
CASE STUDY

Kezzler enables
multinational industrial
leader to improve
maintenance and repair
processes





Introduction

Kezzler-powered solution using QR codes helps to identify the right spare parts, reduce equipment downtime, and improve maintenance and repair processes

A well-known multinational heavy equipment and engines corporation operates in a highly competitive industrial landscape and sought ways to differentiate its offer and deliver more tailored customer services.

To provide better service to their customers, the company provides various apps that provide customers with oversight into their heavy machinery fleets and assets. These apps offer information on fleet status, fleet maintenance and repair, identifying broken parts, and more.





Quick response (QR) for right time, right part, right data

To achieve the required level of insight and troubleshooting for fleets and assets, the company partnered with Kezzler to implement a quick response (QR) code solution. Unique QR codes are applied to different “locations/areas” on the machinery, and give access to relevant information and spare parts specific to that part of the machine through a simple scan.

For each asset there are up to four unique QR labels that are associated with the asset’s serial number. By scanning the QR code on the label, the end user will get fast and easy access to relevant information and spare parts for that “area” of the specific machine.

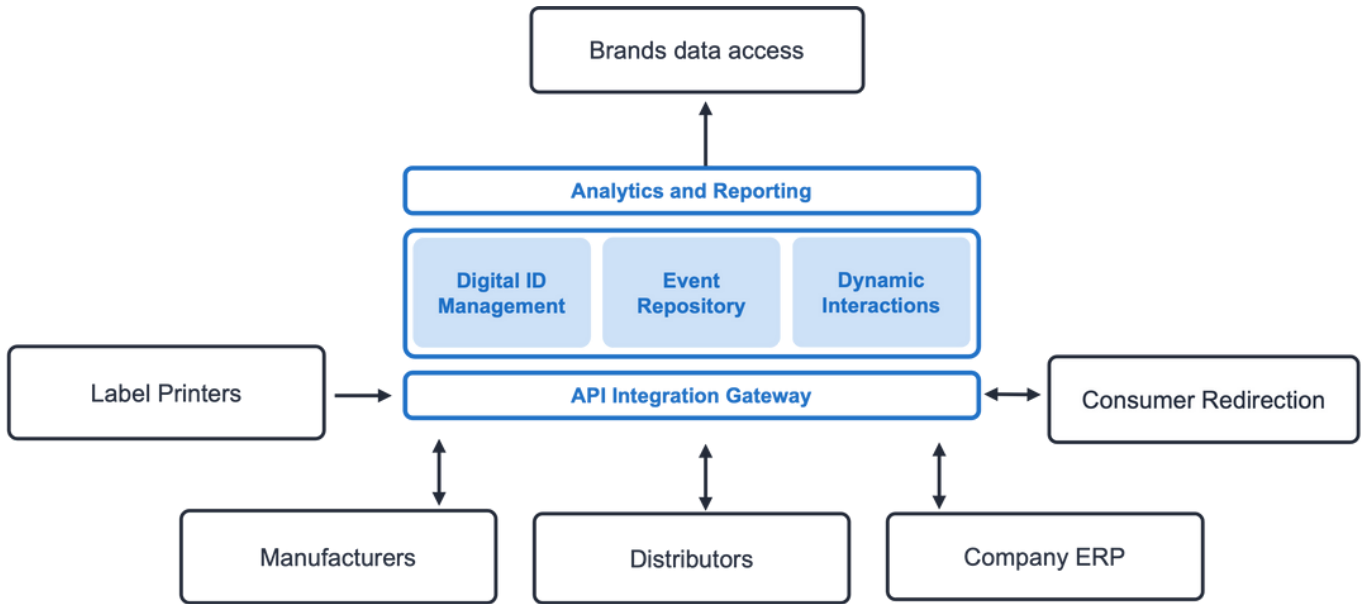
Connect inventory and maintenance with Kezzler TrackApp

More than 3,000 (and growing) of the company’s employees worldwide rely on Kezzler TrackApp, a lightweight tool that enables simple and rapid deployment of aggregation and tracking, to connect the company’s extensive heavy-equipment, ensuring prompt maintenance and support of their products.





