




HOW WORKING WITH ENGINEERS TAUGHT ME TO BE A BETTER MARKETER

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A Little About Me & My Background:

- 16 years in industrial marketing
- Work for the largest overseas subsidiary of Toshiba Corp
- AC motors, motor starters, adjustable speed drives





LET'S TALK ABOUT ENGINEERS & INDUSTRIAL MARKETING.

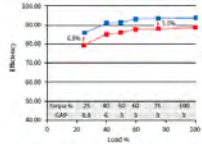
What I thought I was going to do.



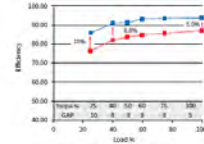
What I actually do.

SUPER PREMIUM EFFICIENCY WITH TOSH-ECO PM MOTOR

Toshiba's TOSH-ECO PM motor provides a higher efficiency across all operating conditions when compared to an induction motor. The TOSH-ECO PM motor maintains nearly the same efficiency at half speed and full speed, while the induction motor's efficiency drops at full load operation.



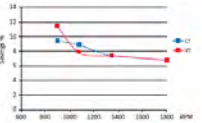
Motor Efficiency at Full Speed: Induction Motor vs. Permanent Magnet Motor



Motor Efficiency at Half Speed: Induction Motor vs. Permanent Magnet Motor

GREATER POWER SAVINGS WITH THE TOSH-ECO PM MOTOR

Toshiba's TOSH-ECO PM motor yields greater power savings, compared to induction motors, especially on lower speed conditions for constant torque applications. Additional power savings of up to 9.5% for constant torque and up to 12% for variable torque loads can be achieved by using a permanent magnet motor drive system. (Data Based Based on IEC 60335-1-10 System)



PERMANENT MAGNET MOTORS: A SMART DECISION

On average, the WOI for selecting a permanent magnet motor over an induction motor is less than four months. With the life of a motor reaching 20 years, permanent magnet motors provide substantial savings.

Annual Savings with a PM Motor	Constant Torque Load	Variable Torque Load
1000 kWh	3.5%	5.5%
2000 kWh	133 Days	108 Days
3000 kWh	1.73 Years (6.5P)	1.77 Years (6.5P)

DRIVE APPLICATIONS

- Constant Power Output in Full Weakened Range for Variable Torque Operation
- Over-speed Conditions
- Precision Speed Control Without Requiring an Encoder
- Full Torque Across the Rated Speed Range
- Suitable for Shaft Grounding and Bearing Protection
- Bi-Directional Designs
- Exclusively Operated



INDUSTRIES SERVED

- Water & Wastewater
- Mining & Minerals
- Oil & Gas

APPLICATIONS

- Pumps
- Fans
- Compressors
- Centrifuges
- Conveyors
- Miners



Motors Search

Search by feature

Horsepower (HP): [All] Speed (RPM): [All] Voltage (V): [All] Enclosure: [All] Efficiency: [All]

Search by model

Model Number: [] Competitor Cross-Reference Search

Competitor Name: [] Competitor Model Number: []

Toshiba Motor Parts Video Tutorial Series

14 Videos • 4,709 Views • Last updated on Feb 14, 2018

- [Toshiba Motor Parts Video Tutorial - Part 1 - Introduction](#)
- [Toshiba Motor Parts Video Tutorial - Part 2 - Enclosure](#)
- [Toshiba Motor Parts Video Tutorial - Part 3 - Nameplate](#)
- [Toshiba Motor Parts Video Tutorial - Part 4 - Conduit Box and Lead Separator](#)
- [Toshiba Motor Parts Video Tutorial - Part 5 - T-Drain](#)
- [Toshiba Motor Parts Video Tutorial - Part 6 - Shaft & Key](#)
- [Toshiba Motor Parts Video Tutorial - Part 7 - Nylon Fan](#)
- [Toshiba Motor Parts Video Tutorial - Part 8 - Labyrinth Seal](#)

Totally Enclosed Fan Cooled EQP Global SD NEMA Premium Efficiency



Toshiba's general purpose, totally enclosed fan cooled, NEMA Premium Efficiency, EQP Global SD motor series is Toshiba's next-generation motor product line. This cutting edge motor product line is designed to meet or exceed the competitive demands of the global market, as well as the amended integral horsepower (HP) rule (IMR 2016), while maintaining the high reliability and quality expected from Toshiba.

