



FACE

FORWARD-LOOKING, ACTIONABLE, CUSTOMER EVENTS

Industry 4.0 by leveraging Big Data
to generate profitable Parts Growth

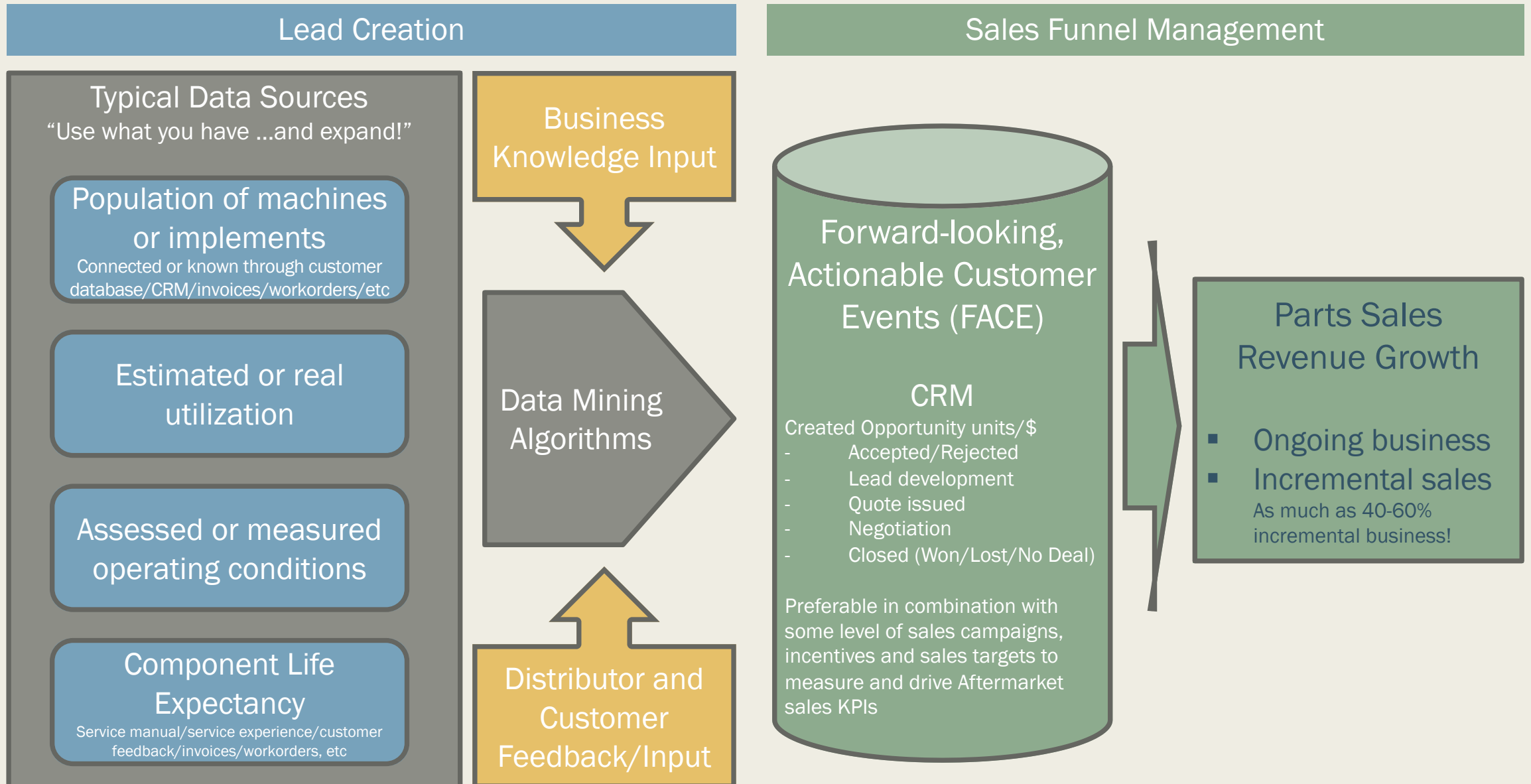


Industry 4.0 by leveraging Big Data – Grow parts revenue and profit

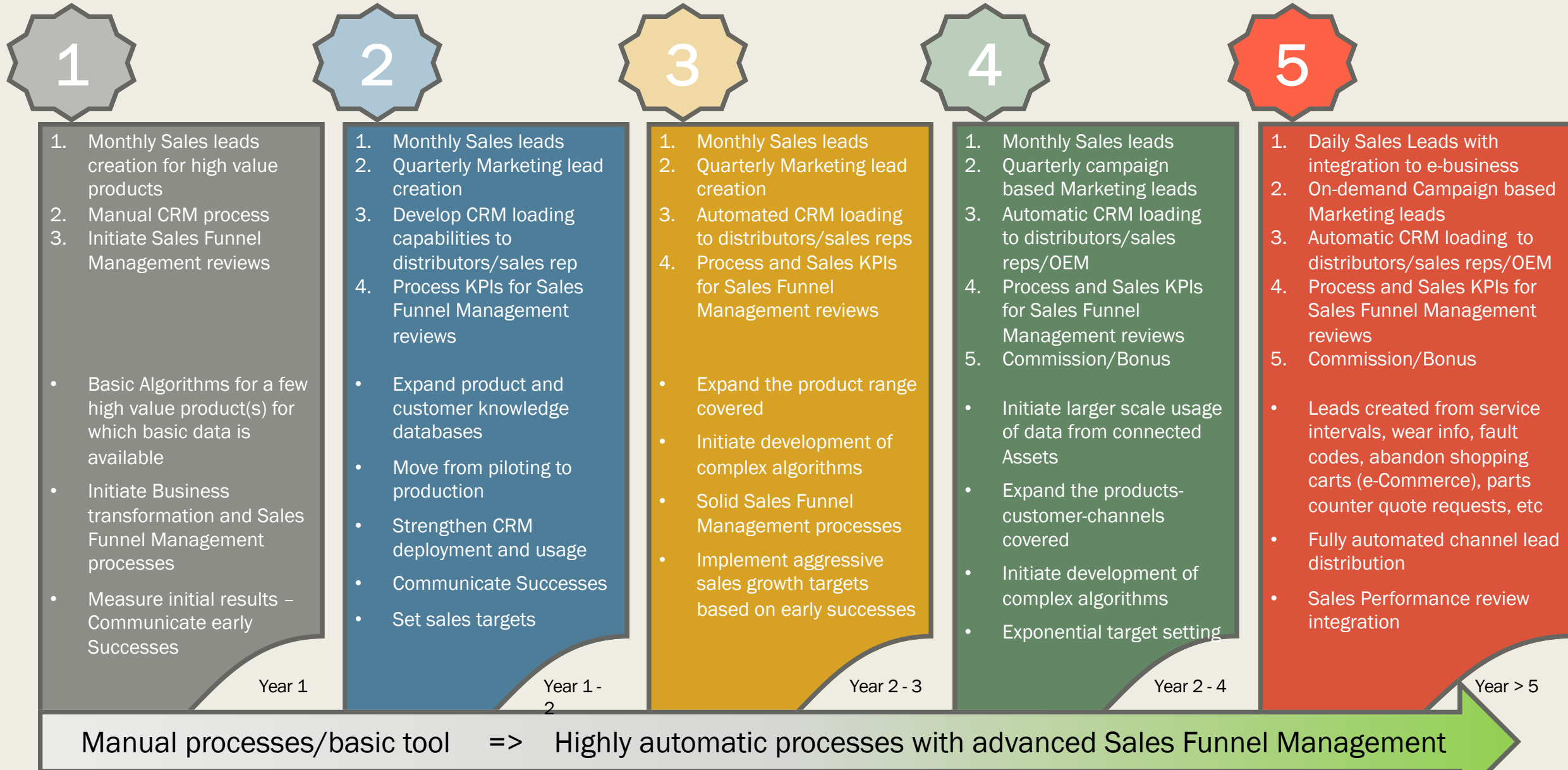


- Perform data mining with enhanced systems and tools
- Deploy and embed state-of-the-art sales funnel management processes
- Introduce clearly defined and measurable sales KPIs as a foundation for profit enhancing sales commission and bonus processes
- Increased company value through a Profitable Industry 4.0 deployment with measurable, sustainable and profitable parts sales growth
- Benefit from a proven methodology used by industry leaders in machinery and construction equipment

What are Forward-looking, Actionable, Customer Events (FACE) ?



Five Level Deployment and Maturity Phases



FACE – High-Level Deployment Steps

1. Assess “As is” and set the “Blue Ocean” objective (Blue Dot)
2. Define Scope
 - Define Pilot product/segment/OEM with available opportunity
 - Assess current knowledge/available data
 - Set measurable and challenging sales targets
3. Identify gap knowledge/needed data vs. acquire/obtain missing data
4. Develop algorithm(s)
5. Revisit / Verify Scope
6. Deploy with the sales team (and distributors / OEMs)
7. Plan, Do, Check and Act
8. ...Expand to the next FACE stage!



FACE – Risks and Needed Investments



Risk with leads at the “wrong” timing, resulting in low trust from the sales/OEM team. Most often derived from:

...inaccurate machine population, or customer data – less valuable leads!

Limited utilization data - Connected machines good, but educated assessments or invoice data can effectively be leveraged!

Impact of machine work environment – large variation in wear, then critical with adopted algorithm! ...and to identify (wear) critical environmental conditions



Needed to invest in a knowledge base not only based on theoretical values, but also critical with good business input from Customer, Distributors and OEMs



CRM tool and Sales Funnel Management capabilities

Start simple, but for a sustainable growth, CRM system and embedded Sales Funnel Management processes are critical!