

**FINNING**

# FINNING SOUTH AMERICA

EQUIPMENT AND SERVICES  
WHICH DRIVE THE ECONOMY



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# EQUIPMENT AND SERVICES WHICH DRIVE THE ECONOMY

*Finning is the most important partner in the distribution of Caterpillar equipment and services worldwide. Today, its focus is on delivering an excellent service, which includes expert advice, and the constant innovation of products with the highest safety standards*

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Providing service for what we sell” is the formula which has endured for eight decades and managed to consolidate Finning as the most important partner in the distribution of Caterpillar equipment worldwide. This is stated by Marcello Marchese, CEO of Finning South America, who has led the company since June 2012, taking command of the Argentina, Bolivia, Chile and Uruguay branches, where the company is positioned as the major CAT equipment and services distributor for the mining, construction, energy, forestry and oil & gas industries.

With more than a decade promoting the growth of the locations in which it operates, Finning has committed to deliver value to its customers and their industries, as well as to the local economy by generating employment, creating more than 7,800 jobs and counting and more than 100 facilities spread throughout the region.

With the acquisition of the distribution of the former Bucyrus brand, Finning completed its range of solutions for the mining market, allowing it to provide the broadest line of solutions to the customers in this sector. The product offering ranges from mining trucks, hydraulic and cable shovels, loaders and drilling rigs, as well as a portfolio of services including, condition monitoring, training of operators, technicians and skilled mechanics, consulting, and an effective range of available spare parts.

In the construction industry, this company offers a powerful line of Caterpillar equipment. Among them it is worthwhile mentioning





the wheeled and tracked tractors, loaders, excavators, graders, rollers, compactors, skid steer loaders, material handlers, pavers and other equipment for public works and infrastructure projects.

Regarding the power systems area, Finning is specialized in delivering solutions to those seeking power systems for the different industries, applications, mining projects and support equipment, thereby covering power requirements from 13 kVA to 3,000 kVA in one generation unit. For larger power, it also develops projects for generation plants with facilities and multiple interconnected equipment.

The forestry equipment Finning sells is designed for all types of forestry work, from thinning, harvesting, loading, field management and forest road construction. For the oil & gas market, Finning has a wide range of drilling, gas compression, well maintenance, pumping and power generation products, for emergencies or continuous power generation for oil extraction fields.

Relying on a team of experts provides clients with a broad portfolio of solutions as well as the best technology and is part of the seal of this Canadian company. They differ from other competitors in the efficiency and support that as a dealer is provided for each one of the CAT

pieces of equipment that are sold in different industries where CAT is present.

For Finning, the sale of equipment is only the beginning of a high-level commitment and the beginning of a relationship of loyalty which is sustained by experts and by cutting-edge technology in comprehensive services. In this context, a range of technological solutions which Finning has for equipment and fleet management is inserted.

From its Technology Solutions center, which boasts state of the art technology and is managed by high standard specialists, the company conducts assessments, online tracking and diagnosis of the condition of the equipment. Thus, for example, a client can detect in real time the exact moment of possible failures, which contributes to prevent incidents and maximize productivity. It also allows for the implementing of preventive measures, because the system advises components replacement and maintenance. Marchese, the highest executive of the company at a South American level, ensures that the customer saves time and money,

**7,800+**  
Jobs created by Finning  
in South America

has better availability of its fleet and therefore, better productivity.

This new system equally offers specific plans for equipment control, productivity and support, according to the needs of each individual

customer, including the ability to know the location, fuel consumption and operating times, among other parameters.

Advisory services, technical support and diagnostics of customer value are also provided. This is cooperative and collaborative work, which allows access to this information from a computer or mobile device. This is one example of how the company is working

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“MARCHESE BELIEVES THAT THESE TOUGH TIMES ARE AN OPPORTUNITY TO ADJUST AND ALLOW THE ORGANIZATION TO BE MORE EFFICIENT AND INNOVATE WITH ITS CUSTOMERS”

to combine world class technology and the know-how of the Finning experts.

Another service which is most valued by customers is the “online specialists and technicians,” program, which is essentially a contact center assisted by experienced technicians and is available to address concerns and help customers to identify potential failures in their equipment, delivering step by step recommendations to solve any problem.

They also provide technical advice to Finning technicians who are on site, by means of a video camera system which sends live images to online specialists, enabling timely and effective assistance.

Although Finning South America has not been indifferent to the slowdown in mining and the swings in construction, Marchese believes that these tough times are an opportunity to generate adjustments and

allows the organization to be more efficient and innovate with its customers.

The company has focused on training in order to have available professionals who are better prepared for the industry. This new value proposition, materialized with the Finning Technical Institute, FIT. A modern building located in the most important mining area of Chile, Antofagasta, it has been supported through an investment of \$12 million, with high-tech equipment spread across more than 13,000 square meters, allowing for teaching and training under a system of learning, using competences for the Finning mechanics and technicians, maintainers and operators of its customer portfolio. The FIT also supports young people in the region who the company

also provides access to apply for available degrees, with the aim of giving them better future employability.

Finning continues to take an optimistic view when faced with an uncertain outlook for the mining and construction markets, betting on offering the most comprehensive portfolio of equipment and services of the sector. This will allow it to provide continuity to the different lines of training and specifically consolidate a history of loyalty to their customers which began over 80 years ago in the world of large industrial suppliers. **BE**

For more information about  
Finning South America visit:  
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