

2025

Installed Base & AI

A detailed overview of the challenges and consequences that proud manufacturing companies struggle with, as well as the insights and value that Installed Base can create with the aim of increasing revenue and profit.

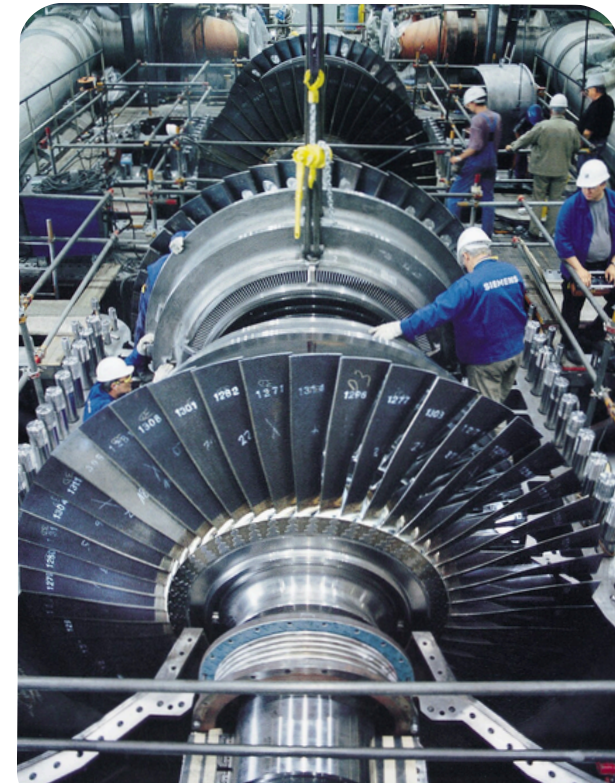
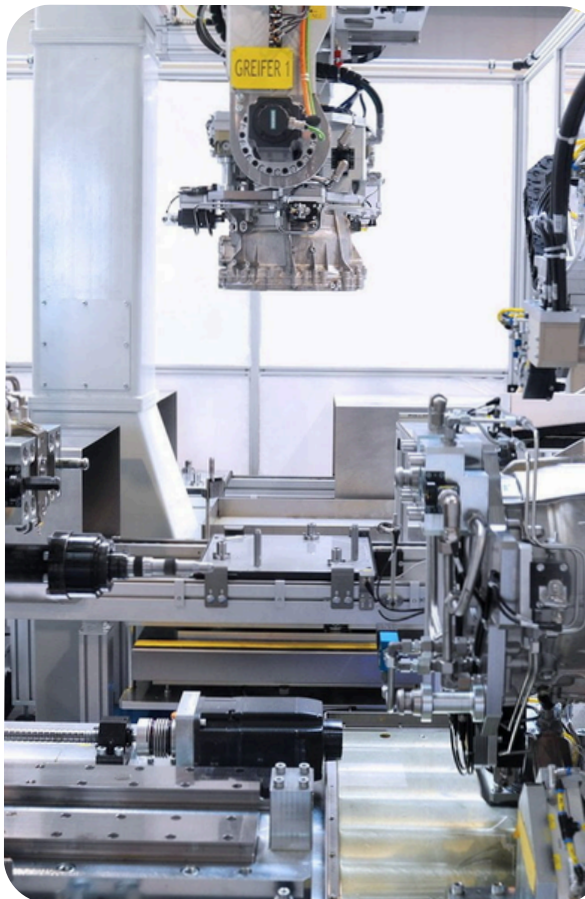
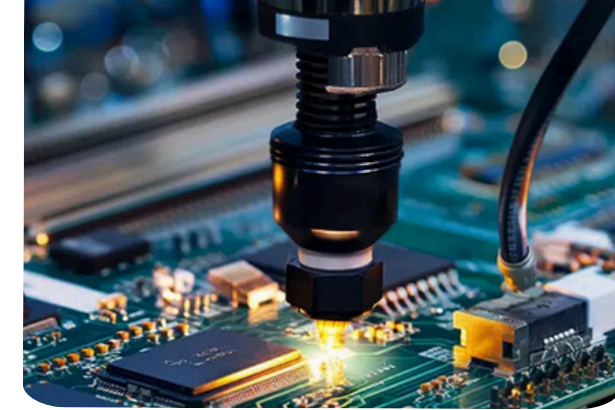
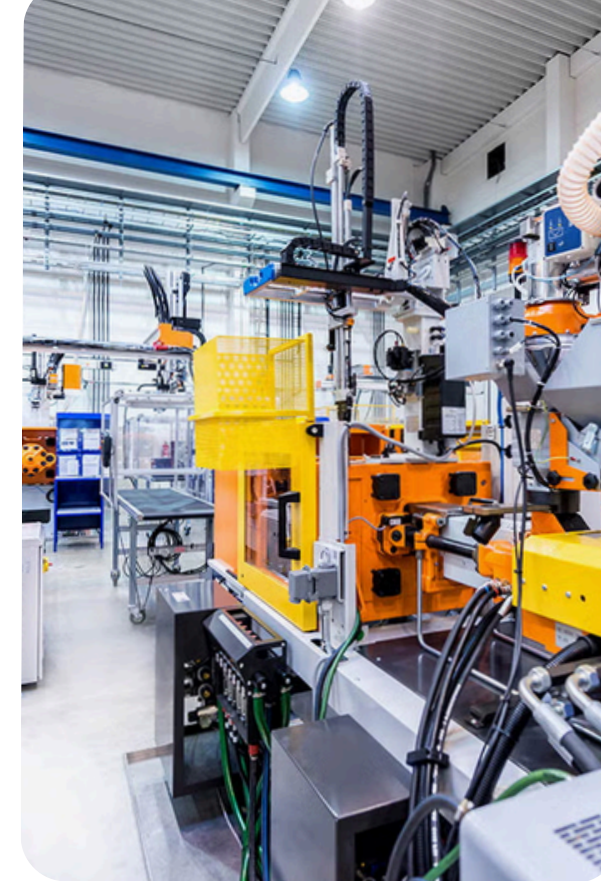




