SIGNIFIKANT

Signifikant Aftermarket Quarterly

Issue 4

Digital Inventory | Omnichannel | Digitalization | S-BOM | CIO Review | Video Content | 3D Printed Parts |

From the Editor

Dear Readers,

A common theme that binds the articles of this edition is DIGITAL. Every industry today is talking about going digital and the internet of things. And can the aftermarket be far behind? The big disruptive trend within the aftermarket today is digital transformation (Page 17) and this is the transformation of both data as well as functionality. But do we all really understand these buzz-words, the impact they can have on existing processes and how organizations can embark upon this journey?

As you browse through this edition, you can read about the impact of incorrect and silo-ed data and the costly mistakes organizations make when working through their S-BOMs (Page 7). Follow this up with the write up on omnichannel customer interactions for auto service centres(Page 4), then the emergence of 3D printing in the spare parts business (Page 10), and the rise of video content – not just for Gen Z but also for businesses (Page 14).

It's been more than a year since the world was turned upside down. For businesses this has meant new ways of doing business, new channels to interact with their customers and the emergence of the home office, It has also been a year since we launched the Aftermarket Quarterly, if you haven't read the earlier editions, I would urge you to head to our website and download the earlier editions of the quarterly. On the plus side for us at Signifikant, we were honoured to be considered as one of the top 10 product management solutions in Europe by CIO Review Europe (Page 21).

As always, I hope you enjoy reading this edition. If you would like to contribute to our next issue or would like to share your feedback and/or comments, please do drop me an email.

Karishma Rao
(Editor)

Contents

|Author|
in Abhilash
Harinarayanan
Ex Bosch | Ex L&T

Omnichannel Customer-First Approach
Using Digital Eco-Systems for Car Servicing

With a customer first approach, many brands have successfully influenced consumer behavior while setting benchmarks and melting away industry barriers. Sitting on your couch in your pajamas you can now satisfy that midnight ice-cream craving or ring the doorbell of your friend miles away with a surprise birthday cake.

Thanks to the pandemic, customers are increasingly seeking convenience coupled with delight in their purchase and consumption journeys. This has put pressure on providers across industries to build omni-channel capabilities. The online ordering & e-commerce capabilities that some brands built over a period of time have become insufficient.

Brands today are under immense pressure to additionally deliver delightful & fully online customer journeys while integrating all nodes of the supply chain including sales support. All these under constantly dynamic consumer behavior benchmarked with the Amazons and Ubers of the world who have built these capabilities over quite a few years!

In the automotive space, ordering a new car or even renting has become as easy as ordering your groceries online. Multiple players have been able to evolve regional eco-systems transforming the nodes in the traditional customer journey for an omni-channel experience – from enquiry to test-drives to order placement – insurance – financing - delivery. But can the customer get the same omni-channel experience for servicing their cars?

The Car Owner's Perpective

Aligned with the definition of omni-channels, as the first step, the car owner should be able to search & select the services online along with the price, delivery time and quality expected. The price should be accurate with split up of labor based on efforts involved & cost of parts while allowing the customers to choose one that meets their expectations. The time feature should indicate the appointment time and the expected delivery time and the quality parameters include the various checks and reports that will be provided.

As a next step, the car is expected to be picked up from the doorstep of the customer. Irrespective of this, the customer should be able to get real-time updates on the status of services performed on the car, results of inspection and recommendations for additional services similar to a situation where the car owner was waiting outside the car workshop and can constantly interact with the mechanic. Finally, the car owner needs to interact with just one provider who in turn takes care of all the other logistics at the backend. In case of a product failure, the service provider will coordinate with the value chain as the single touch point.

The Service Provider's Perspective

They need right & easy access to the spare-parts for servicing the car. There are usually 4 stages in ordering a spare part – identification, discovery, order placement & the logistics of receiving the spare part. Limited access to parts and diagnostics data is making identification of the right part difficult. Absence of cooperation between key players is resulting in siloed operations and non-homogenous processes in the value chain. This complicates the rest of the ordering processes requiring high involvement of the workshop owner. For this reasons, they continue to work with specific and limited parts supplies on loyalty programs and pre-negotiated terms that favor the workshops leaving customers with very limited choices.

Role of Technology

Technology platforms with a focus on building eco-systems to deliver balanced value-proposition for all participants and hence the customers is the key to offering a customer-first omni-channel experience in car servicing. Such platforms need to be seen from two separate lenses – the technology lens and the business model lens.

Technology should focus on data management of spare parts and diagnosis with a focus on cataloguing, cross referencing, archiving along with a strategy to keep the data relevant. Once the data management helps identification, market places can be integrated to bring in the business model perspective to participants along with supply chain transparency bridging all elements of the omni-channel model. The key to reduce time-to-market will be to use existing and well proven technology platforms that integrate catalogues in the after-market space along with market place models that all participants agree to connect to their individual resources using API interfaces.

The first step for creating such an eco-system is to define the strategic alliances. With right alignment of the forces involved the industry can move away from tug-of-wars to churning out innovative business models while creating delightful customer experiences. The next step would be to define a technology strategy for the eco-system and building a roadmap. The ideal way will be to use the lean startup approach of defining the solution, implementing the solution and measure the key metrics that matter in the way and repeating the cycle while staying aligned with customer expectations. The third step will be to focus on improving customer adoption while promising and delivering the customer-first approach.

