



# Komatsu Forest Harnesses Aftermarket Insight to Unlock Global Growth

## About Komatsu Forest

Global forest machine manufacturer Komatsu Forest aimed to streamline and gain deeper insight into its aftermarket business. By working with Synchron to integrate spare parts inventory and pricing, the company now has centralized control of both stock levels and prices, helping to drive growth, cut costs, and improve customer service.

**syncron** Price

**syncron** Inventory

### Headquarters

Umeå, Sweden

### Division

Komatsu Forest

### Industry

Forestry machinery

## Challenges

- Difficulty scaling aftermarket operations globally
- Risk of over- and under-stocking spare parts
- High warehouse and inventory costs
- No centralized, reliable spare parts pricing system
- Growing complexity as the spare parts business expanded
- Limited use of existing planning system capabilities

## Results

- Centralized control of global inventory and pricing
- Better stock optimization and margin protection
- Automated, data-driven pricing updates
- More accurate forecasting and planning
- Lower operational effort and staffing needs
- New sales opportunities identified across markets
- Improved customer experience and service reliability

## Supplying Spare Parts Reliably

Founded in 1961 and headquartered in Umeå, Sweden, Komatsu Forest is a leading manufacturer of forest machines with 1,780 employees and subsidiaries worldwide. Having joined Komatsu Group in 2004, Komatsu Forest is on a mission to improve daily operations and deliver innovative and sustainable forestry solutions to create value for future generations.

Key to Komatsu Forest's operations is supplying customers with high-quality spare parts and consumables to help ensure high uptime for its harvesters, excavators, forwarders, and more.

*“The aftermarket is a crucial portion of any manufacturing business, (...) For us, it's a steady revenue stream, while for the customers, it's part of the first-class experience they get from us. Customers will only come back if they know we can supply the parts they need, quickly, reliably and cost-effectively.”*

**Ralf Pohland**

General Manager, Customer Service Business Parts, Komatsu Forest

At its home base in Sweden, Komatsu Forest has perfected aftermarket operations: 98% of all the parts it supplies are delivered overnight to customers anywhere in the country. However, delivering the same level of efficiency and excellence across all its international markets was a significantly more complex challenge. With a large portfolio of machine types, all requiring specialized parts, Komatsu Forest frequently risked over- and under-stocking, raising warehouse costs and making it difficult to ensure that it always had the right parts available for every customer, anywhere in the world.

In parallel, the company lacked a robust solution for pricing its spare parts accurately and ensuring that margins are protected.

As its spare parts business continued to grow, Komatsu Forest recognised that its existing approach was no longer sustainable. “Without a proper system, it was becoming too complex to handle, especially as our spare parts business is growing rapidly,” says Ralf Pohland.





## Designing a Powerful Integrated Solution

After a thorough review of the market, Komatsu Forest approached its long-term partner Synchron to create a centralized, integrated aftermarket solution.

Pohland explains, “We have been using Synchron Parts Planning for more than 20 years, but when I started in this role, we were only using 5% of its full capabilities. We recognized that by expanding our use of the platform and introducing Synchron Parts Pricing, we could streamline our process and reduce stockholding costs.”

Komatsu Forest conducted a discovery phase, brainstorming with stakeholders across the business to identify what capabilities and results different teams wanted from the solution. At the same time, the team uncovered new data streams that could enrich the picture that Synchron could present.

Implementing Synchron’s pricing solution and connecting it to parts planning enabled Komatsu Forest to unlock additional decision-making intelligence and the ability to optimize both parts stocking and profitability in tandem.

“Komatsu Forest and Synchron had a very open and collaborative relationship, which allowed us to discuss and support each other to ensure the best outcome for the project,” says Pohland.

By channeling sales data directly into Synchron and applying sophisticated business logic, Komatsu Forest can model and forecast stock levels and automatically generate a new price list every three months. The forecasts and prices are sent to Komatsu Forest’s warehouses and sales companies across the globe and help guide day-to-day decision making for material planners and sales teams.

“Deploying Synchron Parts Pricing was very smooth and fast,” adds Pohland. “We are now working on adding another stream of data based on the populations of our machines in different regions, helping us find places where we are underselling and overselling.”



## Centralized Aftermarket Intelligence

With an integrated aftermarket solution from Synchron, Komatsu Forest has streamlined its aftermarket operations — boosting productivity and enabling teams to respond more proactively to ensure customers have better experiences with Komatsu machines.

“We don’t need to follow up on every part individually anymore,” says Pohland. “The system calculates prices based on stock levels and the lifecycle status of each part, so that we get the right pricing out to customers. For example, if we have parts that have become difficult to obtain or are no longer required by any of our current machines, the system automatically flags that we should raise or lower the price to get the best results.”

He adds, “With the synergy between Synchron’s parts planning and pricing solutions, we were able to create a business intelligence solution that allows us to dig into the data for each market and each part number, and see where we are overselling and underselling. The new data-driven approach has helped us discover new sales opportunities even in markets that we thought already had strong sales.”

By using Synchron to generate reliable stock forecasts and automated pricing, Komatsu Forest has unlocked sustainable growth while saving significant costs on human resources, even as market conditions shift.

“With Synchron, just three material planners can manage our central warehouse in Sweden with 37,000 SKUs in stock. They know that when a forecast comes in from Synchron, they have the insight they need to make good decisions.”

**Ralf Pohland**

General Manager, Customer Service Business Parts, Komatsu Forest



## Growing Together for a Sustainable Future

Komatsu Forest has also conducted a Proof of Concept (PoC) for a control tower—a customized data visualization solution that will surface relevant insights for Pohland and other decision-makers.

“Synchron have listened closely to us and have put a lot of time and resources into this project,” comments Pohland.

The new dashboards give Komatsu Forest a real-time, high-level overview of the company’s aftermarket performance, helping managers to identify new opportunities and develop closer customer relationships. At the same time, the solution cuts the time and effort required to gather and analyze data from Synchron and other enterprise systems, providing richer insights, faster.

“We see Synchron as a true partner, not just a supplier,” concludes Pohland. “We are working to grow our businesses together, and we are always looking to the Synchron portfolio to find ways to ensure high, stable profit for the company and develop better solutions for our customers.”

“With Synchron, we can see where products are mispriced, where inventory is over- or understocked in each warehouse, and even where parts aren’t selling but should be, based on where our machines are.”

**Ralf Pohland**

General Manager, Customer Service Business Parts, Komatsu Forest

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