

Emerson Process Management – EIM stands for Quality, Reliability and Service



In 2009, Emerson Process Management acquired the electric actuator manufacturer EIM. This acquisition meant that Emerson was not only able to expand their product range by offering electric actuators to their existing customers but also extend EIM service standard to the rest of their Valve Automation facilities & distributors. Valve World visited the EIM facilities in Houston, TX, and spoke to Mr Scott Bauer, VP and General Manager, about the acquisition and about how the company has adopted the Gold Seal standard throughout the product life cycle and the positive effects it has globally.

By Christian Borrmann

A short course in history

EIM was founded in 1949 with one goal: to manufacture the highest quality electric valve actuators in the world. Since that time the changes in the world and in our industry have been incredible.

In the last 61 years, the skills needed to design, manufacture, purchase and service an actuator have grown to include mechanical and electrical engineering, as well as an understanding of electronics, computers and digital networking. The company is proud to have developed and patented a number of basic designs now standard to most of the valve actuator industry. These include:

- Open direction torque switch
- Top entry replaceable stem nut
- Reversing starter integral to actuator switch compartment
- Automatic declutching handwheel
- First 4-20 mA analog modulating controls
- Controlinc – first network digital control systems

EIM's initial impact was in the Oil & Gas industries, serving major "oil patch" customers throughout the South West. In later years, EIM expanded its scope to include the Navy, power utility, water, wastewater and pipeline markets and developed relationships with major OEM's, engineers, municipalities and consultants throughout the United States. EIM has continued its success story by providing its customers with robust designs and construction, ease of maintenance and backward compatibility.



Performance test at laboratory in Missouri City.

As part of Emerson, EIM has seen a resurgence in new product development. In North America, the company has doubled its distribution base through its use of existing Emerson local business partners and Emerson's global presence will have a major impact on the brand's growth and recognition.

