

Installed Base Data visibility for Dummies



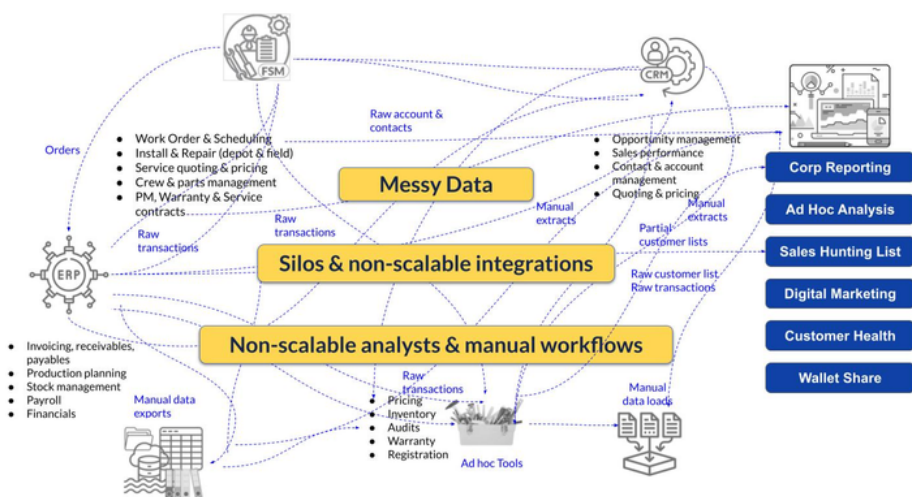
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Introduction

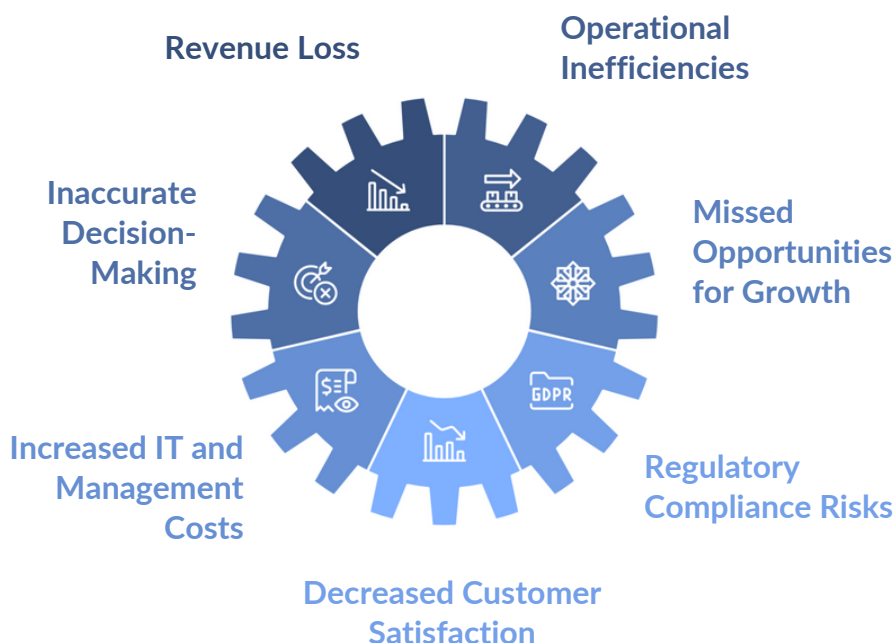
In the industrial sector, managing an installed base—tracking equipment, monitoring usage, maintaining service records, and predicting maintenance and parts needs—is a complex yet crucial task. Many Original Equipment Manufacturers (OEMs) struggle with disorganized and fragmented installed base data, leading to inefficiencies, missed opportunities, and customer dissatisfaction.

Industrial OEMs often operate multiple legacy ERP and CRM systems, each with its own data formats and structures. Integrating these diverse data sources is a significant challenge, akin to organizing different types of documents from various filing cabinets into a single, cohesive filing system. Without effective integration, data remains siloed, limiting its usefulness.



What are the long-term financial impacts of data silos on manufacturing companies?

Data silos can have profound long-term financial impacts on manufacturing companies. Here are the key effects:



1. Revenue Loss:

Companies can lose 20-30% of their revenue annually due to inefficiencies stemming from data silos. This revenue loss occurs because fragmented data prevents organizations from making informed decisions, leading to missed opportunities for sales and operational improvements.

