



BUILDING ASSET INTELLIGENCE

How to move up the asset maturity curve



THE CHANGING TIDE OF ASSET MANAGEMENT

Every aspect of our lives is being inescapably impacted by exponential change – across business models, operating models and engagement models. New and ever-evolving technology presents both opportunity and challenge, and businesses are faced with the task to not only keep up with digital change but be at the forefront of it to ensure long-term business success. For asset intensive organisations, this means the role of the asset manager has evolved, and they are now being asked to provide even greater strategic value to the business.

The regulatory environment and increasingly agile/customer-centric business processes are driving a need for business maturity. Areas impacted include asset management, innovative maintenance practices, equipment selection, supply chain optimisation and lifecycle maintenance strategies. This, in turn, requires improved data or system integration to provide a single view of assets, to ensure financial and strategic value is maximised.

WHERE IS YOUR ORGANISATION ON THE ASSET MATURITY CURVE?

Regardless of your industry, asset management can be much more than just a business cost. By leveraging the right combination of sensors, analytics and algorithms, you can transform a cost of doing business, into an investment model that delivers strategic insight and improved returns.

Moving up the maturity curve means taking a holistic view of an asset and all the processes, touch points and personnel that support it. This means everything from the underlying data and systems, to the intelligence that can be gleaned, and the process optimisation to drive health and safety, predictive maintenance, mobility, analytics and reporting.

Investing step-by-step, lets you build a complete picture. Firstly, to understand your assets' health and process efficiency, then to layer on predictive, preventative strategic applications.

A lot of asset intensive businesses are only reaching a maturity level of 2-3 (maintenance as an expense), with aspirations of taking another step towards optimised business/asset performance. This plateau is an unfortunate sticking point, as the real strategic value of an asset can be unlocked through the next two phases on the curve. Reaching the next level of asset maturity needs a new generation of solutions that enhance the ability of employees and management to make better decisions, and act more effectively.



THE 5 LEVELS OF ASSET MATURITY

LEVEL 1 ABSENT

CALENDAR
BASED

MAINTENANCE
AS AN
EXPENSE

LEVEL 2 COGNISANT

USAGE
BASED

MAINTENANCE
AS AN
INVESTMENT

LEVEL 3 EVOLVING

CONDITION
BASED

CONTINUED
PROCESS
IMPROVEMENT

LEVEL 4 PROFICIENT

PREDICTIVE
BASED

DELIVERING
STRATEGIC
VALUE

LEVEL 5 ADVANCED

RISK
BASED

REALISING
COMPETITIVE
ADVANTAGE

HOW TO MOVE UP THE ASSET MATURITY CURVE - THE CERTUS ASSET INSIGHTS PLATFORM



The Certus Asset Insights Platform is a solution that modernises a client's Asset Information Management capabilities. This unique enterprise-grade platform is scalable, flexible and extensible. It is designed to meet the challenges faced by Asset Intensive organisations, fast-tracking the delivery of out-of-the-box business improvement to organisations and their service providers.

ADD COMPONENTS TO BUILD A SMARTER ASSET STRATEGY

The Assets Insights Platform can be used as an on-premise application. It can be used in a total end-to-end IoT solution or componentised by outcome.

The Asset Insights Platform gives you a clear modular pathway to add in new services and move up the Asset Maturity Curve as, and when, your business is ready. This provides a continuous roadmap, future-proofing your organisation by driving better value and outcomes.

THE COMPONENTS OF THE CERTUS ASSET INSIGHTS PLATFORM:

ASSET REGISTER

ACHIEVE GREATER EFFICIENCY IN ASSET MANAGEMENT BY MANAGING ALL YOUR ASSET TYPES - TRADITIONAL IT, PHYSICAL, AND EMERGING SMART ASSETS - ON A UNIQUE CERTUS PLATFORM.

Turn knowledge into decision-making power and asset performance. Certus can help you maximise the performance and lifetime value of complex assets and closely align them with your overall business strategy. This can be achieved easily and cost-effectively with the Certus Asset Insights Platform.

The end results include:

- Improved return on assets
- Decreased costs and risk
- Increased productivity, asset service delivery
- Responsiveness and revenue
- Improved asset-related decision making
- Easier regulatory compliance efforts
- Lower total cost of ownership

ANALYTICS

PREDICTIVE ANALYTICS BRINGS TOGETHER ADVANCED ANALYTIC CAPABILITIES THAT SPAN AD-HOC STATISTICAL ANALYSIS, PREDICTIVE MODELLING, DATA MINING, TEXT ANALYTICS, ENTITY ANALYTICS, OPTIMISATION, REAL-TIME SCORING AND MACHINE LEARNING.

Advanced analytics solutions offer asset managers a significant information advantage over peers who rely on traditional methods. Modern analytics techniques can quickly process vast quantities of data to gauge asset health or extract insights from social media, texts, and e-mail to divine market sentiment. It can also help discern how unexpected environmental disruptions might affect a portfolio.

Integrating advanced analytics into your asset management practice allows you to uncover previously unseen patterns, create more effective strategies, and enhance the productivity and value of the asset within your portfolio.

Certus has the expertise to combine deep knowledge of asset management with extensive knowledge of predictive analytics to optimise asset performance.

MOBILITY

EMPOWER YOUR WORKFORCE BY PUTTING THE DATA THEY NEED IN THE PALM OF THEIR HANDS. AT CERTUS, WE BELIEVE THERE'S MORE TO DELIVERING A MOBILE SOLUTION THAN JUST DEVELOPING AN APPLICATION.

