



Customer Experience in a Connected Construction Industry



Thomas Bülow

SVP EMEA

Gasværksvej 24, DK-9000 Aalborg
M: +447925958950 | T: +441132896900
E: info@trackunit.com | W: www.trackunit.com

Copyright © 2021 Trackunit ApS. All rights reserved. And/or its affiliates. Trackunit is a registered trademark of Trackunit, ApS. This presentation, including all supporting materials, is proprietary to Trackunit, ApS and is for the sole internal use of the intended recipients. Because this presentation may contain information that is confidential, proprietary or otherwise legally protected, it may not be further copied, distributed or publicly displayed without the express written permission of Trackunit, ApS.

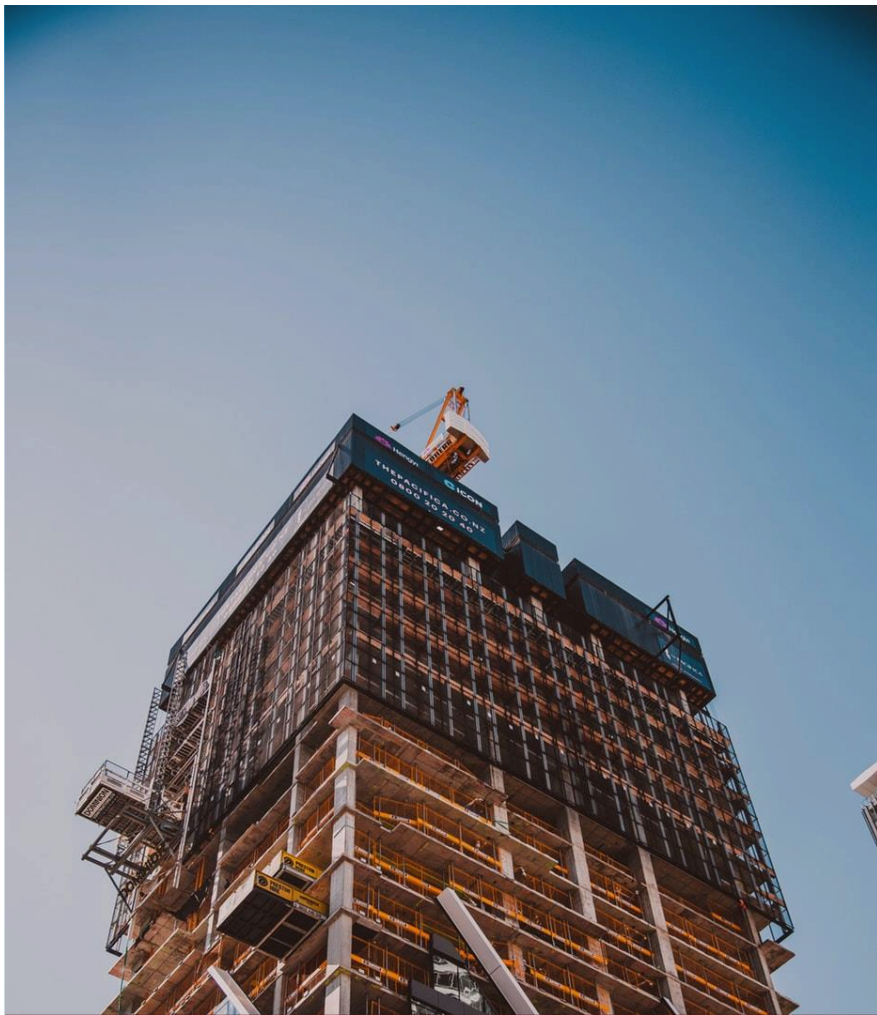


Photo by Zane Lee, Unsplash

60%

60 % of companies **do not exploit the full potential** of the data they gather

Source: Trackunit Eliminate Downtime Survey, 2020



87%

The reason for the unused data?
87% of these companies report that they **lack knowledge** of, how to use their data.

