



# **TIME TO MARKET IN THE MACHINE TOOL INDUSTRY:**

**FLEXIBILITY AND CUSTOMER  
FOCUS AS THE KEY TO SUCCESS**

# NEW CUSTOMER EXPECTATIONS IN THE MACHINE TOOL SECTOR

The needs of the machine tool industry are changing rapidly, driven by customers demanding shorter lead times and products tailored specifically to their needs.

**Time to market** is more crucial today than ever before, with end users expecting more flexible solutions, and expecting them fast.

According to the German Machine Tool Builders' Association (VDW), incoming orders in the German machine tool industry fell by **28%** in the second quarter of 2024 – a challenge that must be met with reduced time to market and a greater focus on customer's individual needs.

Close cooperation between OEMs and their suppliers will be crucial to successfully navigating this changing environment. **Engineering support** will play a particularly critical role in the development phase. OEMs willing to trust the technical expertise and solutions of their suppliers will be able to accelerate development processes and significantly shorten their time to market.

Close collaboration between suppliers and OEMs will unlock the flexibility needed to adapt to customer requirements and at the same time minimise development risks.



NEW CUSTOMER  
EXPECTATIONS

ENGINEERING  
SUPPORT

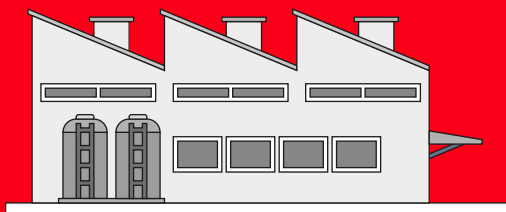
SUCCESS  
FACTORS

BENEFITS

CONCLUSION

28%

fall in orders across the German  
machine tool sector.



**Customised solutions and customer centrality:** NSK shortens time to market and speeds up the development process.

Source: VDW



# 2 ENGINEERING SUPPORT IN THE DEVELOPMENT PHASE: THE KEY TO INCREASING EFFICIENCY

Shortening time to market involves far more than just speeding up production.

It requires close cooperation between all stakeholders from the initial concept phase through to the final delivery of the product.

**Engineering support** from experienced suppliers such as **NSK Europe** can see customers benefit from in-depth specialist knowledge which can help to identify and rectify design and construction errors at an early stage.

This minimises costly delays and leads to more efficient development.

**NSK** works closely with OEMs to develop custom solutions for specific machine requirements.

From selecting the right super precision bearings, ball screws and linear guides through to utilising advanced manufacturing technologies, we can help our partners reduce their time to market by up to **20%** whilst simultaneously optimising machine performance.

NEW CUSTOMER EXPECTATIONS



ENGINEERING SUPPORT

SUCCESS FACTORS

BENEFITS

CONCLUSION



Successful partnerships can reduce time to market by up to 20%, whilst simultaneously optimising machine performance.

Up to

**20%**

faster  
to market



Source: Bain



# 3 FLEXIBILITY AND CLOSE COLLABORATION: SUCCESS FACTORS FOR OEMs

Customers are demanding ever more flexibility when it comes to product development and production.

Modern customers expect not only high-quality machines, but also custom solutions that are precisely tailored to their needs.

The trend is clear, the industry is moving towards '**mass customisation**', i.e. the ability to bring customer-specific products to market.

These developments present OEMs with the challenge of making their production processes agile enough to meet customer demands, and to do so at speed.

Close cooperation between OEMs and suppliers is vital to make a success of this, which is why **NSK Europe** supports our customers from the concept phase through to production.

By maintaining regular communication and making customer-specific adaptations, NSK ensures that machines not only meet the requirements of end customers, but exceed their expectations.

Keeping communication channels open during the development phase means that products can be brought to market faster and without any drop in quality.

**Closed-loop engineering** - a continuous exchange of feedback and suggestions throughout development - is one way to ensure faster time to market.

Studies show that companies that rely on close partnerships with their suppliers can reduce development time by up to **20%**. This not only enables companies to become more innovative, but also reduces development costs by up to **15%**.

