

Enabling Digitalization for Industrial OEMs

It's a well-established business model for manufacturers of capital goods to sell assets at near-cost price while generate a significant percentage of their revenue and margin from selling aftermarket parts, services, and maintenance contracts. However, because the margin is so high, it invites high

levels of competition, with 3rd party vendors trying to undercut the OEM on price or speed of delivery.

However, by equipping their assets with sensors, OEMs can now monitor continuously and in real-time the condition of their clients' assets. With the insight, they can predict the maintenance needs of their clients, helping them secure the aftermarket business of their customers while offering a more reliable service.



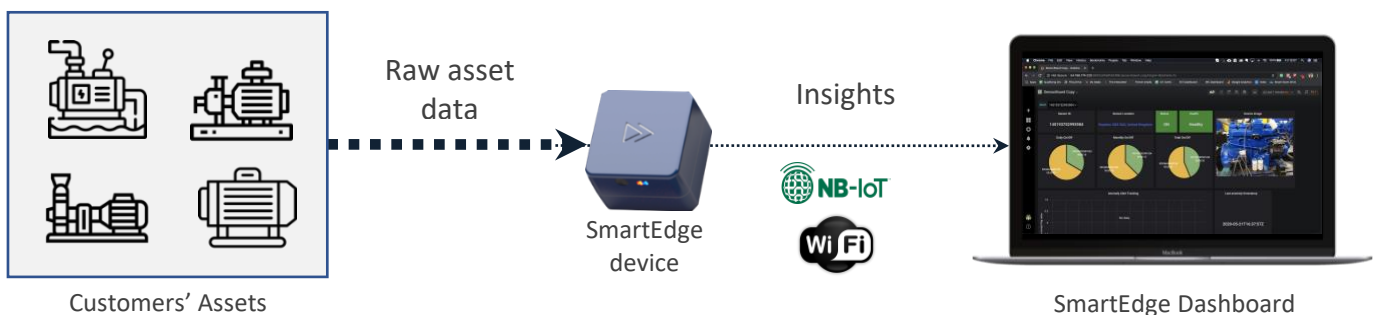
The challenge: protecting and growing the aftermarket revenue stream from 3rd parties undercutting on price or speed.

Challenges to creating connected for manufacturers

Solution: Stoke SmartEdge™

1. **Lengthy time-to-value** – Research and development lead-times are long and requires careful scoping of the solution, followed by extensive validation and re-iterations. This process can take several years before field deployments.
2. **Data instead of insights** – Raw data collected from assets requires data scientists, guided by vibration analysts, to extract actionable insights. This means hiring permanent personnel for continuous data analysis.
3. **High capital investment** – Designing, building, and operating the solution is a heavy capital investment with uncertainty around effectiveness, timeframe for ROI or customer adoption rate.

1. **Immediate value** – SmartEdge is an end-to-end solution, eliminating the need to hire a team of engineers to build the solution. By attaching a SmartEdge device, the OEM gets immediate visibility into that assets condition.
2. **Actionable insights** – SmartEdge converts raw data into actionable insights. This provides the OEM with real-time, continuous visibility into commercial opportunities to sell spares and services to their customers.
3. **No Capex, Low Opex** – SmartEdge is a offered as a subscription. There is no fee for the device and there are no hidden costs. The subscription includes everything to get started.



Customer Benefits

Using SmartEdge, companies can expect:

- **Increase in revenue** from aftermarket parts & services sales
- **Reduced cost** of fulfilling service contracts
- **New revenue stream** by monetizing monitoring service
- **Improved customer experience** by offering higher asset uptime