Designed for severe duty applications and built on over 20 years of success with our EQP III motor series, the EQP Global SD features multiple new design enhancements that make it one of the lowest cost-of-ownership products in the industry.

THREE YEAR WARRANTY
TWO YEAR WARRANTY

High Efficiency

Product Scope:

Horsepower: 0.5 to 1,000 HP

Speed (50 Hz): 3600, 1800, 1200, or 900 RPM
(60 Hz): 3000, 1500, 1000, or 750 RPM

W/O (50 Hz): 230/460, 460 or 575 V
(60 Hz): 190/380 or 380 V, 143T through S44T

Enclosure: Totally Enclosed Fan Cooled

Frame Size*: 56 through 68LL

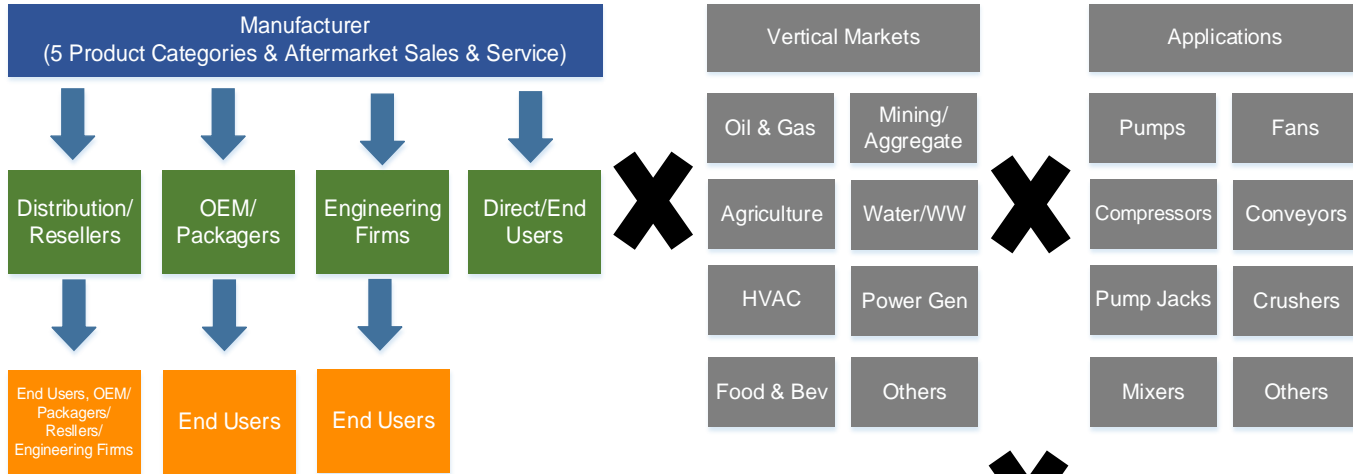
Construction: Cast Iron Frame & Bearing Brackets

