

# ASCENDUM

## MAGAZINE

Nº17  
December 2015

ASCENDUM GROUP  
SENDS HOLIDAY GREETINGS  
TO ALL EMPLOYEES.

P. 4

A CLICK AWAY

**1400 EMPLOYEES  
IN 18 COUNTRIES  
TOGETHER  
IN MY ASCENDUM**



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WELCOME OUR NEW EMPLOYEES

Cover:  
Ascendum Intranet

## Editorial

### WHAT BINDS US TOGETHER

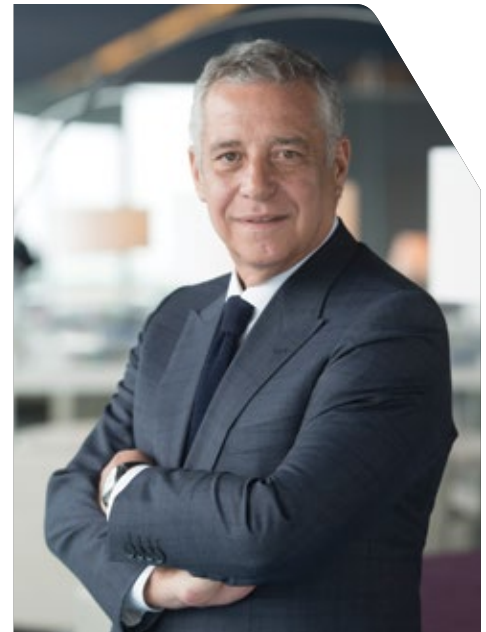
Back when we acquired Volmaquinaria in Spain in 1999, we were taking our first step towards internationalization, and we were far from imagining that in two decades time we would have nearly 1400 people working in 18 countries, in different continents and time zones.

This has been our reality, roughly for two years now. We are plenty, we are far away from each other and we act in markets with different maturity levels, different contexts and constraints. Nevertheless, we all operate in the same sector, we all want to achieve results that worth the effort, and we all share the willingness to do more and better.

That's what we have been doing, and the results achieved this year, that soon will end, are proof of that. Our results are aligned with the estimated budgets, motivating us to carry on in this final stretch, which is crucial to keep ourselves on the good course.

This journey proves that, despite our differences, what binds us together is more than what separates us. It's the proof that we can be stronger and more competitive if we transform our experiences and our differences into diversity and innovation.

Now that My Ascendum is available for all the professionals in the Group, we have the right forum to do that. Since the Roman Empire, the term forum means "public space" or "space for public discussion" and that's what My Ascendum is: our own space, where we can get together, debate, exchange experiences, learn, share ideas and find answers to new challenges.



**RICARDO MIEIRO**  
President of the Executive Committee

By being a virtual *forum*, technology allows us to overcome distances and, with the help of the automatic translator, the language barrier also gets dissipated. Every time we speak with colleagues from different geographies we will be able to do it in English. Apart from the USA teams, few are the ones that are fluent in this universal language; however, that can't be a reason not to participate in our forum.

What really matters is to participate. If we don't participate we may create gaps between us. Together we have the power to reinforce our foundations and what brings us closer, thus transforming Ascendum into a greater Group than the sum of the parts.

This is the challenge I propose all of you now that the year is ending, and to carry it on throughout 2016. Until then, I wish you all happy holidays.

Highlight

# THE ONLY DEALER AT THE VOLVO CE'S LEADERSHIP SUMMIT



From left to right: Tomas Kuta, President Sales Region EMEA of Volvo CE, João Mieiro, Executive Board Member of Ascendum Group, Paulo Mieiro, Executive Board Member of Ascendum Group, Eberhard Wedekind, Sales & Marketing Vice-President of Volvo CE and Ricardo Mieiro, President of the Executive Board of Ascendum Group.

WE WERE THE ONLY INVITED GUEST FOR VOLVO CE'S 2015 LEADERSHIP SUMMIT, AN INTERNAL CONVENTION OF VOLVO CE'S, WHICH GATHERED THE 1<sup>ST</sup> AND 2<sup>ND</sup> LINES WORLDWIDE, PRESIDENTS AND VICE-PRESIDENTS, IN A STRATEGIC DELIBERATION REGARDING THE 2015-16 BIENNIUM.

The invitation was extended to Ascendum because an outside view on CE and Volvo was needed. Being the largest and best global dealer, we are placed to provide this strategic input.

The Group was represented by Ricardo Mieiro, Paulo Mieiro and João Mieiro, who pointed out the main critical areas to be changed, making suggestions on the ways that can lead to a better performance.

*"This invitation proves that Volvo CE appreciates our opinion, experience and knowledge",* said Ricardo Mieiro, Ascendum Group President, stressing the fact that Volvo's availability to listen to our comments and suggestions is an important step to overcome some of the conditions that, in certain situations, held back the chance to achieve better results.

The group also showed, to the 250 senior management representatives at the venue, the long lasting ties between Ascendum and Volvo CE, as well as *"our growth as a dealer and some of the successful stories that have brought us to where we are today".*

Familiar to almost every participant, this was a way to enhance the group's reputation among the leaders of distant regions, where Ascendum is not present.



Highlight

MY ASCENDUM: CONNECTED THROUGH OUR NETWORK

# 1400 EMPLOYEES IN 18 COUNTRIES TOGETHER IN OUR INTRANET

**CORPORATE** - Find here the corporate documents, specific for some Group audiences.

**TEAM ROOMS** - Team Rooms are virtual project rooms. In case you're a project manager you may request one!

**ASCENDUM ACADEMY** - Ascendum Academy plays a major role in MY ASCENDUM. Here every employee has access to e-learning classes. In the near future, we will set new challenges for the employees here!

