



SIGNIFIKANT

Signifikant Aftermarket Information Platform

“The Service and Support segment of your Product’s lifecycle”

Here are the benefits!



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The aftermarket environment

The market is changing

- Consolidation of dealer networks is ongoing
- Globalization of businesses is “booming”
- Multilingual service and support is of high priority
- New ways of doing business - web and mobile
- “Only Product” becomes “Product + service”
- “Time = money” so systems and machinery needs to must run 24/7
- IoT is booming, creating new opportunities for support and services



Conclusion

Competition is huge and a main portion of the competition is related to new ways of promoting the offers, all pushed by an enormous spend in advertisement and other sales supporting mechanisms. This increases the importance of presenting your products and service offerings in the most efficient, elegant and user-friendly way.

In the new global market, companies must communicate with their customers in a multilingual way. What was earlier handled by local partners promoting in the local language, has now to be offered from the original manufacturer's web site. This will put pressure on all web sites and web portals to support at least the main languages of the earth and maybe many more, depending on type of offer, and the position of the end user (direct – indirect) in the supply chain.

The brand is becoming the view of the company

- The brand reflects the Quality, Credibility, and Experience of the company
- The brand is “the value of the company” and must be secured
- Failure in products and bad handling of the aftermarket will have negative impact on the brand

Conclusion

The brand is the most important asset for a company - remember that products and solutions have lifecycles but a brand outlives products and solutions. A badly handled product or solution will damage the brand (= the company).

The Signifikant Aftermarket Information Platform will provide ultimate customer satisfaction and strengthen the Brand



Products are becoming more complex

- More products and variants – huge competition
- Products are becoming more complex and integrated
- More automated and integrated product lifecycle environments
- Products must be reliable and competent
- Need to run 24/7 - requires new support and services infrastructure
- Shorter “active” life cycle but still long aftermarket cycle
- The Corrective maintenance costs must be at a minimum
- Environment must support preventive actions to reduce downtime.

Conclusion

The product life cycle is becoming more complex and for each new product that is introduced a mountain of new documents (different types and formats) are produced, containing information about quality, safety, legislation, spare parts, instructions, usage, maintenance, services, recycling, and many others. All this information needs to be published to the correct user or function in “real time”. In the aftermarket, the expression “time is money” is a very relevant statement.

The Signifikant Aftermarket Information Platform will provide great support for complex structures over the full product life cycle.

Quality more important than ever

- Products becoming more complex and integrated
- More automated environments
- Need to run 24/7 - requires new support and services infrastructure
- Service monitoring in “real-time”
- New quality measures being highlight
- Preventive maintenance

Conclusion

Traditionally the construction and manufacturing has worked with meantime to repair, (MTTR) and meantime between failure (MTBF) and that is of course still valid factors but new factors are being activated by the evolution of the market such as preventive maintenance cost - to preventive maintenance ratio and maintenance cost as percent of the manufacturing cost.

The Signifikant Aftermarket Information Platform will provide direct access to service information 24/7.

Supply chain is being further developed and improved

- Globalization requires efficient logistic network and supply chain
- Speed is money – delivery in time and with correct quality and price
- Volumes / price in direct focus
- Service and support levels calculated on global presents

Conclusion

Based upon the huge change in the supply chain structure the original manufacture must act and take deeper responsibility in the service and support for the aftermarket activities.

As the market is global the actions are very much focused on the aftermarket information and service provided via web sites and mobile access.

The Signifikant Aftermarket Information Platform is a WEB based data warehouse for all aftermarket Information and for distributed and mobile environments.

Why the Signifikant Aftermarket Information Platform?

The Signifikant Aftermarket Information Platform (“Signifikant Platform”) is a software solution targeted to support the processes in the aftermarket of manufacturing and product development. The Signifikant Platform provides support to create, publish, distribute, search and provide feedback on aftermarket information as spare parts, manuals, training material, marketing material, service protocols etc. The Signifikant Platform is a data warehouse for all aftermarket information, providing superior productivity and quality in the handling of the aftermarket information. The platform is a distributed environment and developed with multilingual support. It is built upon a modern, open and market standard runtime technology that supports the latest requirements for distributed and mobile environments.



The Signifikant Platform is built to address the key pains of the existing and future markets. The platform is a flexible and secure modern piece of technology and services that can address the changing environment when companies are consolidated and brands are merged. It has built-in capability to integrate with the company’s existing processes and data flows and can be a fresh add-on to existing “not so easy to change” system environments.

The Signifikant Platform can integrate with existing or planned information and e-commerce sites and will provide the platform and services towards the aftermarket end-users at a level that will uniform the quality of the services provided and strengthen the experience of the Brand.



The Signifikant Platform is adaptable and will follow the evolution of the company's change of process or operation. It will increase the efficiency in the handling of aftermarket information with a focus on the spare parts catalogue creation and the product related information and services. It will dramatically improve and minimize the effort to produce and update the catalogues and will simplify the spare parts ordering, accelerate spare parts delivery, and increase the company's spare parts sale.

