

Royal Reesink



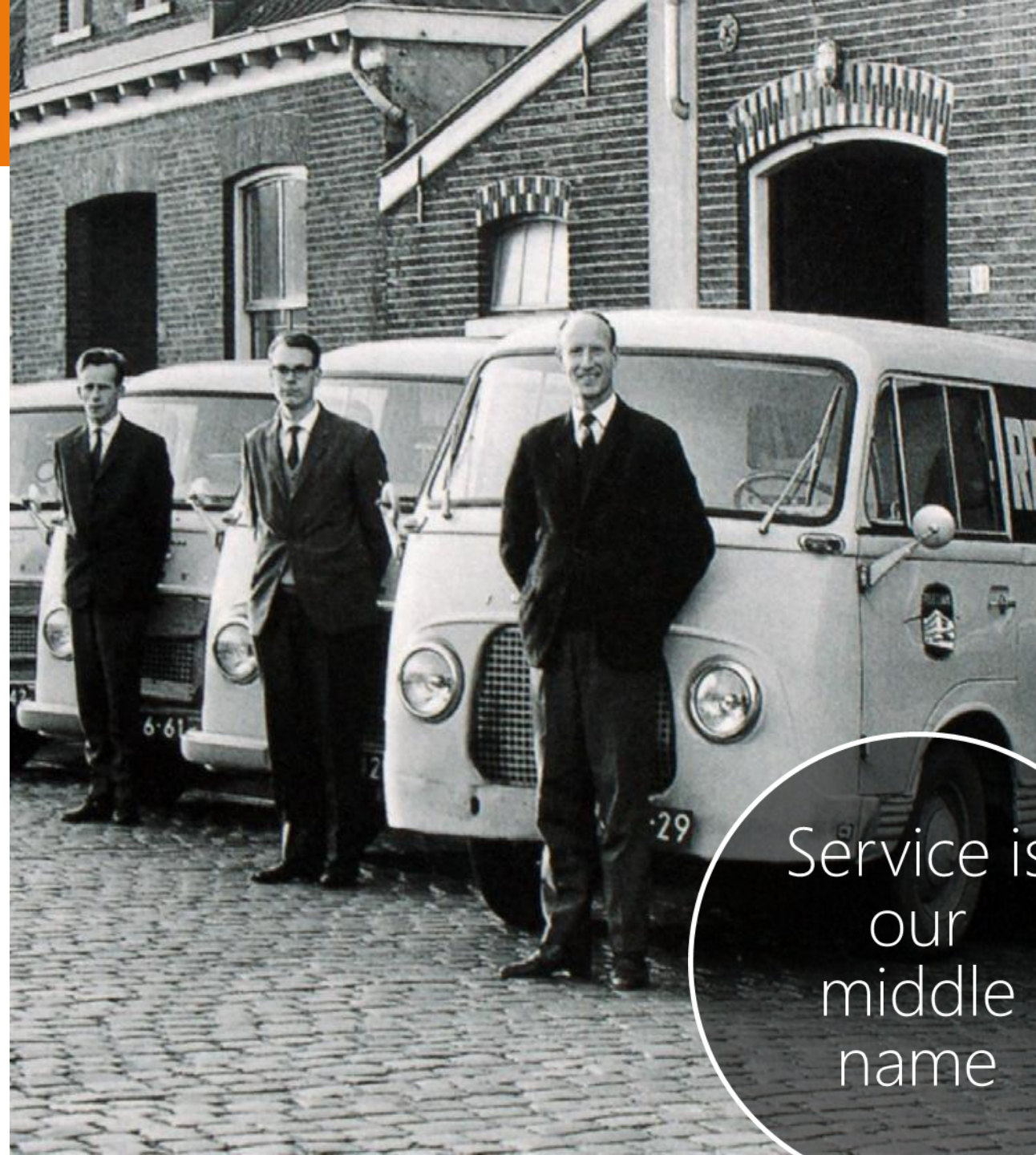
ROYAL REESINK

INTRODUCTION – What we do

Royal Reesink is a market leading international distributor and service provider of high-quality equipment, components and services.

As we operate locally, we are very close to our customers.

Everything is aimed at providing full service to our customers. 65% of our business consists of service and support.



Service is
our
middle
name

ROYAL REESINK

INTRODUCTION – A GLANCE



> **25,000**
years of
experience



1,210,000.000
Revenue 2022
budget

Enabling
your
business



Since **1786**



2.600
Employees

Head office in NL/ **Apeldoorn**



500.000 kWh retrieved
in one year



12
countries

65 branches



12.598
Cups of coffee a day



ROYAL REESINK

INTRODUCTION – OUR CUSTOMERS



Farmers and
contractors



Agricultural
holdings



Forestry and
landscaping



Golf courses and
sport facilities



Industrial
companies



Construction
companies



Logistic centers
and warehouses



Water boards and
(local) authorities

ROYAL REESINK

INTRODUCTION – OPERATING COMPANIES



Agriculture & Turfcare
Thierry Panadero
Senior Vice President



Reesink Farming & Handling

CT Agro



Bruggeman
De Kruyf Mechanisatie
De Vries Mechanisatie
Kamps de Wild
Reesink Production



Tingley's Harvest Center
genAG
Hepson Equipment
Reesink Canada Wholesale



Reesink Smart Farming

Vantage Agrometius



Reesink Agriculture Equipment

Reesink Agri



Packo



Reesink Turkey



Reesink Turfcare

Jean Heybroek
Meij de Bie
Stierman de Leeuw
Van Bergen



Reesink Turfcare Belgium



Reesink Turfcare Denmark



Reesink UK



Smith Power Equipment



Count on it.



