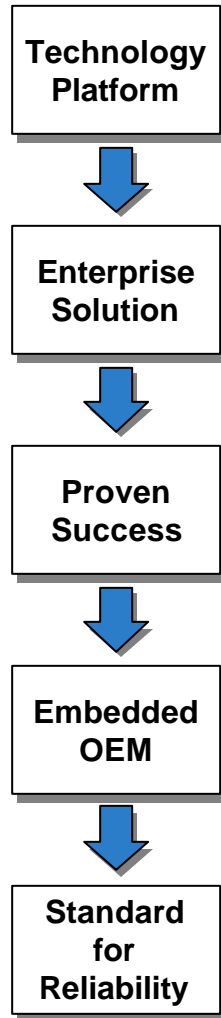




A New Approach:  
to Asset **Health** Monitoring  
and Prediction

**Gary Conkright**  
CEO, SmartSignal

## SmartSignal Business Strategy



- Create a technology platform for fault detection and prediction (35 patents and growing)
- Develop enterprise-wide monitoring solution - SmartSignal ECM (version 2.6 and expanding)
- Proven *End-User* success in capital-intensive industries with high cost of failure (Fortune 500 references)
- Create “pull-through” demand from End-User to OEM to enhance OEM’s value to their customers
- Become the recognized standard and brand for fault prediction and prevention

## Helping Improve the Services Mindset

### The Focus is Shifting to what happens AFTER the original sale:

- “Post sales activities will become key to success: up-sell to existing customers, retain customer loyalty, improve cost-effectiveness and quality of products”  
-Forrester Research
- “Lack of insight into assets’ performance hampers optimal use”
- “It’s not the after market, it’s the next market” – Jack Welch

### ...Because the Numbers are Compelling:

- “Recession-hit manufacturers no longer consider the aftermarket a cost center – now it’s a lucrative source of new revenue streams”
- 65% of all equipment failures occur between scheduled maintenance work
- “Manufacturers’ service supply networks are 10 years behind their product supply networks in terms of process sophistication and use of packaged apps.”

