Resistance is Futile: How to Listen to Your Machines

Presented by: PowerObjects, An HCL Company and Microsoft
PowerObjects: Speakers

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<td>Dan Cefaratti</td>
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<td>Servitization Trends in Manufacturing</td>
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<td>Service and Manufacturing: A Microsoft Perspective</td>
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<td>Connected Service and ServSmart Overview</td>
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<td>Connected Service Demo</td>
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PowerObjects: Why PowerObjects

2016 Microsoft CRM Global Reseller of the Year
2016 Microsoft CRM Marketing Partner of the Year
2015 Cloud CRM Partner of the Year
2014 Microsoft CRM Award Finalist
2014 Customer Excellence Award for Cloud Transformation
2013 Microsoft Dynamics CRM Partner of the Year
2012 Microsoft Dynamics CRM Partner of the Year
2015/2014/2013/2012/2011 Inner Circle for Microsoft Dynamics

Awards

1,175 Active Microsoft Dynamics CRM Customers
300 + Onshore / 50 + Offshore Microsoft Dynamics CRM Resources
50 + Offshore Microsoft Dynamics CRM Resources (Chennai, India)
Largest Dedicated Microsoft Dynamics CRM Support Desk
250,000 PowerPack Users Worldwide
PowerObjects: Our Practices

Field Service
- Agreements
- WO Mgt
- Planned Maint
- Parts & Logistics
- Asset Mgt
- Portals
- Knowledge
- Scheduling
- Connected Service

Customer Service
- Case Mgt
- Omni Channel
- Agent Desktop
- Agent Scripting
- Social
- Chat
- Knowledge
- Portals
- Analytics

Project Service
- Project Mgt
- T&E
- Utilization
- Cost Estimating
- Project Billing
- Project Track
- Analytics
- Collaboration
- Portals
- Analytics

Operations
- General Ledger
- Receivables
- Payables
- Fixed Assets
- Inventory
- Procurement
- Reporting
- Credit/Collections
- Analytics

IoT WoRKS
- M2M
- Machine Learning
- Process Optimization
- Predictive Learning
- Remote Svcs
- Device Design

Business Analysis Services
- IoT Solution Platform
- Data Consolidation
- Reporting Svcs
- Analysis Svcs
- MSFT COE
- SSIS Mgt
- Consolidations
Industry Trends

• Manufacturers are moving from being Product Suppliers to Solution Providers driving outcome-based business models

• Emergence of the Smart Connected Enterprise

• User experience and advanced analytics driving context driven customer engagement
Manufacturing Service Maturity Model

- **Outcome Based**
  - Throughput Based

- **Usage Based**
  - Consumption Based, PBH
  - “Lab as a Service”

- **Product Condition/Reliability Based**
  - Condition Monitoring, Uptime Monitoring

- **Product Life Cycle Management**
  - Scheduled Maintenance, Helpdesk, Repair, Field service, Calibration, etc.

- **Parts and Service Provisioning**
  - e.. Product and spare parts for lab equipment
Why Aftermarket Service?

While aftermarket services represent approximately 24%, of revenue, it often contributes **40% to 80% of profit** - AMR Research

Leading companies are viewing service operations as a **strategic** opportunity and focusing on improving their process to **serve** their customers better.

### The Importance of Service Compared to 3 Years Ago

- **74%** Remain The Same
- **23%** Decreased
- **3%** Increased

### Current State vs. Desired State

<table>
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<tr>
<th>Service Type</th>
<th>Current State</th>
<th>Desired State</th>
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</thead>
<tbody>
<tr>
<td>No Contract Sold</td>
<td>29%</td>
<td>7%</td>
</tr>
<tr>
<td>Standard SLA</td>
<td>60%</td>
<td>47%</td>
</tr>
<tr>
<td>Performance Based (Output)</td>
<td>17%</td>
<td>36%</td>
</tr>
<tr>
<td>Performance Based (Uptime)</td>
<td>7%</td>
<td>47%</td>
</tr>
<tr>
<td>Performance Based (Savings)</td>
<td>5%</td>
<td>40%</td>
</tr>
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Source: Service Council Data 2014
Business Challenges

