A New Approach: to Asset Health Monitoring and Prediction

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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 aftermarket, 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

- The asset breaks
- Shut down and fix the asset

- The asset will break someday
- Recommend when maintenance of the asset should be performed

- The asset may be breaking
- Check the condition of the asset

- The asset is working and profitable
- Constant asset monitoring allows maximum usage and optimized maintenance
Early Warning Cascades Benefits Across The Entire Product and Services Lifecycle

Design Superior Products

Build Superior Products

Provide Superior Customer Service

Create Sustained Competitive Advantage

Accelerate time-to-market of new and improved products

Improve margin on maintenance contracts

Provide new service model

Drive profitable sales of more products and services.

Link to PLM

Create competitive differentiation

Link to supply chain, CRM, maintenance systems, ERP

Create new paradigm of CRM
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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