**GEOGRAPHIES** - Click here to browse your geography webpage!

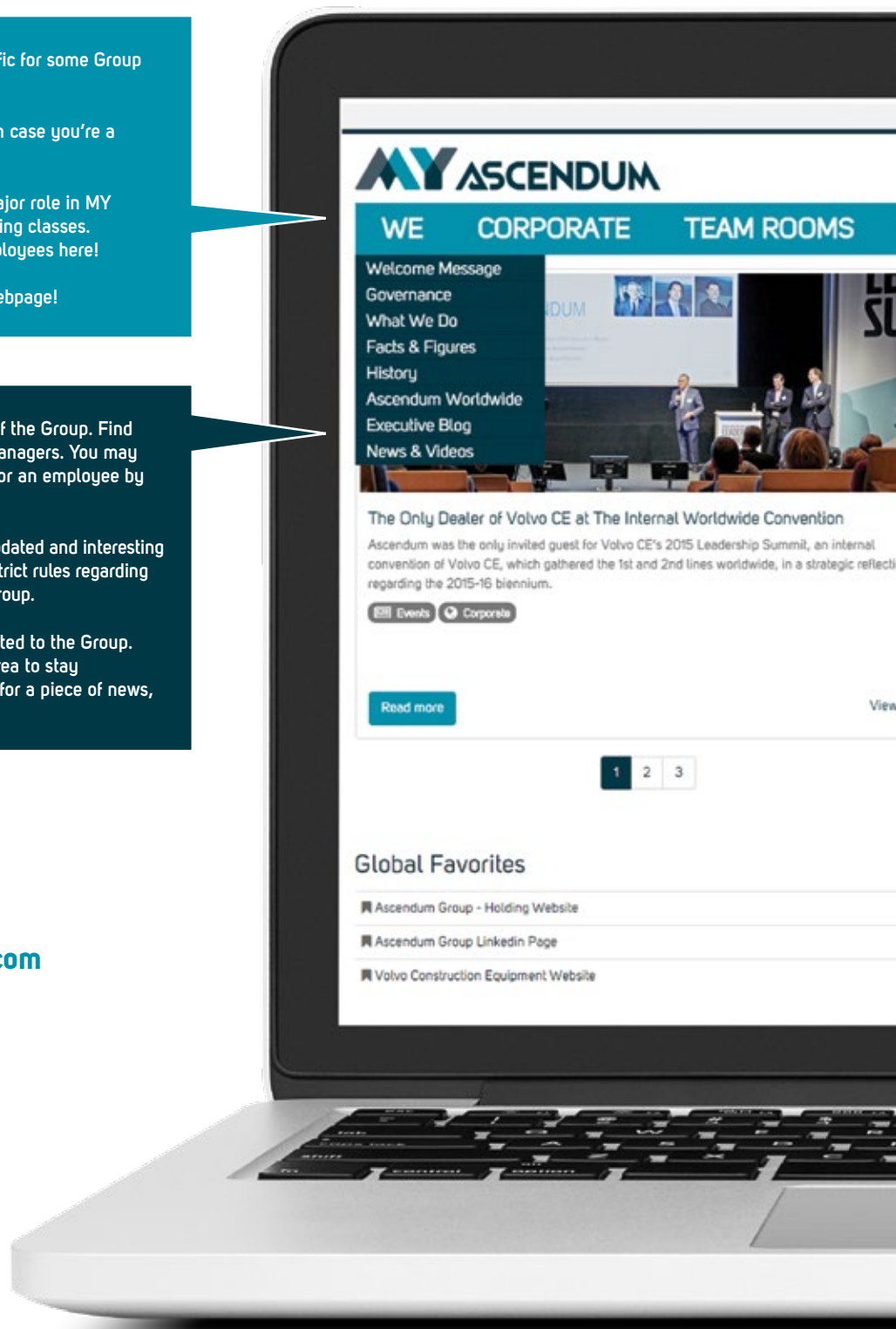
**ASCENDUM WORLDWIDE** - Here you'll find the people of the Group. Find here the organigram featuring the CEOs, Directors and Managers. You may also download the full company organigram and search for an employee by job role or name in the "Search Colleagues" tab.

**EXECUTIVE BLOG** - It's a space that is going to be kept updated and interesting by the extended Sounding Board members. There are no strict rules regarding what you can write, including ideas and opinions for the Group.