2. Operational Inefficiencies:

Siloed data prevents effective communication and collaboration between departments. This can result in misaligned production schedules, inefficient resource allocation, and increased operational costs. When teams lack visibility into each other's activities, it becomes challenging to optimize processes, leading to higher costs and reduced profitability.

3. Inaccurate Decision-Making:

The inability to access a unified view of data often leads to decisions based on outdated or incomplete information. According to Gartner, business decisions informed by inaccurate data can cost small to mid-sized businesses over \$15 million per year. This inaccuracy can result in poor strategic choices that negatively impact financial performance.

4. Missed Opportunities for Growth:

Data silos limit the ability of manufacturers to identify trends, and opportunities to sell more parts, equipments and services. Without a comprehensive view of their operations and customer interactions, companies may fail to capitalize on growth opportunities, such as cross-selling or upselling products.

5. Increased IT and Management Costs:

Maintaining multiple siloed systems often leads to higher IT expenses due to the need for separate databases and management tools. Additionally, the inefficiencies created by siloed data can increase the workload on employees, leading to higher staffing costs as teams spend more time reconciling data rather than focusing on value-added activities.

6. Regulatory Compliance Risks:

In industries with strict regulatory requirements, inconsistent data across departments can lead to compliance issues and potential fines. Different departments may record and store data differently, resulting in discrepancies that could attract scrutiny from regulators.

7. Decreased Customer Satisfaction:

Delays in accessing accurate information can hinder customer service efforts, leading to client dissatisfaction. When teams cannot quickly respond to inquiries or resolve issues due to fragmented data, it negatively impacts customer relationships and retention rates.

In summary, the long-term financial impacts of data silos on manufacturing companies are significant. By addressing these silos through integrated data management solutions, manufacturers can unlock valuable insights, improve operational efficiency, and drive revenue growth.

Challenges and Solutions in Installed Base Data Management

Despite advancements in technology and methodologies, challenges persist:

Challenge 1 - Data Silos:

Different departments may maintain separate datasets leading to fragmentation.

- Solution: Entytle implements integrated systems that promote cross-departmental collaboration through shared databases or cloud-based platforms where all relevant stakeholders can access necessary information in real-time.

Challenge 2 - Data Quality Issues:

Inconsistent or inaccurate data can hinder analysis.

- Solution: Continuous monitoring and improvement processes should be established for ongoing quality assurance—utilizing automated tools that regularly check for anomalies while providing training sessions on best practices for staff handling critical datasets.

Challenge 3 - Resistance to Change:

Employees may resist adopting new technologies or processes.

- Solution: Invest in change management strategies that include comprehensive training programs highlighting the benefits of improved installed base data management practices—demonstrating how these changes will enhance their work efficiency rather than complicate it further.

The Importance of Installed Base Data Management

Manufacturers have vast amounts of data stored in various silos, including spreadsheets, ERP systems, CRM platforms, and other databases. The absence of a clean and unified view of this data prevents them from accessing a valuable resource that could significantly boost their revenue.

Installed Base data management is therefore critical for several reasons:

1. Operational Efficiency:

Streamlined data processes reduce waste and optimize resource allocation related to maintenance and service activities associated with installed products.

2. Informed Decision-Making:

High-quality installed base data enables organizations to make better strategic decisions based on factual insights regarding product performance and customer needs.

