



Lab of Software Project Development – Group Project

P.I.P.E. Industrial Systems

Company Overview

P.I.P.E. Industrial Systems (*Pipeline Intelligence for Process Equipment*) is a B2B company operating in the industrial machinery sector. The company designs, manufactures, and sells specialized machinery for automated and semi-automated production processes, focusing on equipment that is essential for daily operations and generates long-term value for manufacturing companies.

Industrial machinery sales are high-value transactions with long decision cycles, involving multiple stakeholders and detailed technical evaluations. P.I.P.E. Industrial Systems provides solutions that address these needs while ensuring efficiency, reliability, and sustainable operations for its clients. Its approach combines advanced machinery with technical expertise, helping companies optimize production processes and maintain consistent performance.

Products, Services and Customers

P.I.P.E. Industrial Systems offers process-specific machinery tailored to the needs of its clients. The core products include automated assembly machines designed to increase precision and efficiency in high-volume production lines, industrial robotic cells used for welding, pick-and-place operations, and material handling, high-precision CNC machines for metal components manufactured according to client specifications, and automated packaging and handling systems for end-of-line operations in manufacturing and logistics facilities.

All machinery is provided as a customized solution based on the client's production requirements, plant layout, and output targets. In addition to machinery, the company offers technical support services throughout the entire sales and implementation process. These services include pre-sales consulting to define production requirements and system specifications, coordination of installation and commissioning, operator training, and ongoing maintenance and technical support.

The company serves medium to large manufacturing firms that require specialized machinery for automated production. Typical clients and sectors include:

- *Automotive manufacturers* using assembly line robots, automated welding cells, and precision CNC machines.
- *Industrial component producers* producing gears, shafts, and metal parts with high-precision CNC machines and robotic machining centers.

- *Food and beverage packaging companies* employing automated filling, labeling, and packaging machines.
- *Logistics and material handling facilities* using automated conveyors, robotic picking systems, and palletizing machines.

Main clients generally include companies with structured procurement processes, high production volumes, and long-term investment plans in machinery.

Primary Markets

P.I.P.E. Industrial Systems operates primarily in Europe, with a strong presence in Germany, Italy, France, and the Benelux countries, which are highly industrialized regions with a large number of manufacturing plants investing in production automation. Sales are managed by an internal sales team for core markets, while technical teams provide on-site support, installation, and maintenance, ensuring fast response times and consistent service quality.

Sales Process

The sales process at P.I.P.E. Industrial Systems is structured to reflect the high value and technical complexity of its machinery:

- I. *Initial Inquiry*, stage at which customers request information or quotations for specific equipment like robotic welding cell for car assembly for instance.
- II. *Qualification* when the sales team evaluates technical feasibility, production requirements, and plant layout. They value the requests and only proceed with the qualified ones.
- III. *Proposal Development* of a customized solution designed with the engineering team, including specifications, layout, and integration details.
- IV. *Negotiation* on pricing, delivery times, and technical details are finalized with procurement and technical managers.
- V. *Order Confirmation* once the contract is signed, production is scheduled and installation planned.
- VI. *Delivery and After-Sales Support* which includes installation, commissioning, operator training, and ongoing maintenance are provided.

The company is currently facing problems in tracking each stage, and therefore lacks information regarding track conversion rates, individual sales performance, and the effectiveness of technical consultations.