



DÜRR NDT Recognized for

2021

New Product Innovation

Global NDT Workflow

Management Software Industry

Excellence in Best Practices

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each Award category before determining the final Award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. DÜRR NDT excels in many of the criteria in the NDT workflow management software space.

AWARD CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

Need for Seamless NDT Workflow Management Software to Maximize Uptime and Optimize Work Processes

In general, the conventional nondestructive testing (NDT) process chain involves various non-invasive inspection techniques and the use of several software tools that are not networked with one another. It is common for a level 3 personnel of an NDT solution provider to utilize and switch between different software, such as MS-Excel, SAP, and the intranet, to track and search inspection status - making the process extremely time consuming. For inspection orders, the NDT operator must gather relevant documents related to testing, including standards, procedures, and inspection instructions. Data is currently collated manually or in a digital folder in Windows Explorer using the intranet or ERP system.

For all inspections, the operator manually enters data multiple times, such as order data, test objects, and inspection data, which is quite tedious and takes substantial time, reducing the operation time for actual inspections. In such a complex, siloed NDT process chain, it is obviously difficult for employees working in different departments to coordinate efficiently and for managers to stay up-to-date on current sales volumes or inspection orders. Frost & Sullivan concludes that digitizing and streamlining components of the NDT workflow - including order entry, inspection, report generation, approval, billing, and archiving on a single platform - are critical to boosting the efficiency and transparency of processes.

A Seamless Solution for All Work Process Issues

Headquartered in Germany, DÜRR NDT is a leading manufacturer of high-resolution imaging plate scanners and flat panel detectors. The company also designs and offers digital archiving tools, state-of-the-art image acquisition and evaluation software, and the Drive NDT holistic workflow management and reporting platform. With the cloud-based Drive NDT software, new inspection orders can be automatically generated via an ERP system. The system stores information such as inspection procedures, customer specifications, standards, inspectors, equipment, test objects, measurement points, and templates for individual test reports for associated inspections. It generates and administers test reports and can easily customize reports according to client needs to include testing data from external devices and applications -shortening NDT workflow times over conventional approaches. The software is a combined effort of DÜRR NDT and AAP NDT, a subsidiary of DÜRR NDT.

Drive NDT also simplifies equipment management by providing status updates for the devices, their location availability, and upcoming recalibration details. It also offers managers better visibility on the number of available employees that can be assigned to inspection orders. The system automates notifications for employee certificates, radiation dosage, and check-up appointments. Drive NDT aids in effortless inspection staff administration and enables reliable networking through direct communication between inspection devices and standardized interfaces to ERP, CRM, and archiving systems. Compared with conventional approaches, the Drive NDT software improves the efficiency of accounting processes and minimizes human transcription errors owing to its automated data entry and transfer. The software also facilitates smart data evaluation capabilities to obtain statistics and predictive maintenance, optimizing NDT workflows through data-driven decision making.

Frost & Sullivan commends DÜRR NDT for its innovative cloud-based Drive NDT software that digitizes workflows using a single system that allows users access anytime - and from anywhere in the world.

Holistic Approach for NDT Workflow Management Adds Value to Process Optimization

“DRIVE NDT is a holistic software that manages and automates the entire NDT workflow. It can include multiple testing methods and be customized per customer requirements. DÜRR NDT relies on online demonstrations and one on one visits, where customers can gain hands-on experience with the DRIVE NDT software and experience the benefits themselves.

***– Shruti Yewale, Sr. Research Analyst,
Industrial Technologies***

While other competitor NDT workflow management software applications focus on digitizing and automating either single or multiple parts of the workflow processes, Frost & Sullivan points out that DRIVE NDT is a holistic software that manages and automates the entire NDT workflow. Currently, no other competitor integrates a destructive testing method with an NDT method in their workflow management software. However, with Drive NDT, this is possible. The software also allows customization, optimizing the process. These advantages enable DÜRR NDT to increase the number of customer subscriptions and purchases of DRIVE NDT software.

Deep Understanding of Customers' NDT Workflow Processes Boosts Customer Purchase Experience

DÜRR NDT offers customers the DRIVE NDT only after careful analysis of their requirements. Within 48 hours of receiving a customer request, DÜRR NDT arranges a call to provide a free demonstration of the Drive NDT software. Next, it integrates the customer's reports into the software to help them understand the operation and functionality of the solution. The approach enables DÜRR NDT to demonstrate how user-friendly and beneficial the software is for NDT workflow management.

The time required for product customization depends on parameters such as customer size, number of employees, number of locations, and number of NDT methods that need to be incorporated. On average, DÜRR NDT takes about six months to develop a solution specific to customer needs.

Timely Resolution of Customer Requests Enhances Overall Customer Ownership Experience

DÜRR NDT prioritizes prompt resolution of client queries to improve the overall customer ownership experience. The company takes just a few days to make simple additions or changes to the Drive NDT software, while more complex upgrades take around two weeks to complete. Since the software is fully developed in-house, it is faster to resolve NDT workflow challenges, maximizing uptime and optimizing processes. Frost & Sullivan applauds DÜRR NDT for delivering a solution that is clearly attuned to unique industry needs, increasing its value proposition to customers.

DÜRR NDT's Superior Quality Products Provide Opportunities for Drive NDT Software

Unrivaled product quality is a priority for DÜRR NDT, as demonstrated by its X-ray scanners that provide one of the highest resolution ranges in the industry. The company is the only one in the industry that offers scanners with a five-year warranty at no additional cost - compared with its other competitors that provide one or two-year warranties. Frost & Sullivan analysts note that these features make DÜRR NDT systems a preferred choice among customers (despite being priced 5% to 10% higher than competitors). This branding strategy and customer service have enabled the company to expand the sales of Drive NDT as well. Europe is a major revenue earner for DÜRR NDT, underscoring the strength of its brand reliability and quality. To extend its reach to other regions, the company showcases its products and solutions at various trade shows, enabling customers to get a feel of its software and opening up new opportunities for DÜRR NDT.

Conclusion

The complexity of NDT process workflows, encompassing test report generation, equipment monitoring for predictive maintenance, inspection staff certifications, check-ups, and dose management, make it a tremendous investment for companies in terms of time, workforce, and process efficiency. DÜRR NDT integrates and streamlines all inspection methods and processes on its holistic, cloud-based Drive NDT system that manages and automates the entire NDT workflow, increasing efficiency and productivity. With its strong overall performance, DÜRR NDT earns the 2021 Global Frost & Sullivan New Product Innovation Award in the NDT workflow management software industry.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

Best Practices Award Analysis

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire product design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

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The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

