

Master Fluid Solutions China leverages the cloud for further digital transformation

Master Fluid Solutions (referred to as MFS), a leading metalworking fluids solution provider, has formally initiated its cloud project in China. This digital project is an innovative cloud platform in the cutting fluid industry and a brand-new digital service provided by MFS China to customers. With just one click on the online mini program, customers can realize visual after-sales maintenance and management of metalworking fluids.

“Digital transformation is currently one of the most urgent items on the roadmap for the traditional metalworking fluids industry. We plan to build a pioneering project to accelerate the pace of digital transformation and create more value for our customers.” said Richard Lu, General Manager of MFS China.



Cloud project released by MFS China provides customers with digital innovation services

Leveraging the cloud to solve customer pain points

The major pain points facing metalworking fluid customers includes challenges in managing use of product, low efficiency due to reliance on manual procedures, untraceable historical data and an overextended after-sales cycle. After fully understanding these pain points, MFS promoted the development of the cloud-based platform to provide customers with more professional and better digital fluid solutions.

The new cloud platform enables visual management of sampling testing process for higher efficiency across the enterprise, initiation of fluid replacement in real time and testing alongside the need for additives and other after-sales requirements with clear test data results, enabling

customers to detect abnormal changes in time. Users at different administrative levels can view the sump remotely at any time, providing detailed data support for the continuous improvement of our customers' production processes and sustainable development. In addition, the platform can accumulate historical data for subsequent big data analysis and help customers streamline management of both product and application performance.

At the same time, the cloud project will also help the company better understand customer expectations. MFS China plans to gradually establish a big data repository to provide reference information for new product development and promotion, while supplying customers with added-value services based on the integration and analysis of big data.

Digital transformation raises the bar for the competition

In recent years, the continuous upgrades of digital intelligent tools and the emergence of new business models has made competition asymmetric for producers in traditional industries. Now that we have entered the post-pandemic era, the way customers communicate has also fundamentally changed.

To cope with the latest changes and build stronger barriers against competition, MFS China has made digital transformation a top priority. In terms of sales, marketing campaigns, operations and customer service, the company designs and uses systematic digital tools to realize business model iteration, upgrading from the traditional channel sales model to a diversified and comprehensive service model. At the same time, the company will leverage big data to provide customers with more value-added services, while supplying more accurate data analysis support for future product R&D and business optimization alongside improvements in operational efficiency, all of which come together to create the core competitive advantage. The cloud project and the earlier "e-shop" are both important initiatives for MFS in this regard.

Worldwide, big data analysis is constantly opening new doors for business of all kinds and has become an accelerator of comprehensive digital transformation. In the process, MFS China seeks to redefine data as a strategic value composition of the enterprise and serve to set the course of strategic development for its customers.

With the digital economy in full swing, "going digital" is not only a strategic means for the transformation of the enterprise, but also the only way to adapt to the new environment. Richard Lu said: "we are encouraged by the positive and immediate response from many customers in the aerospace and automotive sector after we launched the cloud project. We will launch a new round of planning later. Overall, we embrace the digital trends and look forward to gradually implementing digital transformation across the board and to do so through a rapid iteration process therefore it always achieves a win-win for customers and us."

About Master Fluid Solutions — Master Fluid Solutions, working closely with the worldwide metalworking community, develops and markets a full line of environmentally sound, extremely durable and stable cutting and grinding fluids, straight oils, parts cleaners, pipe and tube expansion, forming, and corrosion control fluids under the TRIM®, WEDOLiT™, and Master STAGES™ brands.

Master Fluid Solutions' XYBEX® fluid management systems lower their customers' total cost of operations. Master Fluid Solutions is committed to the safety of the people who use their products, the protection of the planet, and the overall impact on their customers' profitability. Master Fluid Solutions is proud to have been named in the Top 10 in "Top Workplaces" in the Toledo, OH area for seven consecutive years. For further information about Master Fluid Solutions or their products, please visit their website at

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