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BSMW4003

Digital Skills and Research Methods

Group Presentation

The use of Bluetooth technology on Festool products

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Introduction

- Type: Gesellschaft mit beschränkter Haftung
- Industry: Manufacturing
- Founded: 1925, 97 years ago
- Headquarters: Wendlingen, Germany
- Products: Power Tools



- Revenue: €340 million
- Number of Employees: 700
- Parent: TTS Tooltechnic Systems
- Festool owns subsidiaries in 26 countries
- Some countries includes UK, USA, Canada, France etc.



Background of the company

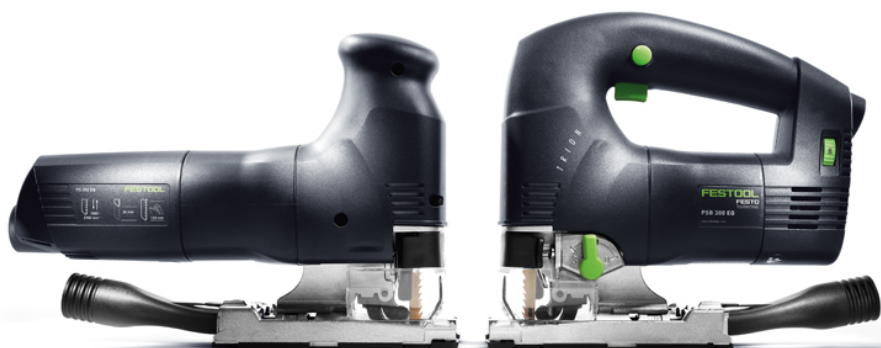
- 1925 - The Festus company was founded by company partners Albert Fezer and Gottlieb Stoll
- 1925 ~ 1932 – The first company logo is created
- 1927 ~1932 – The first transportable chainsaw, The concept of the first mobile circular saw, ZUM 140 chain mortiser
- 1933 – Active social matters. Modified Logo
- 1938 – BD 125 portable circular saw. Build qualitative things and reach out to customers. MTD and KTD disc sanders. First brand new building



- 1943 – The second generation of Festo
- 1946 - AE 85 pendulum cover saw, AD 85 portable circular saw
- 1951 - RTE orbital sander, New location in Neidlingen
- 1953 ~ 1962 - SÄGEHEXE AAU 50 portable circular saw. AU 50/65 portable circular saw. New company logo, the first guide rail
- 1966 ~ 1975 - RTT-S orbital sander, Focus on power tools



- 1979 ~ 1980 – WTS 150 eccentric sander, ROTEX RO 1, AXF 45 plunge-cut saw, AT 55e portable circular saw
- 1983 – Festo turns blue
- 1984 ~ 1986 – PS1 pendulum jigsaw, Neidlingen plant, Expanded company logo
- 1992 – Expanded company logo
- 1993 ~ 1996 - Festo SYSTAINER SYS Classic, CDD 12 cordless drill



- 2000 – New Festool logo, Relocation in Wendlingen, PS 300 pendulum jigsaw
- 2002 ~ 2004 - RS 100 Q gear-driven sander, TS 55 plunge-cut saw , OF 1400 router
- 2005 ~ 2007 - RO 150 EQ geared eccentric sander, DF 500 DOMINO jointer , KAPEX KS 120 compound mitre saw
- 2009 ~ 2012 - CTL 36 E mobile dust extractor, LHS 225 EQ long-reach sander, SYSTAINER T-LOC, PSC 420 EB pendulum jigsaw
- 2013 ~ 2014 - DSC AG 230 diamond cutting system, QUADRIVE cordless drill, UNIVERS SSU 200 sword saw, CONTURO KA 65 edge bander , VECTURO OS 400 oscillating tool

<https://duckduckgo.com/?q=festool+tools+bluetooth&atb=v315-1&iar=images&iax=images&ia=images&iai=https%3A%2F%2Fpinimg.com%2Foriginals%2F6%2F7d%2F6c%2Ff67d6c3e26bfa571a4e4667ee17dc60.jpg>



