by providing high pump efficiency, technical advice, customer training, service and reliable logistics. If you think ahead with Grundfos you and your customers can quickly save on the cost of your new pumps.

Nearly 20% of the world's electrical energy is used for pump systems. As much as 30-50% of this energy could be saved by looking at the bigger picture!

Mutual trust is the basis of all business transactions



The Grundfos Cost of Ownership cycle builds on a philosophy of mutual trust. Specifically, it draws attention to benefits from working with Grundfos that can boost the profitability of your business. Using the model as a basis for dialogue, we can assist you through the many decision-making processes concerning the design and operation of your pumping system.

Analysis

Only by analysing your needs and the technical requirements will you achieve the optimum solution and keep costs to a minimum.

Purchase

The purchase price makes up only a very small part of a purchase. You can be secure in the knowledge that our delivery times are reliable and that we keep our word.

Operation

Grundfos is able to assist with implementing a range of possibilities for optimising operation and reducing your running costs.

Service

With close monitoring, it is possible to choose the optimal time for servicing your pumps – and ultimately prepare for replacement. Grundfos can help you to set up a service scheme.

Replacement

When the time comes to replace existing pumps, Grundfos can assist you in making the right, cost-effective choice, based on the latest pump technology.



Ask straight
questions – and
you get straight
answers



Grundfos can make a significant contribution to your decision-making process and answer your questions about which factors to consider. Our specialists have a sound knowledge of the pumps and systems in which they are used. They are therefore equipped to discuss the bigger picture with you and help find the best combination of components and materials for your specific system.

We can also provide comprehensive documentation of the performance and capacity of our pumps. Grundfos WinCAPS pump selection software allows you to “test” not only our own pumps in your system, but also pumps from different manufacturers to find the optimal pump for the job.

The cost reduction that results from making the right purchase is so significant that it will affect the profitability of your installation as a whole.

Grundfos WinCAPS



Grundfos WinCAPS pump selection software contains complete information about all Grundfos pumps, including performance, dimensional drawings and manuals.



Thinking ahead has never been a better investment

It is almost reckless to focus only on the purchase price when selecting your pumps. An overlooked rule of thumb is that only 5% of the total cost of owning a pump is the initial investment. So your pump could either save you money or cost you money. But we can help you select the right pump that will save you money in the long term.

Grundfos' logistic approach ensures a very high stock availability: standard pumps are in stock in most Grundfos companies around the globe, and we have our own distribution network supported by 10 centres in almost every continent. We already offer e-trading options like Electronic Data Interchange (EDI). In addition an e-supply chain management service, which allows for most products, spare parts and accessories to be displayed in customer web-sites, is being prepared.

Finally, not only does the product meet the same high standards anywhere in the world, so too does the service which follows.

Individual Performance Certificate

For each individual pump you purchase, we can conduct a performance test and certify that it delivers on our promise of flow, pressure and efficiency. The certificate supplements the underlying ISO 9001 certification.

A glass of water is the central focus, partially filled with clear liquid. It sits on a light-colored surface, possibly a desk. In the background, a blue folder and a pen are visible, slightly out of focus. The overall lighting is bright and clean, with a blueish tint to the background elements.

*Typical lifetime
cost-split for a ground
water installation*

5% – initial cost

10% – maintenance cost

85% – energy cost

Keeping performance up over its entire life



Typical lifetime cost-split for a ground water installation

5% – initial cost

10% – maintenance cost

85% – energy cost

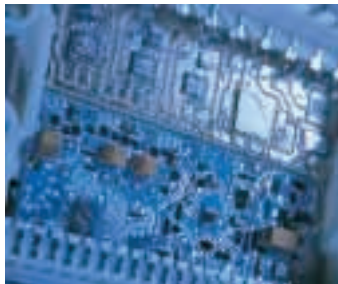


Choosing the most energy-efficient solution sets the foundation for dramatic savings on operating costs. This is where the value of our dialogue together will really make itself felt. High-efficiency motors, electronic speed control and state-of-the-art hydraulic efficiency are all measures that can be taken to drive down operating costs.

A monitoring system gives you even greater control over your system. Online monitoring, direct communication and diagnostic tools put you in a position to take fast action to keep the system top-tuned to suit the varying conditions that prevail over its entire lifetime.

Moreover, Grundfos can offer an appropriate service plan so your pumps maintain optimum efficiency longer.

Electronic Control



In systems with variable demand, electronic control makes all the difference to the Cost of Ownership – energy costs can be reduced by up to 50% depending on the application.



There where you need us – fast

*Typical lifetime
cost-split for a ground
water installation*

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10% – maintenance cost

85% – energy cost



Timely service for scheduled maintenance. Fast service for “non-scheduled” stoppages. This is the essence of the service agreement Grundfos is committed to. Whether it is at the bottom of a well or in a water utility plant, we recommend that you let us give as much attention to your pumps after installation as we do before.

Our global presence also offers you local service and training. Grundfos is on hand all over the world with knowledge-sharing programmes for you and your staff, service agreements, advice and most importantly spare parts as soon as you need them.

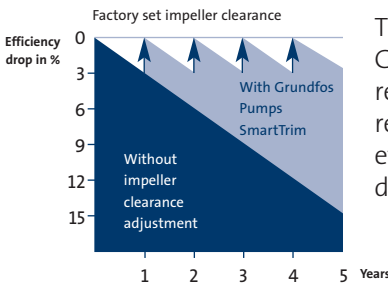
Grundfos after-sales service includes advice on how to carry out cost-effective preventive maintenance so that costly downtime is kept to a minimum and scheduled favourably. Moreover, maximum use can be made of the time when a pump is taken out of action for servicing.