- Lack of Visibility of Installed Base
- Cost / Inability to track Performance based contracts
- Parts Expedites Costs
- Excess or low Inventory
- Inability to monitor, process usability and effectiveness
- Leakage in Vendor Charge backs
- Cost of Returns Management
- Lack of Visibility of progress / Status

Customer Service Management

- Account Management
  - Track key information about the installed base
  - Remote monitor and track the field assets
  - Extend the customer's in-house platform.

- Customer Service
  - Customer Service Management
  - Service Network Orchestration
  - Service & Parts Mgmt.
  - Service ops Mgmt.
  - Return/Refurb Mgmt.

Product, Parts, Service Information Management

Service Chain Analytics and Predictive Maintenance

Customer Service / Product Support Engagement Platform
Connected Field Service
Microsoft Dynamics 365 for Field Service

Colin Masson
Global Director, Industry Solutions for Manufacturing
Microsoft Cloud & Enterprise
Dynamics 365
Intelligent business applications in the cloud

Microsoft AppSource

Office 365

Microsoft Dynamics 365

Project Service Automation
Sales
Customer Service

Power BI

Cortana Intelligence Suite

Azure IoT Suite

Field Service
Marketing
Operations

Common application platform: PowerApps, Microsoft Flow, Common Data Model
Microsoft Dynamics 365 for Field Service

- **Operations**
  - Service agreements
  - Schedule & dispatch

- **Technicians**
  - Inventory management
  - Mobile

- **Customers**
  - Connected field service
  - Customer-centric experience
“[Field Service Organizations] now want to create a long tail of services that capitalizes on internet-enabled devices, involves intricate levels of services, and goes beyond fix-it-when-it's-down....”

Connected field service

Anomaly detection with IoT
Detect, troubleshoot, and resolve issues remotely before the customer knows of an issue and dispatch a technician only when necessary.

Predictive maintenance
Repair, clean, or replace parts when needed instead of on a preventative maintenance schedule.

Work order creation
Automate work order creation when self-healing steps don’t resolve the problem. Automatically dispatch the best technician.
Reduce downtime with proactive alerts from connected devices.
- Collect and catalog meaningful product data
- Predict and proactively prevent breakdowns with advanced analysis

Address issues faster by remotely monitoring devices and keeping customers in the loop.
- Automatically determine if mobile technicians are needed
- View product usage, issues and repair history from a central portal
- Diagnose problems and access repair and process guides

Gain enhanced visibility into product, service, company performance and customer satisfaction.
- Track employee performance by generating role-specific reports
- Improve decision making and maintenance plans by gleaning insight from internal use and repair data and external data
- Determine product weaknesses, usage issues, or service tech knowledge gaps
- Offer visibility into parts availability, even across borders
- Improve customer loyalty with customer feedback

Reduce maintenance costs by dispatching the right technician only when needed.
- Reduce on-site visits with remote expert assistance
- Send technicians once by verifying expertise, availability and location
- Update technician devices with route navigation

Ensure your service techs are fully equipped to deliver a first-time fix.
- Accelerate repair times by providing resolution guidance and connecting techs with product experts
- Enable upsell and cross-sell opportunities by providing techs with product and service information
Connected Field Service – Powered by

1. Reduce downtime with proactive alerts from connected devices.
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Experienced
On duty
In the area

KNOWLEDGE BASE
REPAIR STATUS
ALERT
HISTORY
CASE STATUS

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Improve collaboration with cognitive services, wearables and augmented realities. Create cross-sell and upsell opportunities and monetize the data you collect.

Improve success rate of product innovation by incorporating insights into the design process.

Create new revenue streams (e.g. monitoring subscription-based services).