NEW CUSTOMER EXPECTATIONS

ENGINEERING SUPPORT

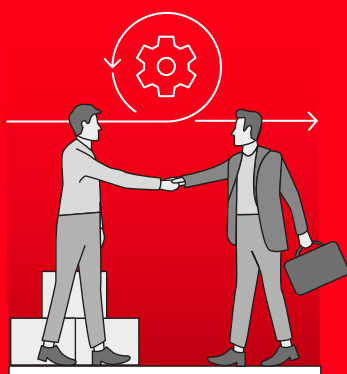


**SUCCESS FACTORS**

BENEFITS

CONCLUSION

**20%**  
faster  
development



**15%**  
reduction  
in development costs

**Close co-operation with suppliers during development** allows OEMs to be more innovative and also saves valuable time and money.

Source: Bain



# THE BENEFITS OF CUSTOMISED SOLUTIONS AND TECHNICAL EXPERTISE

OEMs who embrace the expertise of suppliers such as NSK early on benefit from flexible, customised solutions.

High quality components such as the ROBUST series of super precision bearings or advanced ball screws make it possible to operate machines at higher speeds, lower friction and extend service life.

This improved machine performance in turn reduces downtime and maintenance costs across the production process.

**NSK Europe** not only offers its OEM partners high-quality products, but also develops unique solutions that are precisely tailored to their requirements.

Using these customised components allows OEMs to operate more quickly and more efficiently, significantly reducing time to market.

NEW CUSTOMER  
EXPECTATIONS

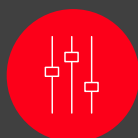
ENGINEERING  
SUPPORT

SUCCESS  
FACTORS



**BENEFITS**

CONCLUSION



Custom solutions and super precision components **improve machine performance** and **lower maintenance and repair costs**.



Higher speeds

Reduced friction

Increased service life



**Improved  
performance**



**Reduced  
costs**

# CONCLUSION: TIME TO MARKET AS A COMPETITIVE ADVANTAGE

In today's machine tool industry, shortening time to market is one of the keys to success.

OEMs that work closely with their suppliers can not only react more quickly to changing market requirements, but also improve the quality and performance of their machines.

NSK Europe provides the crucial engineering support that allows OEMs to streamline their development processes and satisfy ever more demanding customers.

Flexibility, engineering expertise and the ability to offer custom solutions are the keys to shortening time to market whilst maximising machine performance.

The future of the machine tool industry lies in close cooperation between OEM and supplier - and in the ability to react quickly and flexibly to customer requirements.