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3 AI predictions that will shape the future of manufacturing companies

Three AI predictions from NVIDIA’s Jensen Huang that highlight how workforce, digitalization, and talent will shape the future of production



Nvidia’s CEO, Jensen Huang, one of the most influential voices in AI’s development, emphasizes that AI is not only a technological revolution but will also change how companies work, organize employees, and invest.

Here are three of his most important predictions with direct relevance for the manufacturing industry:

- 1. Factories will have both a physical and a digital twin
- 2. Jobs change, but they do not disappear
- 3. Top talent becomes a decisive competitive advantage



	1. Two factories: Physical + Digital	2. Jobs change, they do not disappear	3. Top talent is one of the most important investments
Concept	The factory of the future has two versions: a physical one that produces, and a digital one where AI simulates, tests, and optimizes processes.	AI takes over repetitive and manual tasks but not human roles. Jensen Huang points out that Nvidia’s employees are busier than ever because AI frees time to pursue new ideas.	Small, highly specialized AI teams can achieve enormous results. Huang points out that companies like DeepSeek and Moonshot have only about 150 researchers but deliver at the level of the biggest players.
Meaning	Even small changes are traditionally expensive and risky. With a digital twin, you can adjust layout, train robots, and test new flows virtually without downtime on the factory floor.	Instead of layoffs, AI means employees take on new roles. The focus shifts to problem solving, optimization, and innovation. New roles such as AI operators and digital planners will become a natural part of production.	Talent is no longer just a resource. It is an investment comparable to production equipment. A small team with the right skills can develop solutions that optimize entire factories and create billion level value.
Value	Lower risk, fewer errors, and less downtime. At the same time, the company gains faster innovation, greater flexibility, and improved production quality.	Increased job satisfaction, stronger employee retention, and higher productivity. The company can take advantage of more ideas and opportunities because people work together with AI rather than being replaced by it.	Faster development, less dependence on external systems, and a lasting competitive advantage. Companies that can attract and retain AI capabilities will be the winners of the future.