Solution overview and key elements



The digital identities, e.g., asset serial numbers and UIDs for QR labels, are managed and associated in the Digital ID Management service. The various interactions are facilitated through dynamic interactions and all relevant events are registered in the event repository

Label printers

Label printers have the option of connecting through an API to integrate the Kezzler solution in their automated workflow. Kezzler also provides a web-based UI for manual download of content for the QR codes to be included in the QR label.

The labels are then sent to manufacturers and distributors to be applied to new and existing machinery.





Manufacturers and distributors: Kezzler provides a web-based UI, TrackApp (native apps), and APIs to manufacturers and distributors to simplify the process of applying and associating unique QR labels to new and existing machinery and to integrate the workflow in the manufacturing execution system (MES).

ERP: The information collected from manufacturers and distributors is synchronized with the customer's ERP through an API integration.

Analytics and reporting: Kezzler provides scheduled reports and dashboards to enable monitoring and analysis of the progress and results from the various workflows enabling the QR code project.

Consumer redirection: When a user scans a QR code the Kezzler redirection service ensures that the user gets to the right page with the right information based on the QR code scanned, the location and the language preference.



Secure sign-in with single sign on (SSO)

All users (label printers, manufacturers, distributors, admins, etc.) are managed and granted access to Kezzler's applications through single sign-on (SSO) authentication. This integration enables the company's employees to log in seamlessly to Kezzler's system without entering their credentials multiple times, using their existing corporate login. SSO streamlines internal workflows, ensures that the company's employees have access to the information they need, and guarantees system security.

The company's admins receive code download reports and view aggregation data in the dashboard. The admin has management access for configuration purposes in the admin UI. The system is designed so that all users log in with SSO based on the company's required solution.

TrackApp is stored and downloaded from Kezzler's account in the Apple App Store or Google Play store. Track APIs are available for integration with existing systems within facilities to connect unique items with associated data – essentially creating connected products to be a part of a Connected Products Platform.



TrackApp data: Why a Connected Products Platform?

With QR codes and smartphones, the company's customers, dealers, distributors, service personnel and users can instantly access relevant information about their assets and machinery, which helps to quickly identify the right spare part, find information on how to maintain their specific equipment, and view documentation about their equipment with greater ease than before. Ease of access to key data helps to reduce equipment downtime and improve maintenance and repair processes.



For the company, there were several key success metrics to meet based on the ability to rapidly deploy and scale product digitization and QR code capabilities as needed via a future-proof, portable, modular solution for connected products:

Increase customer engagement

The company measures the project's success by examining how frequently the apps are downloaded and then used

Increase direct spare parts purchases

The company measures the boost in spare parts sales and reorders coming directly to them rather than to third-party vendors.

Meet diverse requirements globally

The company meets varied requirements across different countries, markets, dealers and manufacturing facilities.

For the company's customers, there are many benefits that not only keep operations up and running and increase efficiency but also impact the total cost of ownership:

Identify the right part, right data, right info at the right time

Customers can access information about the right spare part for their equipment and the right documentation, specifications or maintenance information for their equipment in a single place.

Reduce equipment downtime

Having a single source for key equipment information, customers can reduce equipment downtime, reduce maintenance costs and guesswork and improve repair processes and efficiencies.



Oversight and insight through traceability

Kezzler's Connected Products Platform integrated with the company's IT infrastructure delivers the foundation for rolling out the solution at a larger scale.

Why was Kezzler selected?

After a thorough selection process, Kezzler was selected to provide the service based on several key points:

- Partnership with consultancy firm Accenture allowed for an integrated implementation, deployment and support project for the customer
- The Kezzler Connected Products Platform provided the necessary functionality with fast and easy customization to provide the solution on a very tight time schedule
- The flexibility and scalability of the platform was important when integrating the platform as a building block in the customer's IT architecture for future use cases

In a joint process with Accenture, Kezzler was chosen to deliver an enterprise-level QR code project to offer customers and supply chain professionals a serial-number-specific maintenance and support experience.

Over 3,000 internal and external users worldwide use Kezzler's platform to enable prompt maintenance and support of their products.

The future

The Kezzler Connected Products Platform can form the backbone to deploy other value-generating applications with already-available data integrations. Enhancements may include more personalized and dynamic experiences with redirections and custom rules. Furthermore, with the platform and data in place, anti-counterfeit measures can be deployed to mitigate product diversion and piracy. Other applications could include digital product passports (DPP) and specific spare parts inventories.

