



**Tech
Mahindra**

AftEAZE- DIGITIZED AFTERMARKET POWERED BY PEGA

Brochure

Connected World.
Connected Experiences.

Aftermarket has become a game-changer in extending customer lifetime value. Most companies will experience higher revenue from their customer base without much additional investment, if strong loyalty with the brand already exists through repeat purchases of spares replacement parts, accessories, extended warranty, service contracts, and so on. The best part about the aftermarket potential is the worth while effort-reward ratio.

Sustained retention of customers is possible by introducing new channels or marketplaces for products, proactive servicing, fulfilling customer service requests at the first point of contact and improvements in total product ownership.

Traditional aftermarket services are in dire need of a revamp, from the fundamental approach to dealing with aftermarket services. In addition to this, the complexity of the landscape impacts transparency, time to market and the overall customer experience.

Tech Mahindra, together with Pegasystems, is offering a robust technology backbone that provides a 360-degree view of the customer on a unified platform with the capability to automate all aftermarket processes in the value chain as required.

WHY DO TRADITIONAL AFTERMARKET SERVICES NEED DISRUPTION?



Post-sale elements such as warranty and servicing costs are treated as a 'cost of doing business' instead of what they really are - influencers for repeat purchase decisions, and opportunities for cross selling and up selling extended product or service lines.



The current siloed approach limits providing a holistic view to key stakeholders such as dealers, (re)sellers, service centres, technicians and most importantly suppliers.



Non-standardization and over dependence on manual processes can adversely impact customer experience.



Time to market for new product lines and services are hindered by legacy applications that aren't built for change



Complex landscape with multiple point solutions impacts transparency and visibility, making it a challenge to get a 360-degree view of the business.



Utilizing a traditional software development methodology for digitizing your current aftermarket IT landscape necessitates huge investments – resources, capex costs and most importantly time to market.