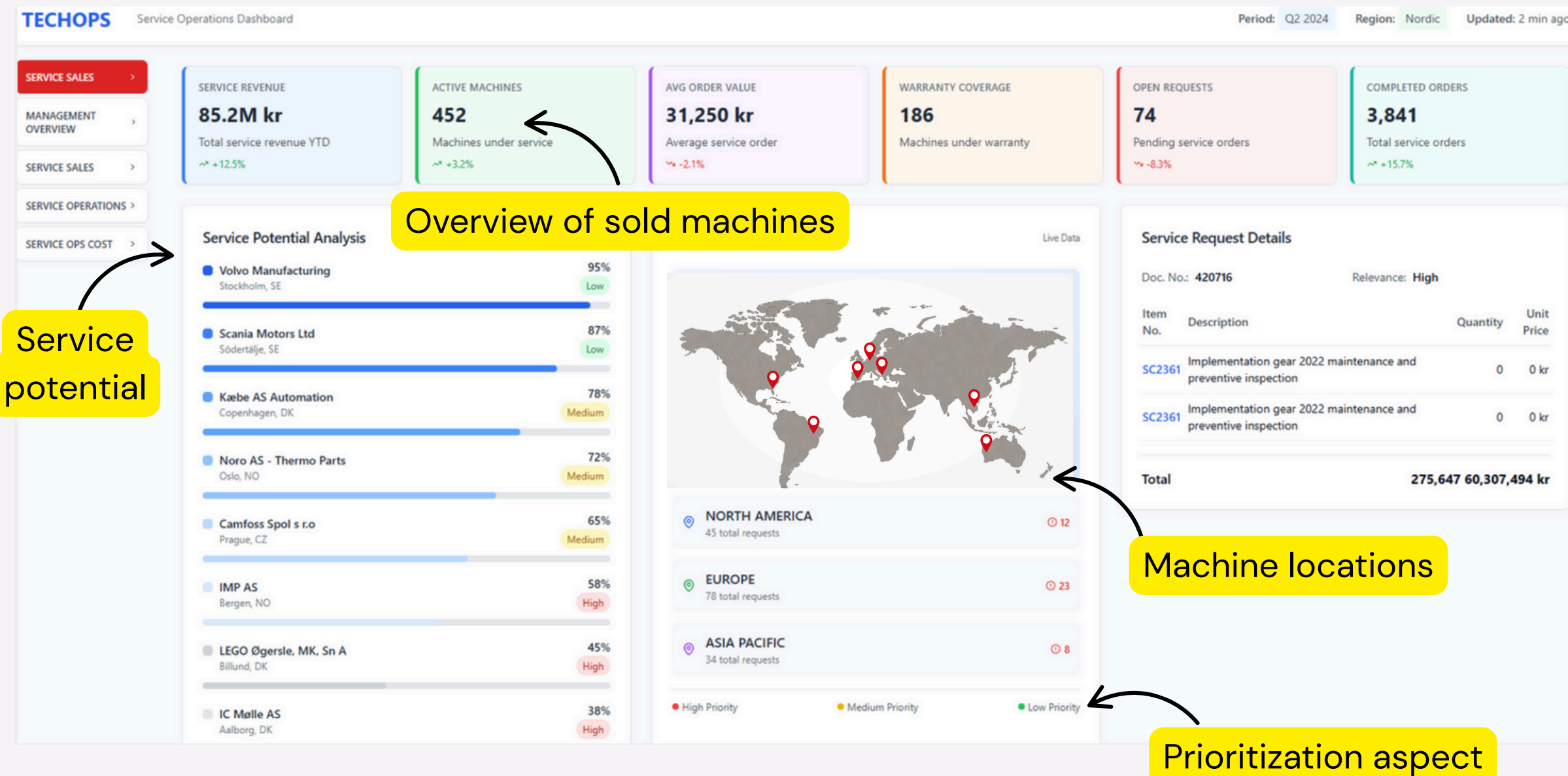
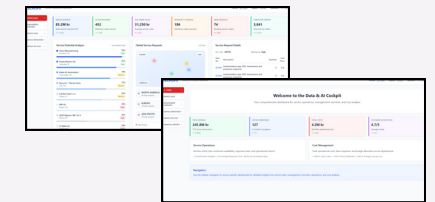
Installed Base

A single overview of customers' machines, components, and service history

Installed Base is a platform that provides a single overview of customers' machines, components, and service history (and much more)

An example of Installed Base shown in PowerBI with insights such as...

