Aftermarket Services Strategies

Aftermarket Services Strategies research practice examines key trends, technologies, and best practices in optimizing the customer and service life cycles for manufacturers and service organizations across a wide variety of industries, leveraging 3rd Platform technologies to deliver service issue resolution and strategic differentiation, transforming field service operations, managing warranty processes, and providing the customer with a unified brand experience for the life of the asset and customer relationship. Aftermarket service organizations are looking to enhance service offerings with technology capabilities and automation such as artificial intelligence (AI), cognitive learning, machine learning, and generative AI, 3D printing for service spare parts, augmented and mixed reality for field service and customer support, and remote monitoring and predictive maintenance to support the assets, equipment, or products that are on their customers' sites to increase visibility and service quality, improve service delivery, enhance customer centricity, create new business models, and empower the service workforce.

MARKETS AND SUBJECTS ANALYZED

- Best practices in customer experience, service execution, and remote service to improve service readiness, increase responsiveness and resolution, differentiate from competitors, contain costs, and increase revenue
- IoT ecosystem for connected products, connected services, product service systems, product service networks, and servitization
- Reliability-centric, condition-based, and predictive maintenance technologies and capability maturity models
- Governance models, performance metrics, and technology adoption of field service, customer support, service spare parts, service fleet management, warranty, and service contracts
- Field service and workforce management approaches to enhance the productivity of field service resources and support geographically diverse operations

CORE RESEARCH

- Market Analysis Perspective: Worldwide Aftermarket Services Strategies Applications, 2024
- IDC TechBrief: 3D Aftermarket Service Parts Applications & Platforms
- IDC MaturityScape: Aftermarket Service Management 1.0
- Field Service Technician Empowerment: Quality Service Outcomes Drive Customer Value
- IDC MarketScape: Worldwide Service Life-Cycle Management Strategic Consulting 2024 Vendor Assessment
- IDC MarketScape: Worldwide Service Life-Cycle Management Business Process Outsourcing 2024 Vendor Assessment
- IDC MaturityScape: Service Parts Management 2.0
- IDC MaturityScape: Field Service Management 2.0

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Aftermarket Services Strategies.

KEY QUESTIONS ANSWERED

1. What are the best practices adopted by leading companies to identify new service revenue opportunities to enhance the aftermarket to drive customer value and mitigate risk associated with service and product margin erosion or commoditization?
2. How do enterprises adopt new technologies such as IoT, mobility, artificial intelligence, generative AI, augmented and mixed reality, social collaborative tools, and 3D printing in their service operations, and how are they leveraging data analytics to create actionable insights and on-demand recommendations for customers, partners, and the service team?
3. How can service organizations assess their capabilities' maturity level, and what tools are available to develop a road map for improvement?
4. How do service organizations articulate a business case to justify investments in technologies that enable service differentiation and new delivery models to move from proof of concept (POC) and pilot to production at scale?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the aftermarket services market, including:

Accenture, Accruent, Aquant, Atheer, Atos EMEA, Augmentir, Azuga, Baxter Planning, Capgemini, CareAR, Cognizant, Corrigo, CSG Field Service Management, Dispatch Technologies, Epicor, Fast Lean Smart, FedEx, FieldAware, Field Nation, Fieldbit, Fleetio, Genpact, Geotab, GPS Insight, HCL Technologies, Help Lightning, Holman, IBM, IFS, Infor, Infosys, KloudGin, Librestream, Lytx, Microsoft, Nomadia, Nuvolo, Oneserve, Oracle, OverIT, Pegasystems, Praxedo, PriceWaterHouse Coopers, PTC, Salesforce.com, Samsara, SAP, SAS, ServiceNow, ServicePower, SightCall, Siemens, Syncron, Tata Consultancy Services, Tavant, Tech Mahindra, Verizon, Wipro, XOi Technologies, and Zinier.