In Conclusion

The success of such an eco-system will be when its clear role is articulated and embedded in the industry value chain. The sustainable, scalable and profitable adoption of the eco system amongst the participants will open up the possibilities to many industry-first moments. The key is to not stop innovating with a customer first approach because your customers may have already chosen your offering above your peers in the industry, but might still be comparing & desiring customer experience based on offerings by players in a completely different sector.

|Author|
Helena Gutierrez
Co-Founder

Share PLM

7 Money-Murdering Mistakes to Avoid
When Working with SBOMs

The After-Sales Department Needs Good Data

Good product data shouldn't be an afterthought of your after-sales department – still missing spare parts, outdated installed base documentation, poor traceability, and bad product data are everyday issues for the after-sales department.

To boost profits through sales of spare parts and lifecycle services, you need round-the-clock product information. And that's what Product Lifecycle Management (PLM) is all about – bringing product data together.

With a PLM system you can manage your product digitally. You can create and maintain a "thread" through which data about the product travels from design, to sales, logistics, and then to your after-sales service.

What does PLM do for your after-sales department?

PLM can help you move away from paper catalogues and handwritten drawings to digital solutions that manage your product data and related services. PLM systems make it easier for the after-sales department to plan maintenance and repair work, track the product parts that need to be upgraded, and deliver a more effective customer service experience.

And it all starts at the service view into the product structure: the SBOM.

What is an SBOM?

A service bill of materials (SBOM) is a view into the product structure that's relevant for the after-sales department. It includes changes in installation, commissioning, and service. SBOMs typically record the latest known information about the installed product on site.

Why are SBOMs important for after-sales departments?

SBOMs are important to service the company's on-site products. SBOMs define the product structure for service, and are the foundation for accurate, accessible service information.

Keeping the product's part catalogs up-to-date or bringing in the latest engineering changes to the product is easier with well-managed SBOMs. Unfortunately, there are many traps that companies can fall into when working with SBOMs.

Here's our list of 7 money-murdering mistakes to avoid when working with SBOMs in your PLM system:

1. Your product and delivery teams don't care about your after-sales service.

I know far too many organizations that have embarked on a strategic service transformation, but their teams still fail to recognise the importance of the after-sales revenue stream. Their focus is solely on selling projects and they depend on the CAPEX business to keep the lights on.

If your company is like this, you need to help people understand why a "one and done" project approach hurts profitability. What happens after the purchase is equally as important as what happens before the purchase! Make the case for the after-sales business model at each stage in the process.

2. Your REAL SBOMs are still analog.

Your real SBOMs are actually analog if your service teams still have to:

- Spend hours leafing through the different, unconnected versions of your spare parts catalogs

-for maintenance and repairs.
- Gather orders by phone or fax.
- Look for technical documentation in several hard drive folders, old systems, or even in your company's basement file storage.

As an analog after-sales team, you probably have a lot of "very important" team members who are the brain of the operation. They're always hunting for data in many different places, and copying and pasting information around.

The shift from analog to digital won't happen overnight. I recommend that you focus on the quick wins first to start the transition and prove that change can happen.

3. Your SBOMs are just copies of your EBOMs.

I've seen many companies literally copying the EBOMs and calling them SBOMs. That's not a smart thing to do - if your service department doesn't find the information they need in your SBOMs, they won't use them. They will create them again in a different system and keep generating duplicated data.

Engineering needs to understand what the after-sales department needs to see in the BOM to service the products. And the after-sales team needs to understand what engineering needs to define the products well. Get your engineering and after-sales department together, and let them talk.

4. The data in your SBOMs is not reliable.

Bad data is incorrect, outdated, improperly formatted, or just plain missing data.

If your SBOMs are full of bad data - missing parts, with outdated documentation, and containing errors such as typos and duplicates - you won't be able to extract insights and value from it.

Let me say it one more time. Your services are only as good as your data. If your after-sales department doesn't rely on your SBOMs to manage their services, you are in trouble. Don't build your service data foundations on sand. Make sure you have funding in place to cleanse, match, consolidate, and enrich data to keep it clean.

5. Your service department can't open the drawings connected to the items in the SBOM.

I've seen this happen a thousand times. SBOMs contain links to drawings that the after-sales department can't access. The items in the SBOM have links to CAD systems that the service guys don't even have a license for.

Product Lifecycle Management systems are made to manage product documentation and make CAD accessible to people who don't normally work with CAD. Show your engineers the extra clicks they need to do to transfer drawings and documents to the PLM system. Make the lives of your service guys easier. And don't let them be lazy.

6. Your SBOM data is stuck in your PLM system.

If the data in your SBOM is "stuck" in your PLM system and can't flow to your ERP or eCatalog systems, your people will lose time and won't see the value. Data shows its value when it gets used. It is incredibly time-consuming to take data from your SBOMs inPLM and input it into a different system, such as ERP or eCatalogues. Good integrations streamline the process and reduce the potential for human error to occur.

Identify key data first and focus on what's important. Once the data starts flowing, you can expand the amount of attributes you transfer from system to system.

7. Your EBOMs aren't learning from your SBOMs.

The knowledge gained in the field is a gem to help your company in the development and improvement of your products. In this manner, the In this manner, the company's market position can be strengthened and extended, providing it with even better opportunities in the future.

Make sure to enable the "feedback loop" from your SBOMs to your EBOMs – and ultimately from your after-sales teams to your product and engineering teams.

Working with SBOMs can help your organization connect products and services, allowing you to manage service information reliably and quickly.

