Selecting the right IT solution to support B2B manufacturing services

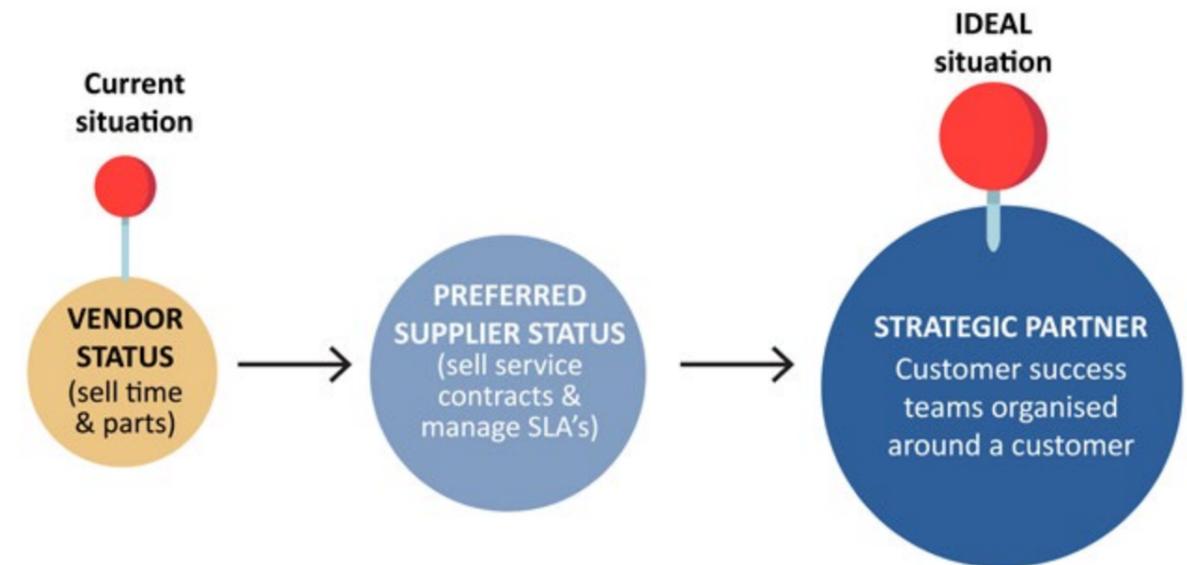NOVENTUM.

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MOVING TOWARDS PREDICTIVE SERVICES AND PROACTIVE OUTCOME–BASED SERVICE SOLUTIONS

In today's dynamic market, quick and efficient organizational transformations are needed more than ever. Having realized the need for a change, industrial companies, especially manufacturers, are increasingly growing predictive and proactive customer-business related services. Yet many manufacturers struggle and are unsure of where and how to start.

Making a shift from simple product-centric services to more complex services built around the needs of the customer is not always an easy process. To be precise, moving from a warranty and spare parts service offering toward more advanced outcome-based service solutions requires a change of **organizational structure, business processes, and the implementation of adequate service IT solution/s**.

Current situation

VENDOR STATUS (sell time & parts)

PREFERRED SUPPLIER STATUS (sell service contracts & manage SLA's)

IDEAL situation

STRATEGIC PARTNER Customer success teams organised around a customer

ALIGNING BUSINESS PROCESSES AND IT SOLUTIONS

Being that industrial IT solutions enable **automation of basic processes, data management, manufacturing analytics**, and the automation of s**ale/aftersales care, customer support processes, remote service delivery, etc.** – service business IT is one of the most challenging areas for IT professionals.

Therefore, IT disciplines and business process specialists must be fully aligned, and the IT solution must be thoroughly assessed to avoid the risk of investing heavily in something that does not fit your specific service-business needs and associated IT requirements.

UNDERSTANDING YOUR SERVICE BUSINESS MATURITY AND DEFINING TRANSFORMATION IMPERATIVE

With customer expectations constantly growing, services are becoming more sophisticated and require a high level of automation. In addition, customer insights, when automated and analyzed, can serve as great feedback for continuous product innovation.

A high-quality assessment and transformation imperative will help you understand:

- What your current level of servitization is,
- What your challenges are,
- How to support further transformation with adequate IT infrastructure.
- What can be the vision of your service operating model.

If you are only at the start of the process providing a reactive and preventive services only, you may want to start deploying the Internet of Things (IoT) to deliver predictive and proactive services that enhance the performance of your products and improve the business results of your end customer.

The IoT will enable you to gather data and get smart insights into your product's performance. A data-driven approach will further allow you to either improve/modify the product or will help you to improve the productivity of your end customers.

Systems like CRM are intrinsic to industrial IoT as they bring improvements to resource monitoring, services provided, and actions completed. CRM or Customer Relationship Management software is being deployed at more advanced levels of servitization, where the focus is shifted away from product related services towards more advanced, outcome-based solutions.

AVOIDING PARTIAL AND POORLY IMPLEMENTED IT SOLUTIONS

As the IT market is fragmented, IT solution providers frequently offer partial solutions only. Without a clear strategy and with a lack of guidance, your business may end up choosing a solution that requires customisation and that is incompatible with the current IT infrastructure. This can further result in *additional costs, loss of data, delays, budget limitations, etc.*

This is where Noventum steps in. Together with selected partners, Noventum is ready to guide your company with pre-configured service application architectures that will help you select a suitable IT solution or a combination of solutions.

