

GROWING OEM LAUNCHES 2 NEW PRODUCTS

ABOUT ADVANCED INDUSTRIAL MEASUREMENT SYSTEMS.

Advanced Industrial Measurement Systems (AIMS) produces coordinate measurement machines (CMM) from its headquarters in Miamisburg, Ohio. An original equipment manufacturer (OEM), AIMS also performs full scale CMM servicing, calibration, and retrofitting. The company has around 25 employees.

THE CHALLENGE. AIMS had a strategy to increase market share through two new CMM product lines: the Revolution® HB Series, and Revolution® LM Series. A drastic shift in the market compelled the company to greatly accelerate its go-to-market plan. However, AIMS lacked sufficient resources to execute the supply chain selection in order to meet the new launch schedule. The company sought assistance from the team of manufacturing specialists at FASTLANE, West Central Ohio's Manufacturing Extension Partnership (MEP) and part of the MEP National Network.

MEP CENTER'S ROLE. A FASTLANE Growth Specialist joined the AIMS product launch team to offer their expertise in new product launches. The team converted their engineering bill of materials and specifications into quotable packets, and utilized FASTLANE's vast local supplier network to gain pricing information. The specialist helped the AIMS team identify additional product options, as well as opportunities for cost savings. Finally, FASTLANE connected AIMS with marketing support to promote the new products.

The project resulted in the successful launch of both new product lines, and sales are continuing to rise. The investment in new products helped AIMS make the transition from integrator into OEM, and the company added jobs to support the growth.

"My FASTLANE-MEP Manufacturing Growth Specialist is an invaluable team member. Because of her, we were able to get done in three months what would have taken us a year on our own. She helped our team find solutions, allowing us to launch two new products and become an OEM. I would recommend FASTLANE-MEP to any manufacturer who is trying to grow or solve a specific problem."

-Mark Gearding, Executive Vice President

RESULTS



\$3,330,000 in increased and/or retained sales



\$2,923,070 in new investments



\$1,270,400 in cost savings



15 new or retained jobs

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www.development.ohio.gov/bs/bs_mep.htm



**Manufacturing
Extension Partnership**