Source: Trackunit Eliminate Downtime Survey, 2020



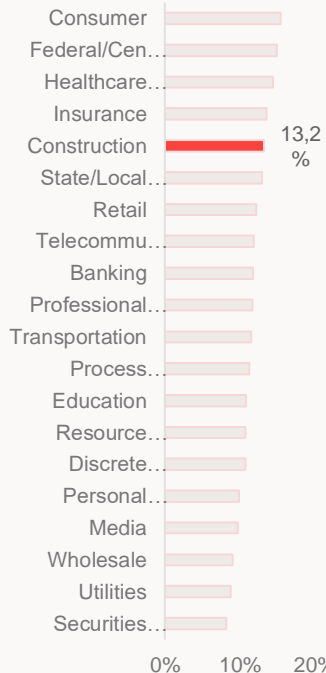
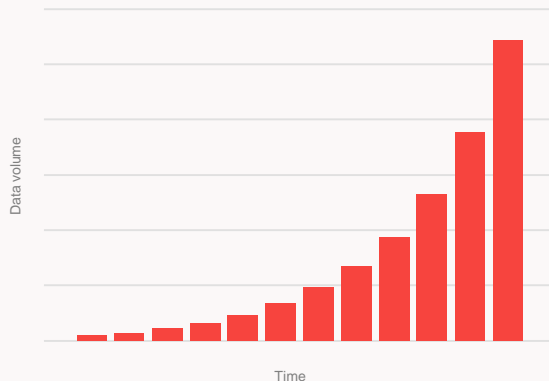
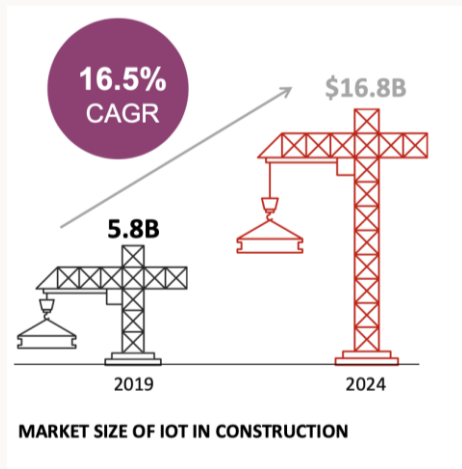


Change is happening

IoT is empowering
the industry

Expected growth in unique data
points per data call globally

Annual growth in IoT-spend 2019-
2023 by industry, worldwide (%)



Acceleration in IoT investment

A long-time laggard in digital innovation, investment in IoT capabilities is rapidly accelerating as Construction is now one of the top 5 industries in investment growth

Explosion in connectivity

Data proliferation will grow exponentially as penetration of connected equipment continues beyond 2025 and depth of machine-level data grows

