

## AMERICAN INDUSTRIAL PARTNERS (AIP)

### Additive Manufacturing Opportunity Identification

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**American Industrial Partners (AIP)** is an operationally-oriented middle market private equity firm that is distinctively focused on buying and improving industrial businesses with operations in the United States and Canada. Backed by AIP, ADDMAN Engineering leverages the expertise and knowledge of the mid-sized manufacturing companies in AIP's portfolio to apply Additive Manufacturing (AM) and advanced technologies to enable breakthroughs in product development and manufacturing for their customers. ADDMAN currently operates facilities in Bonita Springs, FL and Westfield, IN.

A critical component in the identification of additively manufactured parts is a deep knowledge and understanding of the technologies and its potential uses. ADDMAN had fewer than twenty employees across both locations and sought to enhance their processes for part identification to improve sales performance and limit dependence on engineers. The company focused on expanding their customer base to all of AIP's portfolio companies and needed assistance to quickly identify potential value within a company as well as specific parts that would be feasible to print.

To address this opportunity, the Tauber team accumulated knowledge from the ADDMAN team and relevant AIP portfolio companies to create a set of tools that could be used to decrease the time it takes for identification of 3D printing opportunities and assessment of value creation. These tools included discrete rapid (plant) assessments as well as an engineered sales questionnaire tool to comprehensively review a given company. The outputs of the tools included top value drivers, readiness for AM implementation, service fits within the company, specific opportunity areas, and immediate next steps for execution. The tools limited the need for a deep understanding of additive manufacturing. They also decreased the time and variability of the opportunity discovery process when engaging a potential new customer.

After assessing possible implementations for these tools, ADDMAN's 3-year impact included additional revenue generation of up to \$73M from improved lead conversion rates. ADDMAN also acquired value from reduced customer acquisition costs due to a 20% reduction in discovery time amounting up to \$668K. The tools created by the Tauber team will be implemented immediately in ADDMAN's operations.