Insulation: Class F Inverter Duty, Exceeds NEMA MG-1 Part 31

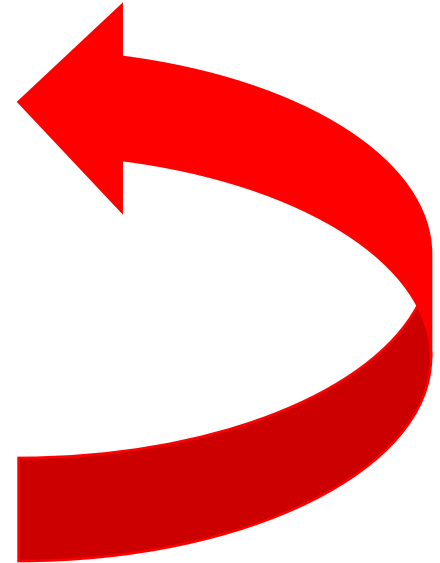
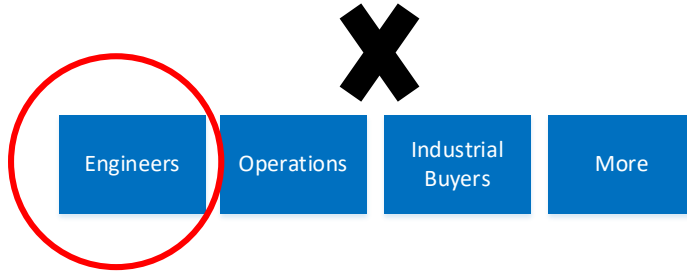
HP	Speed (RPM)	Frame	Wt (kg) (lbs.)	Model Number	FL Amps	Breakdown FL EFF	Stakes	Element Symbol	List Price
0.5	3600	56	0.50	56T0503600	1.50	94.5	1.5	MTFC1	200
0.75	3600	56	0.75	56T0753600	2.25	94.5	1.5	MTFC1	250
1.0	3600	56	1.00	56T1003600	3.00	94.5	1.5	MTFC1	300
1.5	3600	56	1.50	56T1503600	4.50	94.5	1.5	MTFC1	450
2.0	3600	56	2.00	56T2003600	6.00	94.5	1.5	MTFC1	600
3.0	3600	56	3.00	56T3003600	9.00	94.5	1.5	MTFC1	900
4.0	3600	56	4.00	56T4003600	12.00	94.5	1.5	MTFC1	1200
5.0	3600	56	5.00	56T5003600	15.00	94.5	1.5	MTFC1	1500
7.5	3600	56	7.50	56T7503600	22.50	94.5	1.5	MTFC1	2250
10	3600	56	10.00	56T10003600	30.00	94.5	1.5	MTFC1	3000
15	3600	56	15.00	56T15003600	45.00	94.5	1.5	MTFC1	4500
20	3600	56	20.00	56T20003600	60.00	94.5	1.5	MTFC1	6000
30	3600	56	30.00	56T30003600	90.00	94.5	1.5	MTFC1	9000
40	3600	56	40.00	56T40003600	120.00	94.5	1.5	MTFC1	12000
50	3600	56	50.00	56T50003600	150.00	94.5	1.5	MTFC1	15000
75	3600	56	75.00	56T75003600	225.00	94.5	1.5	MTFC1	22500
100	3600	56	100.00	56T100003600	300.00	94.5	1.5	MTFC1	30000
150	3600	56	150.00	56T150003600	450.00	94.5	1.5	MTFC1	45000
200	3600	56	200.00	56T200003600	600.00	94.5	1.5	MTFC1	60000
300	3600	56	300.00	56T300003600	900.00	94.5	1.5	MTFC1	90000
400	3600	56	400.00	56T400003600	1200.00	94.5	1.5	MTFC1	120000
500	3600	56	500.00	56T500003600	1500.00	94.5	1.5	MTFC1	150000
750	3600	56	750.00	56T750003600	2250.00	94.5	1.5	MTFC1	225000
1000	3600	56	1000.00	56T1000003600	3000.00	94.5	1.5	MTFC1	300000

Industrial Content Marketing Strategy.

Where do you start?



300+ Potential Audiences

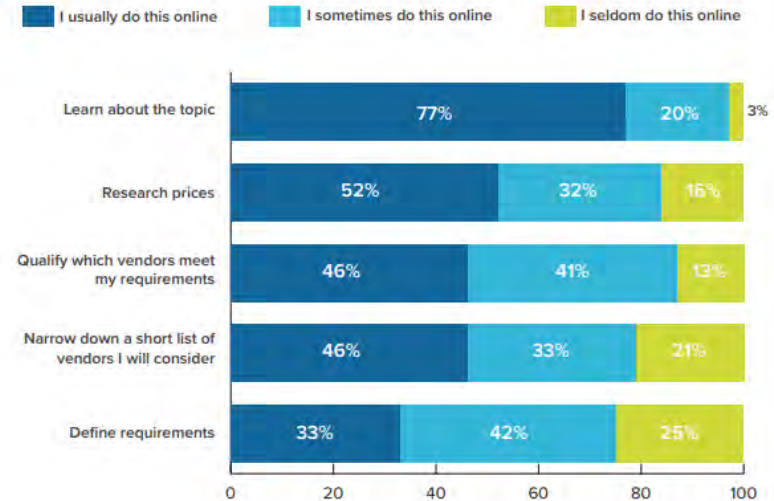


What matters most to engineers?