I hope that reading this blog post helps you avoid these money-murdering mistakes that are easy to make when rolling out an SBOM solution in your PLM system.
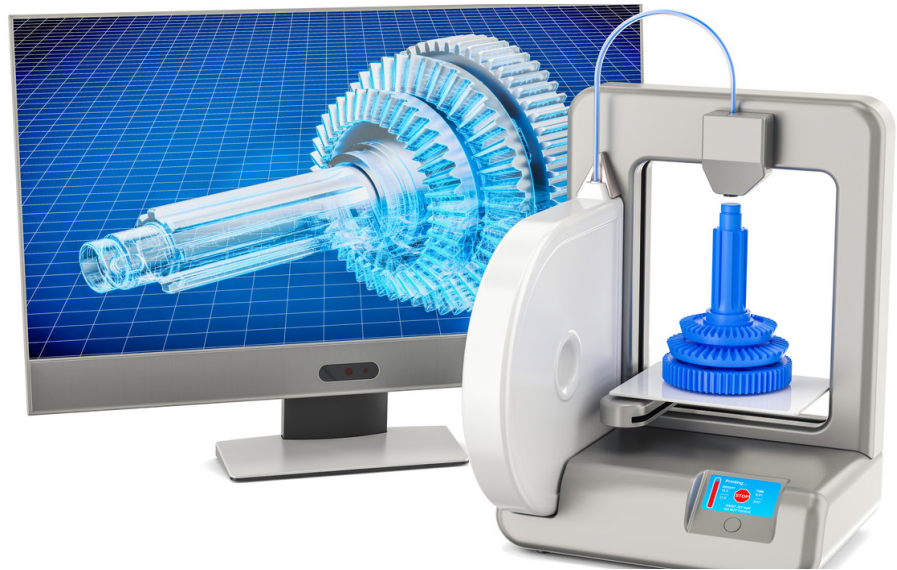
About: Share PLM is an eLearning platform and community for PLM professionals, aiming to meet the skill gap. By offering graduates and companies structured learning paths and resources we set a solid ground for the huge job opportunities available in the market.

|Author|
Melina Bluhm
Marketing & Business Development

Replique

Digital Inventory
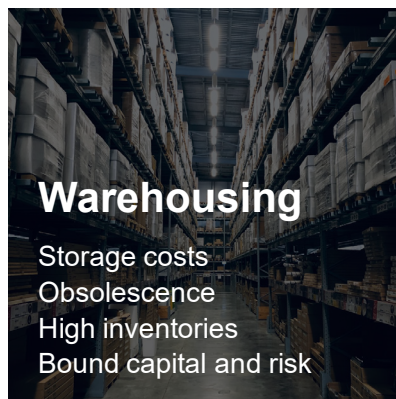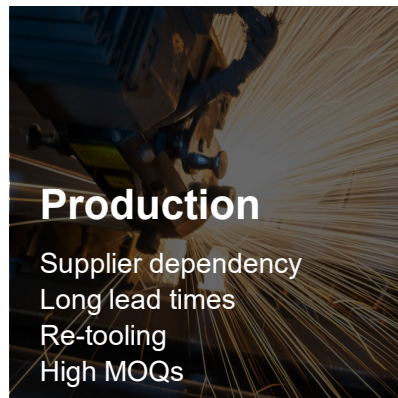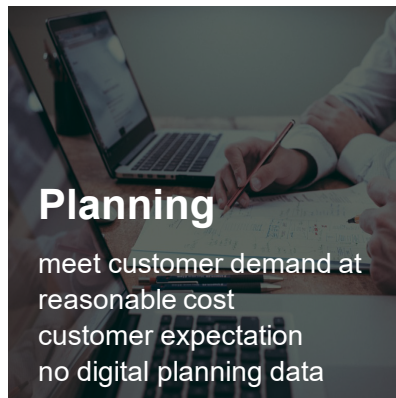## *The Shift from Make-to-Stock to Make-to-order*

Covid-19 highlighted the vulnerability of global aftermarket supply chains. Especially fully optimized organizations have been hit hard by the disruption, as their processes are often not flexible enough. Supplier delays and refused orders were just some of the results of complex supplier systems and unusual demand changes. To be resilient in the future, manufacturers need to find a way to shorten their supply chain as well as manage their inventory in such a way, that they meet the demand of their customers. A virtual inventory is one of the most efficient ways to do so. Instead of physically storing your parts you can now store them virtually. All the required data for production is saved in a digital file on a platform and can be sent directly to production when needed. Thus, parts can be created on-demand, whenever and wherever required.

The Spare Part Dilemma - Customer Satisfaction Vs. Cost Efficiency

"Your order will arrive in 8-12 weeks" : We all know this sentence too well and are also aware of negative influence it can have on the reputation of spare part suppliers. The reason behind such delays is often an inventory planning, that has to make trade-offs between cost efficiency and customer satisfaction. Demand is especially in the beginning of the product lifecycle unpredictable. Huge inventories could lead to many unused and obsolete parts.

However, if the part is not available, costs rise even higher. Manufacturers confront themselves with strong supplier dependencies. Many times, suppliers of spare parts for old machinery no longer exist or no longer produce the needed part.

Challenges in Spare Part Supply

Planning
meet customer demand at reasonable cost
customer expectation
no digital planning data

Production
Supplier dependency
Long lead times
Re-tooling
High MOQs

Warehousing
Storage costs
Obsolescence
High inventories
Bound capital and risk

Logistics
Documentation
Customs
Global Supply
IP security

According to our findings, reordering and re-manufacturing can result in up to 20 times higher costs of a spare part.