Single-minute replacement



The Grundfos CR shaft seal is a unique, easy-to-replace cartridge that reduces replacement downtime from 3 hours to a few minutes.

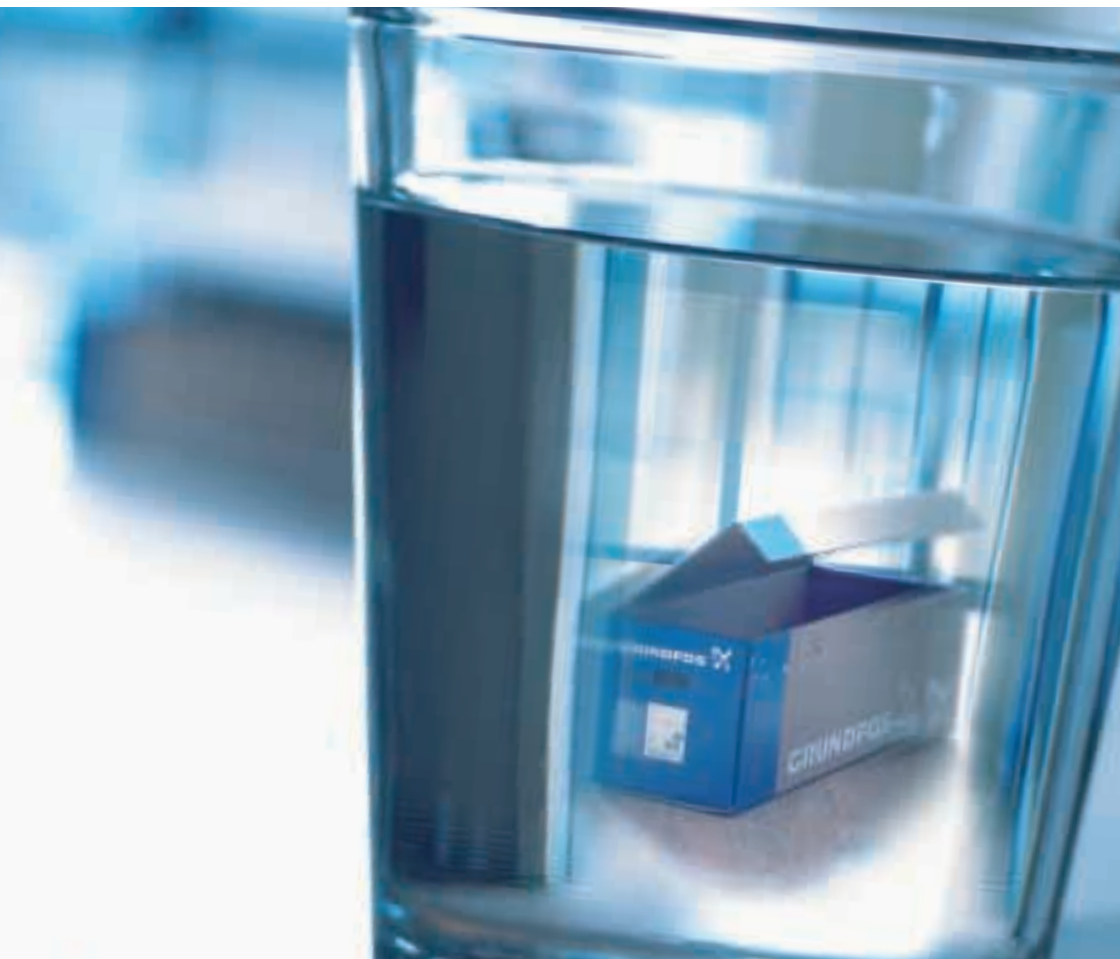
Decrease of pump efficiency in points – SmartTrim



The unique SmartTrim on Grundfos wastewater pumps resets the impeller clearance to restore the pump to maximum efficiency as the impeller wears down over time.



We will still **be**
there when you
need us **again**



Grundfos is here to stay. We believe that by continuing to be the leading pump innovator, we can consistently meet our customers' increasing needs in the future. To do this, we invest 4.5% of our turnover in research and development, and we employ 400 engineers who think ahead on your behalf as much as our own.

Over the lifetime of your pump, needs and demands will change. Environmental legislation will be tightened up. And our heavy investment in R&D will result in even more cost effective solutions. When the decision is made to replace your pumps, yesterday's knowledge isn't enough. It is time once again to talk to Grundfos about the best solution – and so the cycle begins all over again.

Leading pump innovator



The Poul Due Jensen Sales and Training Academy ensures that Grundfos remains the leading pump innovator in the future.

Cost of Ownership reveals the bigger picture!

An integral part of Cost of Ownership is the internationally recognised Life Cycle Cost analysis. LCC is a hard-facts calculation of the cost of a pump system over its entire lifetime. It covers the initial purchase price, installation, maintenance, energy consumption and disposal.

LCC is an extremely valuable tool, which we have included in our freely available pump selection software Grundfos WinCAPS. With this software you can enter the specifications for your pumping system and find the right pump for the specific task. It is even possible to compare a full range of pumps on the market – not just those of Grundfos.

However, the numbers provided by LCC are not enough. There are equally important factors related to pump ownership other than the tangible costs used in the LCC calculation. These factors discussed briefly on the previous pages are not always taken into consideration. But they are nonetheless connected to the unique benefits that together with LCC make up Cost of Ownership.