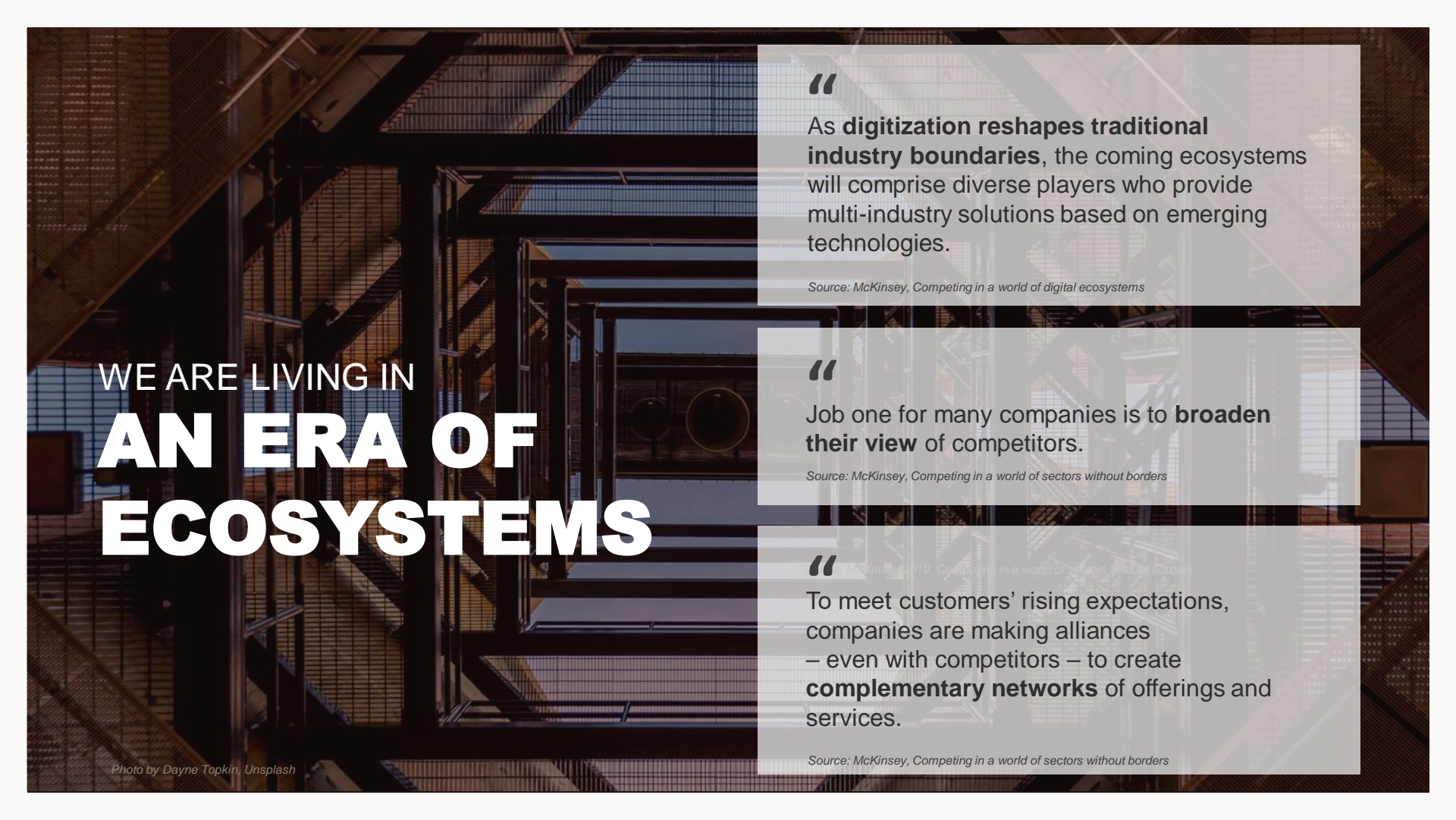


New Expectations New Experiences

All equipment on site can
be **connected and**
collected in one place

All hardware can connect to
the **same platform despite**
the mix of assets

All **services** are **easy**
to use, simple and
intuitive



WE ARE LIVING IN **AN ERA OF ECOSYSTEMS**

Photo by Dayne Topkin, Unsplash

“

As **digitization reshapes traditional industry boundaries**, the coming ecosystems will comprise diverse players who provide multi-industry solutions based on emerging technologies.

Source: McKinsey, *Competing in a world of digital ecosystems*

“

Job one for many companies is to **broaden their view** of competitors.

Source: McKinsey, *Competing in a world of sectors without borders*

“

To meet customers' rising expectations, companies are making alliances – even with competitors – to create **complementary networks** of offerings and services.

Source: McKinsey, *Competing in a world of sectors without borders*



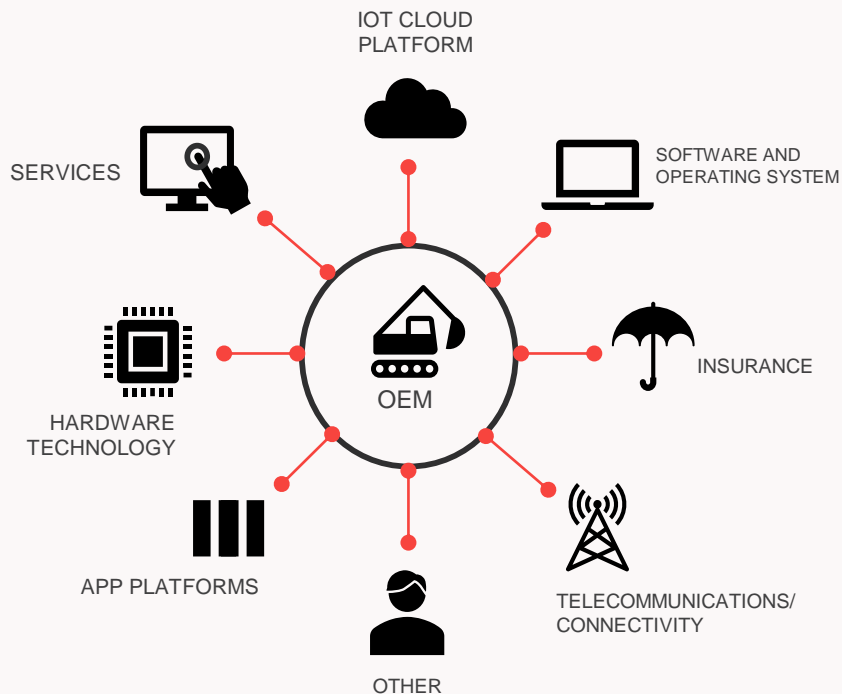
A mindset shift to ecosystem thinking

		Traditional Product Mindset	Internet of Things Mindset
Value creation	CUSTOMER NEEDS	Existing needs, Reactive	Emergent needs, Predictive
	OFFERING	Obsolete products	Over-the-air updates, Synergy value
	ROLE OF DATA	Single point data, Product requirements	Information convergence, Creates current experience
Value capture	PATH TO PROFIT	Sell the next product	Enable recurring revenue
	CONTROL POINTS	Commodity advantages, IP ownership, brand	Personalization & context, Network effects
	CAPABILITY DEVELOPMENT	Leverage core competencies & existing resources	Understand how ecosystem partners make money

