



Why Your Installed Base May Be Your Most Undervalued Business Asset

A machine has been working at a customer site for nearly six years. It still starts every morning and does the job it was built to do. Yet inside that machine, wear is following a predictable path. Filters have been replaced. Belts, seals, bearings, or other components may be approaching their next service interval. A dealer may soon need specific parts on the shelf, and the customer may already be planning maintenance. The manufacturer should be in the best position to help, but too often, it does not know enough about that machine to act until a parts order arrives.

That is the hidden value of the installed base.

Your installed base includes the products and equipment currently operating in the field. But it's more than a count of units sold. Each asset has a history: when it entered service, where it operates, which configuration was delivered, what parts it contains, how heavily it is used, and what it may need next.

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