Construction & Industries
Jannes Bouman
Senior Vice President



Reesink Construction Equipment

De Bruycker-Kemp



Hans van Driel
Huur&Stuur
Kemp Groep
Van Tetering



Nicolaisen & Larsen



Reesink Compact Construction Equipment

Meerman Groep



Reesink Industries

Motrac Industries



Material Handling
Rogier van der Linde
Vice President



Reesink Material Handling Equipment

Motrac NL



Motrac NV



Pelzer Fördertechnik
Reesink Schwerstapler



Logistic Solutions
Gert Bossink
Vice President



Reesink Logistic Solutions

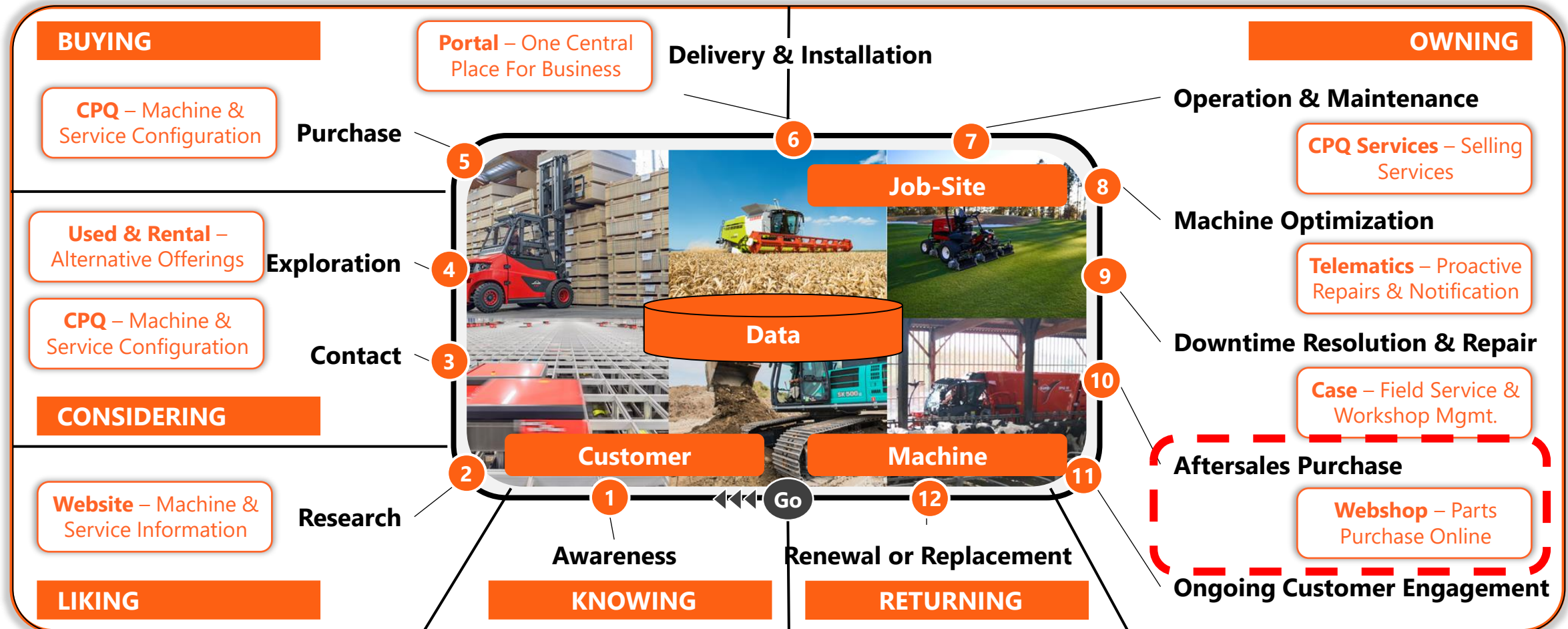
AM Logistic Solutions
Lalesse Logistic Solutions
Reesink Logistic Solutions



ROYAL REESINK

INTRODUCTION – OUR DIGITAL FUTURE

We've started the DCX program to define and implement along the customer journey tools and capabilities for growth and to prepare Royal Reesink for the (digital) future



Webshops across Royal Reesink



Benefits



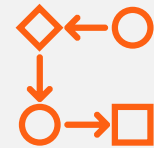
Improving customer retention, customer service and customer experience



Increased revenue due to a broader customer base.