Source: HBR, *The Internet of Things Requires a Mindset Shift*



New collaboration model



Source: BCG: The emerging art of ecosystem management

100%

100 % of top performers in eliminating downtime have **entered new partnerships** in the past year.

Source: Trackunit Eliminate Downtime Survey, 2020



83 %

83 % of digital ecosystems involve partners from **more than three industries**.

Sources: Factiva; BCG Analysis

40

The most successful digital ecosystems have about **40 partners**.

Sources: Factiva; BCG Analysis



It All Comes Down To Downtime

Downtime is the mother of all problems in our industry. It's machines that aren't running, machines you can't find, it's machines without an operator and machines that break down.

It's broken processes and broken promises.



What do we need to do as an industry to create better customer experiences?

Collaboration As The Catalyst

Facilitate better collaboration and communication between all stakeholders in the industry.



Technology To Orchestrate


Leverage technology to orchestrate business processes and what data to share with who and for what purposes.



Standards & Open Architecture

Open standards lowers TCO and increase return on investment through interoperability, neutrality, greater use of automation, more opportunities to optimize and much more.





#eliminatedowntime

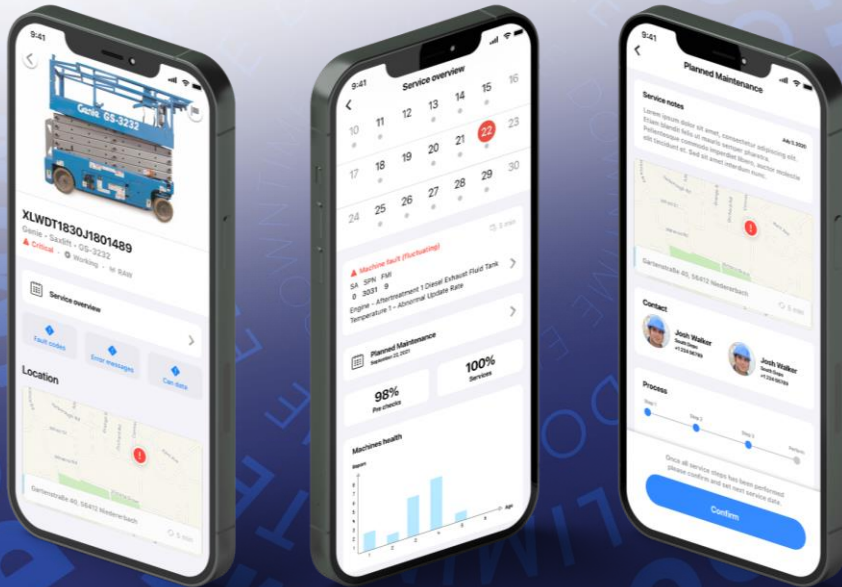
Join The Eliminate Downtime Movement

MACHINE SERVICE – ONE SOURCE OF TRUTH

Service & Pre-Check
History
CAN Data



Utilization Data
Contact Information



/ PROBLEM

Downtime through unscheduled service calls and misinformation

/ SOLUTION

Collecting service data in one platform – across manufacturers and capturing the entire lifecycle

/ ECOSYSTEM IMPACT

Improved customer experience through seamless service data

A Blueprint for Sharing Data in Construction

Co-created by Industry Leaders



#eliminatedowntime



Gasværksvej 24, DK-9000 Aalborg
M: +447925958950 | T: +441132896900
E: info@trackunit.com | W: www.trackunit.com

Copyright © 2021 Trackunit ApS. All rights reserved. And/or its affiliates. Trackunit is a registered trademark of Trackunit, ApS. This presentation, including all supporting materials, is proprietary to Trackunit, ApS and is for the sole internal use of the intended recipients. Because this presentation may contain information that is confidential, proprietary or otherwise legally protected, it may not be further copied, distributed or publicly displayed without the express written permission of Trackunit, ApS.