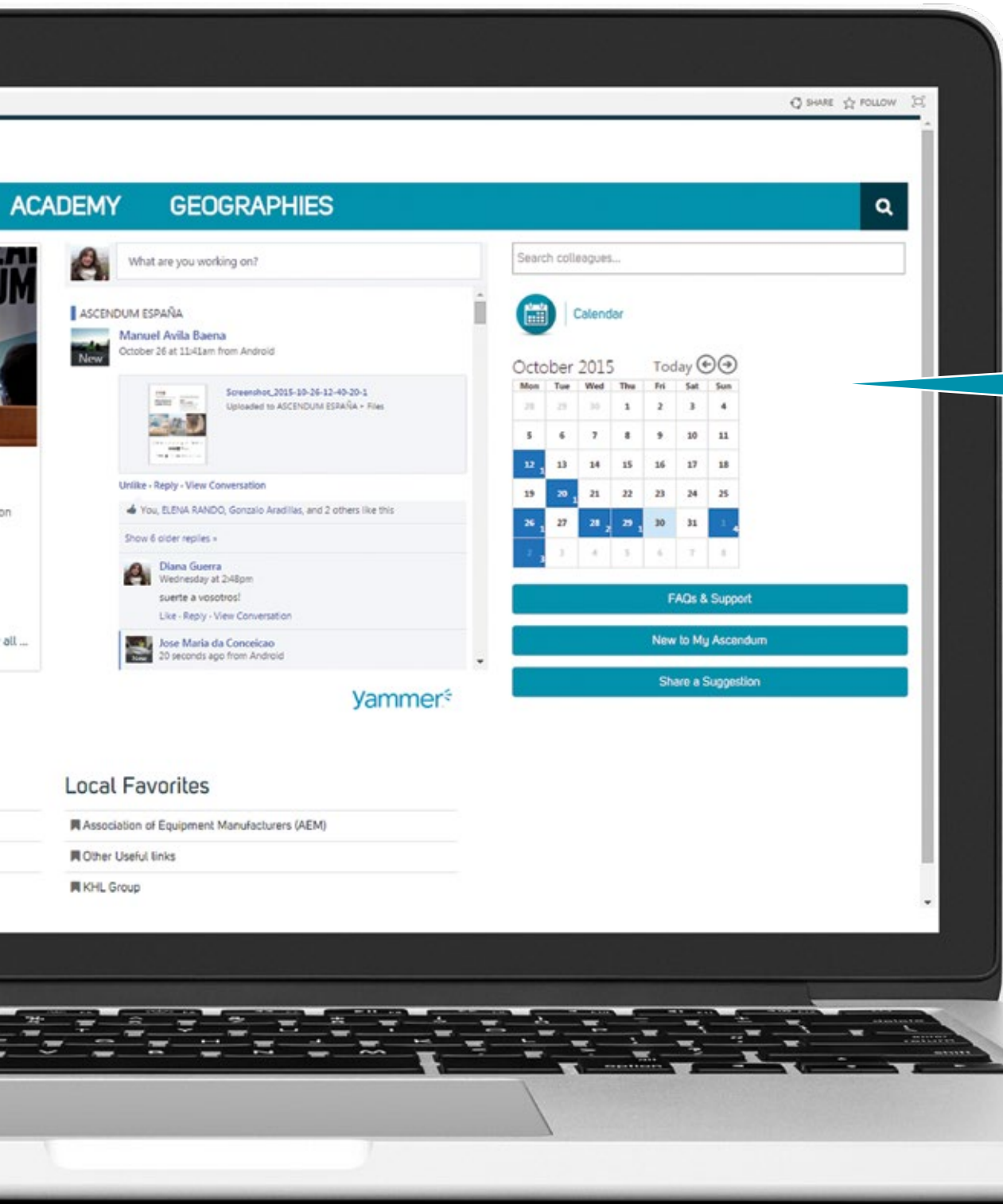
**NEWS & VIDEOS** - Here you may check all the news related to the Group. The employees' contribution is the key in order for this area to stay interesting and "alive"! If you wish to make a suggestion for a piece of news, please talk to your Intranet Manager.

Stay tuned:

<http://ascendumhld.sharepoint.com>



My Ascendum "will support the implementation of transversal projects that otherwise would be a challenge due to the distances between geographies. It will allow sharing the knowledge of the various geographies aiming the growth, innovation and stability of the Group. At the same time, My Ascendum is available 24 hours a day, 7 days a week, enabling us to gather all the necessary information and documents, in order to guarantee a more efficient answer to our customers", says Angela Vieira, Executive Board Member.



**CALENDAR** - On the right side of the Homepage, you may keep yourself updated with the Group's calendar, that informs you about each country's holidays and most important events. Get more information about My Ascendum at FAQ's & Support and New to My Ascendum.

Local Favorites

- Association of Equipment Manufacturers (AEM)
- Other Useful links
- KHL Group

Highlight

# DISCOVERING OUR SOCIAL NETWORK: YAMMER

Yammer is an informal Intranet application and its main purpose is to allow employees to exchange all sorts of messages. You may share work related documents that you may find relevant for others, photos of specific events and working moments, useful links for your coworkers, among other type of information.

When posting a message it will appear by default in "All Company", thusly, in My Ascendum's home-page, visible for everybody.

Yammer also allows you to create groups to enable communication between different sets of employees. The groups may be public or private, depending on whether you wish your posts to be seen without restrictions or be available only for a selected group of people.

You may create groups or just use them as a bridge to send information to specific audiences, to manage a project or communication within a branch, to post internal releases or simply to share knowledge.

Search for your colleagues here!

The screenshot shows the Yammer interface with several callouts:

- Search for your colleagues here!**: Points to the search bar at the top left.
- Post here, at All Company (for everybody in the company) or in specific groups. Share documents, images, links and videos.**: Points to the main content area where a post by Michaela Messer is visible.
- These are the Yammer Groups you have joined**: Points to the left-hand navigation menu listing various regional groups like ASCENDUM Portugal, ASCENDUM U.S.A., etc.
- You may translate your friends posts.**: Points to the interaction options (Unlike, Reply, Share, More) below a post.

The interface includes a top navigation bar with icons for Update, Poll, Praise, and Announcement. The main content area shows a post by Michaela Messer with a photo of jack-o'-lanterns and the text "GET CARVING". Below it, there are interaction options and a reply box. The right-hand sidebar contains several widgets: "You have 114 pending requests", "GETTING STARTED" (80% progress), "INVITE YOUR COWORKERS", "NETWORK USAGE POLICY", "RECENT ACTIVITY", "APP DIRECTORY", and "SUGGESTED PEOPLE".

At the end of the page, you may set Yammer's language.

# THEY HAVE ALREADY STARTED TO SHARE IN YAMMER... WHAT ABOUT YOU?

In order for My Ascendum to be a true cross-boarder interaction, the employees' participation is essential, as well as everybody's contribution with new ideas and projects. Only then will My Ascendum bring great advantages for the Group. See below how some of Ascendum's employees have already started to share their experiences on Yammer, our social network.



In the Service Technicians of Ascendum USA Group, Scott Cox shared the solution for a technical issue, which was greatly appreciated by his colleagues.



The first L350F sold in Portugal has arrived last October in Leiria. In this picture, next to the machine you'll find Agostinho Ribeiro, Parts Rep at Ascendum Máquinas.