Increase and driving brand awareness beyond our existing (sales) territories



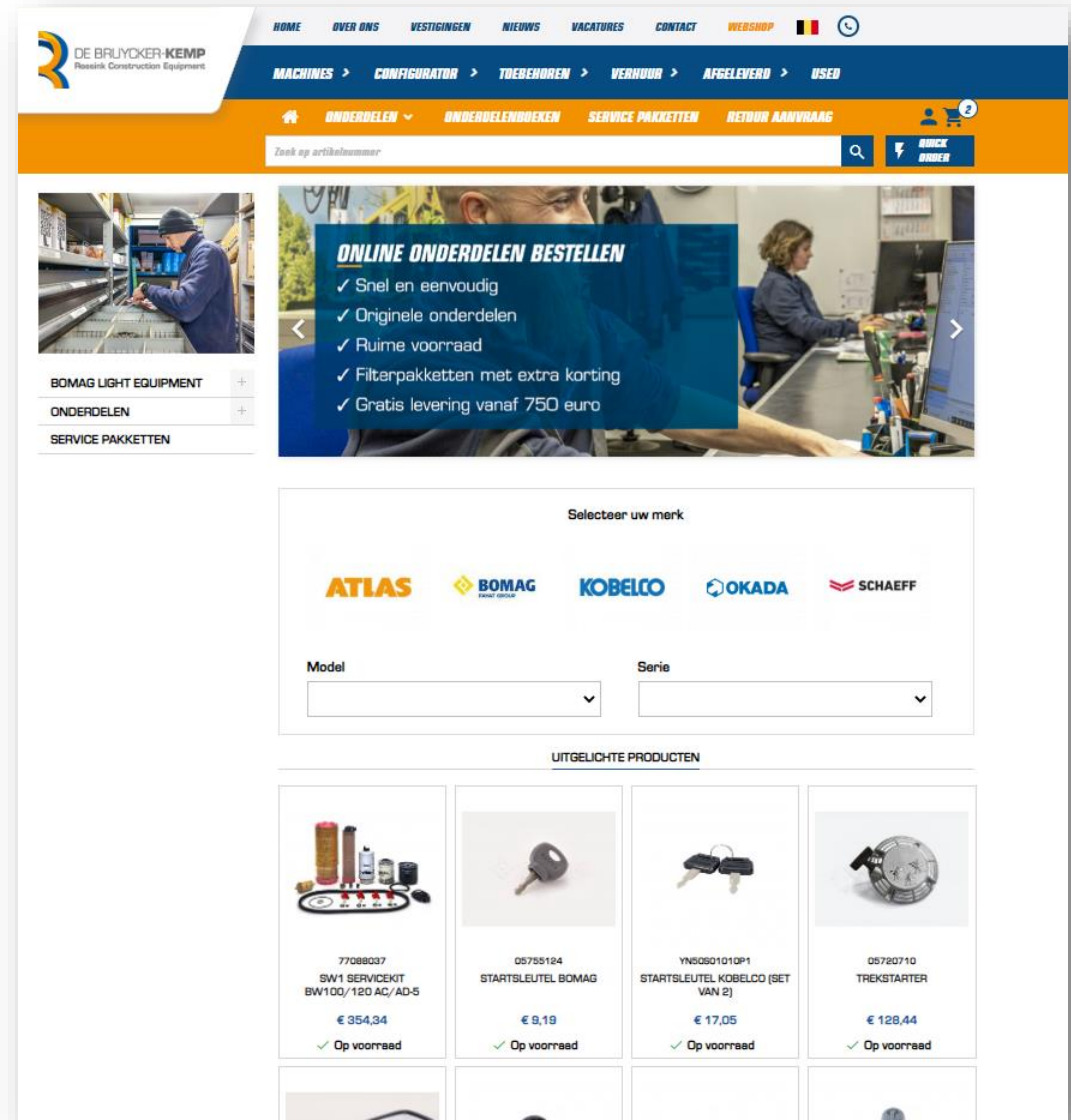
Optimizing internal processes and efficiency via online ordering and processing of Parts sales and service

“A one-stop online shop for OEM equipment spare parts and accessories. With our spare parts we enable customers to achieve the highest yield from machines and systems.”



- ✓ Started in 2020.
- ✓ Working together with a single partner.
- ✓ Building from a basis which reduces costs.
- ✓ Local responsibility with a product owner at central level.
- ✓ Close collaboration between different OpCo's.

Fundamental idea: the webshop should be easily accessible & it should be easy for customers to place an order



Currently we established 6 webshops using the standard template of Ecommerce which is developed on Prestashop.

Platform:

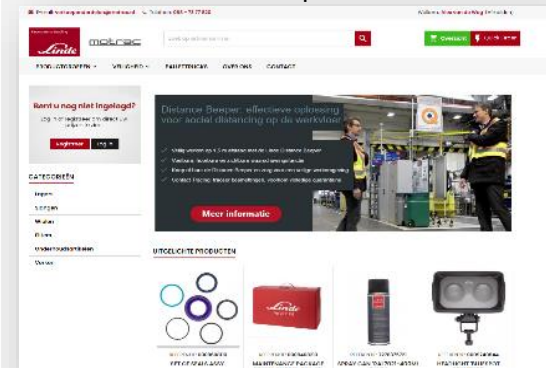


Partner:

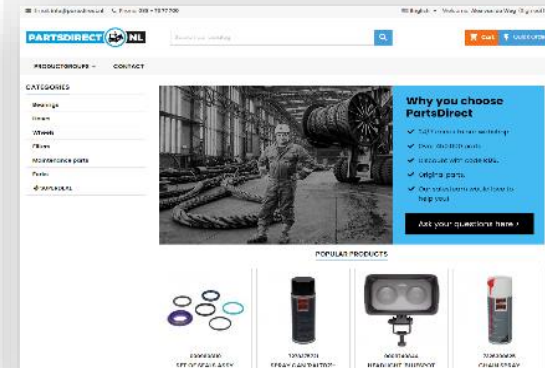


E-Commerce For Parts & Equipment

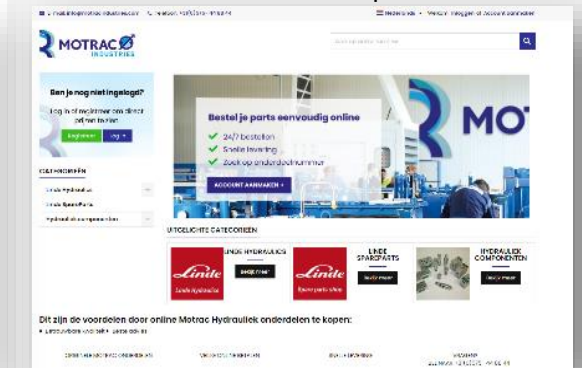
Motrac-parts.nl



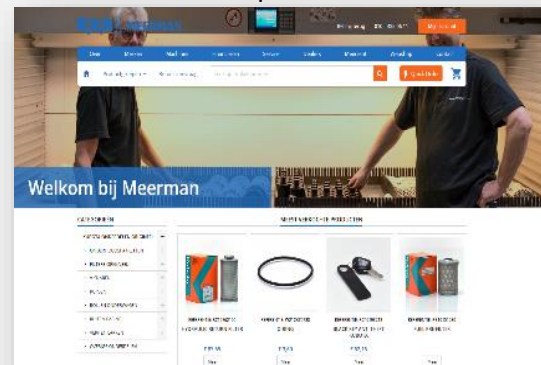
Partsdirect.nl



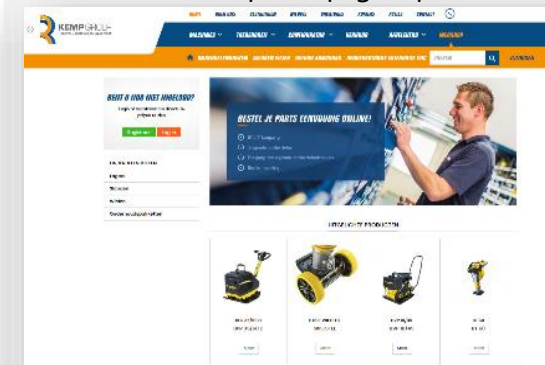
motrac-webshop.com



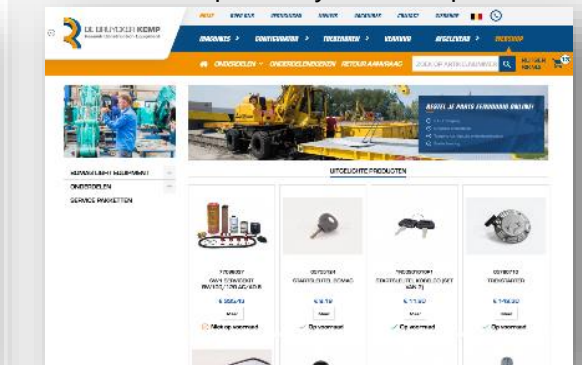
Webshop.meerman.nl



Webshop.kemp-groep.nl

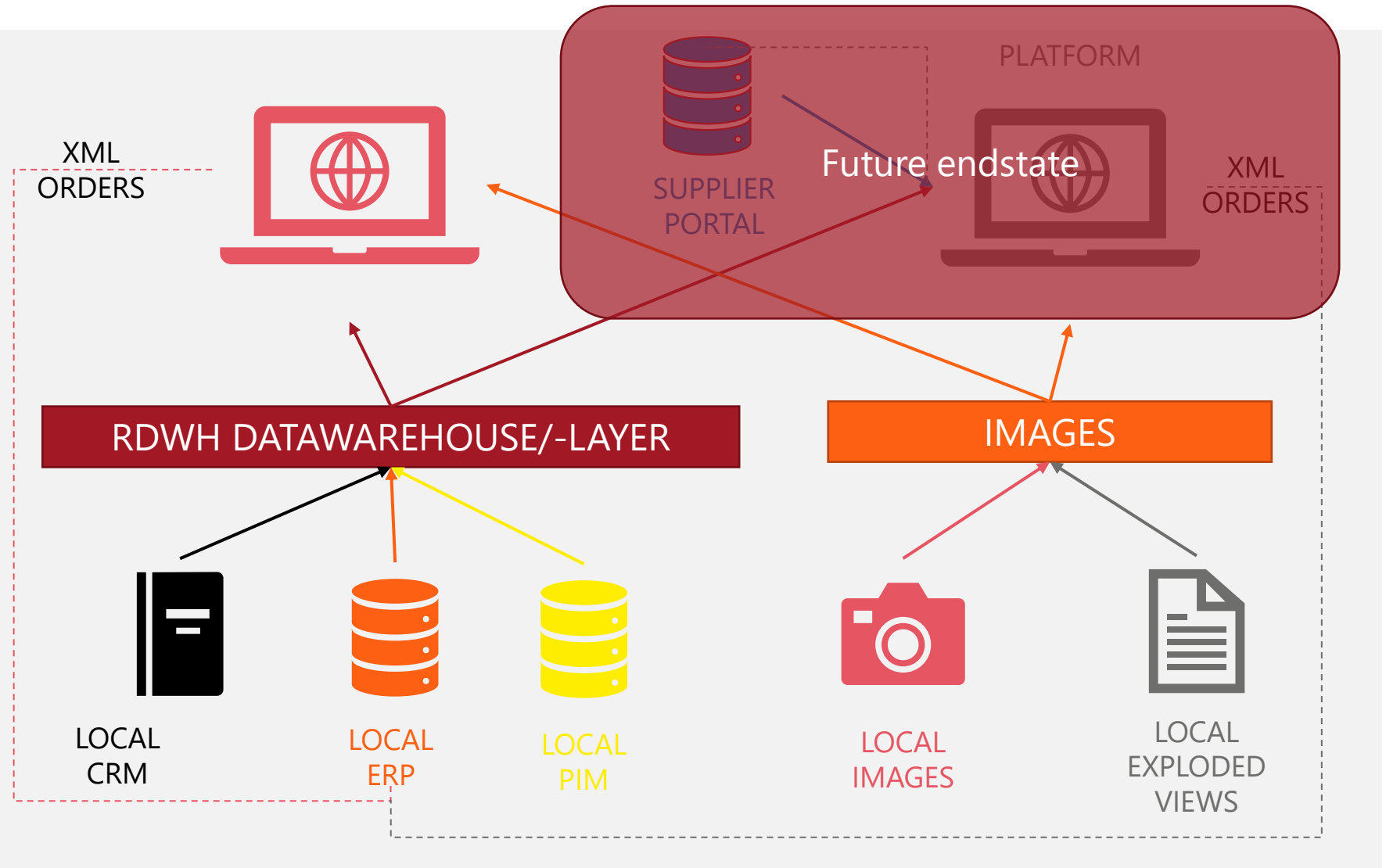


webshop.debruycker-kemp.be



Benefits of setup

- ✓ ERP independent
 - ✓ Ease of scaling
 - ✓ Using existing logistics (e.g. warehousing etc.)
 - ✓ Segregation of duties:
 - ✓ Data quality & consistency managed by RDWH
 - ✓ Infrastructure managed by IT
 - ✓ Content managed by business
 - ✓ Preferred supplier assortment managed by supplier and monitored by RR
- ✓ Issues
 - ✓ Product data & outdated systems



We execute on quick wins particular around parts e-commerce with direct impact on revenue and customer experience.