NEW CUSTOMER  
EXPECTATIONS

ENGINEERING  
SUPPORT

SUCCESS  
FACTORS

BENEFITS



CONCLUSION

Partnership with  
**NSK**



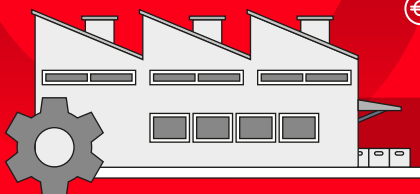
**Customised** solutions



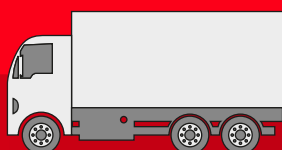
**Reduced** development time



**Efficient** cost utilisation

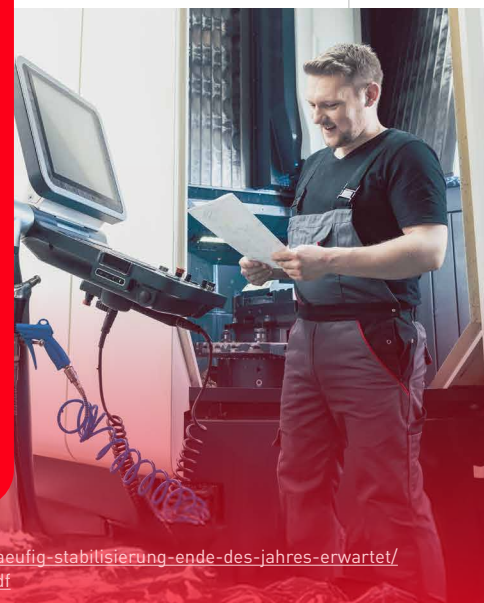


**Fast to market**

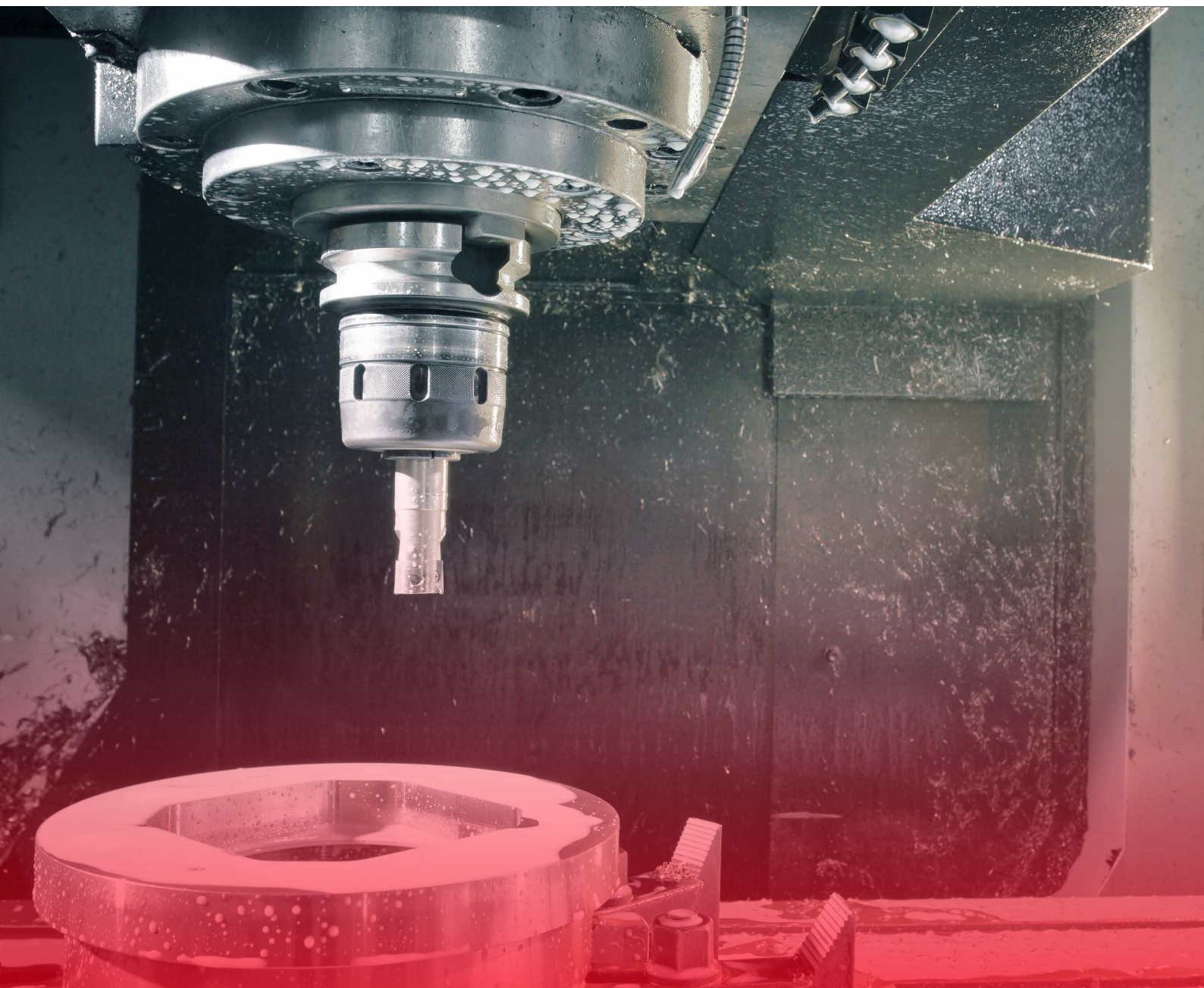


Closed-loop engineering offers a **competitive advantage** in terms of **quality and time**.

Sources: NSK







## **YOUR CONTACT:**

Jörg Wagner  
Sector Manager Machine Tools  
[marketing-europe@nsk.com](mailto:marketing-europe@nsk.com)



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