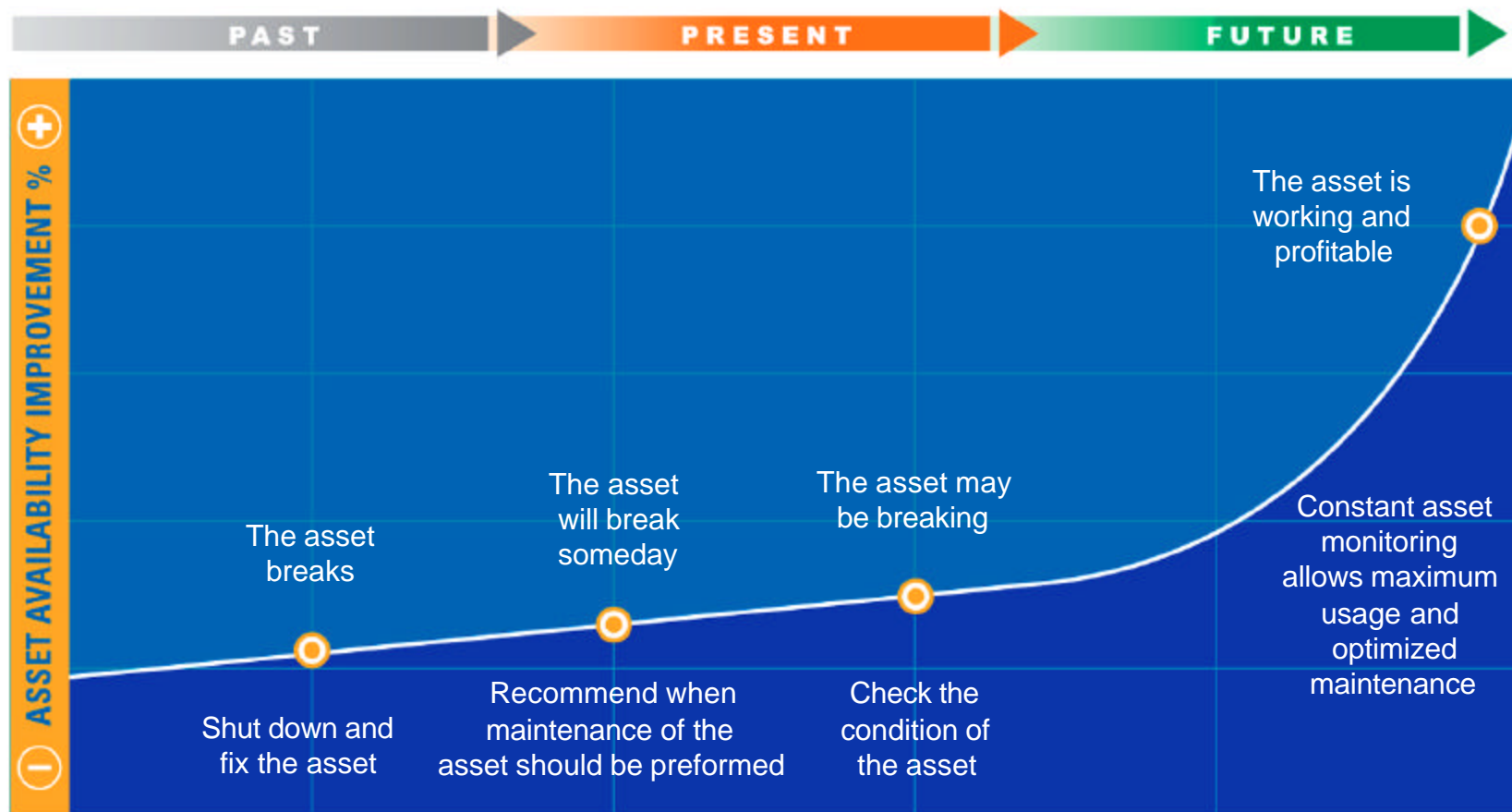


### ...SmartSignal enables a Head Start over Competitors

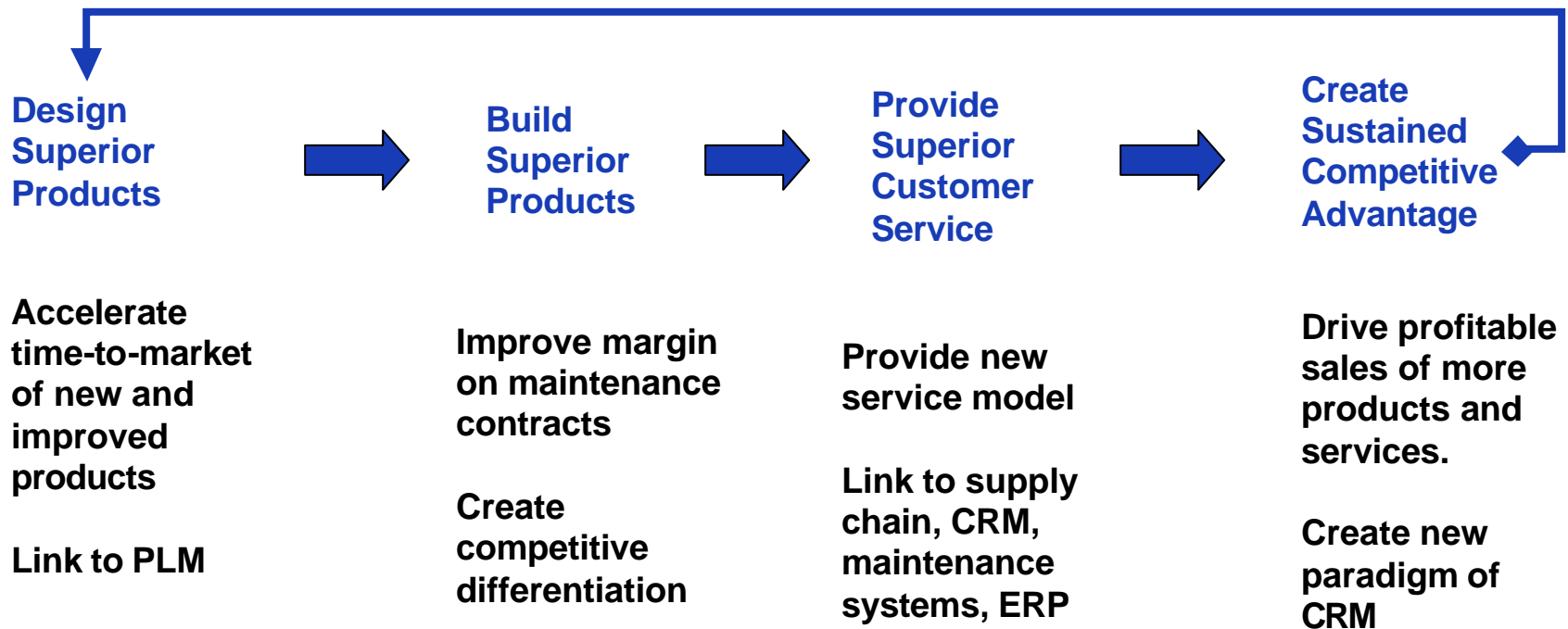
“Predictive Performance Platforms like SmartSignal use OEM design and performance data to create a competitive barrier through designing another level of service”



# Changing the Asset Availability Paradigm



# Early Warning Cascades Benefits Across The Entire Product and Services Lifecycle



## Leading Companies Will Change Their Mindset About CRM – From Reactive to Proactive

*Market Leadership and Services Excellence Will Come to Be Defined NOT by How Well Companies Solve Customers' Problems but by How Well They Anticipate and Avoid Them:*

### Traditional CRM:

- Call-center focused
- Reactive – Set up to receive incoming customer problem calls
- Cost Center – Necessary cost of doing business
- Internally focused – link my front office with my back office functions
- Silos of function – Fix the problem you're presented with



### Predictive CRM:

- Monitoring and advisory center focused
- Proactive – Early warning of product failure
- Profit Center – facilitate margin enhancement, up-sell of other products and services
- Externally focused – intimate knowledge of how my product is performing at my customers' locations
- Enterprise focus – synchronize parts, people, systems, etc. to the optimal point of customer interaction



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