WHAT SERVICE MEANS TODAY

PROFITABILITY
and a Competitive Edge

Service has always been an important part of business for manufacturers of high-value capital equipment and for companies that use such equipment in their daily operations.

But in today’s competitive business environment, service takes on even greater importance.

Whether you maintain and repair your customer’s computer network or your own fleet of aircraft, doing it exceptionally well increases customer satisfaction and your profitability. Companies that deliver better service at lower cost will gain the competitive edge.

The challenges of delivering exceptional service are as great as the rewards it can bring. Business factors such as global marketing, high customer expectations, service outsourcing and product proliferation make service more valuable and more difficult to manage than ever before.

Managing today’s service enterprise means planning and coordinating service parts and people simultaneously, on a global scale. It means delighting your customers—and your shareholders. It calls for new technologies and business practices designed specifically to solve the enterprise service management challenge.

WHAT SERVICE MEANS TO:

Manufacturers
Like Dell, Nissan, Ericsson, TRW . . .

Profit margins on most equipment sales aren’t what they used to be. Service is the new competitive battleground, offering a rich source of recurring, high profit revenue. High tech manufacturers like Dell generate profit by selling high margin service contracts on low-margin equipment. Superior, low cost service has additional long-term benefits of improved customer loyalty and repeat sales.

Operators
Like Delta Air Lines, Baltimore Gas & Electric . . .

Airlines, telecommunications carriers and other asset-intensive service providers require dependable maintenance and repair to minimize equipment downtime. They want solutions that will let them maintain their assets and infrastructure to provide uninterrupted service to their customers, at the lowest possible cost. Airlines like Delta are supplementing their ERP systems with dedicated service management solutions to facilitate both routine maintenance and unexpected repairs – maximizing aircraft utilization and customer satisfaction, and keeping costs in line at the same time.

3rd Party Providers
Like Unisys, Getronics . . .

In every industry, there are companies that provide equipment service under contract for manufacturers or operators. These service providers need Web-based solutions that let them collaborate closely with their clients to plan and deliver service. For example, Unisys e-@ction Infrastructure Support Services maintains customer networks around the world through a team of 9,000 Unisys experts in 100 countries. Third party service operations like this, operating 24x7x365 on a global scale, must be efficient and tightly coordinated in real time to be successful.
For over 30 years, Xelus has helped industry-leading companies in high tech, aviation, telecommunications, surface transportation, energy and defense optimize their service operations.

Xelus solutions for enterprise service management (ESM) combine domain expertise and business process intelligence with sophisticated software, letting you manage all the processes necessary to plan and deliver service. By improving service levels and asset utilization while reducing costs, Xelus solutions help you gain and retain customers, improve sales and profitability, and increase shareholder value.

Xelus solutions generate return on investment (ROI) in as little as six months and have helped our clients generate over $3 billion in value from their service operations.

When it comes to maximizing the value of service, Xelus delivers.

“The potential is enormous”
—Siemens

“Companies need to look at the entire value chain of service—from call management through field operations and service parts logistics. The potential is enormous . . . Xelus [has] the depth of experience to help their clients realize this potential.”
—Kraft Schumann, Executive Director of Logistics, Siemens

“[Xelus has] a stellar list of global 1000 customers”
—AMR Research

“The Internet and e-business created the new area of management of service and a lot of opportunity exists for the right vendors . . . With a stellar list of global 1000 customers in 32 countries, and deep domain knowledge, AMR Research expects Xelus to be on the short list of many of these new opportunities.”
—AMR Research Alert on Supply Chain Management, December 18, 2000
THE VALUE OF ENTERPRISE SERVICE MANAGEMENT

A COMPREHENSIVE Approach to Service

ESM is the collaborative, cross-enterprise management of all processes required to coordinate service parts and people, initiate and deliver service, and recover assets. These processes are:

- Parts logistics
- Workforce management
- Asset service management
- Customer service and support
- Field service management
- Repair center management
- Reverse logistics

ESM lets you manage the unique complexities of enterprise service. Neither supply chain management (SCM), with its focus on manufacturing, nor customer relationship management (CRM), with its focus on customer interaction, can effectively deal with these complexities.

ESM lets you coordinate parts planning and logistics with service engineer availability and skills to ensure integrated service delivery. It leverages the value of CRM by extending customer interaction and incident management with end-to-end service planning and decision support.

