

C.C. JENSEN

C.C. JENSEN A/S is a family-owned international business, currently employing over 300 people worldwide, established in 1953 and is based in Svendborg, Denmark. C.C. JENSEN manufacture and sell Offline Oil Filtration & Monitoring solutions for various applications, such as fuel-, hydraulic-, gear-, and lubrication oil systems. The company works across five different segments which include Industry, Marine & Offshore, Mining, Power, and Wind.

CASE: Conduct and identify customers' needs for documentation, cases and data models to determine how their customers will profit from using their goods and services, with an emphasis on how this will affect the environment (carbon footprint). These data and calculations models should be anchored in C.C. JENSEN sales & marketing approach, but also for the customers to use in their branding.

OUTLINE

Company	C.C. JENSEN A/S
Location	Tvæervej 23, 5700 Svendborg
Contact person	Mads Bach Dolberg, Sales & Marketing Director Jens Fich, Technical Director Karina Dall Rasmussen, Project Manager & Sales Management Support

COMPANY PROFILE

C.C. JENSEN A/S is a family-owned international business established in 1953, currently employing over 300 people worldwide, with its headquarters located in Svendborg, Denmark. C.C. JENSEN manufactures and sells offline oil filtration and monitoring solutions for various applications, such as fuel, hydraulic, gear, and lubrication oil systems, working across five different segments which include Industry, Marine & Offshore, Mining, Power, and Wind.

The company's vision is to keep customers' oil documented, clean, and ensure that the functional properties of the oil are maintained. This prolongs the lifetime of oil and equipment, benefiting the equipment manufacturer (OEM), the owner, and the environment.

Their CJC® Offline Oil Filtration equipment utilizes various technologies to be sustainable, save energy, and contribute to greener, cleaner, and more efficient machinery equipment. By using the CJC® equipment, customers can avoid oil contamination and unnecessary oil changes.

C.C. Jensen knows and proclaims that the more they sell, the better it is for the environment, and they need assistance in making this common knowledge and ensuring it is documented and communicated correctly.

C.C. JENSEN began their mission to become a CO₂ neutral company in 2008. However, they have increased their ambitions moving forward from CO₂ neutral to supporting their customers' goals of going green while analyzing, documenting, and implementing it into their sales and marketing efforts with a customer-centric outlook.

C.C. JENSEN is aware of the comprehensive project it is to develop a sales and marketing strategy with a customer-centric outlook for all their industries simultaneously. Therefore, C.C. JENSEN has chosen to focus on the wind industry and later scale it to the remaining industries. Throughout the

project period and case, the talent team will be focusing on a specific customer case (pilot project), Vestas, to clarify personas, their needs, and which requirements and documentation C.C. JENSEN needs to accommodate to achieve collaboration.

In many renewable energy installations, oil is required to lubricate expensive assets such as gearboxes and hydraulic installations like pitch systems, acting as the "blood" of the system.

CJC® Oil Filtration systems support asset owners in keeping the oil in the installation clean and optimally lubricated for an extended lifetime, reducing maintenance, and minimizing the need to replace large amounts of dirty oil with new, CO₂-heavy oil. With this proactive installation, utility owners can operate wind farms with less impact on the environment.

CASE DESCRIPTION

C.C. Jensen wants to be able to document the customers' benefits of installing CJC Filters based on an approach combining the financial and environmental gains in industrial applications from the customers' perspective. This will enable customers to actively use these gains in their sales and branding activities, while also helping C.C. JENSEN reduce their customers' CO₂ footprint through the investment in CJC filters.

This is also to be thoroughly reflected in C.C. Jensen's Sales and marketing strategy.

Currently, the challenge for C.C. JENSEN is to calculate and document the positive impact of their products on their customers' climate footprint. To meet their objectives, the team must determine how their customers will benefit from using their goods and services, with a focus on the environmental impact (carbon footprint). Specifically, the team should identify Vestas' need for documentation, cases, and data models, which C.C. JENSEN and their customers can use in their branding and sales activities.

The team should identify the GAP between their current sales and marketing approach and the desired approach to fulfill Vestas' needs. Based on the gap analysis and requirements from Vestas, the team must calculate and document the positive impact of C.C. JENSEN's products on their customers' climate footprint, through LCA and ROI calculations.

It is essential for the team to work from a customer-centric view, specifically identifying Vestas' requirements and needs, and how C.C. JENSEN can support their customer's goal of going green. The team should analyze, document, and implement their findings in their sales and marketing efforts with a customer-centric outlook. It is important that all sales and marketing efforts are designed based on Vestas' demands and can be scaled up to other companies in the industry while being aligned with C.C. JENSEN's values.

During the project, you will have access to internal know-how. C.C. JENSEN will assemble a team of relevant employees to support the case, and in addition to that, the project team will most likely collaborate with external consultants such as Nordic Sustainability.

TASKS AND EXPECTATIONS

0. Phase: Onboarding and calibration of the project



- 0.1 Onboarding and calibration of KPI's for the project that defines when the team achieves satisfying results in each phase.
- 0.2 Onboarding to the company, industry, and the different services that C.C. JENSEN offers.
- 0.3 Alignment between the team and company regarding the project and expectations.
- 0.4 Calibration of time and tasks for the project.
- 0.5 Fill out the onboarding and alignment document together with the company and relevant contact persons.

1 Phase: Based on Vestas' and their customer case, you must conduct and identify which environmental data is relevant to their specific stakeholders and which data is relevant to document their benefits of installing CJC Filters based on an approach combing the financial and environmental gains in industrial applications from the perception of Vestas, also enabling them to actively use these gains in their sales and branding activities.

