Digital Service & Monetization

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Until recently, operators of large capital equipment owned them outright. Today, we are more likely to find a hospital or a factory purchasing a subscription to an MRI (Magnetic Resonance Imaging) or CNC (Computer Numerical Control) machine and its consumables, much the same way consumers subscribe to a cell-phone plan.

Every large manufacturer is on a path toward offering subscription based consumption models. Doing this while maintaining control over service costs and gray market post-sales revenue leakage is a significant challenge.

Oracle's **Digital Service & Monetization** solution helps these companies offer a spectrum of new business models. These could range from subscriptions for consumables and services, all the way to Product-as-a-Service.

KEY FEATURES

- Predictable subscription and usage-based revenues

- Predictive analytics with asset monitoring for fix-before-failure

- Spectrum of new business models from subscriptions on consumables and spares to product-as-a-service

- Integration of IoT cloud with key business processes in Oracle Service Cloud and Oracle Monetization Cloud

KEY BUSINESS BENEFITS

- Predictable subscription and usage-based revenues

- Automated chatbots to deliver services and handle basic tasks without live agent escalation

- Upsell capabilities for subscriptions or extended warranties

- Proactive dive-and-catch before issues become prevalent

- Increased product reliability and customer satisfaction

- Scalable Monetization and Digitized

Increase revenues with subscription and usage-based revenues

Many manufacturing companies are under pressure to find new sources of revenues, while holding down costs. Oracle's Digital Service & Monetization solution (DSM) provides a seamless way to onboard customers into subscription plans for consumables services and even purchase a product-as-a-service.

- Oracle's Monetization Cloud manages subscriptions and billings with separate tracking for every asset.

Monetize high-margin spares and consumables through subscriptions

Gray market spares and consumables deprive OEMs of the opportunity to not only increase revenues, but also understand how their products are being used by end-customers. With predictive alerts integrated with ordering and billing systems, DSM can put OEMs back in the driving seat.

- Oracle's Internet of Things Asset Monitoring Cloud offers advanced algorithms to enable predictive analysis, mitigating unexpected breakdowns and increasing customer delight.

Reduce costs with automated chatbots

Providing services with live human agents is neither scalable nor cost effective. Intelligent AI (Artificial Intelligence) enabled chatbots can take a significant load off human agents at a reduced cost, handling all but the most complex service cases. Seamless transfer of chat history to live agents eliminates user frustration.

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Services platform

- "Sticky," non-monetary rewards for using OEM branded spare parts with a higher margin

- Oracle Service Cloud along with Intelligent Bots Service enables chatbots to handle the vast majority of customer issues without the need to bring a human agent. Where necessary, it transfers past information to the agent for a seamless transfer.
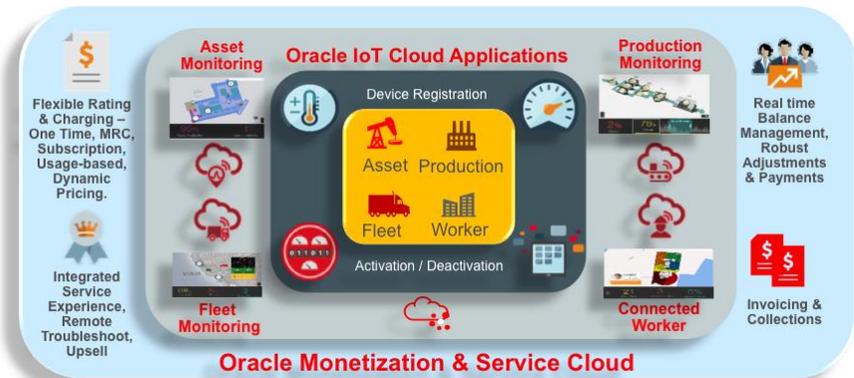
Achieve Faster Time-to-Capability with New Business Models

With Oracle's Digital Service & Monetization solution's built-in IoT capabilities, you can close the missing feedback loop between product performance in live customer installations and your product engineering teams. The result is greater uptime for customers, with higher margins for manufacturers providing these services.

- Enable easy post-sale billing and monetization of consumables and spares.
- Convert customer touch points to upsell opportunities.
- Leverage machine learning and predictive analytics to increase customer satisfaction.

Easily step onto your *Servitization* journey

Supplementing your product offering with services, or Servitization, is a journey that is much easier, thanks to Oracle's Digital Service & Monetization solution. With a solution based in the modern Oracle cloud, it scales with you, as you grow your offerings and bring more of your portfolio under Servitization.

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