OPPORTUNITIES ACROSS THE VALUE CHAIN



ConnectEAZE Connected Vehicle/Asset

Improve Uptime Services & Reliability

Deeper Connected Vehicle/Device Integration



ServEAZE Service Management

Guide Service Quality with Digital Self Service Channels

Establish Quality Feedback Loop with Root Cause Analysis



PartsEAZE Parts Management

Improve Sales from Customised Service Bundles & Subscriptions

Scale for B2B2C
Commerce Models for Parts & Accessories



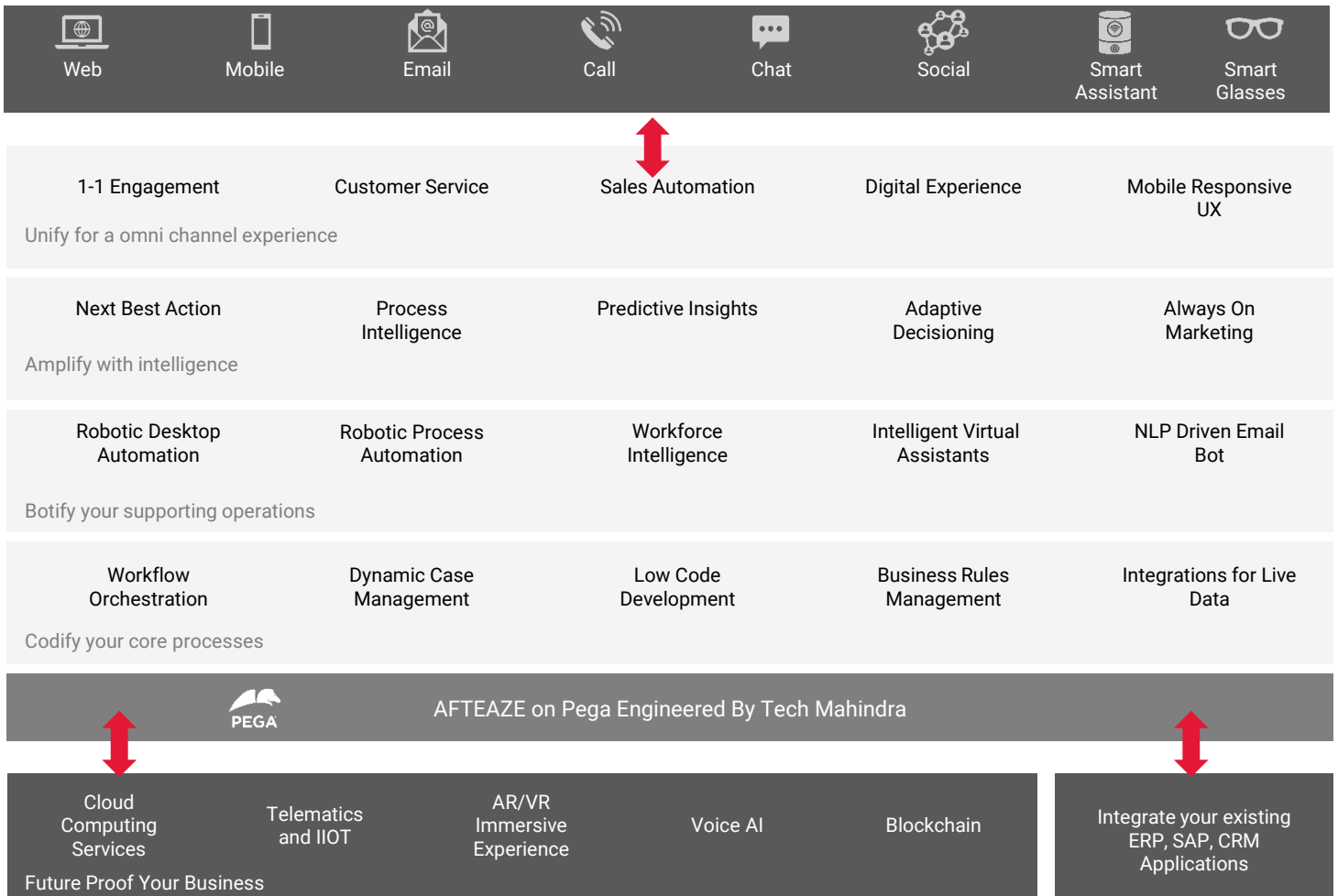
WarrantEAZE Warranty Management

Accurate Warranty Claims Management & Payments

Update Cost Recovery Models for Better Claims Processing

AFTEAZE – DIGITIZED AFTERMARKET POWERED BY PEGA

Tech Mahindra's AFTEAZE utilizes the foundational levers of the Pega platform to deliver a customizable and modular solution to kick-start and accelerate your journey towards a state of the art, future-ready aftermarket support system.



AFTEAZE - ENGINEERED AND DELIVERED BY TECHM

We kick-off your AFTEAZE journey with a quick scan assessment.

Our experts start with a quick evaluation to define a best-fit engagement roadmap. We then follow it up with a consulting-led 360-degree assessment of your systems, which offers detailed insights into your as-is processes and where they stand in the industry.

Following the Pega Express™ methodology, a design-focused delivery approach, we also help shortlist the best candidates for a MVP (Minimum Viable Product) release to prove out the benefits of your aftermarket initiative and onboard subsequent features in a repeatable model.

By adopting a wrap-and-renew ideology, AFTEAZE helps to introduce new features that integrate, orchestrate and extend your existing application investments.



360-degree consulting-led capability assessment workshop and business case definition



Rapidly institutionalize a MVP solution using AftEAZE platform, templates and solution accelerators



Continue to scale, maintain and improve upon processes and technology

BENEFITS

Our established manufacturing and Pega practices have jointly delivered high ROI, self-funding programs that manage the lifecycle of extended service and warranty operations.



Fortune 10 Auto OEM
Implementations around Warranty, Extended Service Contracts, Next Best Offer Decisioning

US \$60 MN
annual cost reduction



Leading Truck Major
Implementations around Business Case Consulting, Warranty, Extended Service Contracts