Digital Inventory and 3D Printing to address these challenges

A digital inventory can solve the dilemma of spare part supply. Manufacturers don't have to hold up on one supplier, instead they can create the part whenever needed.

The on-demand production makes it possible to shift from a physical storage to a virtual. Thus, saving costs in warehousing. Most importantly, spare parts are now available for an infinite period and can be produced at any time, in any amount and in any location.

This furthermore saves transportation time and cost, as well as increases the service level.

The technology widely used to produce parts on-demand, is called 3D printing (or additive manufacturing). In 3D printing a three-dimensional object is built up one layer of material at a time. The information about form, material, color, and texture is digitally saved and the process is automated.

With 3D printing, production is not bound to one printer, but can be realized worldwide at any location starting from lot size one. 3D printing is especially suitable for low volume and long tail spare parts. As no minimum order quantities, warehousing and re-tooling are needed, total costs can generally be reduced by up to 30%.

Moreover, companies earn a competitive advantage, as they manage their inventories more efficiently and become more resilient by simplifying their supply chain.
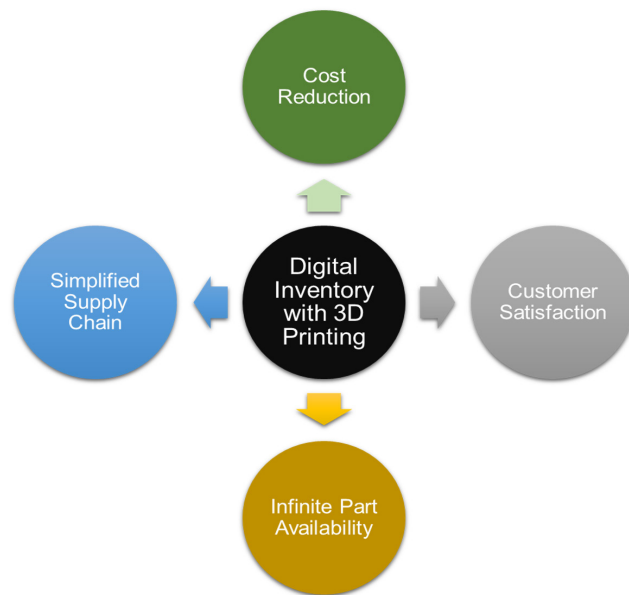
How does the transition to a digital inventory work?

There are several steps and questions manufacturers have to think of when adopting 3D printing and a digital inventory:

1. **Inbound or outbound 3D printing?**
2. **Which parts can be stored virtually, and 3D printed on demand?**
3. **Is the intellectual property (IP) safe?**
4. **How can the quality be guaranteed?**

If companies decide for implementing 3D printing into their processes, they need resources, infrastructure and most importantly knowledge and time to produce parts via 3D printing.

We at Replique try to solve this problem with a solution, which comprises the whole end-to-end process: A platform, that manages the the part validation and digital inventory, ensures order fulfillment, quality and even IP security. Moreover, Replique offers 3D printing consulting services, leading to an easy and convenient access to 3D printing.

Not every part is suitable for 3D printing. Therefore, we thoroughly analyze spare part inventories. This includes technical and economic factors such as material, height, demand frequency and supplier dependency. For validation, we furthermore convert parts and technical drawings into digital files. After a total cost of ownership (TCO) analysis and test printing, this usually leads to around 7-10% of total inventory that is printable. We then store those parts with optimal material and technology parameters in our digital inventory.

As we provide a network of qualified service partners, our customers can be assured, their spare parts come with high quality. The question of quality and security of IP is solved, as Replique encrypts all data sets on the platform. The company secures the printing process in such a way, that parts can only be printed with the given parameters and in the given amount. Moreover, the platform can be fully integrated into existing processes and ordering channels, thus reducing OEMs efforts to a minimum.

Why stop with 3D printing of existing spare parts? Think even further: With the availability of a digital inventory, there is a huge potential to improve aftermarket services with more spare parts available for customers. Near to zero upfront investments costs, production starting from lot size one and no warehousing costs reduce risks to a minimum. There is a huge need for further spare parts to increase the lifetime of products. Especially, as customers start to think more sustainable and circular economy is getting more attraction. Offering a bigger spare part portfolio provides the potential to stand out among competitors.

How we help Siena Garden to provide "infinite" spare parts

Siena Garden, a German provider of garden furniture, stands for long-lasting products and high-quality parts. But even there, a component has to be replaced from time to time. Therefore, they offer a range of spare parts on their online shop. However, to offer parts in low demand is challenging as costs for production, warehousing and logistics rise high.