Here you'll see the Product Engineer from Turkey, Murat GÖrsen Üste, sharing crucial information about several Volvo machine's performance to his colleagues in the United States and Romania.

# INTRANET MANAGER: EACH GEOGRAPHY HAS THEIR OWN

The Intranet Manager is responsible for content management of My Ascendum in each geography. They are the right people to help any employee to take the best advantage of My Ascendum, and to be part of it.

**Intranet Manager Portugal: Rute Martins**  
rute.martins@ascendumportugal.pt



**Intranet Manager Turkey: Burcu Acar**  
burcu.acar@asceturk.com



**Intranet Manager Mexico: Erendira Moreno**  
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**Intranet Manager Spain: Amaia España**  
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**Intranet Manager Central Europe: Peter Greisberger**  
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**Intranet Manager USA: Michaela Messer**  
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**Intranet Manager Glomak: Helder Almeida**  
helder.almeida@centrocar.pt



**Ascendum Academy**

**ASCENDUM ACADEMY ONGOING INVESTMENTS IN TRAINING**

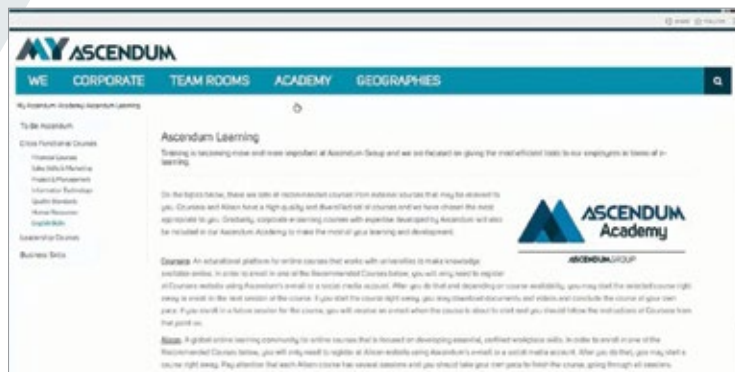
**E-LEARNING PLATFORM AT MY ASCENDUM**

Ascendum Academy has recently launched an e-learning platform in My Ascendum, the Group's intranet. The online courses are available to anyone within the company, whether at home or the office (after permission by your supervisor).

Currently, the platform has approximately 20 online courses, from Ascendum recommended external suppliers in the following fields: Finance, Sales & Marketing, Project Management, IT, Quality, HR and English.

Ascendum Academy will promote more online courses in the future, so stay tuned and check the following link:  
<https://ascendumhld.sharepoint.com/academy/learning/>

The majority of courses is in English, but there are also courses with subtitles in other languages: 'Successful Negotiation' (subtitles in English, Portuguese and Spanish) and Finance for non-Financials (subtitles in Spanish and English).



**SECOND GENERAL MANAGEMENT PROGRAM AT CATOLICA UNIVERSITY**

The second module, promoted by the Ascendum Academy at Católica University, has once again reunited in the Portuguese capital city, last September, the first and second Ascendum Group's Management lines, for another intensive week of training. This time, the module focused on three areas: "Commercial Management", "Process Management" and "Communication, Negotiation & Persuasion".

The group got together after February's initial training, and, even before they've started this module, they had already received an international case

study, as homework, using an Excel spreadsheet, related to Negotiation Management.

The theme "Communication, Negotiation & Persuasion" was the one we've dedicated more time to. Apart from room training, there was time to get practical and perform roleplay exercises, which allowed to apply the acquired negotiation technics, and to test new formulas that can bring new advantages to Ascendum "negotiators".

At the end of the module, the trainees still had session on coaching.



In January 2016, the group will reunite for the program's final module, making a total of 91 training hours. There will be a week specially dedicated to "Strategy & Competition" and "Management Control".

**SECOND ROUND OF TRAINING IN FEBRUARY**

In February 2016 we will have new Ascendum students enrolling the General Management Program. They will carry on with the same three module program, spread throughout one year.

This second round will receive the directors that didn't participate in the training yet. It was not possible to have everybody participating at the same time due to the business demands and new members requiring training. The course was created by the Lisbon University's Business School along with Ascendum, as the Group felt the need to improve even better management and leadership skills.



PHOTO CONTEST AWARDS THE BEST VOLVO MACHINES PHOTOS

HAVE YOU PARTICIPATED OR VOTED ON MY ASCENDUM'S PHOTO CONTEST?



Machine performing extreme manoeuvring

THIS IS ONLY AN EXAMPLE OF A PICTURE THAT MAY OFFER A WEEKEND AWAY TO OUR SERVICE TECHNICIANS. IF YOU ARE A SERVICE TECHNICIAN, PARTICIPATE! IN CASE YOU'RE NOT, FEEL FREE TO VOTE IN YOUR FAVORITE PICTURE!

Every day, hundreds of Ascendum technicians provide technical services on job sites where the machines we represent give evidence of their worth. It was entirely for these professionals - mechanics - that My Ascendum launched the contest "Best Photography on the Job Site", challenging each one to record unique maneuvers, machinery in motion or simply images of day-to-day equipment, repair and maintenance work.

Every Ascendum mechanic may submit a photo. The participation takes place on Yammer, in the Group dedicated to this contest, until 10 am of January 15<sup>th</sup>. Each image must have a brief description, with a maximum of 200 words.

There will be two winning photos: one photo with the higher number of "Likes" on the Yammer Group, and one photo chosen by a jury composed of elements from each geography.

The results will be known on the second fortnight of January and the winning "photographers", in addition to being highlighted in My Ascendum and in the next issue of the magazine, will get two nights for two people in a 4 or 5 star hotel, chosen by the respective countries. The prize will be valid until late August 2016.