ESM considers chaining issues such as alternate, successor and predecessor parts when optimizing asset utilization. It lets you factor reverse logistics into the multiple supply streams, optimizing asset recovery and utilization simultaneously.

Synchronized Planning, Decision Support and Execution

Traditional solutions limit you to planning parts, field service, and depot repair separately. Optimizing these processes independently produces sub-optimal overall performance. ESM lets you simultaneously plan and manage parts, people and all service activities, allowing you to optimize your entire service operation.

“The objective is simple: improving service while keeping costs down. Now that’s a concept that works in any kind of economy.”

—MICHAEL J. MILLER, EDITOR-IN-CHIEF, PC MAGAZINE, MAY 22, 2001

“a concept that works”

—PC Magazine
In today’s highly competitive environment, a company that transforms its post-sales support processes has the opportunity to differentiate itself from its competitors and establish a leadership position in its industry.”

Xelus ESM solutions address key business processes of the service enterprise: inventory management, service delivery, asset management and asset recovery. Xelus solutions are Web-enabled to support real-time, collaborative decision support and global visibility across the enterprise.

**Unified Planning: One Enterprise, One Solution**

Xelus solutions are based on a unified planning approach that can optimize inventory at all levels of the network hierarchy and across all geographic regions or product lines.

Unified planning lets you manage unique requirements for each theater of your service enterprise while meeting overall strategic objectives and optimizing your global inventory investment. Theaters can be defined as regions, corporate divisions, operating companies, part groups or product lines. By combining the advantages of global and theater planning, Xelus solutions let you:

- Improve global planning accuracy with bottom-up demand aggregation, incorporating theater-specific trends, forecast methods, leading indicators and service level policies.
- Share global inventory between theaters for better utilization of existing assets.
- Take advantage of resources and vendors closest to the asset base, including cost-effective repair and procurement options in each theater.

Xelus solutions are an integral part of a complete ESM solution. They are highly configurable and can be integrated with workforce management and service fulfillment systems that you already own or that our partners can provide.

### Xelus solutions support key business processes of the service enterprise.

<table>
<thead>
<tr>
<th>Service Process</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Parts Demand Planning</strong></td>
<td>Forecast service demand by part and location using historical trends and probabilistic techniques. Aggregate demand at any point in the network. Collaborate across the enterprise to unify your planning strategy for all levels of the network hierarchy – from central stores to the lowest-level stocking locations.</td>
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<tr>
<td><strong>Inventory Planning</strong></td>
<td>Calculate stocking levels required to support target service levels for individual parts or groups of parts globally or by theater, while optimizing inventory investment across the entire network.</td>
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<tr>
<td><strong>Replenishment Planning</strong></td>
<td>Calculate optimal supply strategies to meet demand, based on existing inventory and sourcing alternatives such as inventory rebalancing, returns, substitutions, buy new and order rescheduling.</td>
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<tr>
<td><strong>Vendor Collaboration</strong></td>
<td>Source, buy and sell parts in a secure online trading community of preferred vendors. Automatically match demand with supply, consolidate orders, and issue purchase requisitions and sale offers.</td>
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<tr>
<td><strong>Parts Fulfillment</strong></td>
<td>Automatically replenish inventory to maintain target stocking levels throughout the network. Monitor inventory movement with real-time visibility to global inventory.</td>
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<tr>
<td><strong>Reverse Logistics Planning</strong></td>
<td>Forecast returns by asset, geography and source using historical, probabilistic and collaborative techniques.</td>
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<tr>
<td><strong>Asset Recovery Planning</strong></td>
<td>Calculate the supply of usable inventory generated by returns, based on part condition, repair yield and lead time.</td>
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<tr>
<td><strong>Modeling &amp; Data Mining</strong></td>
<td>Model future demand and service capacity to guide tactical planning. Compare service performance, costs, trends and business patterns against industry standards.</td>
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“Xelus clearly understands the service organization and our special requirements for inventory planning, optimization and procurement. Supply chain management solutions designed for finished goods did not meet our needs.”

