



IFS APPLICATIONS™ FOR

AFTERMARKET SERVICE



OUR SOLUTION'S DNA

When we first set out to create IFS Applications over 25 years ago, our goal was to make the most usable business software on the market. And to help us achieve that ambition, we put simplicity at the forefront of everything we did.

We still do.

We decided that we would make only one product, which can be easily configured to match the specific requirements of a broad range of industries.

We still do.

We decided that we would build IFS Applications on standards so our customers would not be locked into any particular technology.

We still do.

We decided to design IFS Applications as a component-based structure so it can be easily extended and updated.

We still do.

We decided that each software component must be totally compatible with every other, yet capable of running independently.

We still do.

We decided to build a product that could handle change and long-term evolution.

We still do.

And, that we would make the most user-friendly business software on the market.

We still do that, too.

THEY COME BACK BECAUSE OF THE SERVICE

Only companies that appreciate that providing their customers with an outstanding level of service that is completely reliable and fairly priced will succeed. And service companies that deploy IFS Applications have the unique functional support and capabilities to satisfy even the most discerning of customers. After all, customer loyalty cannot be bought; it has to be earned.

For IFS, working close to our customers has been the key to our success—and loyalty among our customers is high. That same high level of customer loyalty is being enjoyed by aftermarket service enterprises using IFS Applications in areas as widespread as depot repair and field service operations. Moreover, IFS Applications is the ideal tool for consolidating and growing your operations. Offering best-of-breed functionality with an ERP backbone, it might be the only business software you'll ever need. Alternately, its open, component-based architecture makes integration so easy that you can run with the applications you're already using for manufacturing, engineering and other processes.

IFS Applications helps you move up the value chain by giving you the means to package your service offering for more convincing sales. A multi-language, multi-site and multi-currency solution, it turns service challenges into business opportunities.



CUSTOMER LOYALTY —THE LIFEBLOOD OF THE AF

Everyone wants value for their money. Owners of smartphones—a relatively minor investment—want their devices to work as they should just as much as a chain of gas stations wants its pumps and peripheral services—a major investment—to meet customer expectations. Although seemingly disparate, these examples share a common feature; they need reliable service to ensure they deliver what they promise and to minimize irritation when they don't.

BUSINESS OPPORTUNITIES

Aftermarket service is more than just a source of additional, predictable revenue. It's also a means of increasing your overall earnings because profit margins on service delivery are generally higher than for product sales. And the market is huge. In some areas, the initial sales price of a product accounts for no more than a few percent of the total revenue it generates throughout its lifecycle, a clear indication of the scale of the business opportunities provided by aftermarket services. And it's all there for the taking. For you—and your competitors.

LOYALTY IS KEY

The ability to build on existing customer relationships and retain customer loyalty is key to growing and developing your aftermarket sales. With loyalty comes the opportunity to sell additional products

that generate further service requirements and, crucially, create a stable and sustainable stream of predictable revenue.

However, your competitors are only a contract review away. The commoditization of services and products, globalization, and skills shortages has added additional dynamism to the market. Local service providers can appear faster and more flexible. The apparent sameness of offerings can mean that consumers and businesses no longer see the unique value of the service you are providing. And price may become the differentiator, with undercutting and other negative trends as possible results. The key to winning orders and holding onto your customers is to dare to offer them an unmatched quality of service without jeopardizing your bottom line.

MAXIMIZE VALUE

It has been said that to satisfy service customers, whether they are consumers or businesses, all you need to do is have the right information and show up on time. But there's more to it than that. Buying a product is a statement of trust. The more value the product gives, the more satisfied the customer will be—and the more likely to be loyal. Adding such value to the products you sell and/or serve is perhaps the most crucial factor underlying customer retention.



IFS GETS CLOSER TO CUSTOMERS

Single site or multisite. Local. National. Regional. Global. Growing or consolidating. Wherever you are, whatever specific requirements your industry might have, IFS is close, providing agile business solutions that increase your return on investment.

AFTERMARKET SERVICE

INNOVATION

Another factor is innovation. Successful aftermarket service organizations will ensure that their customers are kept up to date on the latest trends and developments, are involved in future projects, and feel that the issues they present receive a listening response. Imagine the degree of satisfaction among clients who feel they are partners not ‘mere customers’, who know that their needs reverberate through the aftermarket service providers, all the way back into the manufacturers’ R&D department.