Deepen customer loyalty by sharing insights on operational improvement and efficiency gained from use data across the installed base.

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HoloLens Deployed in Connected Field Service Pre-Visit Preparation
HoloLens Deployed in Connected Field Service Onsite
HoloLens Deployed in Connected Field Service
Onsite Expert Assistance

Heather Palmarez
Senior Tech – Seattle
Infuse intelligence into your business with help from Microsoft

Empower customers to interact with your business in personal, natural ways

Capitalize on insights hidden within – and beyond – your unique data

Take action through solutions that infuse intelligence within business process
Why Dynamics 365 for Field Service

**Purpose-built**
Scales to your business size and maturity

**Productive**
Get the most out of your time spent working

**Intelligent**
Move from being reactive to proactive and predictive

**Adaptable**
Explore new lines of business through profitable service offerings
Overview of Dynamics CRM Field Service and ServSmart

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Microsoft Dynamics CRM: Closed Loop Relationship

Sales & Marketing
- Salesforce Automation
- Lead Management
- Opportunity Management
- Sales Forecasting
- Reporting
- Sales Analytics
- Campaigns
- Web Forms
- Surveys
- Social
- Nurture
- Marketing Automation
- Workflow

Field Service
- Scheduling & Dispatch
- Work Order Management
- Asset Management
- Operational Reporting
- Analytics
- Mobility
- SLAs
- Knowledge Base
- RMA / RTV
- Warranty Tracking
- Inventory Management
- T & E
- IoT

Project Services
- Project Management
- Time & Expense
- Resource Utilization
- Resource Management
- Billing
- Project
- Profitability
- Project Reporting
- Project Analytics
- Collaboration

Customer Service
- Global Case Management
- Omni-channel: Phone, Email, Chat, SMS/Text, Mobil, Portal to Case, Fax, Social Engagement, Field, IoT
- Knowledge
- Management
- Agent Desktop
- Agent Scripting
- Session Management
- Inquiry Type Segmentation
- Application Unification
- Scheduling & Dispatch
- Work Order Management
- Asset Management
- Operational Reporting
- Analytics
- Mobility
- SLAs
- Knowledge Base
- RMA / RTV
- Warranty Tracking
- Inventory Management
- T & E
- IoT
Manage the Most Critical Resources

• Employees
• Customers
• Customer Assets
Dynamics Field Service: End To End Field Service

- Mobile Technician Experience
- Service Agreements
- Preventive Maintenance
- Work Orders
- Scheduling & Optimization
- Parts & Logistics
- Asset Mgt.
- Portals
- Knowledge Management
- Analytics
- Internet of Things

Comprehensive Business & Technology Platform

SharePoint  Office 365  Social Engagement  Azure  Power BI  ERP
ServSmart: The Framework

- Executives Planners, Warehousing, Repair Depots, Field Technicians, Service Partners
- Customer & Asset Track, Customer Service, Warranty Planning, Parts/Service Planning
- RMA Self Service, B2channel E Commerce
- Field Service, Customer & Asset Track
- Parts Order, RMA, Field Service, Customer Service, Warranty and Contracts, Parts/Service Planning
- Machine Data Stream to Azure IoT Suite
- Service Chain Analytics Hub
- Business Services (BPO) (Parts Planning, Warranty)
- Platform Based Services (RMA & Returns Management)
ServSmart: AssetTrack 360

Attributes
Performance Characteristics
Settings
Identifiers
Stakeholders
IoT
Machine Learning & Analytics

Parts
PM Schedules
Work Order History
Service Agreements

Knowledge
Mobile
Portal
Azure
Power BI
ERP

Comprehensive Business & Technology Platform
ServSmart: Demonstration

- Thermostat Simulator – Customer
- Analytics – VP Operations / Managers
- Service Alert – Level 1 Support
- AssetTrack – Deep Dive
- Case Creation – Level 2 Support
- Work Order Creation & Dispatch – Dispatch
- Mobile – Technician