- 90 years of Festool
- Living within our German roots – but at home around the globe
- A population of 1,846 people, 20,000 cherry trees and a 'factory of the year'
- The power tools that are built for real challenges

Challenges Before Introducing Festool Bluetooth Batteries Technology

- The tools couldn't be switched on remotely
- The tools were harder to handle
- You were not able to get an insight on the tools characteristics
- The tools were more likely to produce accidents





- The tools were more robust
- The tools were more inefficient
- You couldn't use them were you don't have electricity
- The tools were louder
- The tools weren't environmental friendly



- Challenges introducing the technology:
 - Finding a way to introduce the batteries on the tools
 - Finding a way to introduce the Bluetooth technology
 - Finding a way to integrate the technologies
 - Finding a way to give the user the control he needs
 - Developing an app available for the user



- Developing a way to make the technology available for all the products
- Making sure that the data provided from the technology is correct
- Making sure of the safety of the technology
- Designing an interface friendly with the user
- Making sure everything functions accordingly

- The challenge of attracting unprofessional clients
- The challenge of making the products easier to learn to use
- The challenge of making the product a necessity
- The challenge to make the Bluetooth technology available on every tool
- The challenge to fabricate the tools

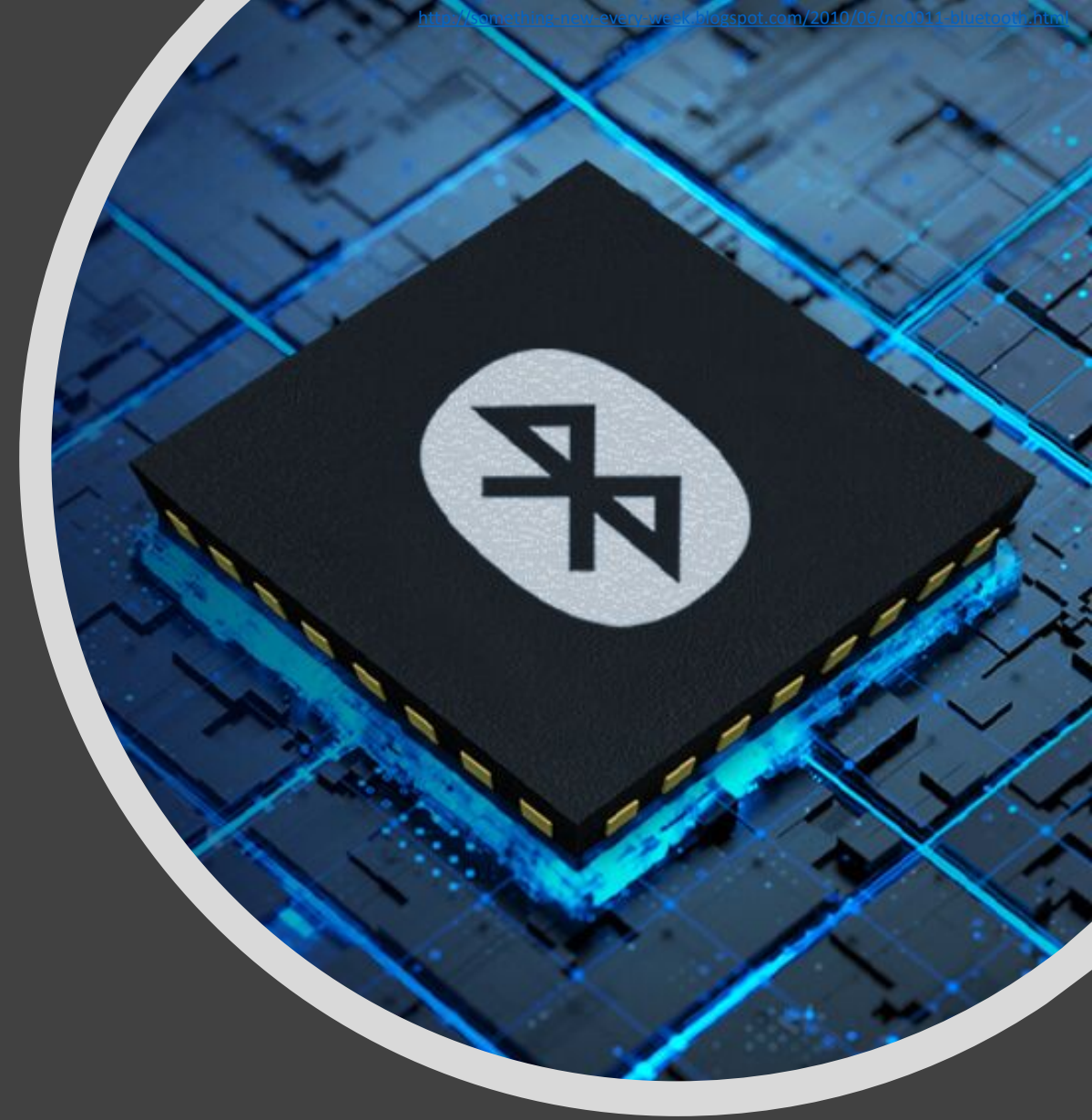




Insights Of The Bluetooth Technology Introduced

- Battery Bluetooth technology
- Bluetooth technology is introduced in 7 May 1998
- Is a wireless technology
- It is used to transfer data
- It can connect devices and tools

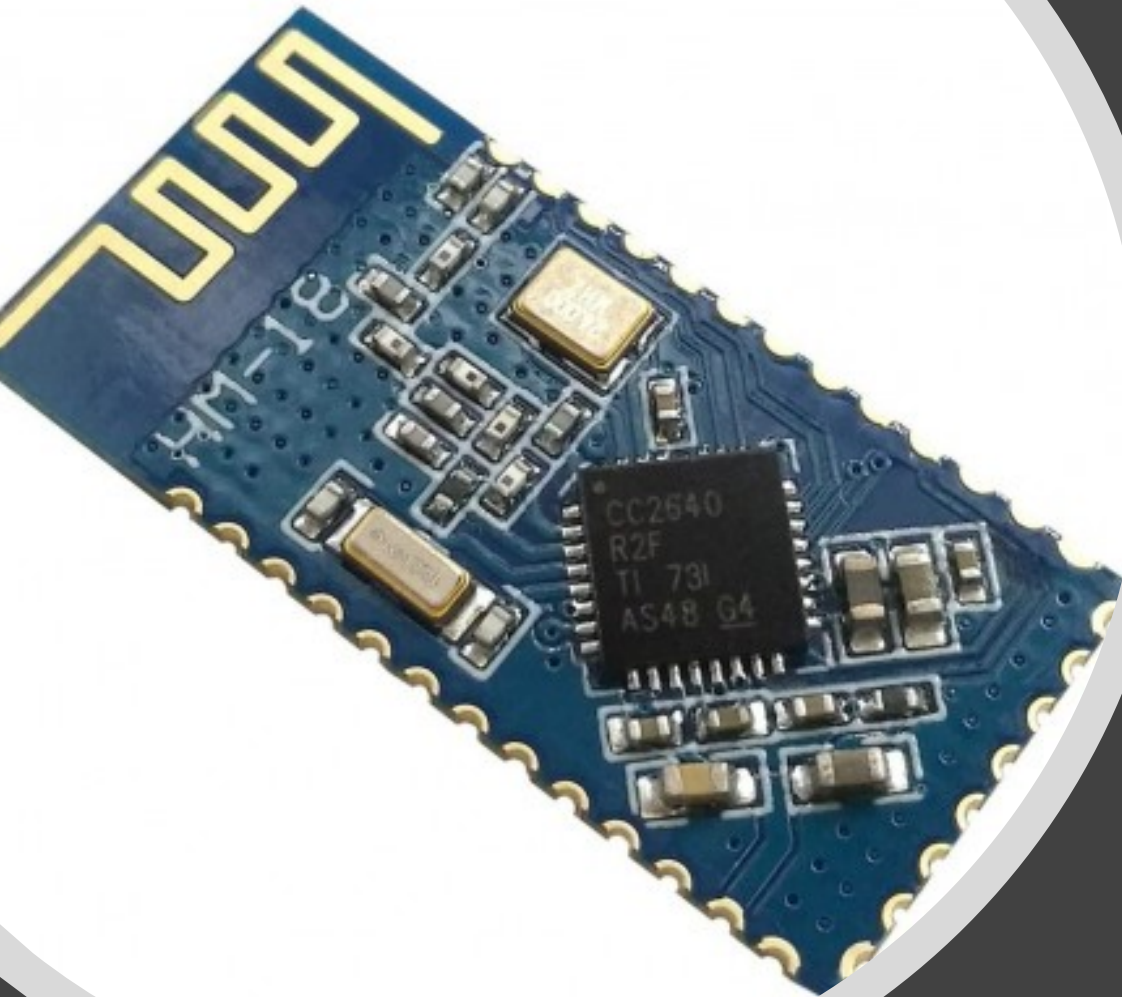
- The technology introduced is being able to manage the tools remotely
- It can be used for mobile devices
- It can be used for audio and entertainment
- It can be used in industry
- It can be used in medicine