MASTERS IN MANAGEMENT

ISCTE Executive Education rewarded Ascendum with the 2nd place for the most internationalized company in Portugal last year, in which the prize was a Masters in Management in this University. The post-graduation in Business Management is one-year long and it will allow Manuel Carvalho, Service Manager, to complement his engineering education with new business skills.

"I was honored by the opportunity, as this means that Ascendum is willing to invest in my education and career", says Manuel Carvalho, that is attending classes on Friday night and Saturday since September.

According to Manuel, to take a Masters Degree is a demanding task: "The evaluation is based on work groups and exams, which requires me to organize my schedule in order to conciliate the course with my personal commitments; however, the overcome is positive and it's ideal for its purpose".

Manuel's willingness to meet the expectations is strong, he does not lack motivation and believes that, at the end of the academic year, he will be ready to achieve even greater challenges. Even though his professional experience has given him some intellect in the Management ground, by enrolling in this course, Manuel Carvalho will certainly improve in this field of knowledge.



Manuel Carvalho, Service Manager.

Radar - Ascendum Portugal

Highlight: VOLVO XC90

# ASCENDUM PADEL OPEN IN LEIRIA



Ascendum Portugal alongside with Volvo Cars were the Padel Open main sponsor, which brought some of the best players to Leiria, the event's city host.

Apart from the constant and growing interest around this sport, Ascendum mirrors its values, making the

brand Volvo stand out as well as the new XC90 at the event.

In this competition there were 64 Portuguese doubles (some of them from the National Team) and Spanish teams as well. Thousands of viewers were

at the venue, including clients, which made Filipe Donato (Responsible for Strategic Clients of Ascendum Veículos) to grade this event as *"a truthful success that made us more visible and that has also strengthened the brand disclosure"*.



## Radar - Ascendum Spain

### HANDLING AND RECYCLING SEGMENT

# ASCENDUM SPAIN NOW DISTRIBUTING TEREX FUCHS

Ascendum Spain/Volmaquinaria has just strengthened the handling and recycling sector, thanks to a new dealer agreement with Terex Fuchs, a German company with 125 years on this field of expertise.

In addition to the import and distribution of Terex Fuchs machinery, Ascendum becomes responsible for providing all services that keep the equipment up and running, assuming already more than 250 park units that are currently operating in Spain.

*"This is a very important step to strengthen the business, in a segment we have been investing since 2012 to deal with the crisis in the construction industry. Terex Fuchs allows us to significantly expand our supply capacity in areas in which Volvo CE is not so focused on"* says Ildefonso García, Sales & Marketing Director at Ascendum Spain/ Volmaquinaria.



In order to make sure the teams have the necessary knowledge to allow the development of solutions to meet the customers' needs in these areas, an extensive training plan has already been implemented.



Terex Fuchs has products ranging from 16 to 70 tons and cargo equipment up to 22 meters. Among the new features it brings to the market, the MHL250E excavator stands out weighting 16 tons with its 8 meters arm, as well as the MHL340.

MHL250E is meant for recycling labor, where one has to move large materials with low density. This equipment can work indoors, in warehouses and inside industrial buildings. MHL360 is one of the most widely used machines in the scrap and metals markets, and it is fortified with a new engine system that operates in combination with the hydraulic circuit to optimize fuel consumption and power, depending on the different tasks to be performed.

A special highlight for the FQC system - Fuchs Quick Connect - embedded in the MHL340 and MHL350 models, that together with the Genesis guillotines (also represented by Ascendum Spain/ Volmaquinaria) are a tool to cut and carry material in a quickly, efficiently and secure manner.

According to Ildefonso García, this plan "allows us to be aware of all aspects and operative conditions of these machines, in order to ensure an excellent level of customer support and after-sales service, by all our teams and dealers".

Radar - Ascendum USA

SOUTH CAROLINA

# HONORABLE GUESTS AT THE NEW VOLVO CAR FACTORY OPENING

Last September, Volvo marked the opening of its first car factory in Ridgeville, South Carolina. Several distinguished guests were invited to attend, such as Governor Nikki Haley, Senator Lindsey Graham and, of course, Ascendum USA, well represented by CEO Brad Stimmel.



Nikki Haley, South Carolina Governor



From left to right: Mike Werner, South Carolina Regional Director, Brad Stimmel, Ascendum USA CEO and Jeff Bryant, from Volvo Construction Equipment

The invitation was extended to Ascendum, not only due to a matter of courtesy, but because we supplied 15 Volvo CE equipments for the construction site.

For that reason, the excavator EC160E1 stood out during this event, alongside with the new XC90. Governor Nikki Haley, as well as the President of Volvo Cars North America, had the chance to try it out, obviously after receiving proper training before operating the excavator.



## Radar - Ascendum Turkey

FIRST 10 UNITS ALREADY SOLD

# SDLG G958L TRAVELS AROUND TURKEY IN A PROFITABLE ROAD-SHOW

The new wheel loader SDLG LG958L, provided firsthand in the Turkish market and introduced earlier this may at the major equipment fair of the country - the Komatek, has been on the road since the 4th of May, in a demo program to test the equipment in potential customers.

This machine has stopped by each customer for a week time, which allowed 19 clients to observe it and test it out. From these clients, 10 quickly decided to go ahead and purchase the machine.



"It's a great result and with this success rate this initiative is turning into a case study", noted Tolga Polat, Sales & Marketing Director of Ascendum Turkey.

Overall, the LG958L already has 840 hours of operation, with a consumption average of 16.5 liters

per hour. The journey to gain new customers strategically selected continues, and Ascendum's team is particularly focused in visiting clients working on aggregate construction materials, such as sand and gravel, for which the equipment presents greater benefits.