3. Competitive Advantage:

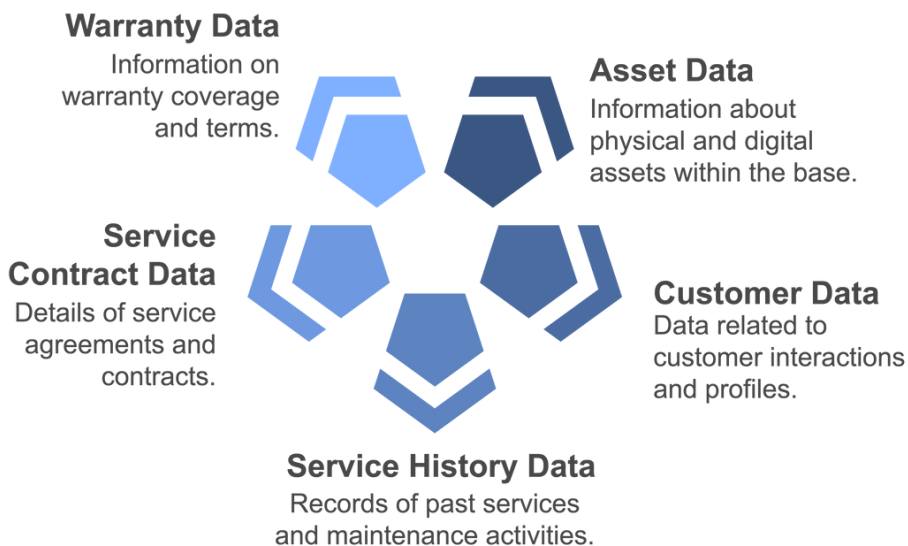
Companies that effectively manage their installed base data can respond swiftly to market changes and customer requirements, positioning themselves ahead of competitors.

4. Customer Satisfaction:

Understanding the installed base allows organizations to tailor service offerings, ensuring timely maintenance and support that enhances customer relationships.

Overview of Installed Base Objects

Understanding the types of data involved in managing an installed base is crucial for effective management:



1. Asset Data:

This includes information about equipments sold to the customers.

Importance: Asset data is vital for maintenance scheduling and lifecycle management. Accurate tracking helps organizations optimize usage and extend the lifespan of products.

2. Customer Data:

Customer data encompasses information about the clients who own or operate the installed products like Contact details, purchase history, service agreements, and customer preferences.

Importance: Analyzing customer data helps organizations understand their client base better, allowing for personalized service offerings that enhance customer loyalty.

3. Service History Data:

This includes records of all service activities performed on the assets.

Importance: Service history data informs future maintenance strategies by providing insights into product performance over time. Analyzing this data can help organizations transition from reactive to predictive service models.

4. Service Contract Data:

This includes details of the service contract agreement between the Buyer and Seller.

Importance: Service contract data helps in tracking equipment performance, predicting Customer churn and Renewal trends. It also proves very important in regards to Audits & Compliance.

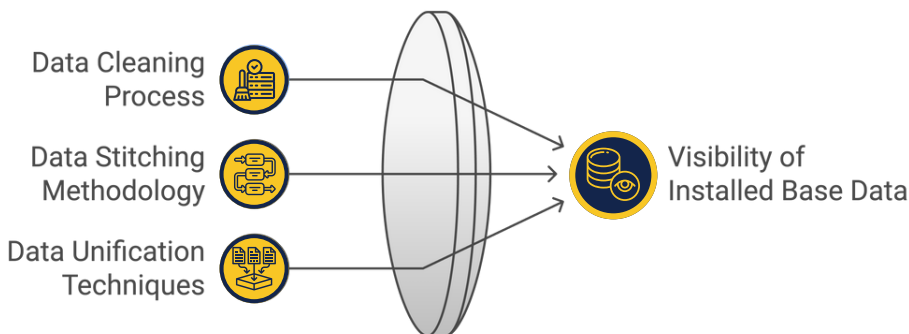
5. Warranty Data:

This includes details of the type of warranty, parts being fully or partially covered, details of services covered under warranty, etc.

Importance: Warranty data reveals when and why products fail, helping identify components for improvement. It provides insights to lower failure rates and enhance customer satisfaction.

How to create visibility of Installed Base Data

A comprehensive solution for managing installed base data involves four key process areas.



1. Data Cleaning Process:

Entytle's Data Quality Engine ensures that manufacturers start with clean, accurate datasets. It employs purpose-built processes and tools to standardize and normalize data rapidly, addressing issues such as duplicates and inconsistencies before insights are generated. This proactive approach ensures that decision-makers have access to reliable information at all times.