ERP AND THE SERVICE SUPPLY CHAIN

It’s not unusual to hear that ERP solutions can’t handle the service supply chain. They are, after all, designed for finished goods planning and not for

the labor- and service-intensive, contract-driven needs of the service industry, which presents a completely different set of challenges.

IFS Applications is unique in that case. With its very roots in the service industry, it provides the best-of-breed functionality of a niche provider that can scale up to the full scope of a comprehensive ERP solution—all fully integrated. So no matter which direction you want your business to take, IFS Applications can match your ambitions. Component-based, open and scalable, it makes mergers and divestments easier to handle, and no matter how much you grow and develop, it grows with you. From pure-play depot repair to out-and-out field service operations, IFS Applications adds value to your aftermarket services.

YOU CAN PUT YOUR FEET UP—BECAUSE WE DON'T

To succeed in business, having the right business software is only part of the story. You need a business partner with long experience of the realities of your industry. Who knows the trends and challenges facing your industry. Who is innovative and has built its reputation on working close to its customers. And who never loses sight of the twin goals of growth and profitability. A partner like IFS, with both feet firmly planted on the ground.



MOVE UP THE VALUE CHAIN WITH IFS APPLICATIONS

IFS enables you to move your business up the value chain, to provide a wider range of services for your clients and to take more responsibility for the product you offer. Yes, 'product', because if you can package your service offering as a recognizable product rather than a set of actions and reactions, it becomes easier to sell, deliver and measure. If you can measure it, it's easier to prove its value to the customer. And with IFS Applications, you can do all this in a single suite of business software, regardless of whether your customers are just across the city or on the other side of the globe.

FROM SALES TO SERVICE

If you are running IFS Applications to support your manufacturing process, you can increase profits by offering greater aftersales service without needing to install third-party applications. Everything you need is already in place. When a product is shipped, the system immediately recognizes it as a service item. Authorized sales and service personnel can fully access and update information on each piece of equipment, its history, its in-field use, maintenance schedules, and customer records. This integrated view also enables you to help customers get maximum benefit from the products you provide, ensure service contracts are fulfilled, and obtain feedback for future product lifecycle management (PLM).

PACKAGING YOUR SERVICE OFFERING

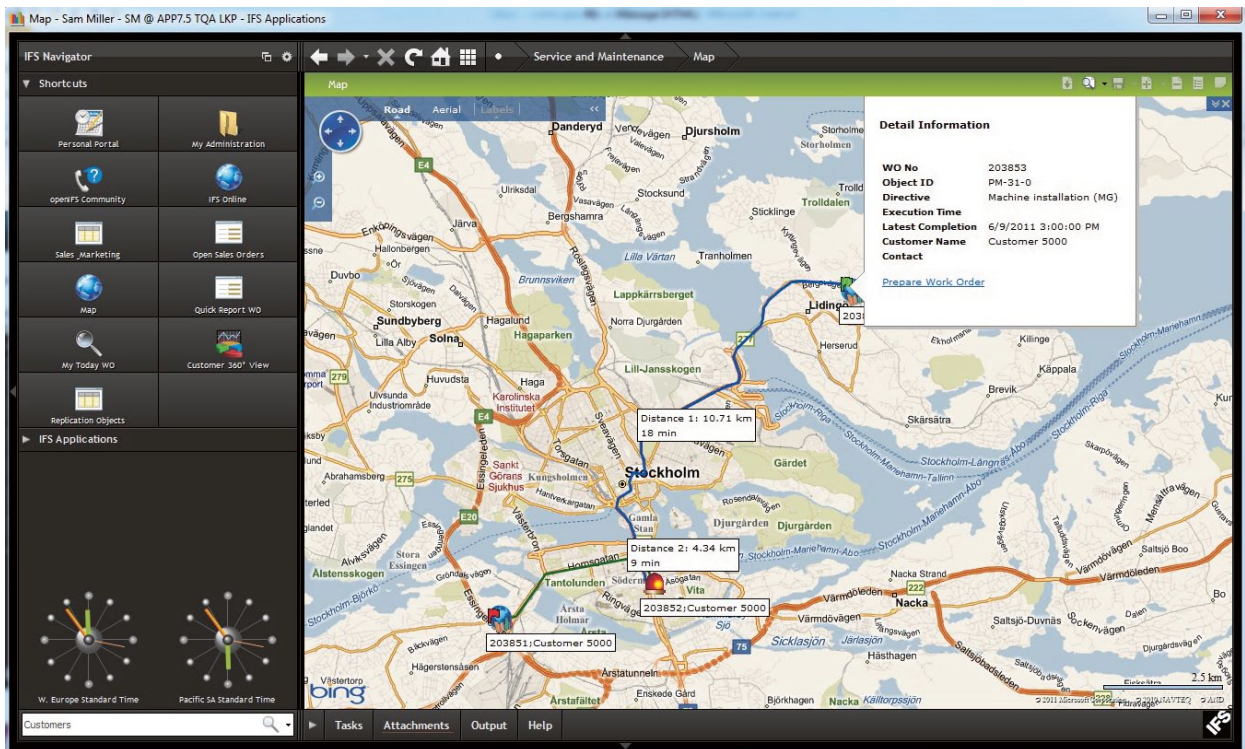
The types of service your employees perform can be very diverse. Left to themselves, business processes like these will begin to go their own way in terms of operation and performance. IFS Applications provides the support you need to standardize and