**Radar - Ascendum Central Europe**

**A MODEL MACHINE IN THE WOOD INDUSTRY**

# ASCENDUM AUSTRIA SELLS THE NEW SENNEBOGEN 735E TO HASSLACHER

THE NEW SENNEBOGEN TIMBER HANDLING MACHINE 735E, DISTRIBUTED BY ASCENDUM AUSTRIA, IN BERGHEIM, NEAR SALZBURG, HAS BEEN OFFICIALLY DELIVERED TO HASSLACHER DRAULAND HOLZINDUSTRIE IN SACHSENBURG. IN A TWO-SHIFT OPERATION, THE MACHINE CAN HANDLE APPROXIMATELY 1600 CUBIC METERS DAILY.

After a short trial operation, Hasslacher Drauland Holzindustrie decided to purchase the 735E timber handling machine from Sennebogen. Kurt Steinkogler, Sales Manager in Ascendum Austria, symbolically gave a key in the shape of a Sennebogen model to Christoph Kulterer, the CEO of Hasslacher Norica Timber.

**3500 OPERATING HOURS ARE PLANNED**

In Sachsenburg, 3 to 5-meter long logs with a 10 cm to 1-meter diameter are handled every day. The 8-wheeled Sennebogen machine is used two-thirds for driving and one-third for handling activities. "We plan on using the machine 3,500 hours per year", explains Fercher.

For the driver, the comfort of a 1.5 meter raised Max-cab cabin offers good all-round visibility. In addition, there is a rear view camera installed. The driver's cabin is equipped with an air-suspended comfort seat and automatic air conditioning. Also the Sencon control and diagnostic system offers good control for important machine parameters and enables the driver to make individual settings.

**FUEL EFFICIENT AND ENVIRONMENTALLY FRIENDLY**

"The new 735E has a high-performance 300-hp Cummins engine that consumes 25% less fuel. 90% less nitrogen and soot particles are emitted due to the Tier IV emission standard. This is a 3.7 meter



The 360° rotating upper carriage allows a simple manipulation between the rows of stacks

"This machine will be used predominantly for emptying the sorting boxes, but also for charging the band saw and chipper line", explained Michael Fercher, Technical Director of Hasslacher Drauland Holzindustrie in Sachsenburg. In a two-shift operation the 735E handles around 1600 cubic meters per day. It has an equipment length of 11.3 meters and an operating weight of 43.9 tons.

**COMPACT AND MANEUVERABLE MACHINE**

"The Sennebogen model is one of the most compact machines in this weight class. The 735E is very maneuverable and has a low rear pivoting radius. Furthermore, the rotating upper carriage and automatic direction of travel reversal allow for a fast manipulation in narrow rows of stacks. Even time-consuming rear maneuvering is omitted", Fercher adds as a reason for buying. Another deciding factor was the years of good experience with the Ascendum team. Hasslacher already has three Volvo high lifters and several other Volvo wheel loaders with light material buckets and timber grippers.



The articulated boom behind the center of the machine enables an optimum weight distribution during transport



Hand-over of keys for the new 735E Sennebogen machine at Hasslacher in Sachsenburg: Wolfgang Kogler, Markus Schmolzer, Kurt Steinkogler, Christoph Kulterer, Nevzdo Dizdarevic and Michael Fercher (from l. to r.)



The Pick&Carry machine is designed to save up to 25% fuel consumption

wide machine that can move comfortably between the stacks of wood", informs Wolfgang Kogler, Ascendum's Sales Consultant. As a genuine Pick & Carry machine, the Sennebogen 735E can safely move under full load. "The articulated boom behind the center of the machine allows an optimum weight distribution during transport, furthermore the machine can safely travel up to 20 km/hour", explains Kogler.

## THE CLIENT: HASSLACHER NORICA TIMBER

Hasslacher Norica Timber is a leader in the wood industry, dedicated to selling sawn timber, solid wood for construction, cross-laminated timber and energy. Run by Christoph Kulterer, the company has 1.000 employees has offices based in several Austrian cities: Sachsenburg, Liebenfels, Preding, Hermagor and Stall. It also operates in Madok (Russia) and Bohinjka Bistrica (Slovenia).

Radar

ASCENDUM AUSTRIA IN VOLVO MASTERS 2015

# OTHMAR PLETZER WINS AGAIN... HE IS THE NEW EUROPEAN CHAMPION

THE 17<sup>TH</sup> EDITION OF VOLVO MASTERS TOOK PLACE FROM OCTOBER 9<sup>TH</sup> TO 11<sup>TH</sup> IN TREVISO, ITALY, THE HOME COUNTRY OF LAST YEAR'S CHAMPION. MORE THAN 14,000 VOLVO DRIVERS CLUB MEMBERS FROM 13 EUROPEAN COUNTRIES HAD THE CHANCE TO QUALIFY FOR THIS FINAL. THE TALENTED VOLVO EXCAVATOR OPERATOR OTHMAR PLETZER, EARTHWORKS UNDERTAKER FROM KELCHSAU, TIROL, WON THIS COMPETITION IN 2009 AND 2010, AND HE WON AGAIN IN 2015!

Twenty-six operations, two per country, participated from the following countries: Belgium, Denmark, France, Germany, Great Britain, Italy, Luxembourg, Netherlands, Poland, Russia, Switzerland, Turkey and Austria. Once again, the Austrian operators had a good performance and, after the 2009 and 2010 victories, Othmar Pletzer triumphed again. The oth-

er Austrian operator, Johannes Unger, was champion in 2013 and won the Silver Medal in 2014. This year, after the two first rounds, he was in second position, right behind Othmar, and finished the competition between the 12 best operators.

This was a very competitive competition that required great skill, nerves of steel and an extremely sensitive steering of the machines. Right after the first two rounds, Othmar Pletzer and Johannes Unger were the 1<sup>st</sup> and 2<sup>nd</sup> positions. In the end, Othmar won and Johannes finished in a very good midfield position.

