



westbrook

# INNOVATION THROUGH PARTNERSHIP

HOW SALESFORCE, SERVICEMAX AND  
WESTBROOK PROVIDE COMPLETE  
VISIBILITY OF ASSETS IN THE FIELD

## Introducing Asset 360

Westbrook, ServiceMax and Salesforce, the world's leading software platform have collaborated to deliver a service-based field service asset management solution for the Manufacturing industry.

Westbrook International, a Salesforce professional services partner with deep field service maintenance understanding, brings together ServiceMax's market-leading solution on the Salesforce platform to create one of the leading configurable SaaS-based solutions for the industry.

All of the functionality from ServiceMax's asset-centric offering seamlessly integrates with the Salesforce customer 360 products.

Salesforce is a cloud computing provider with multiple cloud services, including Sales Cloud, Service Cloud, Marketing Cloud and more.

### How ServiceMax helps Manufacturing extend product value through Field Service

Field Service is a growing requirement as organisations add to their core products services to:

- enhance product value;
- offer a transformational service performance;
- provide new and profitable revenue streams.

Technology is helping to manage Field Service operations from customer portals to service centres, to the management of spare parts inventory, and the scheduling of service activities.

A key component in providing world-class field service is control and management of your assets both on-site, at your customers, and 'in flight' within your supply chain.

## Asset 360 and Salesforce Field Services

Asset 360 is a ServiceMax application built natively on the Salesforce platform. All data is held on Salesforce and there are no integration requirements with the app itself.

Asset 360 complements Salesforce Field Service by bringing additional features to an asset, specifically the Service Contract/Warranty offering.

Service contracts and warranties are held in Salesforce Field Service with Asset 360 enabling organisations to construct complex and bespoke agreements to ensure adherence to them when closing a job (work order).

## Westbrook's Role

Westbrook has a long-standing relationship with ServiceMax, having implemented its core product multiple times. Westbrook's extensive experience implementing Salesforce Field Service complements the solutions because we understand what field service means to all clients.

We have already estimated the duration to implement the Asset 360 product and do this thanks to our deep understanding of ServiceMax and enhanced objects like Asset 360. It is our in-depth understanding of both applications which allows us to see the unrivalled strength of the combination of the two, which provides unparalleled expertise to help define, implement and maintain in virtually any environment.



### Defining an Asset

An asset is a piece of manufacturing equipment - normally identified and tracked with a serial number.

High-value assets typically require warranty and support services to manage and support the asset in the field.

Examples include wind turbines or a medical device product, but could extend to a building, a property, railway fixings or capital equipment that is rented out.

Any manufactured asset that is high value or is mission critical to an organisation where uptime is critical.

The 2021 Gartner Magic Quadrant for Field Service Management provides an independent view that unequivocally places Salesforce and Asset 360 as leaders in Field Service Management.

Asset 360 for Salesforce places the Asset at the heart of the process. It's specifically aimed at high-value, complex installations,



Source: Gartner (August 2021)

Asset 360 with Salesforce Field Service is the most comprehensive end-to-end Field Service Management solution in the market, covering everything from personalised customer care to asset-centric service.

- > Leverages Salesforce Field Service native objects and the latest emerging technologies like AI, Einstein and IoT.
- > Enterprise-grade security, compliance and governance from Salesforce.

By optimising field service operations, customers across any industry can manage the complexities of service, support faster growth better, and run more profitable, outcome-centric businesses.

## Accelerate Time-to-Value

Improve productivity and support asset-centric business processes

## Reduce Warranty and Contract Leakage at Scale

Gain greater visibility into Service Contract and warranty coverages and improve service margins

## Maximise Contract Attach Rates and Renewals

Monitor the install base to ensure warranty-to-contract conversion while delivering on entitlements and SLA's

## Automate RMA/Depot Repair Processes

Efficiently manage returns, meet compliance & lower inventory costs with purpose-built interfaces

## Do you want to run the most efficient, highest rated field service team?

Field service has become a crucial battleground as delivery windows, and Service Level Agreements (SLAs) get tighter. Every service moment is an opportunity to solve, optimise and delight customers. And organisations are investing a great deal to achieve this, except for one crucial part of the field service process; inventory management. The second most costly line in the field service profit and loss records accounts for spare parts usage, and distribution, which is often overlooked and misunderstood.

Any chain of customer interactions is only as good as its weakest link, which is often let down by the lack of a readily available inventory of spares parts in nearby locations.

The consequence is significant. With follow-up visits costing field service teams typically £150 - £200 per visit, multiple callouts add up over time. The longtail influence of disgruntled customers is even more damaging with the ultimate consequence being when the customer uses a different provider the next time around.

The majority of field service teams continue to use manual methods to manage field service agents. With advanced technology available like the solutions from Asset 360 for Salesforce, it need not be the case.

For those organisations that have deployed some form of technology and automation, what is needed now is an equally advanced inventory management solution.

### Innovation through Partnership

The combination of Salesforce Field Service and Asset360 from ServiceMax offers a complete solution for managing asset-centric installations. The complementary suite of solutions provides service teams with the possibility of reflecting asset-centric SLA's and complex warranties.

The net result is lower cost and more efficient service plus the ability to drive down inventory cost and wastage.

Asset 360 takes the DNA of the ServiceMax product seamlessly aligning it with Salesforce's end-to-end field service solution.

The combination of Salesforce's scheduling and mobile device accessibility together with Asset 360 products makes the offering the market leader.

Westbrook's experience with both Asset 360 and Salesforce positions us as a unique implementation partner with a proven track record understanding, serving and solving problems for manufacturers.

For further information

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