From the engineer:

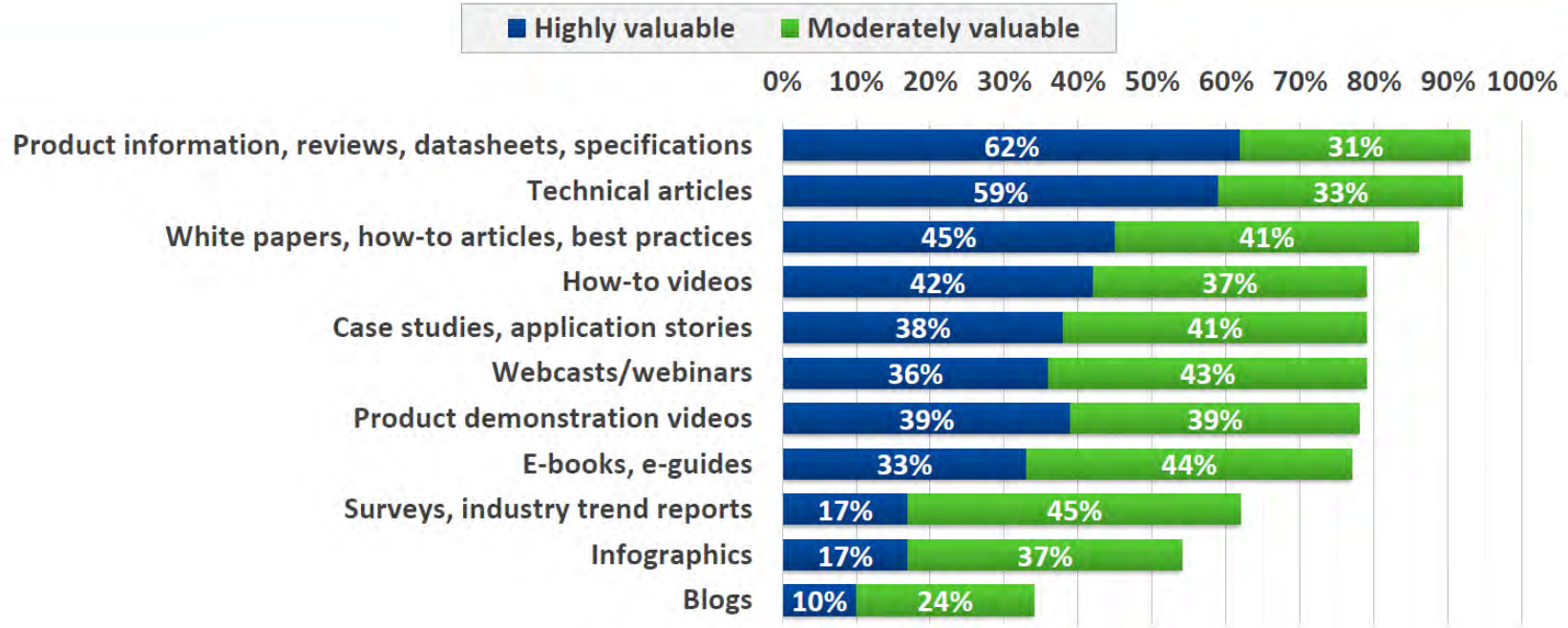
1. Make me more knowledgeable about: products, applications, systems
2. Show me how your product meets my spec
3. Give me tools to evaluate & make information gathering easier

In thinking about the entire buying process for a significant product or service for work, from early research to the final purchase decision, select how often you do the following activities online.