Piloted Image Taking Equipment And Started Installation Into Two Locations



Defined Consistent Image Standards Across OpCo's And Webshops (during 1 month pilot)



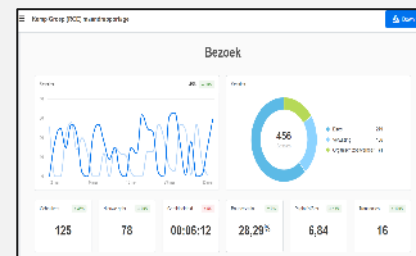
Launched New Parts Webshops (for RCE NL, BE & MM)



Improved Integration Of Parts Catalogues Within e-Shops (leading example Stierman)



Established Regular KPI Tracking Per Webshop



ROYAL REESINK

WEBSHOPS – PHOTO TAKING

Piloted Image
Taking Equipment
And Started
Installation Into Two
Locations



PRODUCTGROEPEN

- Lagers
- Slangen
- Wielen
- Filters
- Onderhoudsartikelen
- Vorken

ZOEKRESULTATEN

Er zijn 10 producten. Sorteer op: Relevantie

 REFERENTIE: 7919040042 JOYSTICK 'CENTRAL LEVER' € 426,76 Meer ✓ Op voorraad	 REFERENTIE: 7919040043 JOYSTICK 'DOUBLE LEVER' € 324,57 Meer ✓ Op voorraad	 REFERENTIE: 7919040044 JOYSTICK 'SINGLE LEVER' € 402,98 Meer ✓ Op voorraad	 REFERENTIE: 7919040041 JOYSTICK 'CROSS LEVER' € 420,73 Meer ✓ Op voorraad
 REFERENTIE: 7919040046 JOYSTICK € 1.367,23 Meer ⚠ Informeer naar de levertijd	 REFERENTIE: 7919040048 JOYSTICK 'SINGLE LEVER LOCKED' € 546,35 Meer ✓ Op voorraad	 REFERENTIE: 7919040049 JOYSTICK 'DOPPELHEBEL 1 ARRETIERT' € 527,48 Meer ✓ Op voorraad	 REFERENTIE: 7919040047 JOYSTICK € 234,97 Meer ⚠ Informeer naar de levertijd

Uw winkelmandje **motrac** Zoek op artikelnummer

Linde PRODUCTGROEPEN ▾ VEILIGHEID ▾ PLATEN & STICKERS ▾ PALLETTRUCKS OVER ONS CONTACT **OUTLET**

Home > **BEDIENING** > JOYSTICK 'CENTRAL LEVER

Bent u nog niet ingelogd?
Log in om jouw klantkorting te zien
[Registreer](#) [Log in](#)

PRODUCTGROEPEN
ALLE PRODUCTGROEPEN

BEDIENING ▾
DASHBOARD
DISSEL
JOYSTICKS
KABELCONTROLE
KNIPPERLICHT
PEDAALBEKLEDING
POMPE

JOYSTICK 'CENTRAL LEVER
Referentie 7919040042
€ 387,28 Exclusief BTW
Uw referentie (1) Uw referentie (2)
Referentie komt op de factuur te staan
Aantal 1
[Voeg toe aan winkelwagen](#)
✓ Op voorraad 113 items

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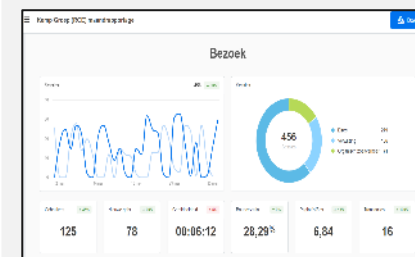
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ROYAL REESINK

WEBSHOPS – SPAREPARTS BOOKS

Improved
Integration Of Parts
Catalogues Within
e-Shops



DE BRUYCKER KEMP
Reesink Construction Equipment

HOME OVER ONS VESTIGINGEN NIEUWS VACATURES CONTACT WERKSHOP

MACHINES > CONFIGURATOR > TOEGEHOREN > VERHUUR > AFGELEVERD > USED

ONDERDELEN > ONDERDELENBOEKEN > SERVICE PAKKETTEN > RETOUR AANVRAAG

Zoek op artikelnummer

ONDERDELENBOEK

Home > ATLAS > 140W > vanaf s/n 140W301443 tot s/n 140W301496

vanaf s/n 140W301443 tot s/n 140W301496

SERIE 140
ACCESSOR.A LABELS
CHASSIS MOBILE
AXLES
SUPERSTRUCTURE
CABIN
HYDR.PUMPS & MOTORS
HYDR.INSTALLATIONS
PIPE BREAK PROTECT.
HYDR.COMPONENTS
CONTROL VALVES
RAMS
OIL AND FUEL TANK
GEARS
ELECTR.INSTALLATION
WORK AREA LIGHTS
BOOM EQUIPMENT
LUBRIC.BOOM EQUIPM.

SERIE 140
ACCESSOR.A LABELS
CHASSIS MOBILE
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ACCESSOR.A LABELS
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LUBRIC.BOOM EQUIPM.