•The evolution of Bluetooth technology as it follows:

- Bluetooth 1.0 and 1.0 B
- Bluetooth 1.1
- Bluetooth 1.2
- Bluetooth 2.0 + EDR
- Bluetooth 2.1 + EDR
- Bluetooth v3.0 + HS
- Bluetooth v4.0 + LE
- Bluetooth v4.1
- Bluetooth v4.2
- Bluetooth v5.0





- Hardware on which the bluetooth technology is based
- Software on which the Bluetooth technology is based
- Bluetooth Protocols
- Basic Bluetooth Protocols
- Bluetooth Grids
- Festool and the reason why it has Bluetooth Batteries Technology

•The Festool app

- It connects the tool with the phone via Bluetooth
- All the tools you have are assigned via your account
- Registered tools are added automatically by the app
- Finding information become easy and quick to find
- Highly detailed information about the tools





- All the information is transmitted via the receiver
- Software updates for the batteries packs
- Important information about the battery pack delivered via push notifications
- Direct point of contact available on the app
- Quick warranty registration and simple repair requests available on the app
- The possibility to search for a dealer in your area



Impact Of The Festool Bluetooth Batteries Technology Introduced

- The technology introduced is being able to connect the tools to your own personal phone
- The technology introduced provides data about the tool on your phone
- The technology introduced is making you able to switch on the device remotely from your phone
- Cordless tools means more efficiency
- The tools are more transportable

- The tools are eco – friendly
- You can request for repairs
- You are able to manage your tools more efficient
- You are able to assign the warranty of your product on the app
- You are able to see the dealer on the map for repairs



- The Festool environment with clever extensions.
- The perfect product on hand around the clock.
- Perfect operation Simple and practical.
- Application for the battery packs
- Application for the dust extractor



- Application for Long-reach sander PLANEX 2 225 EQI
- Application for the cordless drill
- Being able to find the tool easily
- Being able to view the operating data live
- Being able to see all the personal data in the account



- Work app, the app that is letting you control the tools
- Order app, the app that let's you find your Festool tool accessories.
- How-to App, your video personal guide
- It makes a friendly interface that boosts sales
- It promotes the habit of doing it yourself



Lessons Drawn From The Case Study

- Festool is a company with a great history and many achievements
- Festool is a successful business because of their ideas and will to innovate
- Festool became a brand because of the quality of the products but also because of their marketing campaigns
- The capability to adapt to new emerging technologies is key
- Is very important to make their products available for everybody



- Is very important to also take care of the environment
- Investing in innovation is a way to evolve but to invest in marketing is as important as innovating
- Making things with passion always make a business better
- It is very important to cherish the tradition you are having and to create a brand
- The logo is very important as is the first thing your customers see



- Quality and durability represents the respect delivered to the customers
- Is very important to make the customers loyal to the brand
- You can sell feelings to the customer like Festool does
- A great effort to innovate something will be paid fully only if it is marketed
- You can create dependency for your product by innovating



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