SOURCE: IEEE GLOBALSPEC AND TREW MARKETING 2019 SMART MARKETING FOR ENGINEERS SURVEY

Most Valuable Content Types



Q: How valuable are the following types of content when seeking information on products and services? (n=702;702;702;701;702;702;702;702;702;701)

Source: © CFE Media, Marketing to Engineers™

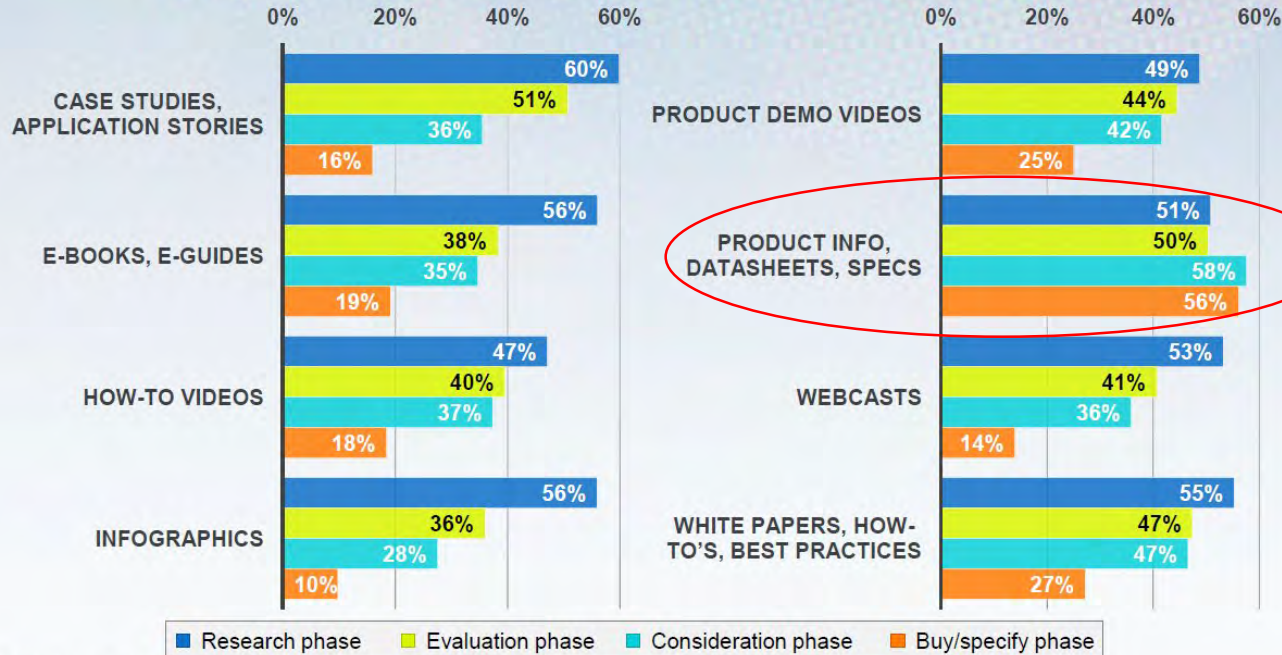
What does product info really mean?

1. 2D/3D drawings
2. Configurators
3. Application selection tools
4. Cross reference tools
5. Product & application training
6. Data performance sheets
7. Product reviews





Buy/Specify Process: Usage of Content Types



Q: Which content types do you find most valuable during each phase of purchasing/specifying new engineering products, technologies or services? (n=726)

Source: © CFE Media,
Marketing to Engineers™


Improving Lead Generation

1. Document how your content fits into your buying cycle & find key indicators
 - a) 3D downloads, configurations
2. Patience, patience, patience
3. Understand your customers from a sales point of view
4. Use sales feedback to improve

Keep the Content Flowing

1. Find your go to SMEs
2. Question forms & CRM cases
3. Internal lunch & learns
4. Technical training classes
5. Internal focus groups
6. Incentivize

TALK TO AN EXPERT



Let's talk about your customized solutions and packaged deal options. Fill out the form on the right and our product experts will be in touch shortly!