Replique now offers the perfect solution to this challenge, as they can provide lifelong spare parts by storing all critical parts in a digital inventory. Customers never have to throw away a product anymore if a functional spare part is not available. This increases customer satisfaction as well as promotes the principles of a circular economy. One of the first parts Siena Garden stores in the digital inventory of Replique is a chair foot cap. This part often wears out, leading to reduced usability of the chair. 3D printing is an optimal way to produce the part, as form as well as material are easily printable at reasonable cost.
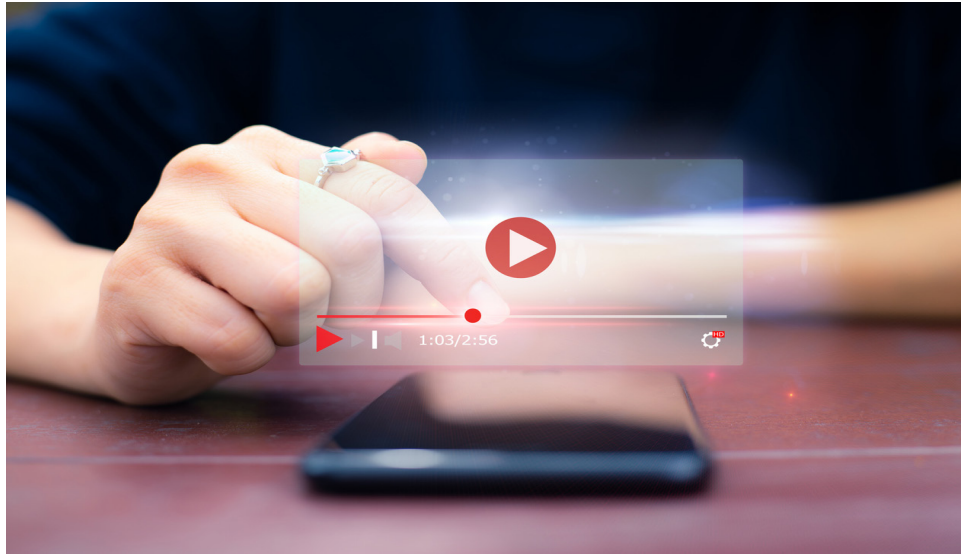
About: Replique is developing an online platform that provides an End-to-End Solution for OEMs to manufacture on demand, sell and distribute spare parts globally to their customers.

Foot Cap for Chairs

|Author|
Wouter Maagdenberg
Founder & CEO

TXTOmedia International

Videos for the Aftermarket
Taking Content to the Next Level

Organizations create ways, set up, and manage channels to provide their retailers, service engineers, and customers with information on how to sell, service, and use their products.

Takeaways:

- Chosen information formats define and limit information flow.
- Focus on creating text-only formats limit the reach & effectiveness of information.
- Mixing user assistance with spare part commerce adds value if done right.
- Empowering technical documentation teams to extend reach stimulates business growth.

The chosen information's formats define and limit the reach of this information and its available

channels: the paper manual that goes along with the product in the box, online publications, such as PDF files on online service pages, and live answers to questions via call centers.

One thing the mentioned channels have in common is that their information format is mainly text-based. You (or the call center agents) read it.

Depending on the type of person requesting support, their role, and actual circumstances, their behavior and expectations differ. Available channels and their content formats match yes or no. The paper manual may not be at hand in the field, or the exact topic in that 300+ page PDF is not that easy to find and understood via your smartphone.

Visuals

From a creation perspective, it is convenient to have just one format to work on: text. Creating text makes organizations set up and manage teams staffed by mostly writing professionals, supplemented by illustrators or visual artists for the much-needed visual clarity; to make readers exactly understand what was meant in the text, to guide and provide context. But also because people learn and remember visuals better than words . That's caused by how our brain works. For decades this has been the status quo and proved to be a good fit between creative possibilities on the one side and market demand and expectations on the other.

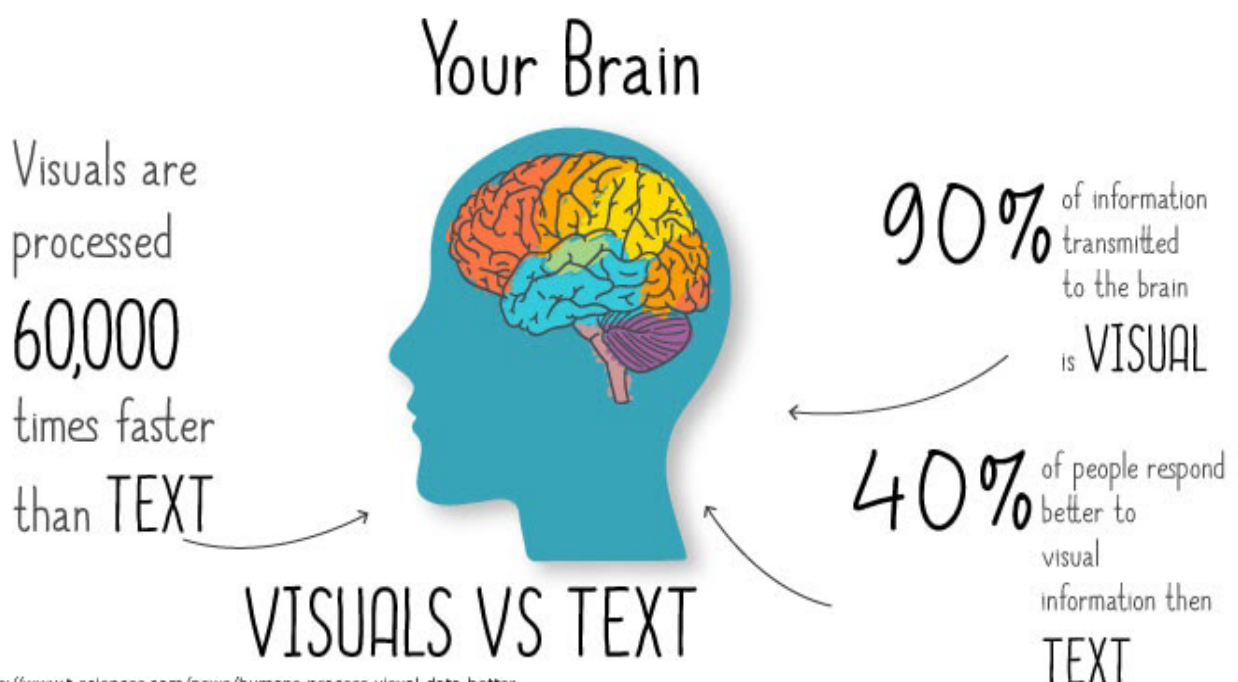But a new kid appeared on the horizon: Video