This international and well-organized event showed once again that the Volvo Drivers' Club is a community of highly motivated excavator operators. Since Austrian drivers have been participating in the competition, they have repeatedly occupied top places. Thomas Schmitz, CEO of Ascendum Central Europe, who witnessed the thrilling finale on the venue, congratulated Othmar Pletzer as the first of the new and oldest champion of Volvo Masters.



Celebrating in the podium: Othmar Pletzer in the center, won the 1<sup>st</sup> place



On the four sport disciplines in competition, the operators were under pressure to timely demonstrate all their skills.



From left to right: Othmar Pletzer, Thomas Schmitz and Johannes Unger.

DEALER OPERATING STANDARD SET QUALITY NORMS

# ASCENDUM MEXICO WITH VOLVO "DOS-2016" CERTIFICATION

Ascendum Mexico has just been certified with the Dealer Operating Standard - DOS 2016 - after having completed Volvo CE's development program, which sets standards for its distributors, encouraging them to consistently offer products and high quality as well as effective services.

*"To Ascendum Mexico, the DOS certification means meeting a challenge. The company has now a commitment towards its employees and their continuous effort, whom have made the recognition of this*

*certification a reality"* refers Rafael Murillo, CFO of Ascendum Mexico, explaining that offering a good product is not enough, but to achieve a higher quality distinguishes us from the competition, especially the importance regarding the product support.

Created by Volvo and covering different areas like brand management, marketing and communication, sales, parts logistics and after-sales service, the DOS-2016 allows us to offer the customer this quality experience and satisfaction.

From left to right: José Manuel García, Supply Chain Director; Rafael Murillo, CFO; Marco Liz, CEO; DOS representative; and Luis Gerardo Gómez, CST Director



World tour: Ascendum USA



**SOUTH CAROLINA, USA**

**DISCOVERING SOUTHERN BEAUTY, CULTURE & HISTORY ON A VISIT TO CHARLESTON**

Charleston, South Carolina, is one of the places where Ascendum is present and also the second largest city of the state, with a 120,000 population. Apart from good professionals and equipment always ready to operate, here it is possible to discover a great ensemble of museums and art galleries, which mirror the coastal cultural diversity of South Carolina. This is a modern and dynamic center that provides an excellent overview for residents and tourists with its beauty, hospitality and public spaces.

**MUST-SEE SIGHTS**

John Island is the location of one of the must-see sights: the Angel Oak, a gigantic oak tree that is over 66 feet (20 meters) tall and 28 feet (8 meters) in girth, estimated to be 300 to 400 years old. It shades an area of over 17,200 square feet and its



Drawing Room in Nathaniel Russell House

larger branch is over 11 feet in circumference and 187 feet long.

The Nathaniel Russell House is also a must visit historical attraction. The Historic Charleston Founda-

tion has restored it, using local artisans to recreate his intricate painting and recover all the architectural details. The most remarkable part is its elliptical



Cantilevered spiral in Nathaniel Russell



spiral staircase, which rises up to three floors of the house. Besides visiting the house, you can get to know more about life in 1800.

The Aiken-Rhett House is another mandatory tourist stop, although it offers a very different perspective on the historic preservation possibilities. Instead of trying to regain its former glory, the Trustees of Aiken-Rhett House curators wanted to keep all the details that endured throughout the time. So rather than covering the walls with bright new wallpaper



Aiken-Rhett House

that replicates the old one, we can see the remains of the old paper. The setting may not seem as great as in Nathaniel Russell House's but with the help of an audio-guide, this becomes a very interesting visit. The house also keeps the preserved slave quarters reserved for the slaves, making us travelling back in time.

In the first weeks of fall, the city promotes the annual Harvest Festival, a free cultural experience where you can find stands with all sort of handcrafted work

from local artists, live concerts, also by local musicians, street food, mask contests and some children's activities.

Anybody who has already visited Charleston the food is unique and delicious. Southern classics include shrimp and grits, she-crab bisque (soup) and fried green tomatoes, throughout the city's restaurants. For the more adventurous we recommend the fried alligator, which is one of the most traditional dishes in the southern cuisine.



Fried Green Tomatoes



Harvest Festival

## CUSTOMER SATISFACTION IS GUARANTEED BY A WELL-OILED MACHINE THAT IS OUR TEAM

13 colleagues from Ascendum USA, working in the delegation of Charleston, had a very busy year and all of them under the leadership of Mike Werner, Regional Director of South Carolina, are committed to provide the client with the best support and service.

Mike joined Ascendum Charleston in 2014 although he had already many years of experience in the field, having also worked for Volvo CE. The remaining team is comprised by sales consultants, technicians, one service support, parts and service managers and several parts representatives.

The team's greatest strength is the undeniably dedication to the customer and to the company, and anybody who visits Charleston headquarters doesn't need much time to realize why that is. "This team works like a well-oiled machine to ensure that customers are satisfied", points out Mike Werner.

The latest success story comes from Landmark Construction: the client who recently signed a contract for the work preparation to build the first Volvo car factory in Ridgeville. The Charleston team has been completely focused on ensuring that Landmark Construction has all the needed support in order to accomplish this work as quickly and efficiently



Mike Werner, Regional Director of South Carolina

as possible, and so far, it has been a success. Even during the first stone launching, Lex Kersemakers made sure to thank the construction team for being ahead of schedule (see page 12).

**Highlighted Team: Glomak**

**DEDICATION TO THE AFTER SALES SERVICE IN GLOMAK IN PORTUGAL**

**A TEAM ALWAYS READY TO UNDERSTAND, SUPPORT AND GAIN THE CUSTOMER'S LOYALTY**

Over the last few years, the economic crisis in Portugal has seriously hampered the after sales business at Glomak. It is not an easy task to overcome that, and, according to the Service Manager André Santos, this is the biggest challenge his team can face. According to him, Glomak's after sales is up for the task, and they have definitely been excelling themselves.

