

Operational Marketing Overview

Contributed by
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Overview

Mission Statement Operational Marketing are committed to doing business to the highest ethical standard, providing exceptional service, maintaining integrity of design and never forgetting that our customers are the core of our business.

History Operational Marketing was established three decades ago. The founder, Siegfried Errath, had started his engineering career in the aircraft industry in Europe and joined the Atlas Aircraft Corporation in South Africa in the mid-sixties. Within 10 years the dream of starting his own company became a reality. Whilst he was confident that he had acquired the necessary technical strength, he realised that he was lacking in certain commercial skills. As a result, he moved to Control Instruments in 1970 and within four years he had obtained sufficient commercial experience to branch out on his own. And so Operational Marketing came into being. The first step was to carve out a niche market for himself. South Africa presented an ideal opportunity for his company in the field of grease and oil lubrication systems, but it was vital to tie up with an overseas market leader. On 1st April 1974 he acquired the agency for Delimon Lubrication equipment, a leading brand in their field in Europe. With the passage of time, he identified areas of operation in which additional complementary instrumentation systems were needed, and he sought the advice of trusted suppliers regarding the best brands to represent. In 1976 the Honsberg agency was acquired, which was later followed by Mahle and Steimel. In accordance with developing business needs, various other bands and product ranges complementary to oil lubrication systems were brought on board. In November 2006 Marco Errath was appointed as Marketing Director, having joined the OMSA group of companies in 2000 and having spent the last eight years undergoing training and exposure to the full operational workings of the company via stores, IT, administration, financial, advertising and marketing, and project management. This is Marco's vision for the future of the company: "In terms of the oil circulation systems available from Operational Marketing we are most confidently up there with the best, and we have big plans to exploit future growth opportunities to maximum benefit for ourselves and our customers." Roger Kuch has assumed responsibility for business development and is a chemical engineer by profession. He started with the company in 2004 and makes his contribution through researching new opportunities for both OMSA and Operational Marketing, organising the company's marketing effort, recommending materials of construction to suit our customer's processes and writing technical and financial motivations. Supplementary activities include dealing with industrial relations issues as well as the health and safety function. Owing to the increased volume of business, Operational Marketing will soon be moving into their new premises in Lyn Road, Strydom Park, Randburg. This expansion into the larger premises represents an exciting new development for the company. Expanding alongside the manufacturing and operational offices for Operational Marketing, the marketing division will become more visible and identifiable, raising the company profile with communications at top professional echelons in terms of offering the customer base a total lubrication management solution. Operational Marketing has defined new objectives to become solutions driven rather than offering commodities. The company has been expanding the geographic footprint far beyond the borders of South Africa into the Southern African Development Community countries, delivering engineering solutions beyond the borders of South Africa into Namibia, Zimbabwe, Mozambique, Zambia, the Democratic Republic of Congo, Ghana, Mali and Egypt, with new suppliers having been appointed and expanding our product range to complement and complete our existing offering. We are now in a position to offer total lubrication management solutions.

Complete turnkey lubrication and filtration installations From initial problem identification through to design and implementation, Operational Marketing ensures that our customers can attend to their core business by providing them with total lubrication solutions.

TLM Total Lubrication Management

A total engineering solution Quality Products

Operational Marketing is the authorised sole representative for southern Africa for the following product ranges:

- Abnox

High Pressure Hydraulics and Lubrication

Switzerland

- Farval

Centralised Lubrication Equipment

USA

- Delimon

Centralised Lubrication Equipment

Germany

- Steimel

Gear Pumps

Germany

- Seim

Screw Pumps

Italy

- Mahle

Industrial Filtration

Germany

- Airpel

Filters and Strainers

UK

- Filtertechnik

Cleanliness Monitors

UK

- Magnom

Magnetic Oil Filters

UK

Our technical capabilities place us in a class of our own

Quality Products Operational Marketing is proud of representing exclusive brands and products, which are acknowledged market leaders in their respective fields of operation. This product excellence, combined with our outstanding before and after-sales service, not only reduces maintenance costs, but also affords our customers vital peace of mind, allowing them to give their undivided attention to their core business. Technologically advanced company Operational Marketing designs, manufactures and supplies complete systems with comprehensive computer-generated operating and maintenance manuals consisting of the following:

- Functional description
- Bills of Materials
- Component data sheets and brochures
- GA and schematic drawings
- CD ROM, including all of the above Experience in a variety of industries

Operational Marketing has gained decades of experience across a broad spectrum of industries, including:

- mining
- paper
- sugar
- power generation
- iron and steel
- automotive
- food and beverage

We deal with a wide range of companies, from original equipment manufacturers to end users.

After-sales service and repairAt Operational Marketing we take great pride in our high standard of after-sales service. We are contractually appointed by a number of leading corporations to service and supply their entire spectrum of lubrication and filtration requirements. Our comprehensively equipped service vehicles guarantee that our technicians at all times have the necessary tools and spare parts to assess requirements and perform necessary servicing, without having to return for specific tooling. We dedicate ourselves to ensuring that our customers experience minimal downtime, inconvenience and costs, together with the resultant benefits of maximum machine availability and increased productivity. In addition, our fully equipped workshop provides optimum support for our customers' repair and testing requirements. StockholdingAt Operational Marketing, stockholding is one of the cornerstones of delivering top quality service and therefore high priority is given to this aspect of the business. TrainingIt is a fact that people gain confidence and enjoyment if they understand the products they are working with. We undertake customer staff training, which promotes a thorough understanding of our systems and products, thereby ultimately reducing trouble shooting and problem solving time. Excellence awardsOperational Marketing personnel at all levels of responsibility are continually motivated to strive for improved service delivery through comprehensive internal incentive scheme. Social ResponsibilityOperational Marketing has drawn up an impressive social responsibility plan for the future, which includes a professionally supervised creche and educational bursary scheme for children of employees.