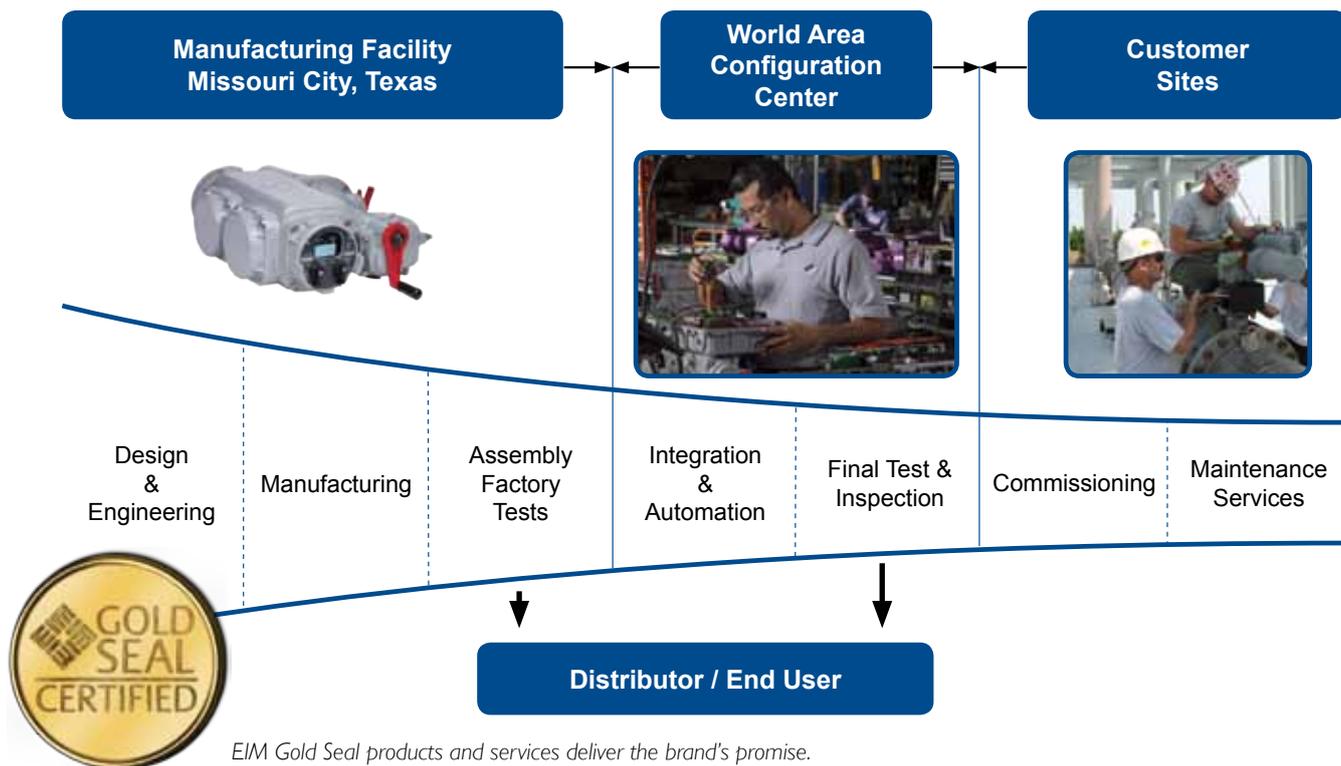
Life after the acquisition

When the company was founded, the main focus of EIM was always the North American market. This all changed with the acquisition by Emerson in 2009. Says Mr Bauer, "This put the brand EIM on the global map. The World Area Configuration Centers (WACCs) in Europe, Middle East and in Asia, allow us to penetrate the global market with our products. And for Emerson this means a new type of actuator. The electric actuator complements our best in class offering of pneumatic, hydraulic and gas hydraulic actuators, enabling us to put forward the most comprehensive valve automation portfolio to our customer to suit their specific application and requirements. EIM actuators combine network control capabilities with robust mechanical drive train and interface seamlessly with Emerson's sophisticated Plantweb automation systems including Ovation expert control system." Obviously, the acquisition brought

not only the technology but the rich experience of the team behind the brand's promise. Says Mr Bauer: "The integration with Valve Automation has brought real value to us as we continue to gain strength in all world areas. In the case of the Middle East, Emerson Valve Automation's WACCs and local authorized service facilities differentiate us from everyone else. We have experienced technicians, modern facilities with cutting edge automation capabilities, high-quality standards and a strong dedication to serving our customers throughout the life-cycle of their actuators and valve automation packages. Our factory trained and certified technicians can provide immediate assistance as needed and we offer long-term support contracts, available stocks and service agreements which our customers appreciate and value".

The Gold Seal Promise

Gold Seal service is what customers from EIM have come to know over the years. It stands for the company's goal to consistently deliver its brand promise of having reliable, quality products that is backed up by local service. The Gold Seal service has been around for the past 10 years and the customers have come to rely on that capability when buying EIM actuators and controls. The company





EIM Master station assembly

Gold Seal in action

Valve World spoke to Mr Mike Rooney, Vice President Sales & Marketing, Water and Waste Treatment Industry, and Mr Eric Milavickas, Director of Sales, Asia Pacific, to learn more about Gold Seal in action.

VW: What is the advantage of taking Gold Seal global?

MR: By taking it out to the world the whole Gold Seal Service has a totally new perspective and the certification process also has now to be implemented in our other Emerson facilities all around the world in order to guarantee Gold Service. Gold Seal Service provides an additional comfort factor to the user. He knows factory trained service people are locally available to support his operations.

EM: Looking into the emerging markets, especially in Asia, we are constantly trying to match the customer's needs with our solutions. EIM's Gold Seal addresses the need of service to the customer's expectation, which is to have it done quickly, effectively and competently. In Asia, and I can imagine in most emerging markets, the customers are interested and eager to learn everything about new technologies and we are excited to teach them! So when Emerson's EIM Gold Seal was taken to a global level, it allowed us a platform to ensure that all EIM service personnel, inclusive of distribution, were being trained and certified in a systematic way that ensures we are meeting those customers' needs.

VW: Mr Rooney could you share an example?

MR: A water industry customer had an emergency on a weekend night. They contacted the local Gold Seal Service technician who promptly fixed the problem restoring the plant process to normal operation. Gold Seal provides the customer with the confidence that there is always service available knowing that we have trained and certified personnel close to our installed base.

VW: Mr Milavickas, how is the situation in Asia, when it comes to Gold Seal service?

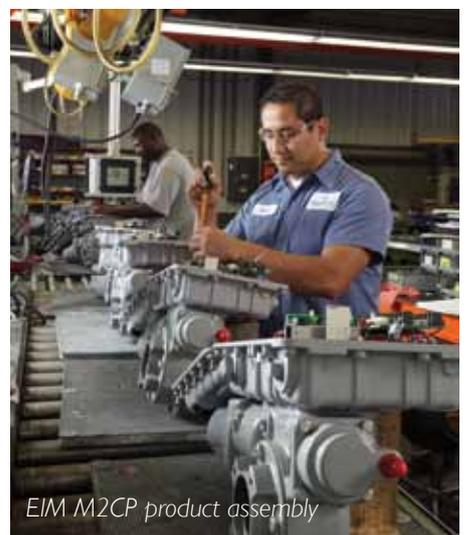
EM: Asia offers an exciting and dynamic business environment and therefore presents challenges and opportunities. With new business continually being developed, it is absolutely critical that we are able to ensure that 100% of our EIM affiliates have the ability to support EIM at all touch points of the supply chain. Gold Seal goes beyond after sales service and emergency support alone. It also includes the support structure for integration to the valve, final assembly test on a skid or initial site commissioning. Gold Seal is a complete service in every sense of the word.