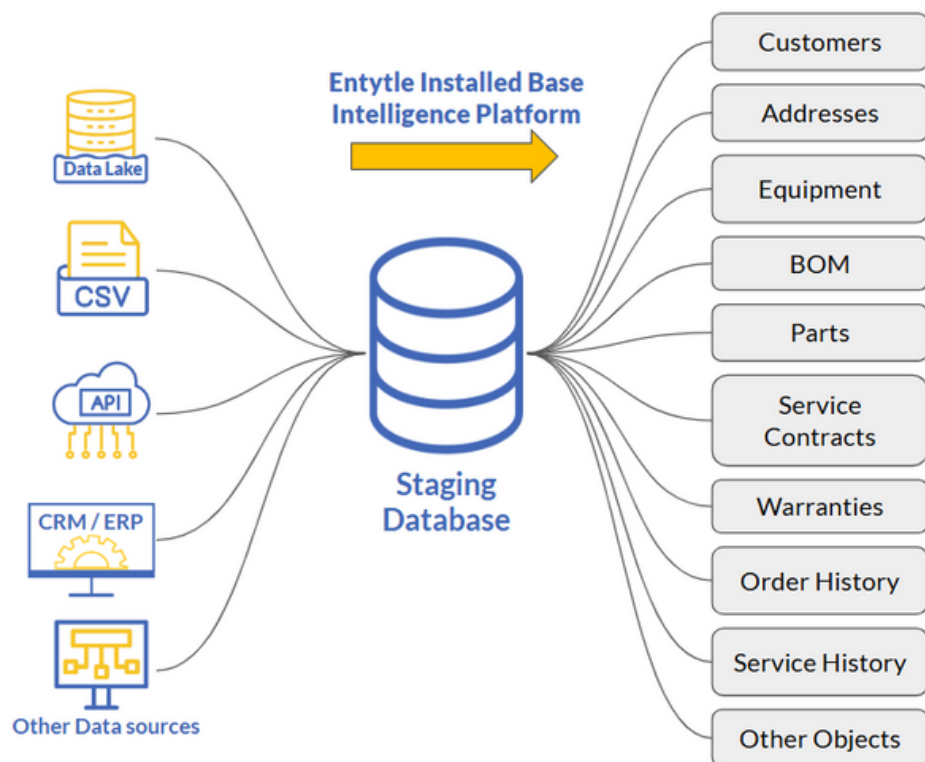
2. Data Stitching Methodology:

Entytle excels at stitching together disparate datasets from various sources—such as ERPs, CRMs, and field service tools—into a cohesive whole. By integrating these diverse systems, Entytle creates a unified view of the installed base that allows manufacturers to see everything in one place. This integration enables smarter workflows and enhances productivity by eliminating the need for manual data gathering across multiple platforms.

3. Data Unification Techniques:

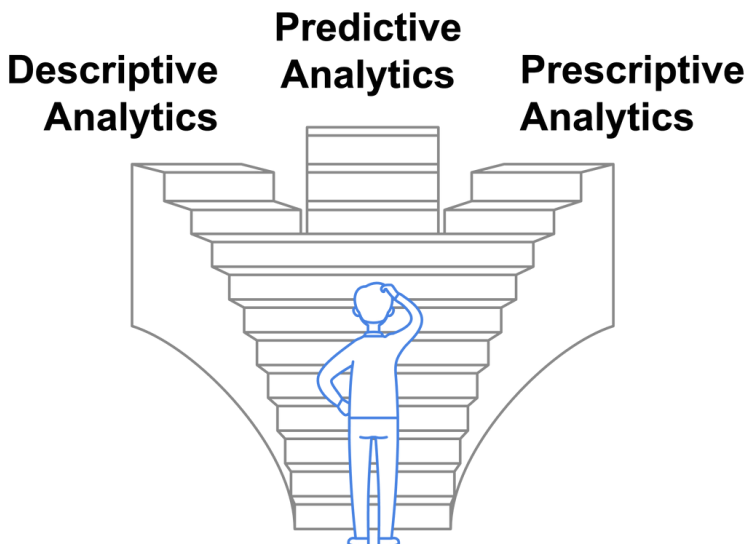
Entytle's platform unifies installed base data by implementing standardization protocols that ensure consistency across datasets. The system automatically de-duplicates entries and enriches datasets with additional context from external sources. This comprehensive unification process creates a single source of truth that empowers customer-facing teams with quick access to relevant information.

A typical data flow process involves bringing all the data together and creating Installed Base objects which helps in further analysis



Data Analysis Framework

With clean, stitched, and unified data in place, Entytle enables manufacturers to leverage various analytical techniques:



1. Descriptive Analytics:

Descriptive analytics provides insights into historical trends within datasets (e.g., service requests over time), helping stakeholders understand past performance and identify areas for improvement in service delivery.

