

Customer Focus

Customer focus is one of our corporate values. Simply put this means seeking out and solving customers' problems. This is certainly the number one value in our solutions business. You may have at least two different kinds of reasons to buy our solutions:

When you define a problem more in business than in technical terms, you are looking for a solution. Perhaps you do not have all the technical expertise to solve the problem yourself - and do not wish to acquire that ex-

pertise either. Your business challenges may concern, for example, improving safety or quality, reducing cost or environmental damage, or increasing capacity.

At some stage, every organization faces the problem of complexity; too many different activities are operated in-house. There is a risk of losing focus and having little energy left for core activities. One way out is to outsource the non-core activities to a specialized service company. What is outsourced is the worry relating to the chosen issue. A reliable partner provides a solution tailor-made for the customer's needs, applies the best technologies, takes care of maintenance, upgrades the systems - and even operates them, if desired.

Vaisala's solution business applies a three step approach: understanding the customer's problem, proposing alternative solutions and implementing the customer's chosen solution.

In order to be successful in the solutions business we have to master both the customer's application and the technologies that can address the challenges. Efficient operations are also necessary.

Customer focus is also important in our other business models, that is, when customers need an instrument or a measurement system. Today, these products are configurable and flexible. In order to get the best

possible benefit from the products, our people help customers choose the ones best suited to their application.

Customer focus is a mindset, a willingness to solve customers' problems rather than merely selling products. It also means that we focus on individual customer needs.

I believe we have done our homework well in this respect; we always concentrate on one of the most important guidelines in our operations: Customer Focus. ●



Pekka Ketonen
President and CEO

