



50 Years of Growth, Innovation and Leadership

Future of Service Relationship Management (SRM) and Growth Opportunities for Companies Targeting SRM Partnership

A white paper by Frost & Sullivan

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Decisiv's capabilities as an undisputed SRM market leader and commercial assets integrator/ aggregator

Over the past 15 years, the Decisiv SRM Ecosystem has experienced exponential growth, expanding in scope from its original community of several key OEMs, their service providers, and fleet owners to include independent service providers, lessors, fleet management companies and systems providers, additional OEMs, Tier-1/aftermarket providers, dealer management systems, data providers and more. The deployment of the SRM platform has enabled a level of activity not possible otherwise, dynamically integrating richness of interactions into streamlined, efficient communication networks, and creating savings for fleets and service providers. With an SRM platform, companies can handle unprecedented service scenarios and support real-time management of a large number of new service cases that frequently crop up across an ecosystem partner's network.

The future will see the cloud playing an increasingly important role even as data organization and analysis and ML techniques become more widespread. The objective here will be to achieve zero unscheduled breakdowns of the asset, minimize asset maintenance costs, fix faults even before they happen, and proactively alert dealers and asset service locations to boost customer satisfaction.

In this picture, the rise of prognostics is set to evolve from addressing key mechanical and electronic components such as powertrain and controllers, to futuristic software-based systems such as autonomy, platooning and Advanced Driver Assistance Systems (ADAS) involving smart sensors, actuators, and path-planning stack. Moreover, it will include the scheduling of battery recharge, maintenance, and replacement for the electric truck segment. The commercial assets space is increasingly becoming dependent on the cloud. As "over-the-air" (OTA) updates continue to grow in popularity, the ability to make software, firmware, and hardware updates on the go could be seamlessly integrated into the asset service process.

In the trucking business, the ability to quickly fix an error in the electronic control modules through software and firmware SOTA/FOTA updates could save huge sums of money as it is directly linked to the vehicle uptime. Instead of mobilizing an entire fleet to the nearest dealer or a brand-authorized service center to upgrade to the newest software, the trucks could be conveniently updated in the fleet depots or a parking lot while they are not on duty. A typical OTA update can quickly fix some false positives and improve maps through reprogramming to help the truck perform more efficiently. This will bring a host of benefits to the entire ecosystem. While the primary focus will be to maximize vehicle uptime and minimize the impact on the driver, dealers can better prioritize their plan of action based on criticalities of customer events, which will help smooth the transition from a reactive service approach to a proactive service approach.



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An SRM platform will also help clients strengthen competencies in information management and communications, enabling increased uptime and productivity. For example, in the case of shared business models—including lease and rental fleets—the Decisiv SRM platform helps to more efficiently manage asset maintenance, including customized inspections, at the end of the sharing period.

The ability to automatically file information pertaining to repairs—including pricing and warranty details—gleaned during inspections yields quantifiable benefits in terms of significant time and cost savings, more accurate information sharing, higher productivity, and improved uptime.

In such an environment of diverse assets and solutions, prevalence of data-driven decision processes, and proliferation in the number and involvement of parties contributing to the efficiency of both service processes and management of the assets, the capabilities of the SRM platform make it uniquely positioned to secure seamless integration and aggregation of activities, events, and participants to the ecosystem. In addition, SRM supports further evolution and enhancement of asset reliability, availability, and performance.

Quantifiable benefits from SRM adoption

While such capabilities are extremely attractive, it remains that one of the fundamental, indisputable values of SRM is the hard, fact-based, and thus quantifiable nature of the benefits that it delivers.

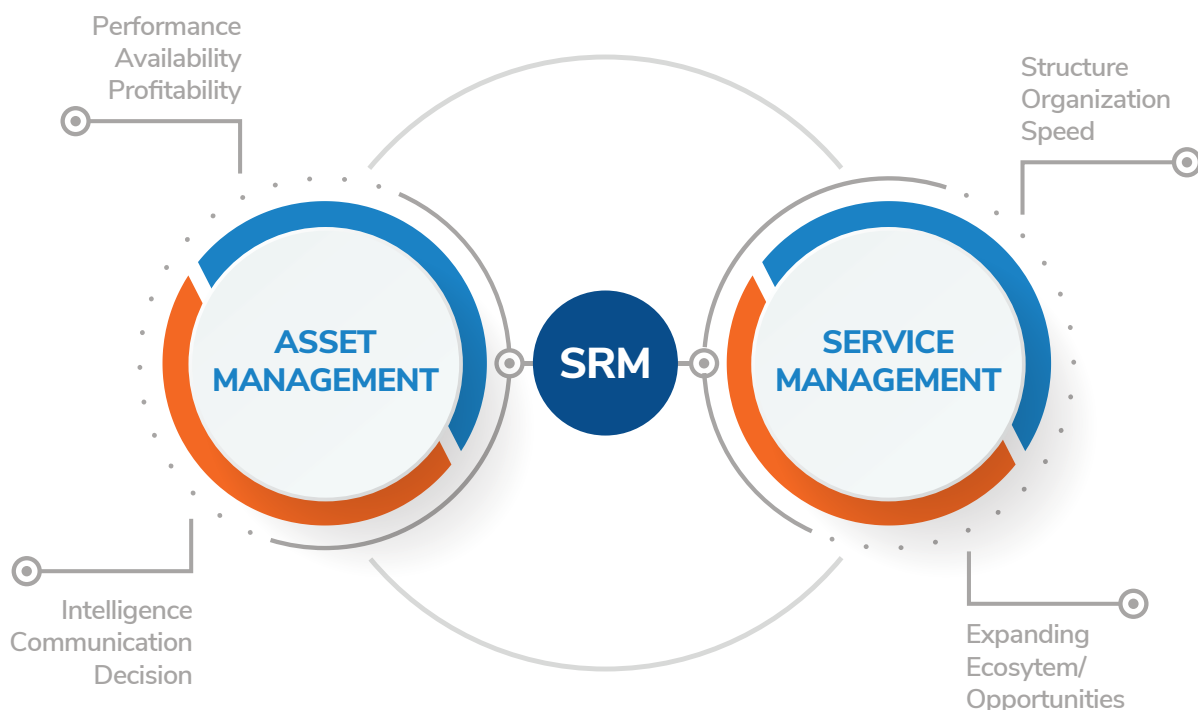
It is now well-known that managing service events efficiently through SRM technology leads to an almost unlimited list of savings of complementary origins, whether linked to asset uptime, technician productivity, comprehensive documentation, one-time repairs, proper warranty management, expansion of billable shop hours, or parts sales, with benefits shared by fleets and service providers.