—MR. LEE, GENERAL MANAGER, SAMSUNG

“Xelus clearly understands the service organization”

—Samsung

Architected for Low TCO and Rapid ROI

Xelus solutions are built on open, J2EE standards-based architecture that simplifies integration with any IT environment and with software applications from Xelus partners. The Xelus technology platform lets you use your existing infrastructure, rapidly add new functionality with minimal effort as your business needs change, and use multiple interface devices, such as wireless phones and PDAs, without major code changes. The result is rapid implementation and return on investment as well a lower total cost of ownership.

Completing the Solution – Xelus Business Process Intelligence

Software is only part of a Xelus solution. Xelus provides an array of consulting and support services that ensure that your Xelus implementation will deliver the results you expect. Xelus consultants are uniquely qualified to help you evaluate, select, integrate and implement software components from Xelus and our partners that will meet the needs of your enterprise. Our leading expertise in ESM and extensive knowledge of service processes and best practices in the industries we serve is unmatched by any other service solutions provider.

“With [Xelus solutions] we’ve taken a multi-step manual process and reduced it to one electronic step. We have increased efficiency, doubled the number of vendors receiving our RFQs, and realized immediate cost savings.”

—DOMINICK MARTELLI, DIRECTOR OF GLOBAL INVENTORY MANAGEMENT, UNISYS GLOBAL NETWORK SERVICES

“immediate cost savings”

—Unisys
“Exceptional service is a strategic weapon for Symbol. We chose Xelus to help us maintain this edge as we grow.”

—ALAN ANDERSON, SENIOR DIRECTOR, SERVICE OPERATIONS, SYMBOL TECHNOLOGIES

MAXIMIZE THE VALUE OF YOUR SERVICE ENTERPRISE

THE BENEFITS

of Xelus ESM Solutions

Raise Service Levels
Whether you provide service to internal or external clients, better forecasting and planning to meet service demand results in better service at lower cost and greater customer satisfaction. For companies that sell service, dividends include immediate profits as well as long-term customer loyalty and repeat business.

Reduce Inventory Costs
Service parts inventory is a major expense for any company that maintains high-value capital equipment. Xelus solutions let you reduce inventory levels and carrying costs — while maintaining or improving service levels. Inventory savings accumulate quickly and drop straight to the bottom line. ROI within a year is typical.¹

Boost Efficiency
Xelus has unmatched expertise in service management processes and best practices. From our software to our professional services, Xelus solutions incorporate the business process intelligence that will help you refine, integrate and automate key processes involved in service planning and delivery.

Optimize Global Asset Utilization
New parts are usually more expensive and have longer lead times than other sources. Buying new parts increases your inventory investment. Xelus solutions let you exhaust all other supply options — such as global rebalancing and use of excess, refurbished, repaired, alternate and substitute parts — before buying new. The result is optimal utilization of existing assets on a global scale.

Gain a Competitive Advantage
With increasing competition making it harder for manufacturers to differentiate themselves based on product features or price, exceptional service is the key to growing market share and increasing revenues. Xelus solutions let you offer better, faster, more reliable service, driving new sales and improving customer retention.

Leverage Existing Infrastructure
The Xelus technology platform works with your existing infrastructure and data sources, allowing you to leverage added value from your current systems. Open, J2EE standards-based architecture and documented integration processes ensure a smooth and rapid implementation.

¹ A study of 35 Xelus customers showed value creation in the range of $10 to $50+ million in the first year after implementing ESM solutions, and a total return of $30 to $200 million over 2-3 years.
Plan and Collaborate Globally

Today’s worldwide enterprise can generate tremendous value by harnessing the efficiencies of planning service on a global scale. Xelus solutions let organizations forecast and deploy parts regionally, while aggregating demand, rebalancing inventories, and transshipping globally. Eliminate the expense and waste of disposing of excess in one region while procuring the same parts new in another.

“Since implementing Xelus solutions . . . we’ve taken $300 million worth of inventory out of our system. In addition, we’ve reduced our annual purchases by $100 million per year, which has a major impact on our bottom line.”

—KEN SHAW, DIRECTOR OF GLOBAL INVENTORY MANAGEMENT, NCR

Xelus Overview

HOW XELUS ESM SOLUTIONS GENERATE VALUE FOR:

Manufacturers

Like NCR, Unisys, Honeywell . . .

Xelus ESM solutions let you offer better, faster, more reliable service, improving customer loyalty and driving new sales. By reducing inventory costs at the same time, Xelus solutions positively impact profitability in multiple ways. For example, NCR was able to reduce inventory by $300 million, reduce annual service parts purchases by $100 million per year and improve service levels since implementing a Xelus solution.