Name

Email

Phone

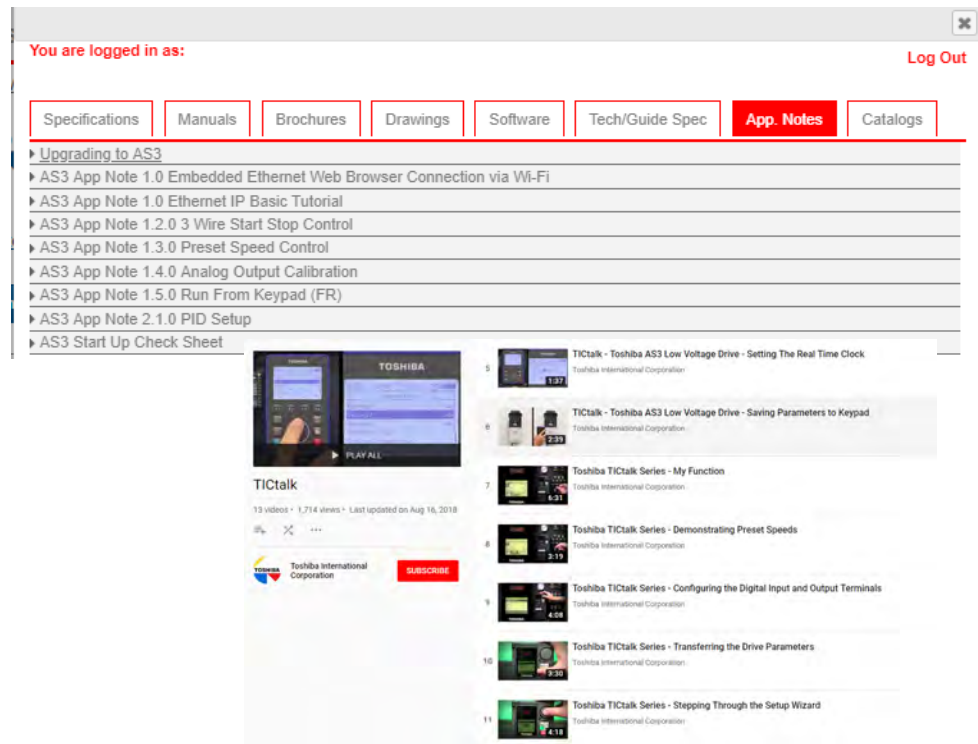
Question

Submit

Content That Engages All Generations

Content that Engages All Generations:

1. Accessibility
2. Educate
3. Reuse content in different ways
4. Creatures of Habit- Don't change what's not broken



The screenshot shows a website interface for Toshiba. At the top, it says "You are logged in as:" followed by a "Log Out" link. Below this is a navigation menu with tabs for "Specifications", "Manuals", "Brochures", "Drawings", "Software", "Tech/Guide Spec", "App. Notes" (which is highlighted in red), and "Catalogs". Under the "App. Notes" tab, there is a list of links:

- ▶ [Upgrading to AS3](#)
- ▶ AS3 App Note 1.0 Embedded Ethernet Web Browser Connection via Wi-Fi
- ▶ AS3 App Note 1.0 Ethernet IP Basic Tutorial
- ▶ AS3 App Note 1.2.0 3 Wire Start Stop Control
- ▶ AS3 App Note 1.3.0 Preset Speed Control
- ▶ AS3 App Note 1.4.0 Analog Output Calibration
- ▶ AS3 App Note 1.5.0 Run From Keypad (FR)
- ▶ AS3 App Note 2.1.0 PID Setup
- ▶ AS3 Start Up Check Sheet

Below the list is a YouTube video player for "TICtalk" by Toshiba International Corporation. The video player shows a thumbnail of a hand interacting with a device. Below the video player, there is a list of related videos:

- 5 TICtalk - Toshiba AS3 Low Voltage Drive - Setting The Real Time Clock
- 6 TICtalk - Toshiba AS3 Low Voltage Drive - Saving Parameters to Keypad
- 7 Toshiba TICtalk Series - My Function
- 8 Toshiba TICtalk Series - Demonstrating Preset Speeds
- 9 Toshiba TICtalk Series - Configuring the Digital Input and Output Terminals
- 10 Toshiba TICtalk Series - Transferring the Drive Parameters
- 11 Toshiba TICtalk Series - Stepping Through the Setup Wizard

Final Thoughts

1. Document your content strategy.
2. Engineers have their own language. Speak it.
3. Be resourceful.