US \$30 MN
annual savings



Leading Japanese OEM
Anomalous Repair Control, Reducing fraud and overspend

US \$4 MN
annual savings



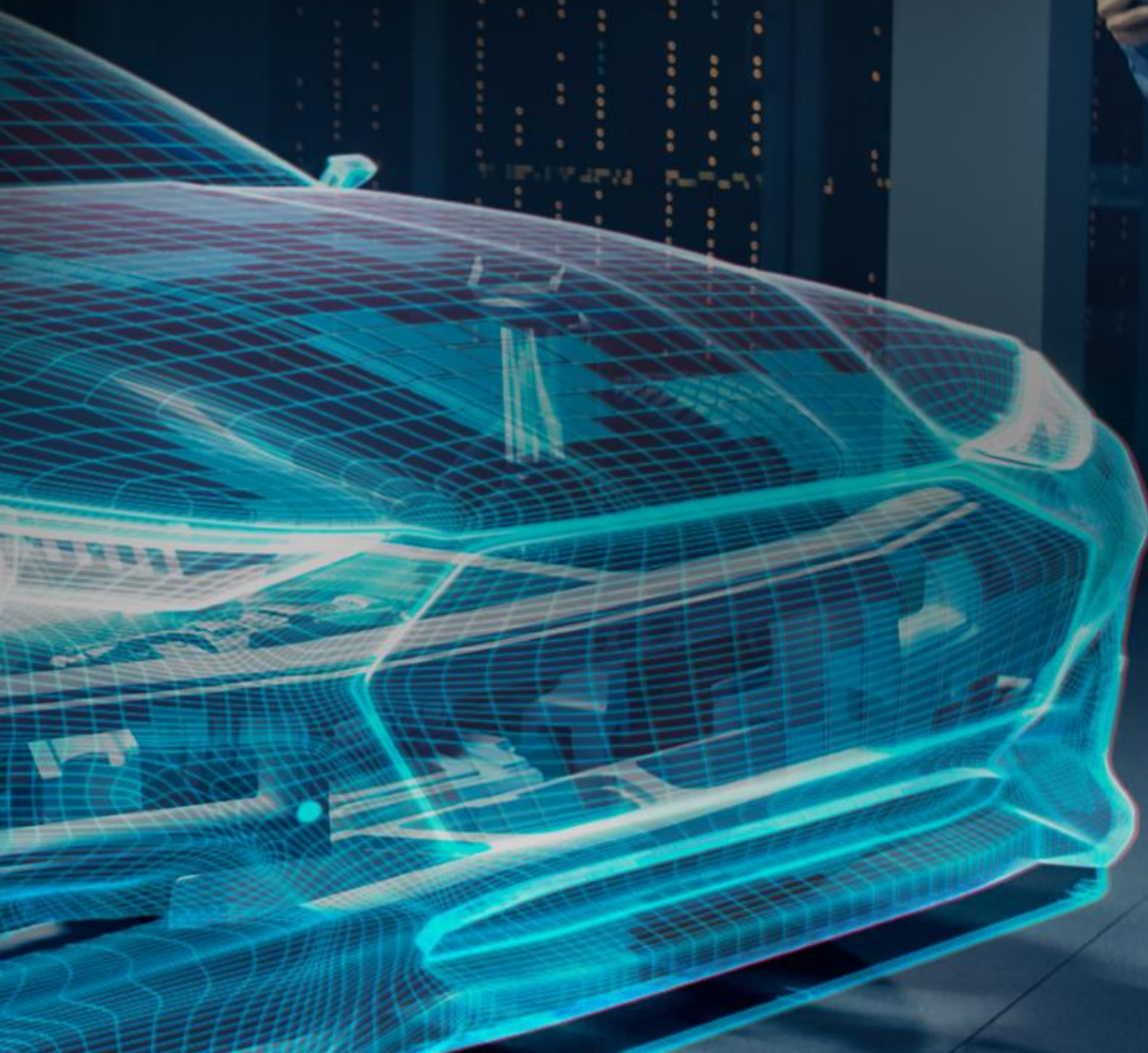
Leading European OEM
Consulting and Blueprinting Supplier Recovery, Transformation Program

US \$95 MN
ROI Projection

TECHM NXT.NOW ADVANTAGE

Tech Mahindra brings together deep domain knowledge coupled with extensive Pega transformation capabilities in the manufacturing space. With over 18 years of experience in Pega consulting, our long standing global alliance relationship helps bring in strategic alignment for your implementation.

- 1000+ Pega certified consultants
- 500+ mid to large scale projects delivered
- Established Center of Excellence
- Co-developed solution (Tech Mahindra + Pega)
- Pega Partner Award 2020 for excellence in Digital Transformation
- Pega Partner Innovation Award 2021 – Industry Excellence in Manufacturing



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