

The Channel's Next Big Cash Cow: Unplanned Downtime

Submitted by: Devonshire Marketing Consultants Limited

Monday, 6 November 2017

A new global research study has highlighted channel opportunities to address unplanned downtime. ServiceMax from GE Digital, commissioned Vanson Bourne to conduct a global study into unplanned downtime: "After The Fall: Cost, Causes and Consequences of Unplanned Downtime". Closing the downtime gap is a fundamental step in an organisation's digital maturity, and a core part of their transformation journey. And the study found organisations want help with their digital transformation journey.

Firms Don't Want To Go It Alone: Only 16% say their organisation is exactly where they need to be on their industrial digital journey. 60% say digital transformation is a number 1 or high board level priority – 56% say the same for innovation. 71% say they will need help on their industrial digital transformation journey, fearing they will not be successful if they try to do it themselves.

Show Me The Money: 87% of companies planning to invest in new digital tech say they will have to outsource the design and implementation of new digital tools. Industrial digital transformation represents a huge opportunity for channel partners. Predictive analytics in Field Service Management and digital tools are tackling the problem of unplanned downtime head on.

Asset Estate Ignorance: 70% of companies lack complete awareness of when equipment assets are due for maintenance or upgrade. 74% lack total awareness of when assets are due to be replaced. Fractured insight is unnecessarily lengthening recovery time.

Media Enquiries:

Vanessa Land

Devonshire Marketing

+44 7768 693779

vanessa@devonshiremarketing.com