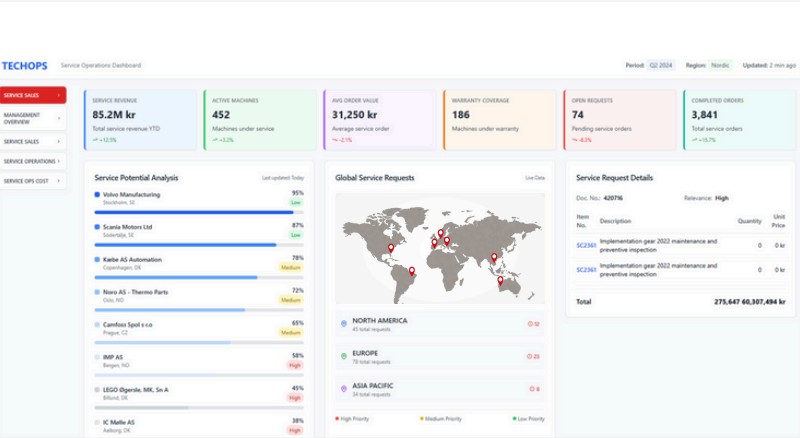
And much more



- Contact persons at the customer
- Machine structure (stations and components)
- Which components the customer has purchased
- Service and warranty history (what, when, how often)
- Service agreements and coverage
- Documentation from proposals (drawings, correspondence)
- Open and historical quotes and conversion rates
- Purchase price history and inventory levels
- Spare parts consumption over time and forecasts for component needs
- Supplier performance (price, delivery time, quality)
- Customer and market performance (geographical, customer type)
- Financial key figures for service cases (revenue, contribution margin, capacity utilization)

One of the low hanging fruits is the Onsite Service Review, which the Installed Base overview makes easy and quick to unlock

Insights from Installed Base



Makes it **easy for service sales** to find customers with high potential

Total potential in Installed Base
100 to 1000 machines

Lead motor



The **onsite service review** gives salespeople and technicians valuable insight into the customer’s machines and creates a sales opportunity.

Potential at 10% conversion= 50.000 kr –
100.000 kr * 100 – 1000
0.5 – 10 million DKK