2. Predictive Analytics:

Using statistical models and machine learning algorithms, organizations can forecast future trends based on historical usage patterns (e.g., predicting a part should be replaced, service event etc). Predictive analytics allows businesses to take proactive measures rather than reactive ones.

3. Prescriptive Analytics:

Prescriptive analytics offers actionable recommendations based on analyzed data (e.g., recommending service parts, and equipment by comparing peers).

Case Study and Applications

Real-world examples illustrate the impact of effective installed Base data management through Entyle:



**Unlocking Revenue with
Installed Base Data Visibility**
Industry: Industrial Manufacturing

\$500M

Global
Manufacturer

**20+
sources**

Integrated
data

15,000

Duplicates
removed

Overview

A global industrial equipment manufacturer faced stagnant aftermarket growth due to fragmented, messy data spread across CRMs, ERPs, service tools, and spreadsheets. Manual processes for unifying this data consumed hundreds of hours, yet visibility into their Installed Base remained incomplete.

Approach

- Integrated data from 20+ sources, removing 15,000 duplicates.
- Automated processes for ongoing updates and error detection, replacing labor-intensive manual workflows.
- Leveraged enriched data for predictive analytics, identifying \$22M in new service opportunities, increasing service contract renewals by 30%, and accelerating cross-sell.

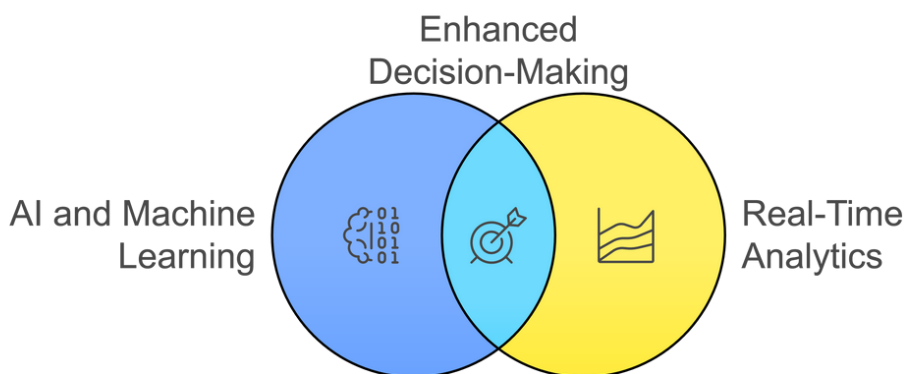
Outcomes

- Saved 500+ hours per quarter in manual work.
- Boosted customer satisfaction through proactive, personalized outreach.
- Established scalable processes for future growth.

This transformation highlights the power of unified Installed Base data to unlock hidden opportunities, enhance efficiency, and drive customer loyalty.

Unlocking the future with GenAI

Emerging trends include:



1. AI and Machine Learning Integration:

Leveraging AI-driven tools will automate cleaning tasks while enhancing predictive capabilities through advanced algorithms capable of identifying complex patterns within large datasets.

2. Real-Time Analytics Adoption:

Implementing solutions allowing real-time access will enable immediate decision-making based on current conditions rather than relying solely on historical trends—enhancing responsiveness across operations.

Conclusion and Recommendations

While the benefits of MaaS are clear, its widespread adoption hinges on two factors: **customer acceptance and OEM investment**. Customers need to embrace the idea of shifting from ownership to service-based models, trusting OEMs to deliver on performance and uptime guarantees. Likewise, OEMs must invest in the digital infrastructure required to support MaaS, including cloud computing, data analytics, Installed Base Intelligence, and cybersecurity.

As more companies demonstrate success with MaaS, its appeal will grow. Early adopters will benefit from the agility, efficiency, and flexibility that MaaS provides, while laggards risk being left behind in an increasingly service-oriented manufacturing landscape.

About Entytle

Entytle has enabled numerous industrial OEMs to achieve complete Installed Base visibility through effective data management in **25% of the time taken by OEMs who try to do it themselves**. By unifying and enriching fragmented data, Entytle helps its customers uncover opportunities, streamline operations, and build stronger customer relationships, turning Installed Base data into a strategic asset for growth and efficiency.