In fact, aside from important, yet softer, elements such as enhanced customer satisfaction, retention, and consistency of service delivery across a whole network, the objectively quantifiable benefits of the 14 million service events that the Decisiv SRM platform has supported to date have already generated savings in excess of \$2.5 billion.

As visibility into asset performance and availability moves from valuable to indispensable to operate a business, the level of control and the resourcefulness brought by the structured expansion of the Decisiv SRM Ecosystem will continue to support the benefits of effective decision-making, particularly as companies continue to collaborate upstream, midstream and even downstream across the value chain, including across asset manufacturing, selling, and servicing.

Already, mainstream players, including OEMs, dealers, fleet managers and, increasingly, supporting players like upfitters, qualified asset/vehicle modifiers, and retrofitters, are invested in understanding asset uptime and efficiency—a timely and strategic move on their part to reap the tangible rewards of SRM and join the billion-dollar inner circle.

THE VIRTUOUS / INNER CIRCLE OF SRM



The natural evolution of the Decisiv SRM Ecosystem will create a powerful marketplace, including legacy companies as well as new entrants

SRM offers capabilities that extend beyond the sphere of traditional players like OEMs, dealerships and fleet managers to embrace new entrants in the space.

The broad market adoption of SRM by the majority of the North American heavy commercial OEMs has established clear market leadership. Given the scope and depth of the SRM ecosystem, Decisiv is well-positioned to expand and embrace the range of major component suppliers, light-duty (LD) and off-highway OEMs, aftermarket OEMs, service providers, asset owners, and a wave of new entrants that emerging CASE technologies are already generating.

Leveraging the Decisiv SRM technology and its value in a broad, expanding asset service ecosystem can help OEMs boost dealership performance and help dealerships access relevant information—including service history, data related to recalls and warranty, and standard repair times—at the right time during a service event, supporting consistent service quality standards. It can also improve the overall service experience for the asset owner. The SRM technology and ecosystem will allow dealers to digitally connect with and update their customers during the service and repair process. Such transparency and rationalized service and repair processes will support customers in effective decision making and in maximizing their returns on investment. They will also benefit from the integration of the technology that the extended asset service functionality offers through the expanding list of ecosystem partners.

Second, the integration of the Decisiv SRM platform will help dealers and independent service providers widen their customer base, enabling fleets and service providers in the ecosystem to access the entire range of products and solutions.

Customers will gain improved visibility at each stage of service activity since all asset service and diagnostic information related to a service event case is incorporated into the SRM platform. This will support overall efficiencies and greater control across the breadth of operations.

Fleet management is yet another area where the Decisiv SRM platform can generate competitive advantages. The integration of the platform with enterprise fleet management and maintenance management systems allows fleet managers to better manage their assets, particularly when using external service centers. In addition to allowing fleet managers to better plan for and schedule preventive maintenance, SRM also allows fleet managers to share critical asset-related information, including service history, warranty status, and diagnostics data, among other things, with external service providers in the event of an unscheduled breakdown. As a result, both internal and external service centers are able to rapidly and efficiently perform asset repair and maintenance. SRM integration also drives enhanced collaboration and communication across the service supply chain. In this case, fleet managers benefit from higher warranty recovery, reduced support costs, improved regulatory compliance, increased uptime, consistent service delivery and stronger customer relationships as a result of proactive communication.

And, finally, the continued flow of new participants entering the SRM service ecosystem—including established Tier-1 suppliers, aftermarket companies, and innovative service startups—will keep providing a fertile, thriving ground of enriching opportunities of an ever-expanding system.

“SOLAR” SRM-CENTRIC ECOSYSTEM



Importantly, the Decisiv SRM Ecosystem will allow manufacturers, including OEMs and major component suppliers, to be agile in terms of effectively scaling in tandem with evolving technology and throughout their dealer networks. In other words, a partnership with Decisiv yields quantifiable benefits in terms of improved performance, higher productivity and streamlined processes, all while providing the scalability and future-proofing that continually challenges heavy iron manufacturers.

Today, the value in this well-designed ecosystem, built on a collaborative platform, offers the assurance of a more streamlined asset service process and a far more effective foundation for intelligent asset management and utilization.

Going forward, SRM sets a foundation that will enable companies to embrace and respond to the evolving new service process and requirements that will be driven by rapidly emerging CASE technologies.

The Decisiv SRM Ecosystem has already clearly established itself as the standard for the way that every commercial asset is managed and serviced.

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