



# MAXIMIZE YOUR AFTERMARKET REVENUE

The manufacturing industry is facing a well-known challenge, particularly among Original Equipment Manufacturers (OEMs). This revolves around aftermarket services, which are hindered by limited visibility in machine operating hours and service needs. The lack of visibility on run hours often leads to missed revenue opportunities in the aftermarket space. On average, OEMs achieve only 30 to 40% penetration in the aftermarket installed base, leaving significant potential untapped.



Increase Aftermarket  
Revenue Potential



Reduce Unplanned  
Downtime Significantly



Improve First-Time  
Fix Rates

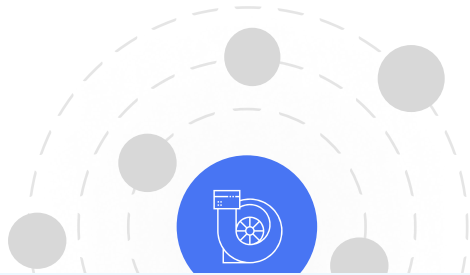


Enhance Customer  
Satisfaction And Loyalty



# The Growth Lenz Platform

Growth Lenz offers an innovative solution to support untapped aftermarket opportunities from the installed base. The solution is aimed to enable OEMs mitigate an extremely competitive landscape.



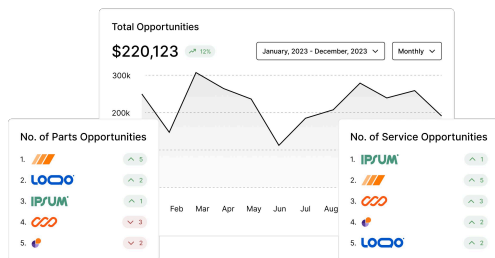
## Visibility into your entire Installed Base

Comprehensive visibility into your installed base unlocks valuable benefits, including higher aftermarket sales and reduced service costs. However, limited insight into machine operating hours and maintenance needs can hinder these gains, leading to missed revenue opportunities in the aftermarket.



## Seamless, Safe Integration with Existing CRM/ERP Systems

Seamless safe integration ensures that all data is protected with a high level of data security integration with multiple platforms providing a unified view of operations, customer interactions, and equipment performance



## Predictive Insights for Parts Replacement and Services Opportunities

Predictive insights offer a game-changing approach to parts replacement and service opportunities, allowing businesses to move from reactive maintenance to a proactive, data-driven strategy. By leveraging predictive analytics, organizations can optimize asset performance, reduce downtime, minimize costs, and improve customer satisfaction.

Service Schedule	
Tue, 25 Mar 07:00 AM	Machine #1 Service Attendance: Jane Black
Tue, 25 Mar 10:00 AM	Machine #1 Spare Replacement Attendance: Jonathan Lee and 2 more

## Reduce Warranty Costs through Regular Servicing of Parts in Your Installed Base

By implementing a proactive strategy of regular maintenance and service, businesses can minimize warranty claims, extend the lifespan of parts, and improve overall customer satisfaction.

Installed Base	
	Machine Last Service on 14/05/24
Propensity Score ✓ 90	Upcoming Service 14/08/24

## Comprehensive Analytics with Propensity Score Dashboard

By integrating data from CRM, ERP, and other tools, the dashboard provides a 360-degree view of opportunities and performance with a focus on customers having High Propensity Score.

# Key Innovations

## Preventive Maintenance Engine

Preventive Maintenance is a proactive approach to maintaining equipment and systems by conducting regular inspections, servicing, and repairs to prevent unexpected breakdowns.

## AI-Enhanced Service Checklist and Technician Support

Empower field technicians with AI-Enhanced Service Checklist tool utilizes artificial intelligence to streamline maintenance processes by automating service checklists, ensuring all tasks are completed efficiently and accurately.