Watching vs. reading

As soon as the television entered our living rooms, companies started to develop formats to leverage this new format and channel to reach households via this new medium called 'video.' Marketing departments got involved first. The initial corporate video formats developed were commercials, aired in between the channel's premium content. Corporations also created success formulas such as 'soap operas' and TV shows. Product placement dates back decades. The amount of time we watch increases ever since. That was already a fact in the pre-internet era but skyrocketed after videos became a possibility online in the early 2000s. Again, marketing moved in first with advertising and branding. But worldwide demand for information in a video format exploded as well, hence the rise and popularity of user-generated content in this perspective.

Online searches for things like 'online learning' have grown globally by over 400% y.o.y. When asked how most like to learn about a product or service, 69% said they'd prefer to watch a short video.

Your Brain

Visuals are processed 60,000 times faster than TEXT

VISUALS VS TEXT

90% of information transmitted to the brain is VISUAL

40% of people respond better to visual information then TEXT

Source - https://www.t-sciences.com/news/humans-process-visual-data-better

It compares to 18% who'd instead read a text-based article, website, or post, and only 3% who'd instead download an ebook or manual .

User-generated vs. brand videos

The success of user-generated self-help videos on platforms such as YouTube also rose because of the initial lack of brands' response. This initial inability to respond physically only resolves further if professionals creating training and publishing manuals get enabled and empowered to start rethinking their plan of reaching their audiences where they are: online. And with what they want: video.

It has been convenient that all channels have used the same text-focused content format until the video era arrived. One size used to fit all. And we all know that even these – at first sight - transparent text creation processes are not for the faint-hearted to be manned and managed. Due to content complexity, growing demand for localization, budgetary challenges, and other restraints, clever concepts and technologies, such as component authoring and localization memories and management got introduced.

Value of Video

This now actually turns out to be a considerable advantage and brings technical documentation teams and training departments in a position where they not only take care of the in-house knowledge but, combined with newly available technology, quickly move to the forefront of 'video' within the company.

Their existing technology and content now tie into new technologies that can turn text-based content into various types of videos: how-to videos, tutorials, training, and explainer videos by bringing text-to-speech, reusing existing illustrations, and generating video scripts based on existing topics—enabling the creation of reusable, clean video fragments that get localized by already existing text components. This way, all publications, including videos, are still created and curated from a single source. Guarding compliance, whatever channel a user follows.

Spare parts & User Assistance

Mixing user assistance with spare part commerce adds value if done right. Users get immediate access to needed parts, and buyers get direct guidance on how to apply. Having instructions and links to spare parts, accessories and consumables, enable the automatic creation of in-video commerce formats that stimulate sales and improve customer experience and retention.

About : TXTOmedia partners with Signifikant to offer scalable video creation solutions. To enable and empower customers to create localized, even interactive videos on the fly and at scale, based on their existing content and processes.

|Author|
Roger Thyrell
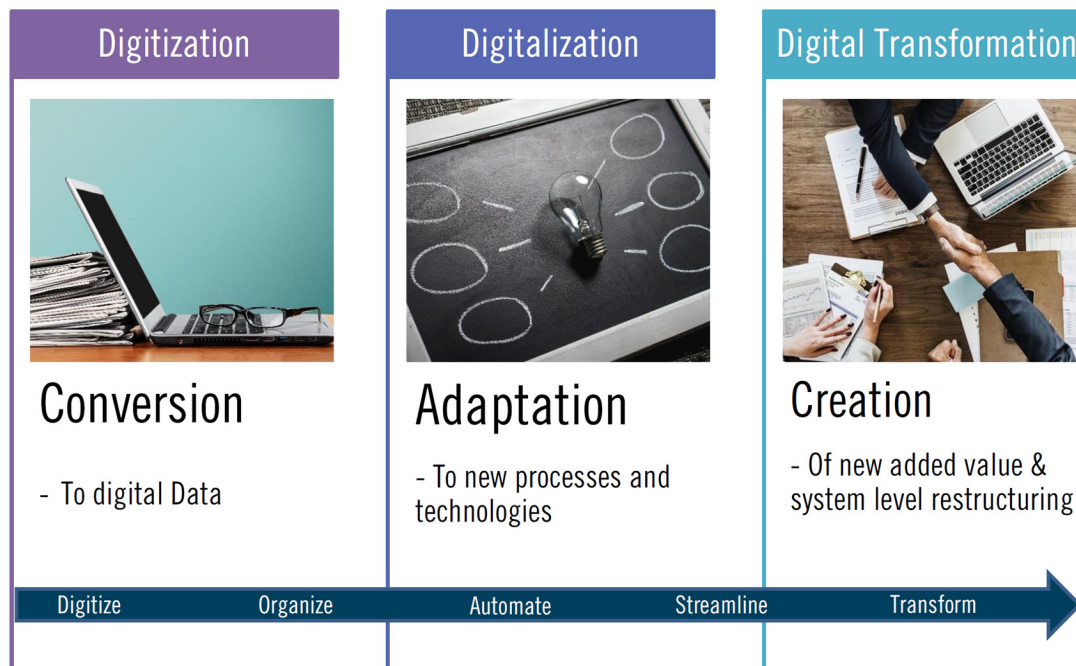*Customer Success Manager*

PDS VIsion

Digital Transformation
Friend or Foe?

