Tech-Clarity Insight:
Equipment Service Management

Tech-Clarity

making the value of technology clear

**Maximizing Profit and
Customer Value over the
Equipment Lifecycle**

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Note: This document contains only the Executive Summary. The full paper, along with a Preface from Lawson Software, is available for download from: equipment.lawson.com/

Executive Overview

Profitability and margins in equipment service are at risk due to current market dynamics. Increased competition and slim margins in equipment sales and rental place a heavy burden on manufacturers, dealers, rental companies and service businesses to improve their service performance. Improving service in these conditions is critical to maintaining margins and growing profitability. In order to compete effectively, this paper suggests that there are two fundamentals that service organizations must master to rise above the competition. These two fundamentals, operational control of service operations and equipment intelligence, enable companies to move to proactive service approaches and make better business decisions.

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To instill these two fundamentals, world class service organizations are adopting Equipment Service Management (ESM) processes and tools. This approach provides an integrated view to their business so they can improve the value their customers derive from their equipment and subsequently improve their own profitability. This paper introduces the *"Equipment Service Management Framework"* to help companies compare their organizations to best practices, and offers tangible suggestions to help them reach world class levels of service performance, resulting in greatly enhanced financial performance and profitable growth.

About the Author

Jim Brown is the President and founder of Tech-Clarity, an independent research and consulting firm that specializes in exposing the true business value of software technology and services. Jim has over 20 years of experience in application software for the manufacturing industries, with a broad background including roles in industry, management consulting, the software industry and research spanning enterprise applications such as PLM, ERP, Service Management, SCM and others.

Jim is an experienced researcher, author and public speaker and enjoys the opportunity to speak at conferences or anywhere that he can engage with people that are passionate about improving business performance through software technology.
Jim can be reached at jim.brown@tech-clarity.com.