

servicenow.



**Streamline aftermarket
processes and accelerate
revenue potential**

with ServiceNow and Advania Connected Aftermarket.

Are disparate processes and technologies blocking your aftermarket revenue potential?

Manufacturing organizations know that the aftermarket lifetime value of products can be 35% to 75% of the product's original price. But maximizing aftermarket revenue potential is often a challenge.

Why? Aftermarket processes are innately complex and involve multiple departments and stakeholders. Often, companies use a web of disconnected systems to manage aftermarket tasks, increasing manual intervention and causing inefficiencies. What's more, disparate systems hinder visibility, impede decision-making, and make automation impossible.

At the same time, manufacturing customers expect seamless digital experiences. Today's intense marketplace competition pushes the drive to digitalization forward. And manufacturers can't risk falling behind.

The good news is many manufacturers have taken important first steps by investing in advanced internet of things (IoT) and machine learning (ML) technology. However, few can harness IoT data to drive action in the business.

Furthermore, manufacturers that depend on traditional development tools to evolve system support in the aftermarket can't keep pace with the speed of change—impairing the organizations' capability to handle work orders and cases efficiently.

How can manufacturers solve these multi-faced challenges? By leveraging ServiceNow's digital workflows and Advania's deep expertise in aftermarket processes, manufacturers can connect disparate assets to streamline critical aftermarket processes:



Enable new
business models
and revenue streams



Accelerate digital
innovation pace



Monitor
product data



Connect IoT-
enabled devices



Simplify your aftermarket processes.

Aftermarket tasks span your front, middle, and back offices. How can you make work flow seamlessly between these teams to elevate efficiency?

Advania Connected Aftermarket combines features of ServiceNow Customer Service Management (CSM) and Field Service Management (FSM) with Advania's vast manufacturing aftermarket industry experience and aftermarket apps—simplifying how work gets done. You can use the Connected Aftermarket solution to optimize digital workflows that align with your unique processes. That way, you can create great experiences for your internal teams and customers and unlock productivity gains.

Additionally, you can provide visibility into work orders to improve technician efficiency—ensuring the right people have the right resources for each job. Resulting in a measurable reduction in your mean time to repair (MTTR).

With Advania Connected Aftermarket, your organization can adopt a high-potential servitization revenue model. Better case handling efficiency, access to more high-value data, and proactive service opportunities are within reach with Connected Aftermarket.



Efficiency

Consolidate point solutions, manual processes, and dependencies



Experience

Improve customer expectations for digital services



Visibility

Promote visibility into untapped data to drive innovation



1 Consolidate point solutions, manual processes, and dependencies.

Some manufacturing organizations have a mix of legacy and homegrown systems that create swivel-chair inefficiencies and manual work arounds. The result: fragmented, labor-intensive aftermarket processes that can't keep pace in a digital-first world.

With Advania Connected Aftermarket, manufacturers can unite disparate point solutions and automate manual processes to streamline and simplify processes. Linking systems elevates collaboration between varied departments that are involved in delivering aftermarket services and empowers manufacturers to harness the power of the entire company to serve the customer.

Another advantage: Connected Aftermarket makes technicians mobile-enabled, boosting productivity whether they are in the workshop or in the field. With mobile technology, technicians can manage work orders and streamline reporting, boosting their productivity.

Advania Connected Aftermarket also enables manufactures to maximize the value of connected IoT products. With the IoT Rule Engine, users can set up alerts to know what needs attention and take prompt action. Users can generate cases, work orders, or any other task on the platform or dispatch alerts to any other system in the digital ecosystem.

→ Key outcomes:



Increase collaboration across departments



Improve workshop efficiency



Make connected products actionable



2 Improve customer expectations for digital services.

Today's customers expect simplified, seamless digital experiences every time they engage with any business. In the competitive aftermarket space, manufacturers that don't measure up risk losing customers to competitors. Plus, manufacturers are recognizing that the servitization business model empowers them to sell products as a service instead of relying on one-off sales. With a servitization approach, increased recurring revenues and stronger customer relationships are possible, but only with the right digital tools in place.

Proactive monitoring of vehicle health is a core element of successful servitization. When organizations can assess vehicle health, manufacturers can identify potential issues—and remedy them—before they become major problems. Customers gain a higher-quality experience and experience less disruptive downtime, while manufacturers increase sales. It's a win for everyone.

In the digital world, speed to market is critical. Advania Connected Aftermarket provides modern low-code/no-code capabilities that let organizations elevate innovation and constantly adapt to market and customer demands. Organizations can track performance with built-in analytics and reporting to understand real-time performance and make the right decisions at the right time.

→ Key outcomes:



Invent new ways to meet customer expectations



Improve customer experience with proactive monitoring



Use modern low-/no-code capabilities to elevate real-time performance



3 Provide visibility into untapped data to drive innovation.

Many manufacturers have invested in IoT products to support the shift to servitization. But accessing actionable data is essential for success. That's where Advania's deep experience in aftermarket processes for the manufacturing industry, combined with ServiceNow's low-code/no-code platform come into play.

By combining ServiceNow CSM and FSM technologies with aftermarket apps, Advania Connected Aftermarket links the front, middle, and back office to make aftermarket processes collaborative and data driven. The solution connects IoT-enabled products to workflows in the platform to facilitate data gathering and drive action.

Connected Aftermarket helps manufacturers move to servitization with automated tracking of complex service agreements. By monitoring product data, manufacturers can provide better support to dealer networks and resellers, manage claims and warranties, and identify continuous process improvements to enhance the bottom line. Additionally, they can automate management of services-based contracts to track compliance and avoid costly penalties.

With completely automated processes—enabled by IoT—manufacturers can identify potential problems and address them before they inconvenience customers. Advania Connected Aftermarket delivers data-driven insights into product health that let manufacturers act before things break, reducing downtime and customer friction.

Key outcomes:



Make aftermarket visible and data-driven



Move to servitization by automating tracking of complex service agreements



Drive proactivity by automating actionable IoT insights

CASE STUDY

A leading manufacturer of construction equipment relied on individualized processes and outdated systems that were not stable—with significant regional and language variances. This approach heightened complexity, increased manual effort, and slowed customer response times.

By working with Advania and ServiceNow, the company consolidated mission critical applications under one platform, including technical support for mechanics and international support for parts, delivery, and quality.

The manufacturer also elevated its 24/7 machine monitoring service to identify potential issues proactively and prevent unwanted downtime. Ultimately resulting in better customer experiences and increased revenue streams. Streamlined case handling and escalation enabled the company to solve customer problems faster.

Ultimately, the manufacturer was able to consolidate its end-to-end aftermarket process on a single platform to promote efficiency. With its no-code/low-code capabilities, the new cloud solution empowered it to become more nimble and launch new processes more quickly.

Today, the global company can adapt to evolving business needs, meet ever-escalating customer expectations, provide exceptional service levels, and achieve aftermarket excellence.

→ Outcomes:



An aftermarket **support solution** with well-integrated customer facing and internal processes



8,000+ global users supported across 151 countries



70+ languages supported



13 processes supported



12 systems consolidated

servicenow®



advania



Maximize your aftermarket potential.

Advania Connected Aftermarket empowers manufacturers to unify disparate technology and connect teams to streamline aftermarket processes by leveraging ServiceNow.

[Learn More](#)

About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit: www.servicenow.com.

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