A Google search for "digital transformation" returns about 42 000 000 results in 0,65 seconds. 0,65 seconds is also the exact time it takes to get confused while reading the articles. What does "Digital Transformation" really stand for, and what value does it bring to your business?

One of the most common topics I experience when I talk to customers about an aftermarket solution is digitalization. The feeling you experience from reading articles on the subject is that "everyone else" is doing it. And you start to believe that you might be the only one not experiencing the digitalization brings. You are not alone. But what does "everyone else" really do? One thing I have learned is that no customer story is the same. We have different reference patterns and starting points. We need to start by finding a common understanding of the discussion starting point, or we will find ourselves lost, wandering around in the Digital Jungle of Infinity. All initiatives started without the bigger picture in mind; the "why" are all a pleasant occupation for the time being but a waste of valuable time in the long run. This means we have to root out the real business needs before we can talk about solutions.

I believe a good strategy is to start looking at how the terms "Digitalization" and "Digital transformation" are defined today. Since the expression, i.e., buzzword, "Digital Transformation," has been around for years, it is also used in combination with "Digitalization" and "Digitization," and that has only added to the confusion.

Digitization	Digitalization	Digital Transformation
Conversion	**Adaptation**	**Creation**
- To digital Data	- To new processes and technologies	- Of new added value & system level restructuring

Digitize   Organize   Automate   Streamline   Transform

So let's start with "Digitzation" found in Gartner's Information Technology Glossary.
"Digitization is the process of changing from analog to digital form, also known as digital enablement. Said another way, digitization takes an analog process and changes it to a digital form without any different-in-kind changes to the process itself."

Digitization is probably the most common scenario. We still see that the most common way to handle spare part demands today is customers calling in with a spare part request. Digitization could mean implementing a way for customers to enter their requests in a digital form. But then again, why, because the average customer will still call in because it makes them feel more secure. Entering a spare part request in a digital form is a helpful aid but not a complete solution.
Digitalization is the use of digital technologies to change a business model and provide new revenue and value-producing opportunities; it is the process of moving to a digital business."

I find this statement the most exciting since I can apply my motto: "Why?" to get the most benefits. I consider the expression DIGITIZATION+WHY= DIGITALIZATION as the critical differentiator for a business. This is where the most benefits will come. And discussions it the way to bring us there.

Digital Transformation in Gartner's Information Technology Glossary is a lot broader.
"Digital transformation can refer to anything from IT modernization (for example, cloud computing), to digital optimization, to the invention of new digital business models. The term is widely used in public-sector organizations to refer to modest initiatives such as putting services online or legacy modernization. Thus, the term is more like "digitization" than "digital business transformation"."

This points to the heart of the matter. It is essential to find a common understanding of what needs to be achieved and root out the actual value. What are the underlying reasons for making a change? Customer satisfaction, brand recognition, or higher revenue? Since most initiatives will fit into Digital Transformation, you risk creating a digital monster you might have to tame for years to come. We also need to keep in mind that Business needs and IT-needs are not always the same. I have seen many projects kidnapped by the IT-department and not keeping the business needs central. Both are stakeholders whose needs will be taken into consideration when creating a roadmap.

The answer to the question " Digital Transformation, Friend or Foe?" comes down to, in my opinion, how we can translate Digital Transformation to fit our needs. If it doesn't out-of-the-box, then let us look into possible solutions. Think of it as most companies handle agile. It has taken many years to align agile to get the best approach, adapt it to your business based upon the needs and what you want to achieve.

In 1991 Tom Petty wrote, "I'm learning to fly, but I ain't got wings" In 2020, there are so many wings available, so now the real question is: "Do you want to fly and where do you want to fly?"

About: PDS Vision is a leading reseller of software for PTC (www.ptc.com) and ANSYS (www.ansys.com) featuring their complete product portfolios of PLM, CAD, Simulation, IoT and service technical solutions.

Signifikant News

Signifikant onboards Creo Center Oy as a technology and implementation partner

Signifikant recently welcomed Creo Center Oy as a technology and implementation partner for offering the Signifikant Aftermarket Suite to manufacturers, mainly in Finland. both companies share a common goal – to provide the most efficient solution that enables manufacturers provide the highest standard of aftersales service to their customers.

Read more

TXTOmedia enters into a Global Alliance Partnership

The partnership will see the companies joining forces to help manufactures strategically build their aftermarket data. The aim is to capitalize on enriched text based documentation while scaling video creation for aftermarket sales and services. TXTOmedia is a Dutch provider of Video as a Service solutions

Read more

Signifikant was chosen by CIOReview Europe as one of Europe's most promising product management solutions

Mattias Löfstrand, CEO Signifikant, shares his thoughts on the need for aftersales organizations to think digital and how we have helped manufacturers on their digital journey. Continue reading on the next page or click here to : Read the whole feature

Signifikant
The Perfect Partner for Aftersales

For long, the term product was defined as a physical good. However, from the point of view of a manufacturer and their consumers, the realm of a product goes way beyond a physical good to include various support services and products. Manufacturers must provide support for the products -help their customers service and run equipment - be it two years old or twenty years old. This can be achieved through a combination of goods, including spare parts, accessories, service components, as well as services and product documentations to extend the lifetime of the product and to secure their customers' investment.