Additional sales opportunities

Service and maintenance

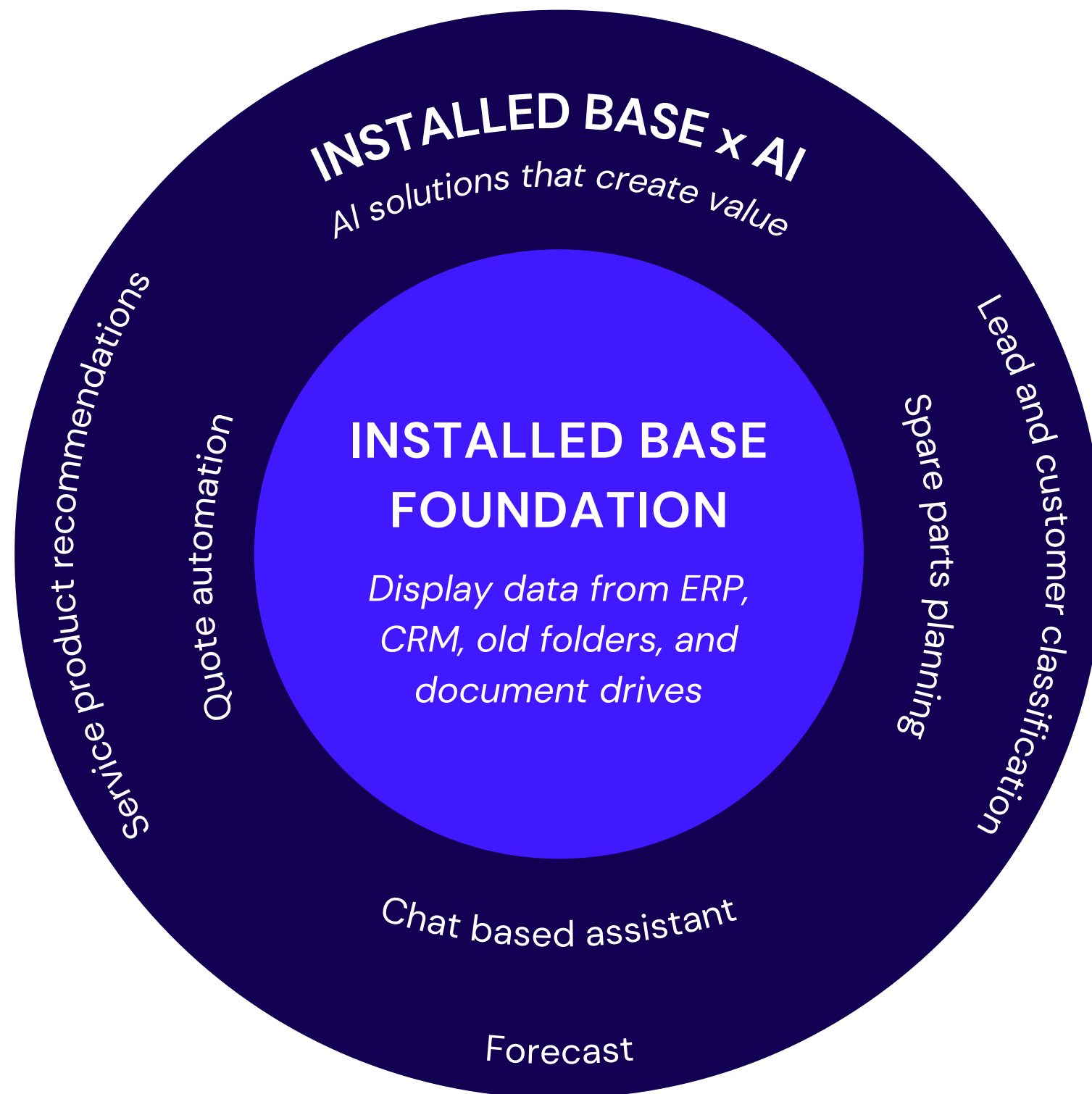
Rebuilds and upgrades

Spare and wear parts

Technical support

Installed Base x AI

Opportunities and potential



INSTALLED BASE x AI

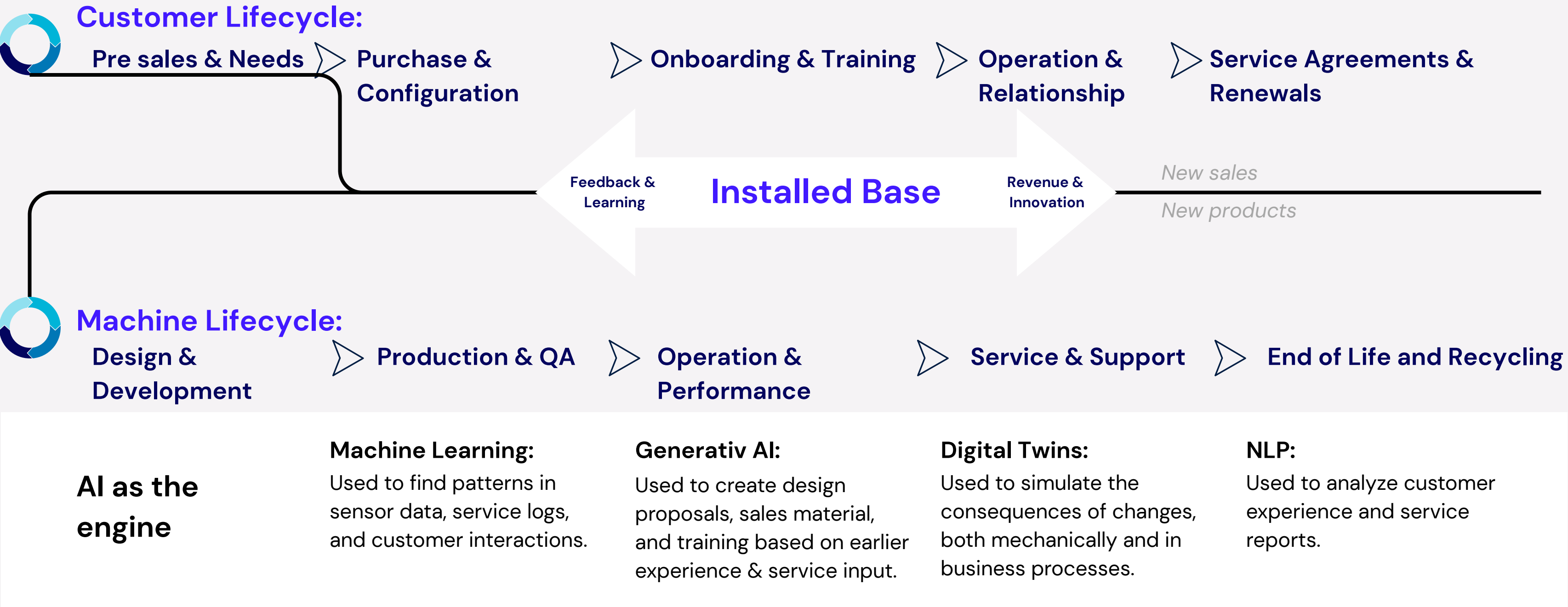
Built on the existing Installed Base foundation and focused on understanding where in the business AI can create the most value.

