

PRESS RELEASE

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Global launch of Konecranes' Crane Advisor customer support tool

Konecranes has simplified the overhead crane specification process with the introduction of its innovative on-line tool, Crane Advisor. The menu driven application may be accessed via desktop computer, iPad, tablet and smart phone, allowing convenient use of the tool from any location. Crane Advisor has been introduced successfully in North America and has now been launched in the UK, Europe and selected regions worldwide.

Crane Advisor is a user friendly, icon driven platform designed to help customers narrow down potential lifting equipment options, according to their specific material handling application. Users are prompted to input parameters, including industry type, crane capacity, girder span and lifting cycle duty. Based on the information supplied, the Crane Advisor software generates an immediate response, providing a personalised crane specification, tailored to the user's specific requirements.

On receipt of the recommendation, customers can familiarise themselves with the product offering before continuing discussions with a Konecranes' sales representative. The system saves the customer valuable time in the initial decision making process and provides sufficient information for a preliminary project analysis, before committing further time and resources to the details of the specific material handling solution.

Jari Myyryläinen, Vice President, Konecranes Industrial Applications, stated:

“As a leader in the overhead crane industry, Konecranes invests in R&D to bring new technologies and innovation to the market. Crane Advisor is a service that will revolutionise the way of purchasing overhead cranes. The tool offers the customer valuable information on the most suitable material handling equipment, according to their lifting needs.”

About Konecranes

Konecranes is a world-leading group of Lifting Businesses™, serving a broad range of customers, including manufacturing and process industries, shipyards, ports and terminals. Konecranes provides productivity enhancing lifting solutions as well as services for lifting equipment of all makes. In 2016, Group (comparable combined company) sales totaled EUR 3,278 million. The Group has 17,000 employees at 600 locations in 50 countries. Konecranes class A shares are listed on the Nasdaq Helsinki (symbol: KCR).

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