DE BRUYCKER KEMP
Reesink Construction Equipment

HOME OVER ONS VESTIGINGEN NIEUWS VACATURES CONTACT WERKSHOP

MACHINES > CONFIGURATOR > TOEGEHOREN > VERHUUR > AFGELEVERD > USED

ONDERDELEN > ONDERDELENBOEKEN > SERVICE PAKKETTEN > RETOUR AANVRAAG

Zoek op artikelnummer

ONDERDELENBOEK

Home > ATLAS > 140W > vanaf s/n 140W301443 tot s/n 140W301496 > HYDR.COMPONENTS > CHANGE OVER VALVE

#	Artikel / omschrijving	Prijs	Beschikbaarheid
1	1313888 CHANGE OVER VALVE	€ 945,15	1
2	1304747 ALLEN SCREW A3C	Op aanvraag	4
3	1012428 WASHER A3C	Op aanvraag	4
4	0312185 O-RING	€ 3,33	1
5	1340547 SQUARE RING	Op aanvraag	1
6	0347804 O-RING	Op aanvraag	1
7	2648673 WASHER A3C	Op aanvraag	4
8	1309764 ALLEN SCREW A3C	Op aanvraag	4
9	1543633 PACKING SET	€ 52,44	1

Klik op een hotspot op de tekening om te bestellen

Powered by spareparts LIVE

spareparts **LIVE**

selecting the right parts made easy

We execute on quick wins particular around parts e-commerce with direct impact on revenue and customer experience.

Piloted Image Taking Equipment And Started Installation Into Two Locations



Defined Consistent Image Standards Across OpCo's And Webshops (during 1 month pilot)



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Improved Integration Of Parts Catalogues Within e-Shops (leading example Stierman)

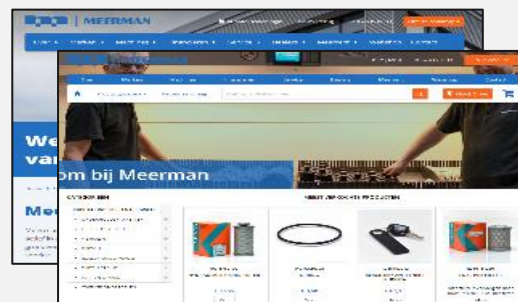


Established Regular KPI Tracking Per Webshop



We execute on quick wins particular around parts e-commerce with direct impact on revenue and customer experience.

Subject Code	Subject Name	Unit	Topic	Weightage
150101	Engineering Mathematics - I	1	Vector Algebra	10%
150102	Engineering Mathematics - I	2	Differential Equations	10%
150103	Engineering Mathematics - I	3	Calculus	10%
150104	Engineering Mathematics - I	4	Complex Numbers	10%
150105	Engineering Mathematics - I	5	Trigonometry	10%
150106	Engineering Mathematics - I	6	Statistics	10%
150107	Engineering Mathematics - I	7	Probability	10%
150108	Engineering Mathematics - I	8	Linear Algebra	10%
150109	Engineering Mathematics - I	9	Geometry	10%
150110	Engineering Mathematics - I	10	Calculus	10%
150111	Engineering Mathematics - I	11	Statistics	10%
150112	Engineering Mathematics - I	12	Probability	10%
150113	Engineering Mathematics - I	13	Linear Algebra	10%
150114	Engineering Mathematics - I	14	Geometry	10%
150115	Engineering Mathematics - I	15	Calculus	10%
150116	Engineering Mathematics - I	16	Statistics	10%
150117	Engineering Mathematics - I	17	Probability	10%
150118	Engineering Mathematics - I	18	Linear Algebra	10%
150119	Engineering Mathematics - I	19	Geometry	10%
150120	Engineering Mathematics - I	20	Calculus	10%
150121	Engineering Mathematics - I	21	Statistics	10%
150122	Engineering Mathematics - I	22	Probability	10%
150123	Engineering Mathematics - I	23	Linear Algebra	10%
150124	Engineering Mathematics - I	24	Geometry	10%
150125	Engineering Mathematics - I	25	Calculus	10%
150126	Engineering Mathematics - I	26	Statistics	10%
150127	Engineering Mathematics - I	27	Probability	10%
150128	Engineering Mathematics - I	28	Linear Algebra	10%
150129	Engineering Mathematics - I	29	Geometry	10%
150130	Engineering Mathematics - I	30	Calculus	10%
150131	Engineering Mathematics - I	31	Statistics	10%
150132	Engineering Mathematics - I	32	Probability	10%
150133	Engineering Mathematics - I	33	Linear Algebra	10%
150134	Engineering Mathematics - I	34	Geometry	10%
150135	Engineering Mathematics - I	35	Calculus	10%
150136	Engineering Mathematics - I	36	Statistics	10%
150137	Engineering Mathematics - I	37	Probability	10%
150138	Engineering Mathematics - I	38	Linear Algebra	10%
150139	Engineering Mathematics - I	39	Geometry	10%
150140	Engineering Mathematics - I	40	Calculus	10%
150141	Engineering Mathematics - I	41	Statistics	10%
150142	Engineering Mathematics - I	42	Probability	10%
150143	Engineering Mathematics - I	43	Linear Algebra	10%
150144	Engineering Mathematics - I	44	Geometry	10%
150145	Engineering Mathematics - I	45	Calculus	10%
150146	Engineering Mathematics - I	46	Statistics	10%
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150148	Engineering Mathematics - I	48	Linear Algebra	10%
150149	Engineering Mathematics - I	49	Geometry	10%
150150	Engineering Mathematics - I	50	Calculus	10%
150151	Engineering Mathematics - I	51	Statistics	10%
150152	Engineering Mathematics - I	52	Probability	10%
150153	Engineering Mathematics - I	53	Linear Algebra	10%
150154	Engineering Mathematics - I	54	Geometry	10%
150155	Engineering Mathematics - I	55	Calculus	10%
150156	Engineering Mathematics - I	56	Statistics	10%
150157	Engineering Mathematics - I	57	Probability	10%
150158	Engineering Mathematics - I	58	Linear Algebra	10%
150159	Engineering Mathematics - I	59	Geometry	10%
150160	Engineering Mathematics - I	60	Calculus	10%
150161	Engineering Mathematics - I	61	Statistics	10%
150162	Engineering Mathematics - I	62	Probability	10%
150163	Engineering Mathematics - I	63	Linear Algebra	10%
150164	Engineering Mathematics - I	64	Geometry	10%
150165	Engineering Mathematics - I	65	Calculus	10%
150166	Engineering Mathematics - I	66	Statistics	10%
150167	Engineering Mathematics - I	67	Probability	10%
150168	Engineering Mathematics - I	68	Linear Algebra	10%
150169	Engineering Mathematics - I	69	Geometry	10%
150170	Engineering Mathematics - I	70	Calculus	10%
150171	Engineering Mathematics - I	71	Statistics	10%
150172	Engineering Mathematics - I	72	Probability	10%
150173	Engineering Mathematics - I	73	Linear Algebra	10%
150174	Engineering Mathematics - I	74	Geometry	10%
150175	Engineering Mathematics - I	75	Calculus	10%
150176	Engineering Mathematics - I	76	Statistics	10%
150177	Engineering Mathematics - I	77	Probability	10%
150178	Engineering Mathematics - I	78	Linear Algebra	10%
150179	Engineering Mathematics - I	79	Geometry	10%
150180	Engineering Mathematics - I	80	Calculus	10%
150181	Engineering Mathematics - I	81	Statistics	10%
150182	Engineering Mathematics - I	82	Probability	10%
150183	Engineering Mathematics - I	83	Linear Algebra	10%
150184	Engineering Mathematics - I	84	Geometry	10%
150185	Engineering Mathematics - I	85	Calculus	10%
150186	Engineering Mathematics - I	86	Statistics	10%
150187	Engineering Mathematics - I	87	Probability	10%
1501				

