How to be more calculating

WOULD MR. SPOCK HAVE MADE A BETTER ENGINEER FOR THE USS ENTERPRISE THAN SCOTTIE EVER DID? IF YOU AGREE THAT EMOTION CAN SOMETIMES GET IN THE WAY OF A CORRECT PURCHASING DECISION, THEN THE ANSWER IS 'AFFIRMATIVE, CAPTAIN'.

If you're too young to remember the era before Jean-Luc Picard, when Captain James T. Kirk was at the helm of the Starship Enterprise, you may not know the difference between Spock and Scottie. The two characters were chalk and cheese – and not only because one had pointy ears and the other was Scottish. It's also because one was a coolly calculating Science Officer who only ever made a decision based on logic, and the other – the Starship's Engineer – was a hot-blooded and highly emotional character who loved his engines more than he loved his own mother.

You may think Scottie, with engine oil running through his veins, would be the one you'd want to work alongside. But the fact is, when you're making decisions about repairing or replacing motors, Spock – whose heart appeared to pump ice – would be the best man (well, Vulcan) for the job.

That's because maintaining and replacing motors shouldn't be an emotional activity but a coolly logical one. You need to be able to take into account all the variable factors, and then arrive at the decision that will deliver the best long-term financial result for your operation.

However, until now, working out the long-term implications of your decision would have needed a brain as big as a planet, and all the time in the world. Which is why many people often take the quickest, easiest, and apparently cheapest decision, and opt to repair their existing motor and hope for the best. And on the face of it, when you look at the cost of a repair versus the cost of a new motor, it's a bottom line no-brainer. But if you could get independent, unemotional, accurate information, the correct decision – in terms of Total Cost of Ownership – might surprise you.

Independence – in the shape of repair v replace neutrality – has always been a key strength of *ERIKS*. Whereas motor repairers understandably favour repair, and motor manufacturers or suppliers – equally understandably – prefer to replace, *ERIKS'* equal levels of expertise and capability in motor repair and motor supply mean the company truly has no axe to grind and no need to try to influence your decision either way. What *ERIKS* will try to do though, is ensure that you make your decision for the right reasons, based on the correct information.

When you're looking at one cost to repair and another – usually much larger – to replace, it's pretty clear you'll generally choose to repair, unless you have a crystal ball to predict the date and cost of the next breakdown, or the useful working life of the motor. It may even be the case that repair

is the right decision, almost irrespective of the bottom line. If you operate your existing motor only intermittently, therefore using little energy, or a replacement is not available quickly a repair can work out more cost-effective. But without all the facts, all the figures, and a crystal ball, how can you tell?

That's where the *ERIKS* crystal ball – otherwise known as the Online TCO Calculator (or Mr. Spock's Brain) – comes into its own.

The calculator takes the facts about your current motor, and from them calculates all the essential figures you need to know: the annual running cost, carbon footprint in tonnes of CO_2 per annum, and energy usage in kilowatt hours. From those figures, it then extrapolates to give you the cost – over any term you care to set, from one year to fifteen years – of repairing and running your existing motor, replacing it with a standard IE2 motor, or replacing it with an energy-efficient IE3 motor.

In calculating the TCO, the Online Calculator takes into account not only the repair or purchase cost and the annual running cost, but also the end-of-life scrap value. The result is a true – and totally factual – set of figures, enabling you to make an informed – and totally unemotional – decision.

Because the Calculator gives you a comprehensive set of measurements – not just the TCO – you will also know which choice will help you achieve other internal targets you may have – such as carbon reduction, for example.

You can try a generic version of the ***ERIKS Online TCO Calculator*** now at ***motordemo.eriks.co.uk***, where you can enter sample metrics and parameters to see how quickly and easily the TCO is calculated. If you're impressed by its speed, comprehensiveness, detail and accuracy, you can then contact us and – after a visit from one of our engineers to discuss your motor requirements – we can enroll you on our motor contract programme where you will be provided with a fully tailored version, which will use the figures you input (Motor Power and Motor Speed, Annual Operation Hours, Load Percentage etc.) to provide you with a TCO for your specific motor and application.

Mr Spock would be proud. And though he would never admit it, Scottie would be delighted. After all, he would be getting a motor – whether repaired or new – which he knows is providing the most cost-efficient performance over the specified ownership period. And the best thing is, this is science