

Evaluating projects to ensure we meet our customers' expectations

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The job

When I came to Hitachi Industrial Equipment Systems (HIES) almost two years ago, this team and position did not exist. I am involved in the presales of coding and marking projects – meaning I evaluate a potential customer's project and determine if we can successfully meet their needs. This is a new need for our company, because we have expanded beyond working only through distributors and now also work directly with end customers.

This is a new function, so there are sometimes difficult moments, but it is a very rewarding job because I can create a team and process from scratch.

Achieving the ideal

The ideal future of HIES is sustainable and digital. This is something I keep in mind for my daily work and when approached with a new project. When it makes sense for the customer, we encourage them to consider laser products for their coding and marking needs to reduce the usage of ink solvents.

Also, in my daily work, I incorporate digital and software wherever I can to work more efficiently. For instance, we created a new tool for project management. The team can take all of the information from this tool.

The 10-year view

Project management is an essential function. Every salesperson says they can meet a customer's needs, but going through the project management process determines whether the company truly can meet the needs and analyzes the risks and benefits.

Sometimes we must say no, as saying no is better than overpromising and underdelivering. Thus, in 10 years, I would love to lead a dedicated project management team within Hitachi Industrial Equipment Systems so we can achieve our goals in a more structured and organized way—all while better meeting our customers' needs.