Solution

Installed Base x AI provides solutions that can, for example, drive lead generation, predict failures, create insight into patterns, optimize service and contracts, strengthen customer service, and many other new data driven methods that were previously impossible.

Machine and customer lifecycles drive Installed Base, and AI is the engine that turns data into value

Installed Base is not just aftermarket. It is the company's largest dataset and strategic core for learning, innovation, and new business.



Installed Base

From a management perspective

The typical challenges and consequences we see when working with leaders in proud Danish manufacturing companies

Challenge	Consequence	In everyday practice this means that...
Lack of insight into the economics of projects and the service business	Management cannot see which customers and projects are profitable and risks prioritizing resources incorrectly.	... the CFO must manually collect data in Excel from several systems to get an approximate picture, often outdated and incomplete.
Difficulties managing contribution margin and profitability per customer or project	Service tasks can run at a loss without anyone noticing until it is too late.	... managers must call project managers and ask for status or manually go through invoices and order systems.
Decisions are made based on gut feeling rather than data	Investments and priorities become less precise and harder to justify.	... the director must ask individual sales or service managers "how things look" instead of looking it up in a single system.

Typical statements



"We cannot see where we actually make money. The numbers exist, but they are in different systems." – CFO

"I do not know which projects are actually profitable until we sit down with the annual accounts." – Project Manager

"When I need to make investment decisions, I must ask the officers instead of looking it up in a system." – Director

Management gains a consolidated overview with Installed Base across performance and economics, broken down by contribution margin, case status, and customer types

Installed Base foundation

Selected insights in Installed Base	The value of these insights	ROI
Finance: Revenue / Contribution margin	Enables continuous monitoring of business performance and allows management to identify where contribution margins are high or low, for example across customers, geographies, and case types.	\$
Conversion: Quote to Order to Invoice	Used to identify where in the sales and quote chain cases are lost. Provides an opportunity to work systematically on improving win rate.	\$
Service insight: Ongoing service cases	Overview of which service tasks are active. Helps understand the pipeline and ensures visibility of tasks that are dragging out.	Time + \$
Forecast: Expected service	Creates the ability to plan capacity and resources better by predicting which tasks are coming based on historical patterns and trends.	Time + \$
Service breakdown: Personnel and materials	Provides insight into what cases cost in resources, both labor and materials. Supports optimization of resource use.	Time + \$
Warranty insight: How warranty customers act compared to non warranty customers	Used to analyze differences in handling and profitability between warranty and non warranty cases and to prioritize future actions.	\$

AI driven Installed Base

Examples of how AI can be used

Forecast
(For example, future contribution margins based on historical data and customer behavior)

Scenario simulation with AI
(AI driven impact analysis of price and contract changes)

Explanation and communication of data and insights with AI
(Provides management with explanations behind margin changes)

Installed Base

From a service sales perspective

The typical challenges and consequences we see in manufacturing companies' service sales departments

Challenge	Consequence	In everyday practice this means that...
No system for which spare parts customers should keep in stock.	Risk that the customer experiences downtime and that sales lose the opportunity for upselling.	... the account manager calls technicians or searches old quote documents to find out which parts a customer usually needs.
Difficult to identify new service agreements or upsell opportunities.	Lower revenue and weaker customer relationships because sales are always reactive.	... the salesperson spends time asking colleagues whether the customer "might be ready for a new agreement," or manually goes through emails.
Lack of overview of which machines are located where and with which customers.	The salesperson cannot quickly see opportunities in the customer's machine fleet and loses sales opportunities.	... they spend hours going through CRM, old orders, and asking internally to find out where a given machine is located.

