

Counting the Costs *of* Smart Sensor Ownership

Whether you're managing one worksite or several, one thing's for certain: ***the costs add up quickly.***

From material refills to equipment installation and maintenance, implementing quality level sensors is necessary to keep operations in order and support your supply chain.

While **Total Cost of Ownership (TCO)** is most often referenced in the realm of vehicle sales, its benefits extend to site managers, engineers, or operators looking to make the most out of their tools. When researching a new instrument or device, TCO helps calculate all possible costs related to the purchase, operation, and upkeep of a product.

There are many variables to consider when determining TCO: service life, costs for both expected and unexpected maintenance, and even the cost of retiring the product. **BinMaster's product offerings provide a satisfactory TCO with reliable sensors and readily available, friendly assistance** from the experts.

Plugin BinMaster.com

KEYWORDS

Level sensors, inventory software, replacement parts, customer service

OBJECTIVE

Learn the factors that sum a sensor's Total Cost of Ownership (TCO)

CONSIDER

Customer service & durability provide added value to a level sensor's TCO

ONLINE

BinMaster.com/Products
BinMaster.com/BinCloud



SCAN HERE

Submit a new
Sales Inquiry



Full-Service, Full-Value Sensors

Quality plays a key role in the TCO equation. For example, a less expensive sensor can provide better cost savings up front, but its maintenance needs might come sooner—and perhaps more frequently—than a pricier choice. Plus, it may have an overall shorter service life.

But that doesn't mean all sensors with a higher price tag will automatically exceed your expectations.

Depending on how you use the sensor, you may not need many of the features offered by a more expensive model. Just like options on an automobile, consider what features you really need.

For example: BinMaster offers **three types of rotary level indicators** with **many radar configurations**. BinMaster will specify the model that best meets your needs and budget.

“Longevity and durability are key when it comes to a level sensor,” said **Nathan Grube, Vice President of Sales**.

“Customers don't want to be atop their bin or vessel meddling with maintenance when they purchased the product so they didn't have to take those risky climbs. BinMaster sensors are intentionally designed to be low maintenance and capable of withstanding any harsh weather, excessive dust, or moisture they might encounter.”

Another aspect of TCO is how the product plays into overall ROI.

BinMaster point and continuous level sensors provide supply chain control and optimization in several ways:

- **High-, Mid-, and Low-Level Indicators** prevent overfills and dry runs, and ensure materials can be scheduled and delivered to keep operations running as planned
- **Process Control** allows sensors to stop or start processes automatically at certain material levels, and can help prevent bad batching and product waste
- **Precise Solid, Liquid, Powder, and Slurry Measurements** keep bulk inventory at sufficient levels, eliminating excess waste and reducing carrying costs
- **Pairing with User-Friendly Inventory Management Software** helps companies buy smarter, provides a real-time glimpse into bin, tank, silo, or vessel levels, and saves time thanks to historical reports, automated alerts and notifications, and effortless ordering

Our **sensors** and **BinCloud® software** provide remote monitoring capabilities that can reduce labor costs. No more climbing bins—sensors send measurements directly to the user's phone, tablet, or PC. **This may produce a desirable boost to TCO estimations.**



The Age-Old Question: “Repair or Replace?”

With any sensor, there will come a time when repairs or a total replacement is necessary. BinMaster stocks **common replacement parts** on the online shop, allowing users to purchase parts when needed.

Many companies employ the premise of **“Predictive Stocking”** in anticipation of maintenance, repair, and operations (MRO) needs, ensuring and anticipating they have the replacements they need when it’s time for maintenance. Skipping fulfillment and shipping times get processes back up and running quicker.

“Wear and tear on some mechanical devices like rotaries and SmartBobs®—especially after years in rough field conditions—eventually takes its toll,” said **Dave Zelnio, Customer Success Manager**.

“It’s important to weigh the cost of repair with the prospect of replacing a sensor with the newest technology, new parts, and a robust warranty.”

BinMaster’s sales team is happy to assist users in selecting the correct parts the first time—no need for returns or incorrect installation. Our trustworthy technical service team can help determine if sending a product in for evaluation or repair makes good business sense.

If it’s time for a full sensor replacement, our experts collaborate with the user to ensure they have the best choice for their application.



Sensor Satisfaction Guaranteed

BinMaster is wholeheartedly committed to a positive customer experience.

This begins with an in-house customer service team, plus sales managers, technical service staff, and local distributors.

Personalized consultations are available on the phone or online, or team members can travel to a site for installations, troubleshooting, or to provide hands-on training to make the sensor transition seamless. Two-year warranties are also provided on BinMaster products.

A responsive support team of friendly, U.S.-based professionals is an additional—but often overlooked—advantage when forming a product’s total cost of ownership. **BinMaster experts are a call or click away**, providing helpful diagnostic information, instructional tips, and assistance as needed.

The first considerations of a product’s TCO are often affordability and longevity, but uncertainty can distort one’s initial observations. **Talking to trusted experts** can add clarity to the purchasing process, as well as help formulate an estimate of the supply chain, automation, and sustainability benefits that robust level sensors will bring to your business.



SHOP SENSORS & LEARN MORE ONLINE

BinMaster.com