Battlecard: Purple Enterprise Asset Management (EAM) & Microsoft Dynamics AX

Purple Window

Microsoft Dynamics

HOLISTIC STRATEGY FOR STRATEGIC ENTERPRISE ASSET MANAGEMENT (Purple EAM)

The key to managing enterprise assets is not to focus on the assets themselves but rather the value the assets deliver to the enterprise. In order to maximize the value of corporate assets, organizations need to track the activities related to the assets, throughout their lifecycles, and ensure these activities align with strategic and operational objectives. The Purple EAM enabled enterprise will have full control over asset acquisition and replacement programs, enterprise risk management, asset safety management, permits, warranties, operations and maintenance programs.

INDUSTRY TRENDS

- **Industry expect one solution:** <u>One</u> EAM solution to serve as the platform for managing the physical and fiscal information, process and workflows of all type and complexities of equipment and assets – mobile or fixed.
- **Industry expect platform flexibility**: Can the Purple EAM solution be deployed on premise or in the cloud, and have desktop and mobile device (online & offline) support.
- **Industry make smarter decisions**: With all asset and asset related information available across the entire enterprise whether they are tracked by regular barcodes, RFID active and passive tags, or GPS tags, in one screen and one site framework, the Purple EAM enabled enterprise can make smarter decisions placing them in a more competitive position.
- **Industry have an innovation appetite**: The Purple EAM solution supplier must be innovative and have vision with regards to future trends.

AMENDING TRADITIONAL KPIS

Today
- Production vs. Availability
- Asset Retirement
- Isolated CMMS
- Corrective & Preventative
- Back-office operation
- Silo Cost Analysis

Tomorrow
- Asset profitability
- Asset Redeployment
- Integrated EAM
- Predictive Analytics
- Integrated mobile workforce
- Total Lifecycle Analysis

USE DATA FROM ALL TOUCH POINTS

- SCADA
- Telematics
- Smart metering
- Smart devices
- Internet of Business Things (IoBT)
- Risk Analysis

- OHSE
- Integrated ERP
- Electronic Catalogues
- Call centre
- Website
- GIS

SEVEN STEPS TO Purple EAM

Strategy & Plan
- Lifecycle Design & Specification
- Smart Capital Expenditure

Acquisition Policy
- Procure
- Lease
- Construct
- Power by the hour

Commission Programme
- Asset Configuration
- Best Practice Model
- OHSE Process

Operational Model
- Operational Plan Optimisation
- Asset Deployment & Allocation
- Utilisation Mechanism (Lease / Rent / Internal Use)

Maintenance & Support Strategy
- Maintenance Maturity Plan
- Maintenance Repair Overhaul (MRO)
- Predictive Analytics
- Risk based maintenance

Modify & Redeploy
- Enhance for Performance
- Enhance for New Business
- Redeployment Management

Retirement Policy
- Decommission
- Dispose / Write-Off
- Terminate Supplier Lease

MICROSOFT & PURPLE WINDOW PARTNERSHIP

Purple Window
- Leading Purple EAM knowledge & skills
- Thought leadership in customer experience & digital transformation
- PM methodology & skills
- Analytics to support executive insight & asset lifecycle optimisation.

Microsoft
- Purpose built modern enterprise application platform
- Support multiple channels & devices
- Ease of deployment & use
- Value for money & time to value
- Standardised ERP for Best-Of-Breed or ERP integrated deployment.

Battlecard: Purple Window Strategic Enterprise Asset Management (Purple EAM) & Microsoft Dynamics AX

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MICROSOFT DYNAMICS MESSAGING & POSITIONING

Purple Window Purple EAM powered by Dynamics offers a complete unified solution with role-based, intuitive interfaces and lower TCO, versus competing offerings. Purple Window Purple EAM is available as an end to end solution, offering superior omni-channel management and mobility. The solution leverages the familiar Microsoft UI, lowering training time and increasing productivity. Technical deployment options include on-premise or hybrid cloud, and can easily leverage the broader Microsoft partner ecosystem for services and solutions. Functional deployment allows for Best-of-Breed Purple EAM or Best-of-Suite ERP. Microsoft's commitment to the Dynamics platform is continually demonstrated through new product releases, specialised functionality and ever broadening market adoption.

	VISIBILITY	PERSONALLY RELEVANT	AGILE & OPPORTUNISTIC
Value Statement	The Purple EAM Enabled Enterprise has visibility and monitor all assets owned, on lease, leased or on loan. They listen, learn, optimise and respond effectively to the broader corporate and client environment.	The Purple EAM Enabled Enterprise is able to increase productivity and service across a changing global workforce, managing their most valuable assets and people to reach their full potential.	The Purple EAM Enabled Enterprise executes with insight by accessing critical information in real time, optimising performance and anticipating trends. They have a real time 360-degree view to make informed decisions.
Benefits	Real time 360-degree view of all assets, incidents, risks, warranties and operations via portal or mobile.	Empower employees to make accurate, timeline, consistent decisions by arming them with relevant information.	Integrated multi-channel management allows complete insight to help the enterprise to be proactive in anticipating trends.
Key Capabilities	• Native Microsoft Outlook and Office integration • Native support for mobile work execution • SCADA, Telematics and GIS integration	• Role-tailored / optimised user experience with role-based customisation • Mobile Work Order & Incident scenarios • Mobile & offline enabled execution	• Centralised visibility, local execution. • Customer care & social commerce • Optimised deployment strategies • Extensibility & upgrade

Linde Material Handling
Eqstra Fleet Services

COMPETITION

Opportunity

Purple Window Purple EAM can be deployed integrated with Dynamics AX (Best of Suite) or as a Best-of-Breed using AX Stock & Finance for Purple EAM purposes but integrated with the corporate (non AX) ERP. None of our competitors have a complete asset centric view….

AX based competitors: Though most claim to provide EAM solutions, the focus is on Plant Maintenance (CMMS), with very limited functionality in support of full Asset Lifecycle Management. Competitors in this category include DAX EAM (UXC Eclipse), Maintenance for AX (Dynamics Software), DynaWay EAM, Columbus EAM, SOLOCHAIN

Best-of-Breed (BoB) Competitors include products such as AMT (iSolutions), Maximo (IBM), Infor EAM. On this level there are 4 important differentiators: Functional scope, Value for money, Integration capabilities & Ease of use.

Best-of-Suite (BoS) Competitors: The SAP/Oracle strategy has been acquisition of disparate applications with complex middleware and toolkits to deliver a solution. Microsoft's ERP focus is to surround and displace legacy ERP systems: Competitors include SAP PM, ORACLE eAM, IFS Asset Management.

Implementation

All competitor BoB and BoS implementations can be complex and time consuming. Microsoft and Purple Window Purple EAM offers lower TCO through faster implementation, lower list prices, open architecture, and common Microsoft technologies.

How does Purple EAM win?

- End-to-End functionality and vision that they can't provide – best of breed players will always rely on other vendors and solutions outside their control
- Modern architecture to meet today's Purple EAM challenges and help Asset Operators to be ready for what's next and plan for future growth and expansion
- Role-based interfaces to increase speed of service, lower training time, and increased customer service

RESOURCES & LINKS

www.purple-window.com