The close relationship build with several client companies – some of which are also going through financial reorganization – has been of help to face all kinds of daily adversities: from issues related to the country's economy to the extreme weather conditions that interfere with technical work on the job site. *"It's this cooperation that allows us to build the customer's trust and loyalty",* he says.

**"IT TAKES SIX TIMES MORE RESOURCES TO GAIN A NEW CLIENT THAN TO KEEP AN EXISTING ONE, AND FOR THAT REASON THE AFTER SALES SERVICE CANNOT BE UNDERESTIMATED"**

Being responsible for the equipment diagnosis, maintenance and repairing, whether related to the mechanical part, electrical or hydraulic, Glomak's after sales service is key to customer loyalty.

As explained by André Santos, *"it takes six times more resources to gain a new client than to keep an existing one, and for that reason the After Sales Service cannot be underestimated"*. The customer's satisfaction with the after sales service is one of the major factors that encourages clients to purchase new equipment from the same brand, and this is one of the team's main responsibilities.

**AN EXEMPLARY CASE OF ADAPTABILITY**

Composed by 12 employees, Glomak's after sales team is based in Alverca (close to the Portuguese capital city) and Vila do Conde (near Oporto, the country's second largest city) and, according to the leading manager, it's the living example of adaptability to the work's conditions and time schedules. Under continuous pressure from clients, this teams keeps their commitment on the job. Francisco Rei, from the Workshop Control Staff, underlines how important it is to *"understand, to be patient and to sympathize with the customer"*. João Ribeiro,



Vila Conde team. From left to right: João Ribeiro, Mechanic; Mário Neves, Technical Support; Francisco Rei, Workshop Control; Manuel Amaral, Mechanic; Bruno Brito, Workshop Control; Carlos Machado, Mechanic; Carlos Alberto, Mechanic; André Santos, Workshop Manager; Vitor Silva, Mechanic.



Alverca team. From left to right: Bruno Amaral, Mechanic; António Coelho, Team Coordinator; Bruno Agostinho, mechanic.

Service Technician, also refers *"the permanent demands and pressure from the clients, along with the constant technical knowledge updates and search for solutions"*. According to the Service Technician Bruno Agostinho, his main challenge is *"to be able to meet the agreed deadlines for the repairing services, often having to travel to remote places in order to get the job done"*.

**TEAMWORK, MUTUAL HELP AND READINESS**

In order to overcome these challenges, teamwork is absolutely essential, as well as the group union and their ability to find solutions for the issues they face on a daily basis. *"The relationship and the mutual help in this team"* are highlighted by Francisco Rei, and this idea is reinforced by Bruno Agostinho, that cherishes *"the casual relationship that we were able to create and the easy communication between every member in the team"*, and by João Ribeiro, that reinforces *"the daily readiness and the team's self-sacrifice"*.

# READY FOR GROWTH: SPACE, GREAT POSITIONING AND ENHANCED CONDITIONS

## GLOMAK OPENS NEW FACILITIES IN BEIRA, MOZAMBIQUE

On October the 3<sup>rd</sup>, Glomak has opened a new branch in Beira, central Mozambique, and organized an event that gathered 40 clients.

With 3.500m<sup>2</sup> and a large area for equipment exhibition, the new space is located near one of the main routes to Beira city. This provides easy access and great visibility. The new premises have also a larger warehouse for parts, which will promote a better response to the customers' needs regarding After Sales.

*"This new space will strengthen the Group's positioning in this region and allows us to extend our geographical coverage to more areas in the north of Mozambique, which will leverage new business opportunities and growth prospects",* says Pedro Chaves, Regional Manager of the branch.

By receiving customers from this Mozambican region in the inaugurating event, Glomak showed them the benefits of the new space, celebrated the steps already taken and narrowed the commercial bonds, committing itself to respond with increasing effectiveness to their needs and expectations.



The team that assures Beira's branch daily. From left to right, above: Armindo Petersburgo, from Sales Support; Pascoal Rodrigues, Sales Consultant; Fernando Almeida, CEO of Glomak and Francisco Mimo, Technician. Below, Pedro Chaves, Regional Manager; Luis Chafa and José Miquicene, both from General Services.



## WELCOME OUR NEW EMPLOYEES



**HAKAN KOCA**  
*Dealer Development Manager*  
- Ascendum Turkey

Hakan Koc integrated Ascendum Turkey in September, joining the Customer Support team as a Dealer Development Manager. Hakan Koca is 37 years old and has a degree in engineering and an MBA.



**PAUL SIDERS**  
*Information & Technology Manager*  
- Ascendum USA

After 25 years of experience in IT management, mostly in manager positions in the construction equipment field, Paul is responsible for Ascendum USA's IT department. Graduated from the University of Greenwood, North Carolina, he owns the Six Sigma's Green Belt, which certifies Paul as a specialist in this methodology for process improvement.



**JAMES CRANE**  
*Regional Director – Ascendum USA*

James Crane joined Ascendum USA as a Regional Director for Eastern North Carolina. With over 10 years of experience in the heavy construction equipment industry, he has been a division manager at Hertz Equipment Rental Corporation, director of administration and project manager, along with other progressive marketing and operations roles within Hertz. He most recently led projects for the standardization of business processes across 280 locations in North America. He has a Bachelor of Science degree from North Carolina State University in Raleigh, North Carolina.



**FRANCISCO BORJA**  
*Country Manager – Glomak Spain*

Francisco Borja has a degree in Business Management and Marketing from ESIC. He has extensive experience in business management and marketing in machinery sector. Before joining Glomak, he has been in companies such as Komatsu, Volvomaquinaria (Ascendum Spain) and Hidromek, where he assumed commercial management responsibilities.

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