



## Customer care, supply partners and training – a recipe for success



Seher Kaygusuz

Seher Kaygusuz, Head of Business Development, Marketing and Sales, WINDSOURCING.COM, talks to PES about the ever growing number of products in their portfolio, the importance of supply partners and training. This is an expanding company in our industry.

**PES:** Welcome to PES Wind magazine. Thanks for talking with us. Would you like to begin by explaining a little about the background of Windsourcing and how you currently serve the wind industry?

**Seher Kaygusuz:** WINDSOURCING.COM is a specialised distributor for spare parts, accessories, materials for the maintenance and repair of wind turbines. Launched in 2011, WINDSOURCING.COM was the first platform of its kind in the market, with a

real focus on the after-sales market of wind energy turbines.

Our objective is to professionalise purchasing processes within the wind industry and to provide a new search tool for spare parts and services, related to the wind energy market.

WINDSOURCING.COM became a distributor in 2012. We have a product and service portfolio specifically tailored to meet the demands of the wind industry.

We have more than 15 years of experience and know-how in procurement and 10 of those years have been in the wind energy industry. We are not only a trading company with a defined product portfolio, but also a service provider for our customers when it comes to the research, procurement and logistics for wind turbine parts and materials.

**PES: In your experience is business in our industry expanding? If so can you tell us how and what you have noticed?**

**SK:** Yes, the business is certainly expanding. Since the beginning we focussed on the international wind energy market, this is why we picked the name WINDSOURCING.COM, to address all the players in the after-sales market of wind energy turbines.

On the one hand we have many wind markets where wind turbine manufacturers' warranties are coming to an end or have indeed ended. These are being maintained and repaired by independent service companies.

For example markets like Turkey have a high potential due to the installed wind turbines and more and more Turkish service companies contact us to source their products. On the other hand WINDSOURCING.COM also supplies material for offshore wind

Recently WINDSOURCING.COM has been chosen by Sika Germany GmbH as exclusive Distribution Partner for SikaCor SW- 1000 RepaCor, a revolution in the repair of corrosion damage to on and offshore wind turbines.

ABB AS Denmark has also chosen WINDSOURCING.COM as the communication platform to promote their portfolio for generators and the additional services they offer in this area.

In general we extend our product portfolio by including new product groups and working together with new supply partners, according to the demand from our customers. Their demand is the best indicator we can have to tell us what the market needs, which goods we need to stock or which products need to be added to our product range.

**PES: How important is training to you?**

**SK:** For us organising and providing training to our customers is very important. The wind energy industry is a very hands-on and fast developing business.

Therefore we offer our customers the

This product training will be also in English, so we invite all service companies to contact us for further information and to sign-up.

**PES: What is the turnaround time between receiving the order and delivery to the client?**

**SK:** At WINDSOURCING.COM orders are processed on the same day. If we receive an order from the US e.g. during the evening or night, we handle these first thing the next day.

Although it sounds obvious that orders have top priority, a lot of customers are pleasantly surprised that they are contacted immediately. If a customer requests a product which is in our portfolio or with a supply partner, we deliver orders within 1-2 days in Germany and Europe and 4-7 days for overseas orders.

The fact that we are available to our customers and handle orders immediately and with care - from the moment we receive them to the delivery to the



SikaCor SW-1000 RepaCor

turbines, which is an expanding field within the wind industry as well.

**PES: What are your main products and have there been any significant new products in your range?**

**SK:** Our online portfolio currently covers more than 50,000 products and services, ranging from electronic and hydraulic components, paint, varnishes, erosion tapes and adhesives for rotor blades, to complete gear boxes.

Moreover some manufacturers have chosen WINDSOURCING.COM as exclusive or one of a few selected partners, to supply their products in the after-sales wind energy turbine market.

opportunity to test new product developments and learn about the technical details, through professional training, which we set up together with the manufacturer, our supply partner.

The next product training scheduled is for the SikaCor® SW 1000 RepaCor, for professional corrosion protection both for on and offshore wind turbines.

The product training provides insight into the application possibilities of SikaCor® SW 1000 RepaCor and technical information about its use on wind turbines. We offer the training on two alternative dates in Hamburg, Germany: 17.01.2018 and 21.02.2018.

customer - is one of the most valued assets our customers appreciate in us.

**PES: We have seen that you have exclusive partnerships with manufacturers for wind energy products, please tell us more?**

**SK:** In 2015, WINDSOURCING.COM had already welcomed Sika Deutschland GmbH on board as a supply partner and since then we have been a trade partner for the Swiss manufacturer's entire wind energy product range.

This year they selected WINDSOURCING.COM as their exclusive sales partner for SikaCor SW- 1000 RepaCor for the European after-sales wind energy turbine market.

As a result of the joint RepaKORR research project, funded by the German Ministry for Education and Research, Sika Germany GmbH developed SikaCor SW-1000 RepaCor. This product innovation is a revolution in the repair of corrosion damage to on and offshore wind turbines.

We are delighted with the confidence shown in us as a qualified trade partner for the wind industry and feel that this is a great endorsement of our work. We see ourselves not only as a sales partner, but also as a business partner, actively supporting the announcement of this new product within the wind energy market.

**PES: How have these partnerships affected Windsourcing and what are the benefits to the end client?**

**SK:** Exclusive partnerships with suppliers help Windsourcing.com to emphasise the role as an established sales channel and purchasing source for spare parts and repair material, within the wind industry. Our supply partners benefit from our experience within the service market and the large customer base we have built up over the last years.

The benefit for the end client is the broad product range WINDSOURCING.COM offers and the shorter delivery lead time, since we keep a certain amount of stock for products we sell exclusively.

Moreover end clients can buy these products in smaller amounts according to their needs. Since our customer base also consists of smaller and medium sized service companies, this is a great benefit for them.

**PES: What do you think makes you stand out from the competition?**

**SK:** Our target market is service companies for wind turbines and wind park owners/operators, but also energy providers and OEM's that need material for other wind turbine brands, or who cannot source products internally fast enough.

What makes us unique is that we have founded a distribution company, which specialises in the worldwide, wind energy turbines after-sales market.

Our expertise in purchasing helped us to set up a supply and logistics network which means our customers order material from one source only and this saves them time and effort.

Our vast product portfolio covers over 200,000 items, covering most all wind turbine brands and is continuously being expanded. The fact that our customer can rely on us and have a team available whenever they need something is one of the main things WINDSOURCING.COM provides.

**PES: Geographically speaking where are your main markets and do you plan to expand in to other regions?**

**SK:** Currently we are supplying customers on four continents in over 25 countries. Our

together with our supply partners that will be effective in 2018 and will be developed further in the coming years. So we are very excited that we will be extending business in 2018 and adding more services to our portfolio.



main market is Europe, but we also supply customers in Japan, Australia and the US.

**PES: How does the rest of 2017 look and what is your outlook for 2018 – 2019?**

**SK:** 2017 has been a successful year for us, both in terms of turnover but also in extending partnerships with suppliers and amending our product portfolio.

We are currently working on some projects

Our customers will benefit even more from our One-Stop-Source, to purchase spare parts and repair materials for wind turbines.

We will also attend the WindEnergy 2018 fair, in our hometown Hamburg and look forward to meeting customers, supply and business partners, at our booth. Please make a note to come and see us.

- [www.windsourcing.com/en/trainings/](http://www.windsourcing.com/en/trainings/)
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