Operators

Like Verizon, SBC . . .

Xelus ESM solutions let operators reduce inventory costs by allocating parts more efficiently and planning for reverse logistics, transshipment, alternate parts and product end-of-life. By using a Xelus solution to optimize service parts planning, Verizon dramatically reduced service parts inventory and increased inventory turns, while reducing both scrap and backorders. Improvements in service processes and workforce deployment can produce additional savings that drop straight to the bottom line.

3rd Party Providers

Like NedTrain, Lockheed Martin . . .

The best way to ensure customer satisfaction and avoid penalties is to meet entitlement deadlines, which may include response time, fix time, and up/down time. Xelus ESM solutions guarantee that service entitlements are calculated correctly and are visible throughout the service organization, helping 3rd party providers profitably deliver on the service contracts they make. For example, NedTrain uses a Xelus solution to meet availability, safety and quality requirements of their service level agreement with Dutch Railways.

“major impact on our bottom line”

—NCR
Xelus offers a variety of value-added professional services, drawing on our deep domain knowledge in service and our understanding of best practices gained through decades of close collaboration with industry-leading clients.

We provide a full range of training and education programs, system integration, solution optimization support, business opportunity assessments, senior level business consulting, and planning and system outsourcing.

Together with our business partners, Xelus can provide virtually unlimited expertise in solution implementation and facilitation of process changes to optimize the service enterprise.

Ensuring Results
At Xelus, we deliver on our promises. We implement solutions only after demonstrating the return on investment that they will generate. Our methodical evaluation and implementation processes provide assurance that the solution we recommend will meet or exceed your value expectations.

Value Impact Analysis (VIA)
The Xelus VIA identifies opportunities for you to:

- Increase level of service to your customers
- Release capital
- Reduce expenses
- Improve your business processes

The VIA recommends solutions that capitalize on these opportunities and calculates the direct financial benefit, so you know what to expect before implementation begins.

97% of all Xelus implementations are on time and on budget, typically generating ROI within six months.
Rapid Value Process (RVP)

The Xelus RVP is a proprietary implementation methodology, involving the joint efforts of our professional services teams, to plan and deliver a solution that meets your long-term strategic goals. Because the RVP accurately predicts the labor and resources required to deliver your solution, Xelus is able to commit to a fixed price implementation contract, virtually eliminating the risk of cost and schedule overruns.

The RVP defines project strategy and scope, requirements and risks, functional and technical design, and configuration and integration. The final phase ensures successful transition to production, including system testing, operator training and customer support.

Value Assessment

Xelus works with every client on a post-implementation audit and review. Together we evaluate service metrics to verify that your results are in line with expectations.

“superior service, scalability and reliability”

—Network Appliance

“Our primary focus is to ensure that we deliver continuous superior service and support to our customers worldwide. The scalability and reliability of Xelus solutions complement those core values.”

—David McCroskey, Director, Business Operations-Customer Satisfaction, Network Appliance

Customer Support Around the World and Around the Clock

Xelus offers the capability for worldwide customer support. Support team members are familiar with all Xelus software and with implementation issues common to each industry we serve. A knowledge database and in-house technical and functional expertise help us answer questions and solve problems quickly and accurately. The Web-based XelusCare case management system makes it easy for clients to open support requests and track their status. Xelus customer support keeps our customers satisfied — and their service operations up and running.
INDUSTRY-SPECIFIC SOLUTIONS

MEETING THE UNIQUE NEEDS

of Each Market We Serve

Xelus solutions can generate value in any industry. Our extensive experience with leading companies in high tech, telecommunications, aviation, surface transportation, energy and defense gives us insight into the service needs, business processes and best practices of each. We use this knowledge to configure Xelus solutions that maximize the value of service in each market we serve.

High Tech
In the competitive high tech environment, service is eclipsing price and quality as the primary product differentiator. Exceptional service offers a competitive advantage that builds sales, customer loyalty and repeat business. Service contract sales also tend to be more profitable than initial hardware sales.

Xelus ESM solutions enable our high tech clients to offer better service while reducing inventory and process inefficiencies. ESM is also valuable to high tech manufacturers that outsource service, and must collaborate closely with their service partners to share product and account information and deliver service levels consistent with customer contracts and entitlements.