consolidate your services processes, enabling you to fine-tune quality, enhance transparency and improve benchmarking. As a result you can produce a service catalog in much the same way as you would a product catalog, with off-the-shelf services visible and available as the customer requires. And as needs and markets change, you can easily re-engineer your service portfolio to match knowing that quality and delivery can still be guaranteed. For example, it might be more desirable for the customer to buy uptime hours for the machinery you manufacture than to buy the product itself. IFS Applications lets you make this switch with no hassle involved.

MULTI-MODE SERVICE PROVISION

IFS Applications provides comprehensive support regardless of what sort of aftermarket service you deliver. Whether it's depot repair, field service operations, support and remote services or construction projects on site, IFS provides a complete suite of front- and back-office software that covers all your needs—today and in the future. Moreover, the open architecture on which IFS Applications is built means that if your legacy software is serving you well, you can simply choose the components you need and integrate them seamlessly into your processes. In addition, built-in mobility ensures higher service levels and satisfaction, revenue and profits, and efficiency—with more efficient travel and a smaller eco-footprint.

Wherever your company is operating, no matter how close or how far-flung your customers may be, the multisite, multi-language, multi-currency capabilities that are part of IFS Applications ensure that your customers feel they are dealing with one company, with quality of performance and delivery



We shorten the time from idea to innovation to help you benefit more from your investment in IFS Applications. This lets you focus on business development instead of IT issues so you can grow your business—and profits—faster. IFS Virtual Map, a software + service solution that seamlessly integrates Microsoft Bing maps with IFS Applications, is a good example of great product innovation. A powerful mapping tool with a familiar interface, it combines lower costs with optimized implementation.

that's unvarying throughout your operations. And as you grow organically or by M&A, IFS Applications allows you to quickly integrate the new business into your operations, reducing time to value and helping the new units contribute to ROI as fast as possible.

INDUSTRY EXCELLENCE

IFS delivers industry excellence. Over the years, we have developed our solutions not merely for the service industry, but also in close collaboration with leading representatives of the sector. In fact, with our agile development methodology, we don't

release software before it's been tried and tested by the industry—and been found to add value.

IFS Applications enables you to get more from your existing resources. With probably the best scheduling tool on the market, you can optimize resource allocation based on SLAs, competencies or other factors. The result is higher service levels and satisfaction, revenue and profits, and efficiency—with less travel and a smaller eco-footprint. Getting more value out of fewer resources is the IFS way of doing things. With IFS Applications, it can be yours too.

ABOUT IFS AND IFS APPLICATIONS

IFS is a public company (OMX STO: IFS) founded in 1983 that develops, supplies, and implements IFS Applications™, a component-based extended ERP suite built on SOA technology. IFS focuses on agile businesses where any of four core processes are strategic: service & asset management, manufacturing, supply chain and projects. The company has more than 2,000 customers and is present in 50+ countries with 2,700 employees in total.

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