## Dynamic Knowledge Base

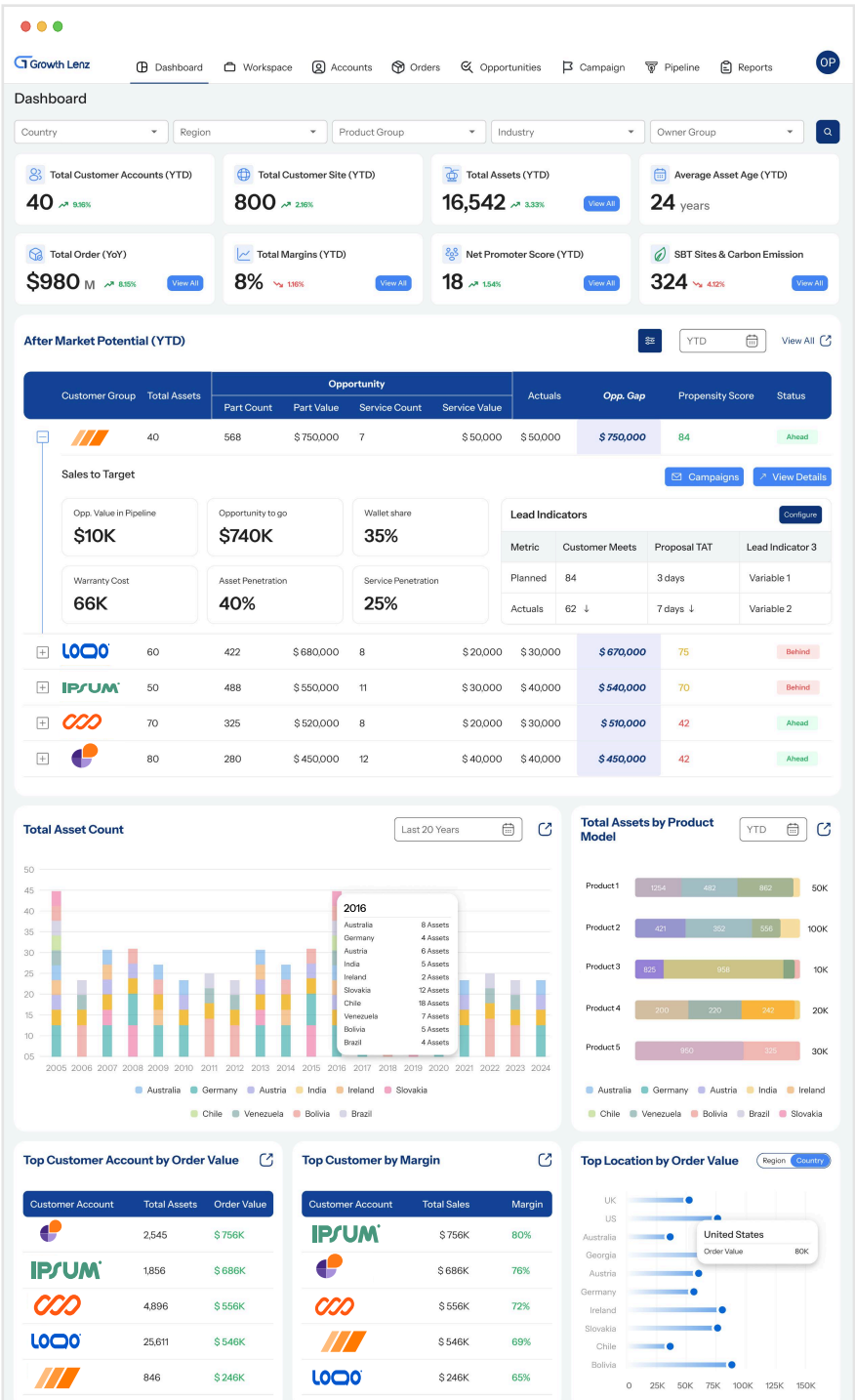
It provides relevant insights, enabling users to access up-to-date solutions, best practices, and resources, improving decision-making, problem-solving, and overall productivity.

## Performance Analytics and Demand Forecasting

This strategic approach helps organizations align their offerings with market demands, reduce costs, and improve customer satisfaction, ultimately driving growth and competitiveness.

## Advanced Integration Hub

Ensure smooth data flow across your entire tech stack. Connect your CRM and ERP in a second. We support most of those tools and you can start right away.



<b>GDPR Compliance</b> Improved data management. Keep your data onsite or cloud, choice is yours.	<b>Rapid Implementation</b> See tangible results within weeks (Implementation time 3 weeks)	<b>Cost-Effective Solution</b> Maximize ROI with our competitive pricing model
<b>Industry Expertise</b> Founded by veterans with decades of combined experience	<b>Scalable Platform</b> Grows with your business needs	<b>Tailored for Industry Leaders</b> Designed for forward-thinking OEMs with CHF20M - CHF500M annual revenue

## EXPERIENCE THE FUTURE OF YOUR AFTERMARKET POTENTIAL

Schedule a demo today and see how the GrowthLenz Platform can transform your operations.

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