The AEMP Equipment Triangle Philosophy

The Equipment Triangle is the cornerstone of AEMP’s philosophy towards the continuing relationship between the End User, Distributor, and OEM/Supplier in the life cycle of a piece of heavy equipment or product. The Equipment Triangle Philosophy serves to remind those in the heavy equipment industry that in this multitiered relationship everyone is entitled to receive the respect they deserve, and all transactions are to be win-win for all concerned. Together with AEMP’s Standards of Ethical Conduct, it creates a level playing field for all side of the Triangle.

This means:

**From the end user’s perspective**, the Equipment Triangle represents the OEM/distributor product support programs that enable the end user to achieve the highest possible availability at the lowest life cycle cost.

**From the distributor’s perspective**, the Equipment Triangle represents the opportunity for a sustained business relationship, differentiating themselves through problem solving and value added product support services, ensuring that customers achieve the highest possible availability at the lowest life cycle cost.

**From the OEM/Supplier’s perspective**, the Equipment Triangle relationship rests upon a foundation of trust and mutual respect for each party’s proprietary information. In such a relationship, open and honest communication between the parties gives the OEM a unique opportunity to understand the end user’s needs and thus develop products and support programs that are best suited to meet those needs, thereby gaining or strengthening competitive advantage for all three sides of the triangle.