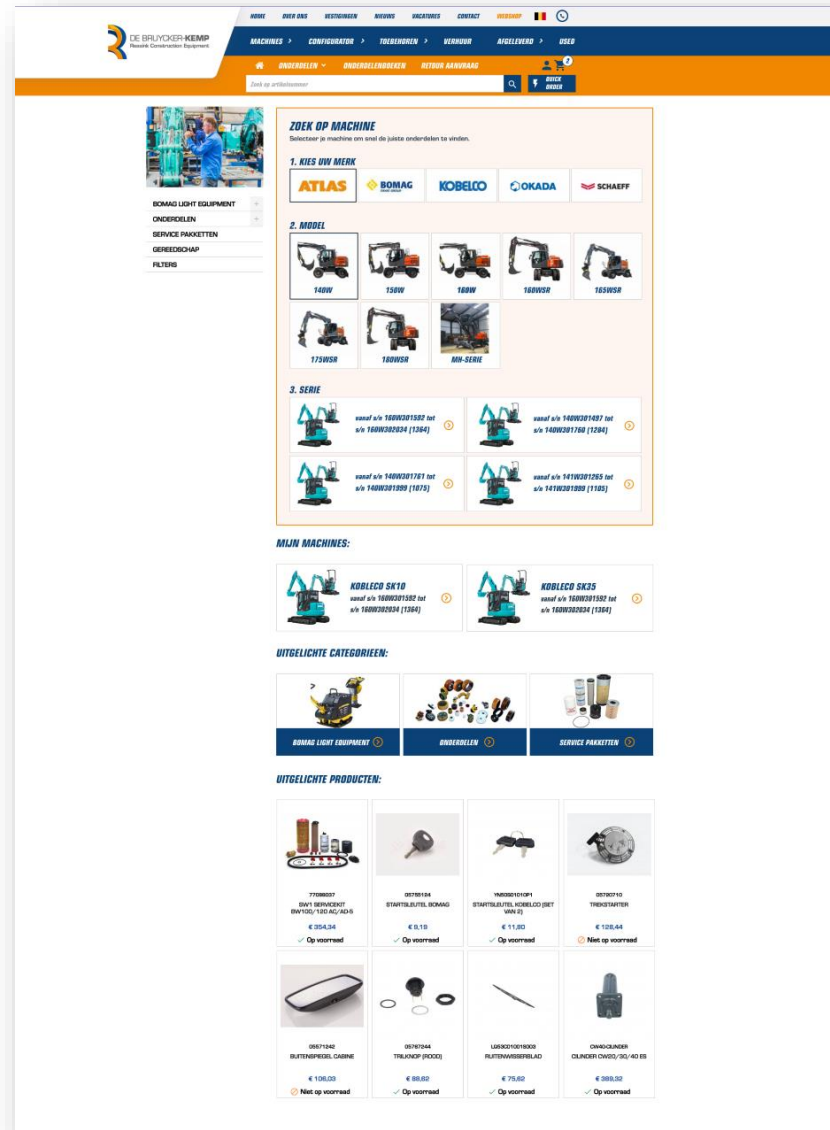
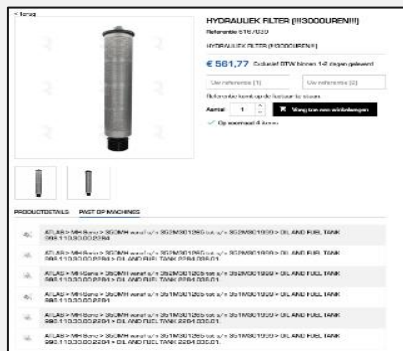
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Konfliktsituationen

