

JA Delmas expands its product range in West Africa

The Cat dealer plans a complete rollout of the Cat GC range of excavators during this year.

Vincent Colleu, head of Construction and Infrastructures Business Unit, is in charge of equipment sales, including parts, services and rental for JA Delmas. He talks to *African Review* about the Network's plans to expand its product offering in 2019 and beyond.

Last year, the launch of the Cat Next Generation excavator range in Abidjan was a significant move for JA Delmas, as it expands its product offering in West Africa.

Now, the company wants to build on its success this year with a complete rollout of the Cat GC range of excavators up to 45 tons.

Tell us more about the strategy of JA Delmas in West Africa in 2019 and 2020.

Vincent Colleu: In terms of product offering, our strategy for 2019 and 2020 is to keep on introducing the Cat expanded range of equipment and to deliver the best, most profitable experience to our customers, wherever they are in West Africa. Our customers can have different expectations depending on their projects, their business models and their applications. For the same size of machine, Caterpillar can offer different models in order to match any customer needs. The demand for the SEM Utility range and Cat GC range have grown significantly over the last three years. In 2019, Caterpillar will launch nine new GC models and the plan is to reach 28 GC models in the Caterpillar range before the end of 2020.

This year, we've also launched our new CSAs (Customer Service Agreements) offering a wide range of support to our customers from the parts kits delivery up to the full maintenance agreement.

Thirdly, embedded technology is a key asset. All our machines are



delivered with the Cat product link remote monitoring system, which is standard on our equipment to allow customers to be able to locate and check the status of their entire fleet.

We started rental activities 10 years ago and continue to invest substantially in our rental solutions. There is a big demand from customers for OPEX solutions. Overall, it is important for us to offer a complete solution to our customers based around the equipment, financing packages, technologies and rental opportunities.

How is the JA Delmas Network structured to meet customer expectations and build a long-term relationship?

VC: In addition to our product and service strategy described above, we strongly think making our customers life easier is the best way to improve their experience working with JA Delmas and Caterpillar. That's why we are really pleased to announce the launch of the new JA Delmas customer portal including different tools like parts.cat.com (for on-line parts ordering) or Maestro (our on-line order tracking tool). Finally, the Network keeps investing massively in its infrastructures, workshops and general facilities as well as in people. Our ambition is to inaugurate a JAD Academy by 2020.

Is JA Delmas partnering with any other brands in the future?

VC: Yes, another major part of our strategy is to expand the JA Delmas brand portfolio in addition to the Caterpillar equipment. We are planning to launch a new partnership with key manufacturers. We need to be able to offer all types of construction solutions for a job site.

What was the customer feedback following the Next Gen Hex range launch in Abidjan last November?

VC: This was a key moment when we launched the Next Generation 20-ton size excavators last year. It was a major new product range introduction from Caterpillar for years, so it was very important as a Cat dealer to make sure that we would introduce these new models into the market in the right way. We gave customers a demonstration of the Next Gen Hex range at the construction and infrastructure trade fair in Abidjan. We were able to show our customers all the benefits of the machines in terms of fuel consumption, maintenance and operating costs.

These machines consume up to 25 per cent less fuel than the previous models and are more adapted to the quality of fuel available in Africa. They work at a lower cost and reduce maintenance

costs by up to 15 per cent as we have reduced the number of filters and parts to be changed.

The last key feature is the Cat Connect Technology embedded in the equipment, which boosts efficiency by up to 45 per cent. We have standard solutions for operations as well as 2D and 3D options for increased productivity when operating the machines. The customer feedback was really good in terms of reliability and productivity of the machines so we were really happy. Our sales in this range have increased since the event.

We're now introducing in West Africa the new NGH models up to the 45 tons and looking forward to delivering a great experience to our customers with this new range of excavators!

In addition to the Next Gen Hex, we're really pleased to have presented to our customers at bauma our new Cat soil compactors range with the CS11 GC and CS12 GC. These models are the perfect match for the road construction and maintenance projects in Africa and will be rolled out to our African representatives throughout the rest of the year.

Do you have any other significant developments to share with our readers?

VC: Brand new facilities will be inaugurated in the Dakar region in September. It is a €10 million investment and will be one of our biggest sites in West Africa to better serve our customers. ■

JA Delmas serves three main industries in 11 West African countries: mining, construction and infrastructures to energy manufacturing and services. It has been present for more than 165 years and a Cat dealer for 87 years.