Certus Mobile simplifies application design and gives you access to a whole new box of tricks to help you manage your assets.

Field Service Application: Pre-built solution for rapid deployment.

Bespoke Client Application: Partner with your development team to build bespoke client applications.

Application Building Blocks: Quickly create bespoke solutions, leveraging our library of unique and industry-specific, pre-built modules.

PREDICTIVE

MANAGING ASSETS HAS BECOME INCREASINGLY SOPHISTICATED BUT MAINTENANCE TOOLS HAVE ALSO GOTTEN SMARTER.

The evolution of predictive analytics tools and the growth of A.I. and Cognitive platforms now allow organisations to identify and resolve issues before they become problems. By analysing historical condition and performance data, potential failures or machines experiencing anomalous behaviour can be identified and fixed. This helps increase uptime and reduce the risk of asset failure.

These capabilities can also be applied to the supply chain, work order, resource scheduling and operational planning. Certus has the expertise to combine a deep knowledge of asset management with predictive analytics to optimise asset performance and ensure you maximise both the strategic and financial value of your assets.

ASSET HEALTH

GAIN A SINGLE VIEW OF YOUR ASSET. ENABLE ASSET OWNERS AND MANAGERS TO DRIVE THE PROVISION OF CAPITAL ENHANCEMENT AND MAINTENANCE SERVICES AIMED AT KEEPING ASSETS EFFICIENT AND AVAILABLE.

For most asset managers, asset health is front of mind. To ensure any asset is fully optimised, it's essential to collect, consolidate, and analyse data from a multitude of sources. These can include asset condition inspections, real-time monitoring devices, field-based personnel, sensors and machine-to-machine communications. But with so many disparate systems, people and processes involved, are we seeing whole picture? Do we have a true single view of our assets' health?

Unifying multiple processes and stems to house, govern and quality-assure data is the first challenge. Certus can help you bring everything together into a single asset view. With a true understanding of asset health, you can create smarter assets, deliver intelligent insights and provide better business outcomes.

DATA VAULT

DATA VAULT 2.0 IS A UNIQUE SYSTEM OF DATA WAREHOUSING CREATED FROM THE GROUND UP TO DEAL WITH REAL-WORLD DATA CHALLENGES.

For asset managers looking to bring together multiple systems of record or data silos, Data Vault 2.0 delivers over 50% improvement in the total cost of ownership, greatly enhanced operational agility, improved accuracy and traceable data governance.

Created to deal with today's real-world data challenges, Data Vault 2.0 can help you breakdown your data silos and build a data-driven asset management strategy.

DATA QUALITY FRAMEWORK (DQF)

CERTUS HAS DEVELOPED A DATA QUALITY FRAMEWORK (DQF) TO MANAGE DATA QUALITY ISSUES. YOU CAN NOW BE CONFIDENT THAT IMPORTANT DATA ASSETS ARE FORMALLY MANAGED THROUGHOUT THE ENTERPRISE.

Manage the volume and variety of data your enterprise encounters today with confidence. Work within your existing ecosystem without locking you into a proprietary information management stack, Certus' Data Quality Framework ensures your data is accurate, transparent and effective.

A unique combination of expertise, best-practice and proven toolsets, the Data Quality Framework provides your enterprise with information certainty, providing a solid foundation for your asset management strategy.

THE BENEFITS

Your enterprise assets are constantly communicating.
The Certus Asset Insights Platform helps you understand this data.

FUTUREPROOFING

Modular and scalable solutions components provide the agility to meet the changing demands of your business with a pre-defined and predictable pricing model.

ONGOING SUPPORT

Full range of support and consultancy services designed to enhance your investment every step of the way, ensuring you can realise the full strategic benefits the platform offers.

REDUCED TOTAL COST OF OWNERSHIP

The economies of scale that Certus has built into the platform means organisations can swap like-for-like asset management capabilities and typically benefit from a significantly lower total cost of ownership.

SIMPLICITY

Adopting the Asset Insight Platform minimises the complexities of managing multiple licensing agreements and gives you access to a range of unique Certus IP.

LEVERAGE THE UNIQUE CERTUS IP

Whatever stage you're at on the asset maturity curve, Certus can help you maximise the value of your business assets and start to build in asset intelligence. Here are 5 solutions unique to Certus that we have developed as part of the asset insights platform to bring your asset management into a new era.

CERTUS DYNAMIC ATTACHMENTS

Attach Maximo-generated BIRT reports to email communication templates with the click of a button.

CERTUS BUDGET APPLICATION

Gain a real-time view of costs and commitments in Maximo to maintain complete budgetary control for your asset-driven project.

CERTUS INTEGRATION ADAPTER

Quickly and easily connect Maximo to other core systems to automate and integrate processes.

CERTUS ASSET VALUATION FRAMEWORK

Automate asset value assessments for financial reporting, governance and compliance.

CERTUS PAPYRUS

Define which Maximo reports will print to which devices, helping streamline your printer workflows.

WANT TO LEARN MORE?

Michael Cahir has over 20 years' experience in asset centric industries. He combines a consultative approach, with a deep knowledge of IBM and emerging technologies. This enables unique and innovative business solutions, that build a true competitive advantage.

MICHAEL CAHIR

INDUSTRY DIRECTOR
ASSET INTENSIVE INDUSTRIES

P +64 9 550 0663
M +64 21 243 1026
E michael.cahir@certussolutions.com

REQUEST A CALL