Typical statements



"I have no complete list of which spare parts customers should have in stock." – Service Account Manager

"We are often reactive. We discover upsell opportunities only when the customer calls us first." – Key Account Manager

"If I knew exactly which machines the customer had, I could have a completely different conversation." – Salesperson

Service sales gains a structured overview with Installed Base of customers, machines, and service history for planning sales opportunities

Installed Base foundation

Selected insights in Installed Base	The value of these insights	ROI
Installed Base: Which machines are where, with whom, and in what condition?	Used to identify where machines are located that may be receptive to new service agreements or replacements. Makes sales work more targeted and data driven.	Time + \$
Service insight: What type of service has been delivered, when, and what was done? What service agreement do they have?	Gives sales and service teams a view of the customer’s current and previous needs and how best to offer supplementary or improved services.	\$
Machine / Component: Same or similar machines? Warranty for the given machine or component.	Supports upsell by finding patterns across similar customers and machines. Used in sales dialogue to propose relevant solutions.	\$
Potential: Which customers, sites, machines, or components have potential to be serviced now?	Provides an overview of “low hanging fruits” for proactive sales and the ability to prioritize the most promising leads and customers.	\$
Service breakdown: Personnel / materials	Shows how many resources a task costs and helps the sales department price new offers more accurately.	\$
Warranty insight: How warranty customers act compared to non warranty customers	Gives sales insight into how service consumption and needs vary and where there is a basis for selling extended warranty or service packages.	\$

AI driven Installed Base

Examples of how AI can be used
AI driven lead and customer classification <i>(AI classifies leads by segment, service type, margin, products, and history to uncover potential.)</i>
Service product recommendations <i>(AI identifies where customers have potential for supplementary service and products.)</i>
AI chat based sales assistant <i>(“Customer Z has 15 machines, 3 out of warranty, historically high service consumption. Perfect case for an extended service package.”)</i>

Installed Base

From a daily service operations perspective

The typical challenges and consequences we have observed in the daily service operations of manufacturing companies

Challenge	Consequence	In everyday practice this means that...
No system that consolidates service history, spare parts, and drawings.	High risk of errors and missing spare parts during service visits.	... the service coordinator has several windows open (ERP, SharePoint, emails) and spends time piecing together an overview of the case.
A lot of time is spent on manual searching across multiple systems to find information.	Resources are spent on administration instead of value creating service.	... employees spend 1 to 2 hours per case searching in folders, old drawings, and ERP extracts.
Service tasks are delayed because updated bills of materials or data are missing.	Delays lead to dissatisfied customers and lost revenue.	... the technician waits because a designer must manually prepare an updated bill of materials before work can continue.

Typical statements



“When the technician goes out, he does not always have a checklist, so he must call back to clarify what actually needs to be done.” – Service Coordinator

“We need to log into three systems just to find out when a machine was last serviced.” – Service Coordinator

“I waste time collecting old emails, drawings, and notes to get an overview.” – Technician

“We are often delayed because we lack an updated bill of materials from the designers.” – Field Technician

The daily service operation gains an operational tool with Installed Base for handling service cases and spare parts requests