Using the Signifikant Platform will help your customers to shorten the down time of defect machines and components and will provide an effective complete aftersales service for an ultimate customers' satisfaction.

What will the Signifikant Aftermarket Information Platform provide?

Expected benefits for a typical installation of the Signifikant Platform

- Increased productivity in the creation of catalogues with between 60 to 100%.
- Lead times of catalogue creations are being cut with 40 - 70%.
- Increase in sales of spare parts.
- Cut downtimes of malfunction machines.
- Tremendous increase in feedback on errors in spare part information and quality of spare parts.
- Errors in catalogues may be corrected within hours of detection.
- Improved quality and accuracy of parts that is ordered will dramatically reduce cost of wrongly ordered parts.
- A high level of comfort for the customer since information may be used in an International environment and the information can be searched and found in multiple languages.
- Provides RMA# and Warranty Claim interface with out of the box integration with JIRA®.
- Highly configurable integration towards PLM/DMS and other information source systems with a fully optimized process for preparation, provision, updating and publishing aftermarket information.
- Real time integration with e-commerce and ERP for exchange of pricing/availability and order entry
- Improved brand image.

The Signifikant Aftermarket Information Platform will provide increased productivity in the production of catalogues with a highly-reduced lead time in catalogue creation.

The Benefits and ROI

Increased productivity

Surveys at customers show that existing staff is expected to increase productivity by shortened catalogue production time and without being of need for external services providers. This benefits will among others be:

- Handle twice the number of products with a minimal effort and with the same staffing.
- The updating cycle will be dramatically reduced.
- The number of languages supported has increased from five to eight. With the use of the translation module, the translation costs can be cut to a minimum at the same time.





- When creating, new versions based on existing products, the modular structures typically results in 80 - 90% of the information being reused.
- Easy search of parts cuts time spent in the service organization.

Cut lead times

Normally, all involved personnel in the product lifecycle (engineering, editors, work shop, sales force, spare parts/service sales, service personnel, purchasing, training, users etc.) will use the Signifikant Platform as a source of information, most of them over internet or mobile connections, and all have immediate access to replacements, corrections and the latest information.

- Lead times of new products cut to a few days due to modular information support.
- Simple publication process – new products may be published instantly.
- Less work and cost for the print shop.
- Corrections can be made and distributed within hours due to the easy feedback and publication process.
- Customers with prototypes have full access to complete documentation.

Data quality and usage

- Complete spare parts information of high quality at delivery of the first product. The reduced lead time enables a well-managed publication of the spare part catalogue immediately. The engineering may monitor the status of the catalogues.
- The information is always up-to-date with changes and corrections. Information is commonly changed with up to 50 % within a few years, which is easily handled in the Signifikant Platform.
- Tedious and costly mistakes in delivering the wrong part are minimized.
- Feedback of errors and corrections in the information from the service organization has increased. Customer's report that changes are no longer written on post-its or on print outs, but instead reported back in the Signifikant Platform system.
- The published information can be files and data of any type that can be read by any browser or system on the consumer side.

Sales

- The information quality, ease of use, easy order of parts will strengthen your brand. The Signifikant Aftermarket Information Platform is a strategic system!
- Customers report that the data warehouse enables accurate input to other systems as stock-optimization systems and e-support. This has doubled the sales within the after sales.
- Reseller and customers prefer placing orders in The Signifikant Platform due to its ease of use, and up-to-date information, compared to placing orders at competitors. The customer does not want to lose time to search for the right spare part at a lower-priced competitor when they have down-time for their equipment.
- The reports provided by the Signifikant Platform give a superior input to the in-stock-planning. Powerful search function enables to find what parts are included in a product.
- The Signifikant Platform has a great framework to integrate with business process components like ERP/web shops and construction/design PLM/CAD etc.

Usage

- The Signifikant Platform gives a standardized single point of access for engineering, editors, work shop, service personnel, spare part sales, purchase, training, users etc.
- It will provide a user-friendly and clear interface and up-to-date information on spare parts, service information and other aftermarket related packages and offers.
- The information will be available 24/7 at any location.
- Structures and information can be localized instead of only English.
- Training is carried out using The Signifikant Platform and in local language.



- All product information for the aftermarket in the same system – manuals, training material, spare parts, service instruction, inspection protocols etc.

Brand Image

- Easy to use, state of the art aftermarket information portal improves the Brand Image
- Extremely configurable look-and-feel ensures that information is presented in company style. Quick adaptation when company style guides change

The Signifikant Aftermarket Information Platform

It is a standardized platform for Aftermarket Information to the full Supply and services chain:

- The Platform is built using standardized software components
 - The Platform supports integration with CAD/PLM/DMS and many others
- The Platform supports integration with ERP and e-commerce
- The Platform provide the automation framework for spare parts catalogues and other type of aftermarket information
- The Platform is process driven and can integrate with the company's business processes
- The Platform is an open platform for your needs
- The Platform is easy to use, state of the art and adapts to Company style guide