Mr Mike Rooney (left) and Mr Eric Milavickas (right).



have, since then, taken the Gold Seal idea to the beginning of the production line. Already from the design stage onwards, the engineers will implement the Gold Seal knowledge in the actuator. Mr Bauer explains "We try to envision where it will be applied and what difficulties and challenges could arise after the actuator is installed. Is it robust enough? Where will it be applied? Will it be easy to maintain in the field, and easy to access for maintenance? Also, what we try to keep in the back of our minds when designing the new actuator, is whether it is easy to upgrade."

This process has been part of EIM design in the last 50 years and it has provided the customers ever since with flexibility to implement changes to their process without having to totally change out the actuator in some cases. "The Gold Seal quality standards and concept is adopted and resonates right through the manufacturing process and into our WACC where a fair degree of integration and automation takes place, and definitely at customer locations where site commissioning work is performed. And, with Emerson, we can put this service globally into all our facilities, offices and partnering with our distributor to ensure that the customer receives the brand promise that Emerson Process Management and EIM carries every time they choose to do business with us. I expect that this will help us gain customer loyalty which we must earn." Specifically, from the service perspective, all service and maintenance work that is to be delivered to the customers needs to be done by personnel that



EIM M2CP product assembly

The Global Picture

During Emerson's Global Users Exchange, Valve World sat down with Mr Dan Button and Mr Dave Plum, and spoke to them about the role of EIM in the global company Emerson Process Management and their plans for the coming years.

"From a Valve Automation perspective, EIM is a big part of our go-forward strategies," begins Mr Button. "EIM has been primarily a North American company and as such has had minimal exposure outside North America. Our objective is to take this brand global. Over the past two years it has proven itself to be a solid global product, especially in the oil & gas, power generation, and in the water and wastewater market segments. We are expecting strong growth rates in each of these markets."

In order to keep up with this fast growth and the other industries, Emerson continues to invest on a global scale in new facilities, technologies and know-how. Explains Mr

Plum: "More and more our customers are dealing with their concern over loss of knowledge in their workforce. People are job changing or entering a new phase of life, retirement, consulting, etc. Our customers turn to us to help them. This goes beyond just asking for more quality, or technology. Improved reliability to improve safety is critical. The hidden message they are asking us – come up with business solutions (products and services) to help monitor our process and help us make better decisions on what actions we should take."

Global expansion

Mr Button adds: "Good examples are our new facility in Hungary and the expansion of our capabilities at our plant in China. We will continue to build regional capability with world class local supply. This will go a long way to help us provide excellent service to our European and Asian customers. Also, from a global perspective, I would like to comment that we've added a number of development engineers, both in North America and in Asian and we have a strong new product funnel for release over the next one and a half years."

Asked then how important a close cooperation with end-users regarding product development is, Mr Plum answers: "Many of the discussions I get into center around a common theme which plays out that customers, end-users, EPC's and even the Valve Makers want to do business with companies that help them solve their business and application problems. So we work closely with them to get insight on what those problems are and how we need to adapt. That is our strategy. When our customer is successful, we are successful. In August, Shell announced Emerson Valve Automation as their global, single-source supplier of on/off valve actuators. This is an example of the type of commitment several of the end-users are making with us. It is the starting point to a successful working relationship, where we work together to improve our offering – products, services, processes and support to help them reduce their total operating costs by leveraging the best combination of product technology and best practice on when, where and how to use it."

Mr Dave Plum (left) and Mr Dan Button (middle) in during the cover story interview.



have undergone the Gold Seal service training and is a Gold Seal certified provider. The training program is extensive and covers all details about maintaining and repairing our actuators focusing on both mechanical and electrical aspects. The training provides the latest updates on technology developments and focuses on service expectation which needs to be delivered every time.

All service personnel will be awarded with a gold seal certification once they complete the training program successfully. Recertification is expected every two years.

"What we have experienced over the years is that, especially when it comes to electric actuators, it is beneficial to have trained staff around. Due to the wide range of valve and control schemes available and the varied application as well as the many features available in the electric actuators offerings,

most of our customers appreciate the knowledge and expertise that our Gold Seal certified providers bring to the field. They can then work together with the people from the plant & other contractors especially in commissioning the actuators. Nowadays, a lot of

plants have a network to run their valves and actuators. With EIM Gold Seal knowledge, our service personnel are capable to provide the necessary support to the network providers and beyond and contribute to the successful plant start up," concludes Mr Bauer.



The team behind the Gold Seal promise, together with Scott Bauer, VP/GM (middle).