



Cognizant Digital Operations

Cognizant® Digital After Market Services

Supercharging the value and profitability
of aftermarket services

Cognizant®



Manufacturing businesses are under constant pressure to find new sources of revenue. Aftermarket services can potentially be a huge area for differentiation and a new profit stream. But providing efficient installation, repair, maintenance and support requires integrating people, processes, analytics and the latest technology. This is a huge undertaking, but help is at hand to streamline the process.

Cognizant® Digital After Market Services provides every level of integration to bring your company's services together, digitizing the end-to-end process. Over the course of its growth, your company may have developed numerous disparate processes in its different areas of operations, often with a wide range of incompatible systems. This can lead to inefficient, inconsistent aftermarket services, making it hard to optimize processes to capitalize on the business opportunities available. With the U.S. aftermarket valued at \$1 trillion¹ with a profit margin of up to 40%², it's a massive opportunity for revenue growth to miss out on.

This is where Cognizant's wealth of experience integrating disparate systems has unique benefits. Our digital-first approach can bring together field service management, reverse logistics, warranty management, spare parts order management, service request management and asset monitoring into one seamless whole through a core set of components. Efficiencies can be exploited both within each area and across all of them to provide aftermarket services that set your company apart from the competition, giving you the edge to succeed and thrive amidst the latest business trends toward product commodification.

Facing the challenges

Manufacturers face many challenges when looking to deliver world-class aftermarket services. Support issues could be allocated to staff manually, with no real-time visibility into how field services are being utilized. Asset management could be highly reactive and the spare parts inventory managed in an opaque fashion. These processes could be further complicated by being integrated with third-party services. There may be a lack of visibility into a service technician's location, time of arrival and time to complete a job. Without holistic data about your aftermarket services, you could lack real-time analytics on your operating parameters, giving you no clear idea of how well your services are being fulfilled and how to improve them.

These issues can lead to a loss of business, revenue and customer satisfaction, all of which are key priorities for aftermarket services. To combat the problems and turn your aftermarket offering into a profit stream, you need to optimize your field services, make your scheduling dynamic, streamline your reverse logistics, ensure parts are available for repair when you need them, manage warranties more effectively and generally provide much more end-to-end visibility in the aftermarket value chain. All these challenges can be addressed by Cognizant Digital After Market Services, with its full range of integrated solutions.

Our solutions

Cognizant Digital After Market Services starts with digitizing your operations. We offer a comprehensive suite of market-leading assets to empower the six main areas of service request management, field service management, spare parts order management, warranty management, reverse logistics and asset monitoring. Some operate across the entire value chain, while others address the needs of a specific service. These assets include:

- **1Serve:** A field service management platform integrated with asset monitoring that provides operational excellence through automation, knowledge sharing and TCO reductions.
- **APEX:** A platform that provides a single integrated view of enterprise information management for asset monitoring.
- **1Fleet:** A unified fleet management platform that brings together data into a single operations center to provide unified insights and control for spare parts order management and reverse logistics.
- **1Track:** A device- and platform-agnostic software-as-a-service solution that integrates with existing systems and new sensors to provide analytical and real-time insights for spare parts order management and reverse logistics.
- **WarLytics:** A solution that provides a 360-degree view of the entire life cycle of warranty management information, which can be integrated with multiple customer systems.
- **MfgVantage:** A cloud solution that integrates complaints and field service management to improve customer satisfaction and operational efficiency.

In the real world

Cognizant has extensive experience enhancing aftermarket services across a wide range of businesses. Here are just some of our recent results:

- We saved **\$500,000** in annual labor costs for a leading auto manufacturer by automating its warranty claims processing using a machine learning model. Previously, more than 500,000 claims a year were reviewed manually, causing a backlog, delays in dealer payments and an overly complicated process to screen for fraudulent claims. Thanks to Cognizant Digital After Market Services, payments were approved **three times faster**, expediting **\$150 million** of dealer payments, with **\$1 million** of fraudulent claims rejected.
- A leading equipment rental company moved **700 field workers** from paper- to mobile-based services, saving millions—including **\$10 million** in revenue leakage—and gaining **better tracking of fuel and damage charges**. With more than 33,000 equipment assets to track, the company had a lot to manage, so we re-architected its internet of things and logistics applications as well as added telematics for real-time asset status monitoring to optimize efficiency.
- A multinational technology company that provides leading healthcare solutions saved costs in the maintenance of its imaging systems by **enabling smart glass for field service engineers so they can connect remotely with specialist support**. This included a live audio-video feed, document sharing, video stream annotation and hands-free voice interaction. The company increased the number of first-time fixes for faults, which reduced spare parts consumption, travel time for field service engineers and incident resolution time, resulting in **enhanced customer satisfaction**.

What sets us apart

We provide a unique combination of people, processes, analytics, platforms and digital technologies to take your aftermarket services to the next level. Cognizant Digital After Market Services focuses on your business outcomes, so you can focus on maximizing efficiency and profit.

Our solutions are solidly grounded on central tenets that give you the best, most efficient solutions:

- Business-process-as-a-service model enables us to deliver solutions that integrate multiple different systems seamlessly.
- Partnerships with specialists in every area deliver the best solutions available, including state-of-the-art platforms that incorporate cutting-edge digital technologies such as intelligent process automation, machine learning and natural language processing.
- Key metrics ensure the end results are always aligned to business outcomes.
- One comprehensive solution with a single command center presents predictive analytics that put you in the driver's seat of your aftermarket services.

Cognizant's global operations footprint means that even if your business spans an international market, we will have a solution that integrates your services into one efficient, profit-optimized whole. With so much revenue to be made from aftermarket services, we're here to help you make the most of the opportunity.



Let's get started

Streamline your aftermarket services and digitally integrate your service requests, field services, warranties, spare parts, reverse logistics and assets to enhance your revenue with Cognizant Digital After Market Services. For more information, please visit www.cognizant.com/cognizant-digital-operations.

About Cognizant

Cognizant (Nasdaq-100: CTSI) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 193 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.

Cognizant

World Headquarters

500 Frank W. Burr Blvd.
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

1 Kingdom Street
Paddington Central
London W2 6BD England
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102

India Operations Headquarters

#5/535 Old Mahabalipuram Road
Okkiyam Pettai, Thoraiyakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060

1. Source: Harvard Business Review, <https://hbr.org/2006/05/winning-in-the-aftermarket>

2. Source: Industry Week, <https://www.industryweek.com/companies-amp-executives/avoid-turning-your-aftermarket-afterthought>