While it has become easy to sell new products on various ecommerce websites, the sale of spare parts is like an unconquered mountain.The sale of spare parts and related information/services is a completely different turf from direct product sales. Aftermarketecommerce is still in its nascent stage and hence, too costly an activity for many manufactures and hard-to-access for many users of their products. And, given the COVID-19 scenario, where organizations want to repair their equipment rather than investing in new ones as they are looking at economical ways to function, the need for spare parts has only increased.

Here, Signifikant acts as a perfect partner for manufacturers offering its aftermarket platform that gives them the functionality and infrastructure to offer a single source publishing environment for the complete distribution chain with up-to-date product information. "As a product information aggregator for aftersales, Signifikant offers end-to-end enterprise solution for spare parts, catalogue management and aftermarket sales and service," says Mattias Löfstrand, CEO and Co-Founder of Signifikant.

At its core, Signifikant's platform stands on three core pillars: consolidate, enhance, and publish data. The platform acts as a "Product Information Hub" to seamlessly consolidate product information and then enhances the data to present it in a user-friendly way and for easy purchase."Rather than glorifying the product

for ecommerce, we focus on providing accurate data on the spare parts," says Löfstrand. The data warehouse helps clients in both getting access to accurate data as well as enabling different workgroups working across factories around the world to feed data in a dynamic and flexible manner. Signifikant then publishes the data in its fully-featured webshop designed to sell spare parts and other products. The webshop features personalized information to assistcustomers looking to purchase spare parts find the right product along with relevant documentation. As part of the webshop, Signifikant implements a well-designed personalization strategy that assists each customer throughout their buying process based on the products they use."Signifikant's personalization strategy helps our clients increase customer experience, customer retention, loyalty, and revenue," remarks Löfstrand.

Given such vivid functionalities, Signifikant features a track record of serving numerous customers over the course of two decades. Löfstrand cites the example of a large manufacturer of mobile living parts that used an ERP and web portal system with limited interfaces to sell in certain EMEA countries. The client wanted to expand to a global client base and increase the profitability of its aftersales business. Signifikantintegratedproduct documentation from over 20 of the client's factories. With Signifikant, the client was able to create a complete multi brand - multilingual web shop. As a result, the mobile living manufacturer was able to reach out to a wider market in a significantly small timeframe with the ability to order online.

Signifikant has carved a niche in the industry by exclusively serving the aftersales market. With its dynamic approach, the company offers a complete solution for managing spare parts, including data documentation, ecommerce and personalization, which is unique among other solutions in the market. In line with this, Signifikant will continue on its mission of becoming the preferred solution and service provider in the aftermarket sector for the manufacturing industry. CR

Mattias Löfstrand

Webinars and Virtual Events

Happening Soon

Live Webinar: How to improve profitability for the entire customer relationship cycle (in Italian)

INTERSHOP COMMERCE TALKS CUSTOMER PORTAL

Come migliorare la profittabilità per l'intero ciclo del rapporto con il cliente!

In collaborazione con:

SMC CONSULTING DIGITAL SOLUTIONS

SIGNIFIKANT
The after market specialist

For our Italian friends, we are hosting a webinar along with Intershop and SMC Consulting on a very interesting topic and sneak peak into our aftermarket self service portal.

Date: Tuesday 27 April, Time:10am CEST

Register Now

Demonstration and Seminar: Augmented Reality to Increase Appliance Lifespan

Circular Economy, Green World, Zero Waste - If these words resonate with you, join us at the EU Green Week where, along with PDS Vision, we will showcase an AR demo and discuss how manufaturers can increase the lifecycle of their products. For more Details

Date: 19 and 20 May, 2021

On-Demand Webinars - *Click to Watch*

Strategies for Personalisation in the Spare Parts Business (Going beyond E-commerce)

COPPERBERG SIGNIFIKANT alö

INTERSHOP COMMERCE TALKS CUSTOMER PORTAL

How to improve profitability over the full customer lifetime

In collaboration with:

SIGNIFIKANT
The after market specialist

After Market: Bestelgemak is de sleutel tot langdurige en winstgevende klantrelaties.

Een talk van Ruud De Bruijckere, Lars Nilsson en Roelof Swiers

Signifikant, Ålö AB en Intershop Communications

ABOUT SIGNIFIKANT

Signifikant (www.signifikant.se), is a Swedish independent software and consultancy company specialized in solutions for the Aftermarket and the support for the manufacturing industry with solutions for Product and Services information (PIM), backed by industry expertise and process know-how.

Our mission is to provide a complete solution, for the aftermarket, that serves as one of the levers of an organization's digital transformation. With our flagship solution, the Signifikant Aftermarket Business Platform, a state-of-the-art ecommerce platform, we enable companies to improve their profitability by supporting their aftermarket digital strategy.

Signifikant, The Aftermarket Company:
- 20+ years of experience in the aftermarket solutions industry with in-depth process know how through huge reference projects
- With our strong process support, sell the right part for the right machine at the right price, every time

Single Platform for all your aftermarket needs:
- Usability and design: An easy-to-use and well-designed web viewer, with powerful and fast search functionality.
- Modern Technology: Flexible architecture consisting of a base platform with an extensive set of functions and custom modules to add or modify according to business needs

Signifikant Aftersales PIM platform has successfully been implemented at Atlas Copco Tools, Komatsu Forrest, Dometic, Ålö Group, Väderstad, NVR, Trapaze Group, Voltas, Baoli and many others.

Visit www.signifikant.se for more information and/or to schedule a free demo.
You can also get in touch with us at info@signifikant.se