Aviation
The relentless pursuit of aircraft safety and availability drives the value of service in the aviation industry.

Aviation manufacturers generate profit by selling maintenance on the equipment they manufacture. Airlines and maintenance providers improve their profitability by lowering the cost of the high service levels they must maintain. Service optimization is particularly important for aviation service providers, who must deal with government regulations, expensive parts with long lead times, high costs of outage, and assets that are constantly on the move.

Xelus ESM solutions can help all service providers in the aviation industry maximize aircraft availability and service levels while reducing and balancing inventories.

Telecommunications
The telecommunications industry is undergoing a revolution in technology and services. Networks run on equipment ranging from 20-year old switches to fiber optics. Services range from residential and cell to broadband and video conferencing.

This diversity in equipment and systems – and the mix of parts required for repair and maintenance – pose a unique service challenge to both equipment manufacturers and telecommunications carriers. Xelus solutions equip field engineers with the right parts and information to deliver the service required.

“specifically designed for our market”

—Siemens

“[Xelus] gives us a broad variety of forecasting methods and models, all specifically designed for our market.”

—Martin Hedtrich, General Manager, Planning, Siemens
Surface Transportation
The surface transportation industry includes equipment manufacturers, dealers, and operators who maintain a transportation infrastructure. These may be car rental companies, railroads, freight haulers, fleet operators, and construction and mining operations. Dealers and operators are faced with the challenge of managing their service needs. Manufacturers must be able to meet those needs, which may involve a huge variety of service parts deployed across widely distributed locations.

Because Xelus solutions are Web-based, they make it easy for manufacturers, operators and dealers to collaborate in service parts planning and optimization. Using inventory data supplied by dealerships over the Internet, manufacturers centrally forecast and manage stock levels and order parts for their dealers at optimal cost. Manufacturers protect their brand loyalty, while operators and dealers are assured of having the right parts at the right place and time, and at the lowest cost.

Energy
Deregulation has turned up the heat in the energy industry. For generation companies now competing for market share, demand planning is critical for reducing inventory levels and minimizing outages. Transmission and distribution utilities must be able to plan materials and workforce necessary to capitalize on expansion opportunities. By meeting these service management needs, Xelus solutions can help generation facilities, as well as transmission and distribution utilities, succeed in this new business environment.

Defense
The defense market shares many characteristics of the aviation industry: relatively small asset base, expensive parts, long lead times and reliance on reverse logistics. However, the military support process is more complex in many ways.

Highly specialized equipment, small production runs, inconsistent usage patterns and long life cycles – often outliving the original supplier – contribute to the support challenge. This is further complicated by the need, in many cases, to distribute the repair processes across multiple vendors.

With end-to-end service management support and the capability to quickly redefine the support network and parts deployment, Xelus ESM solutions are well suited to meeting the unique service demands of the defense industry.
Xelus has documented over three billion dollars in savings for its growing list of Global 1000 clients, including IBM, Delta Air Lines, Verizon, Nissan, Constellation Energy Group and many other industry-leading companies. We’ve achieved these results by providing intelligent service solutions that enable organizations to maintain the optimum balance between service levels, resources and cost.

**World Class Clients**

*World Class References*

Unlike other service solution providers who merely promise ROI, Xelus has a long track record of actually delivering value. We’ve been creating service solutions that meet the needs of global corporations for over 30 years. Our proprietary RVP (Rapid Value Process) accurately predicts ROI and virtually eliminates the risk of implementation delays or cost overruns. In fact, implementation and ROI in the same business year is not unusual. That’s why our clients are happy to recommend Xelus and talk to other organizations about what Xelus can do for them.

You’ll find our client list and case studies online at www.xelus.com.

“the best solution”

—TRW

“We are looking to fundamentally redesign our spares business processes to enable us to deliver superior customer service... Xelus offered the best, most robust, elegant and lean solution to the problem.”

—Arabella Bulani, Vice President of Business Improvement, TRW Aeronautical Systems

Image courtesy of TRW.
“Customers Who Define The State of The Art”

“Xelus has a substantial install base of very influential customers, who define the state of the art in service practices.”

—DR. JACK MUCKSTADT, ACHESON-LAIBE PROFESSOR OF ENGINEERING, CORNELL UNIVERSITY