Installed Base foundation

Selected insights in Installed Base	The value of these insights	ROI
Service overview: Ongoing cases	Makes it possible to quickly identify and prioritize open service cases, follow up on status without asking colleagues, and plan resources and tasks more effectively.	Time
Purchase price: Price history + latest + unit price vs number of units + Service vs Project ratio + cost variation	Enables the choice of the most cost efficient supplier and adaptation of purchasing to volume prices. Supports documentation of price differences between service and project and adjustment of pricing and margins.	\$
Inventory: Drawings item vs internally produced item + stock level	Makes it easier to assess whether a component should be taken from inventory, produced internally, or purchased externally, and thereby minimizes waiting time and inventory binding through better planning.	Time + \$
K/R drive: Quote documentation + drawings + correspondence	Supports reuse of previous quote material and documentation, which saves time and ensures consistency in communication and quoting.	Time + quality
Quotes: Open quotes + conversion rate + history	Enables analysis of conversion rates, follow up on low performing quotes, and targeted effort toward the most promising customers.	\$
Quotes: Open quotes + conversion rate + history	Provides a decision basis for selecting suppliers based on total performance, not only price, and makes it possible to negotiate better terms backed by data.	\$

AI driven Installed Base

Examples of how AI can be used
AI chat driven service request handling
AI driven quote optimization <i>(Generation and calculation: fast cost price, margin, and optimal sales price based on service, resource consumption, and spare parts prices)</i>
Prediction of spare parts demand <i>(Predicts spare parts needs based on machine age, usage patterns, and service history)</i>

Installed Base

From a procurement and supply chain perspective

The typical challenges and consequences that hold back an effective Supply Chain and procurement department in manufacturing companies

Challenge	Consequence	In everyday practice this means that...
Unclear picture of which spare parts and components are used most frequently.	Incorrect stocking decisions, either too few or too many parts in inventory.	... the buyer spends time asking service coordinators and technicians what they “think” will be needed in the coming months.
No forecast for spare parts consumption and reordering.	Risk of sold out parts and therefore downtime for the customer.	... the buyer manually goes through old orders to guess future demand.
High inventory binding due to inaccurate planning.	Capital is tied up in inventory that is rarely used.	... they order extra “just to be safe,” because they do not have data to support their decisions.
Risk of emergency purchasing and low delivery reliability.	More expensive purchasing, longer delivery times, and stress in the organization.	... the buyer spends half the day calling around to different suppliers to find out who can deliver fastest.

Typical statements



“We guess which spare parts will be needed. It is pure guesswork.” – Buyer

“We often have to rush order because no one could predict consumption.” – Supply Chain Manager

“I order extra just to be safe, but we end up with goods on the shelf that are never used.” – Procurement Coordinator

“I spend half days calling suppliers to find out who can deliver the fastest.” – Buyer

Procurement and supply chain – an example of how an Installed Base management tool will optimize stocking decisions, inventory levels, and supplier collaboration

Installed Base foundation

Selected insights in Installed Base	The value of these insights	ROI
Provides better forecasts of spare parts consumption and therefore more accurate stocking decisions.	Used to adjust reordering and plan stocking based on actual consumption patterns.	Time + \$
Supports reduction of emergency purchases and increases delivery reliability.	Makes it possible to act on time and in a planned manner, with fewer urgent needs and lower risk of operational downtime.	Time
Creates overview of price development and potential savings through volume optimization.	Supports better purchasing agreements and bundling of orders across sites or customers.	\$
Enables assessment of inventory binding and release of excess stock.	Used to identify slow moving components and reduce capital tied up in inventory.	Time + \$
Improves opportunities for strategic sourcing and supplier consolidation.	Creates an overview of supplier performance and supports the choice of fewer, better partners.	\$
Makes it easier to balance internal production vs external purchasing.	Supports decisions on capacity utilization and total cost.	Quality

AI driven Installed Base

Examples of how AI can be used

AI driven spare parts planning
(Optimizes reordering based on consumption and inventory so capital binding is reduced and delivery reliability increases)

Automated reordering and stocking
(AI automates reordering and stocking decisions based on consumption patterns and inventory needs per price and quantity)

AI driven supplier performance and consolidation
(AI analyzes supplier performance and optimizes consolidation for better prices and higher delivery reliability)



Increase revenue & profit with Installed Base & AI

Installed Base and AI make it possible to create a unified overview, stronger decision making, and more value across the entire business.

In this handout you get insight into how Installed Base can unlock hidden gains, from stronger service revenue to smarter planning, and how AI can accelerate the impact.

Take the next step by exploring how your own Installed Base can become the key to higher growth, increased revenue, and improved profit.



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