- Einführung
- Konfliktarten (Konfliktsituationen, Konfliktsituationen)
- Konfliktarten (Konfliktsituationen, Konfliktsituationen)
- Konfliktarten
- Konfliktarten (Konfliktsituationen, Konfliktsituationen)
- Konfliktarten (Konfliktsituationen, Konfliktsituationen)
- Konfliktarten (Konfliktsituationen, Konfliktsituationen)



Start product enhancements RCE
(integration spareparts books)

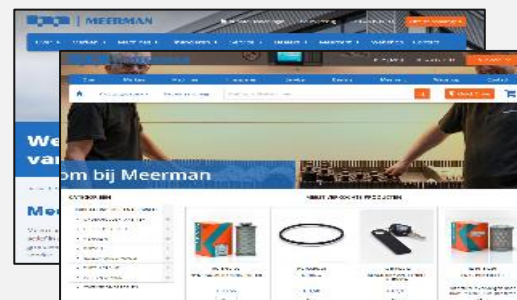


We execute on quick wins particular around parts e-commerce with direct impact on revenue and customer experience.

Subject Code	Subject Name	Unit	Unit Weightage	Total Weightage
101	Engineering Mathematics - I	1. Vector Calculus	10	10
102	Engineering Mathematics - I	2. Matrix Algebra	10	10
103	Engineering Mathematics - I	3. Ordinary Differential Equations	10	10
104	Engineering Mathematics - I	4. Partial Differential Equations	10	10
105	Engineering Mathematics - I	5. Probability and Statistics	10	10
106	Engineering Mathematics - I	6. Complex Numbers	10	10
107	Engineering Mathematics - I	7. Laplace Transforms	10	10
108	Engineering Mathematics - I	8. Z-Transforms	10	10
109	Engineering Mathematics - I	9. Fourier Series	10	10
110	Engineering Mathematics - I	10. Fourier Transforms	10	10
111	Engineering Mathematics - I	11. Numerical Methods	10	10
112	Engineering Mathematics - I	12. Graphical Methods	10	10
113	Engineering Mathematics - I	13. Engineering Drawing	10	10
114	Engineering Mathematics - I	14. Engineering Drawing	10	10
115	Engineering Mathematics - I	15. Engineering Drawing	10	10
116	Engineering Mathematics - I	16. Engineering Drawing	10	10
117	Engineering Mathematics - I	17. Engineering Drawing	10	10
118	Engineering Mathematics - I	18. Engineering Drawing	10	10
119	Engineering Mathematics - I	19. Engineering Drawing	10	10
120	Engineering Mathematics - I	20. Engineering Drawing	10	10
121	Engineering Mathematics - I	21. Engineering Drawing	10	10
122	Engineering Mathematics - I	22. Engineering Drawing	10	10
123	Engineering Mathematics - I	23. Engineering Drawing	10	10
124	Engineering Mathematics - I	24. Engineering Drawing	10	10
125	Engineering Mathematics - I	25. Engineering Drawing	10	10
126	Engineering Mathematics - I	26. Engineering Drawing	10	10
127	Engineering Mathematics - I	27. Engineering Drawing	10	10
128	Engineering Mathematics - I	28. Engineering Drawing	10	10
129	Engineering Mathematics - I	29. Engineering Drawing	10	10
130	Engineering Mathematics - I	30. Engineering Drawing	10	10
131	Engineering Mathematics - I	31. Engineering Drawing	10	10
132	Engineering Mathematics - I	32. Engineering Drawing	10	10
133	Engineering Mathematics - I	33. Engineering Drawing	10	10
134	Engineering Mathematics - I	34. Engineering Drawing	10	10
135	Engineering Mathematics - I	35. Engineering Drawing	10	10
136	Engineering Mathematics - I	36. Engineering Drawing	10	10
137	Engineering Mathematics - I	37. Engineering Drawing	10	10
138	Engineering Mathematics - I	38. Engineering Drawing	10	10
139	Engineering Mathematics - I	39. Engineering Drawing	10	10
140	Engineering Mathematics - I	40. Engineering Drawing	10	10
141	Engineering Mathematics - I	41. Engineering Drawing	10	10
142	Engineering Mathematics - I	42. Engineering Drawing	10	10
143	Engineering Mathematics - I	43. Engineering Drawing	10	10
144	Engineering Mathematics - I	44. Engineering Drawing	10	10
145	Engineering Mathematics - I	45. Engineering Drawing	10	10
146	Engineering Mathematics - I	46. Engineering Drawing	10	10
147	Engineering Mathematics - I	47. Engineering Drawing	10	10
148	Engineering Mathematics - I	48. Engineering Drawing	10	10
149	Engineering Mathematics - I	49. Engineering Drawing	10	10
150	Engineering Mathematics - I	50. Engineering Drawing	10	10

[illegible]

The screenshot displays the homepage of the SODEV website. The header section includes the company logo, contact details (phone: 03 20 30 30 30, email: info@sodev.fr, website: www.sodev.fr), and a navigation menu. The main content area is organized into several sections, including 'ACTIVITÉS' (listing various services), 'PROJETS' (showing images of construction and industrial sites), and 'CONTACT' (providing address and contact details). The footer contains a list of services offered, including 'CONSTRUCTION', 'ENTRETIEN', 'TRAVAUX', 'MONTAGE', 'DÉMONTAGE', and 'RÉPARATION'.



Today's agenda

- Introduction
 - Basics of a design process: how a good design is created
 - What is a design process? What is it not?
- Tools
 - IDEs
 - Collaboration tools
 - Plugins
 - Introduction of our program

Benefits



Implement webshops at more of our companies.



Ensure current webshops are further enhanced and developed.



Pick up marketing activities to ensure better findability.



Ensure the platform is ready for the future.

**Enabling your
business!**



Questions?