- 1.1 Gather information on which environmental regulation within the wind industry (company sizes as Vestas) companies are obligated to fulfill.
- 1.2 Through customer insights, you must define and qualify:
 - 1.2.1 Which relevant stakeholders there are in the sales-, and collaboration process with Vestas. It is essential to address where in the process the different stakeholders need to be involved and which information and documentation is important to them.
 - 1.2.2 Identify which form of environmental data is relevant for Vestas' stakeholders to fulfill the requirements and regulations within the legislation for their industry and their needs for technical knowledge.
 - 1.2.3 Identify which form of communication as well as documentation is preferred and enables them to actively use these gains in their sales and branding activities.
- 1.3 Create an overview of gathered insight and try to define patterns and personas based on these.
- 1.4 Prepare an overall Gap analysis
 - 1.4.1 Based on the identified data need, you must clarify C.C. Jensen's As-Is position. This must, among other things, define which data has already been calculated and can be used, and which is still missing or requires calculation.
 - 1.4.2 Based on the accumulated list in phase 1.3 and the desired communication approach in phase 1.2.3 you must define the desired To-Be for the sales and marketing process in C.C. JENSEN.
 - 1.4.3 Define the Gap regarding specific data and calculations that need to be calculated in phase two, to minimize the GAP between their current sales and marketing approach and the desired approach to fulfill Vestas' needs.

2 Phase: Based on the Gap analysis and requirement from Vestas, you must calculate and document the positive impact of C.C. JENSEN's products on their customers' climate footprint.

- 2.1 Based on the Gap analysis, begin the necessary calculations and validations.



- 2.2 Based on the goods and services C.C. JENSEN supplies and adds to Vestas, you need to prepare a life-cycle assessment analysis on these.
- 2.3 All the calculation methods, calculated carbon footprint for goods and services to Vestas etc. must be documented in specific account plans in Excel.
- 2.4 Prepare ROI calculations by installing CJC filters (cradle to grave) to determine how C.C. JENSEN's customers, and specifically Vestas will profit from using their goods and services, with an emphasis on how this will affect the environment (carbon footprint).
- 2.5 Address potentials opportunities by combining their business and sustainability strategies with customers or business partners by publishing integrated reports that merge business and sustainability disclosures.

3 Phase: Define how C.C. JENSEN can support their customers' goal of going green by analyzing, documenting, and implementing it their sales and marketing efforts with a customer-centric outlook

- 3.1 Based on phase 2, the team must determine which areas are interesting and essential for the Sales & Marketing department to create marketing efforts and materials. For example, white papers, business cases and etc. These efforts and materials should be usable in sales situations, collaboration meetings, etc. with a view on optimization. The team should explain the following:
 - 3.1.1 Relevant case calculations with precise numbers/data that the customer, in this case Vestas, can relate to.
 - 3.1.2 Different and relevant business case examples
 - 3.1.3 Thorough understanding of savings, optimization options, etc. It can be, for example, ROI or calculations in relation to others.
 - 3.1.4 Define C.C. JENSEN's value proposition and focus on how the positive outweighs the negative from cradle to cradle or grave.
- 3.2 Afterwards, the team must define how C.C. JENSEN can reflect that thoroughly in its sales and marketing strategy and which efforts are needed. At the same time, it is important that the material is aligned with C.C. JENSEN's values.
- 3.3 Begin the necessary adjustments within their sales and marketing approach.
- 3.4 Prepare inputs on how C.C. JENSEN can use insights and created marketing efforts in other companies in industries further on.

REQUIRED OUTPUT FOR C.C. JENSEN

- ✓ Documented and qualified calculation basis and data models based on Vestas needs that C.C. JENSEN can use in their sales & marketing approach, but also for Vestas to use in their branding activities.
- ✓ Prepared white papers with accurate case calculations for the sales department.
- ✓ Prepared inputs for the anchoring communication to define which elements C.C. JENSEN should pay attention to when implementing new sales and marketing measures in their processes and approach, while also supporting the company's values.



RELEVANT COMPETENCES FOR THE CASE

- Life-cycle-assessment (LCA)
- Sustainability and “green transition”
- Commercial profiles, business development and GAP analysis
- Data processing
- Concept development and content creation
- Qualitative data collection
- Sales and Marketing
- Communication
- Project Management

TALENT PROFILE

C.C. JENSEN seeks to evolve their position in a consistently growing industry through collaboration with a talented team. As a team you will take part in a multinational company, and the corporate language is English. Therefore, the ability to master multiple languages (English as the base) will be necessary.

C.C. JENSEN is a family-owned company with a flat organizational structure that is characterized by an honest and straightforward culture with a distinct degree of community, reliability and good relationships.

A common word in the culture is ‘decency’ and is characterized by employees that are committed and focused on creating results, with respect for one another. You will also experience becoming part of a company with a high degree of freedom and trust, where flexibility and work-life balance are keywords.

Therefore, it is expected of you to identify yourself as an openminded and collaborative person, that possesses a drive. With your profile, structure and working systematically is essential for you, but you still have a creative mind and are brilliant at getting new ideas and understanding how to convert your ideas into specific efforts that is beneficial for the company.

Your project will affect several departments and interfaces in the organization and the group, which is why you will have a large contact surface and guidance throughout the internship. C.C. JENSEN is a company with vast experience within internships from various universities and many decides to write their final thesis and kickstarting their career employed as student workers with C.C. JENSEN afterwards.

If you want to create results and take the lead in documenting how customers will profit from using C.C. JENSEN’s goods and services, with an emphasis on how this will affect the environment (carbon footprint), here is your chance. In C.C. JENSEN you will be a part of an organization who wants you to succeed and thrive.

