

# Why Asset and Service Data Makes You Smarter

Submitted by: Devonshire Marketing

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10 July 2018 – London, UK - Traditionally a cost centre to the business, the service department has transformed into a frontline necessity. The rise of the industrial internet has changed the relationships between supplier and customer, and businesses are now finding they need greater intelligence on product performance capabilities in the field, but also an understanding of changing customer demands.

By automatically collecting, aggregating and analyzing service data related to industrial assets, companies are not only becoming more profitable, according to new global research, “The Rise of Asset and Service Data Gravity”, conducted by Vanson Bourne, commissioned by field service management specialist, ServiceMax from GE Digital.

## About ServiceMax

ServiceMax leads the massive global industry of field service management software -- an \$18 billion market worldwide. The company continues to reimagine and create solutions for the 20 million people globally who install, maintain, and repair machines across dozens of industries as the only provider of complete end-to end mobile and cloud-based technology for the sector. ServiceMax goes to every length -- from joining technicians on service calls to publishing the industry's leading online publication -- to help customers discover untapped innovation, unleash new revenue streams, drive efficiency, and most importantly delight their end-customer. To learn more, please visit [www.servicemax.com](http://www.servicemax.com).

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