See the list of our partners here:
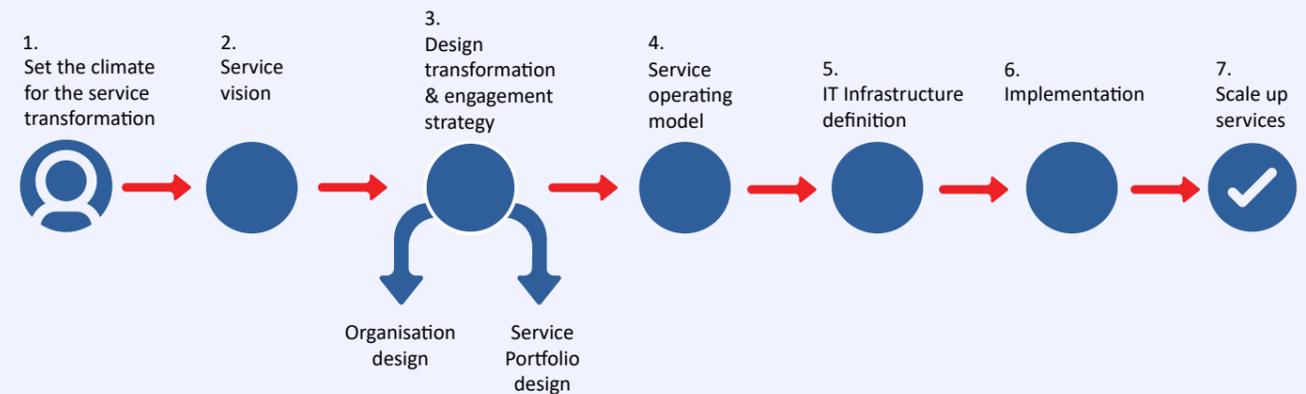https://noventum.eu/about-us/partners

A 7-STEP CHECKLIST FOR CHOOSING THE RIGHT IT SOLUTION FOR YOUR SERVICE BUSINESS

Noventum recommends these steps to mitigate risks and avoid scenarios in which companies go over budget without delivering expected business results after implementation. The recommendation is based on best practices.

1. Start with an organizational assessment.
2. Understand how your business provides services currently – *in a reactive, preventive, predictive, or proactive way* – and define how you want to further grow your service portfolio using a financial business case.
3. Develop a clear service business vision and strategy.
4. Design the business operating model
5. Define selection criteria framework and gather IT requirements.
6. Design and select the right IT solution architecture to support the digital transformation.
7. Include your IT team in all discussions pertinent to customization potential, limitations of the solution, the implementation strategy, and the roadmap. This will enable a smoother transformation toward a customer-centric service business supported by an optimal design of your IT solutions.

SERVICE TRANSFORMATION JOURNEY

1. Set the climate for the service transformation
2. Service vision
3. Design transformation & engagement strategy
   - Organisation design
   - Service Portfolio design
4. Service operating model
5. IT Infrastructure definition
6. Implementation
7. Scale up services

READ MORE ABOUT IT REQUIREMENTS GATHERING
https://www.noventum.eu/services/service-management-requirements-gathering

WHEN YOU SELECT THE RIGHT IT SOLUTION, THIS IS WHAT THE STAKEHOLDERS WILL GAIN:

Service Teams (Field and Remote Service Engineers) can:

- Digitalize service sales and delivery processes.
- Access and acquire information from a data lake (especially handy for field engineers).
- Access customer-related information (e.g., type of service to be delivered, Service Levels Agreement (SLA's), contract terms & conditions, customers' prior requests, customer-related work orders).
- Monitor all customer-related data in one place, further enabling service teams to better meet customer's expectations.
- Guarantee availability of spare parts, manage spare parts inventory, pricing strategy.
- Check whether custom machine spare parts could be 3D printed
- Access the mobile application knowledge base required by field engineers when operating in the field (field service delivery).
- Provide remote assistance while executing field activities without mobilizing personnel to a customer site (remote field service support).
- Use IoT data to support predictive and proactive services.

The IT solution will allow Field Engineers to see:

Service Parts Management

Customer request management

Work order management

Contract management

Field Service management

Technical information

Service Managers can:

- Optimize field service planning and scheduling in real-time while ensuring integrated parts delivery.
- Offer predictive services that reduce the costs of delivering.
- Offer proactive customer-centric service solutions enabled by advanced manufacturing analytics, Industrial IoT, and artificial intelligence.
- Reduce barriers to data exchange between customers and partners by adhering to industry standards to set up industrial data spaces.
- Implement new digital business models.
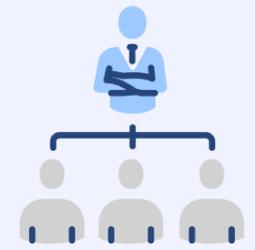
Support Centre Teams are able to:

- Optimize remote resolution of service requests.
- Reduce the need for field engineers to go on-site.
- Offer self-service via a customer portal so that support teams can focus on the more difficult cases to solve.
- Improve customer and employee experience using augmented reality in remote service delivery.
- Predictive maintenance requirements and avoid emergency repairs

Financial Teams can:

- Measure and manage the actual cost and profitability of service contracts and customers.
- Manage financial risks and accurately predict financial service performance.
- Set up Equipment as a service business model by using equipment data analytics capabilities that reduce risks for financing partners.

KEY TAKEAWAYS

Although difficult and time-consuming, companies must first understand their business requirements before selecting a solution.

Noventum can provide a detailed comparison of the functionalities that the main service enterprise platforms and the different, specialized service solutions can deliver. Instead of an organisation making a decision based on the promises of software firms, we evaluate by based on what companies have really implemented with the software vendors. Our database with proven software capabilities is really unique.

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LEARN ABOUT OUR DO-IT-YOURSELF TOOL THAT SIMPLIFIES AND SPEEDS UP DIGITAL SERVICE TRANSFORMATION

https://noventum.eu/service-transformation-centre