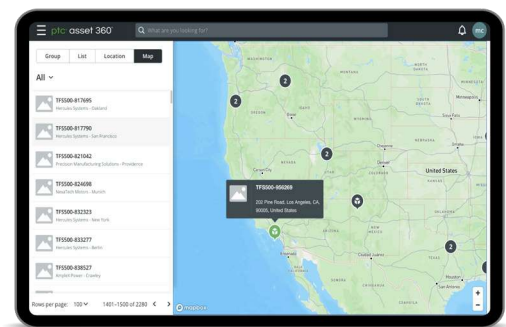# Asset 360

AI-powered asset intelligence across the enterprise

Asset 360 is an asset intelligence solution for OEMs and asset operators that unifies fragmented asset data into a single source of truth for GenAI-driven decision-making across the enterprise.

Asset 360 helps organizations spearhead strategic data and IT initiatives, while enabling faster asset-centric decision-making in strategic areas.

- **Digital Transformation & Data Quality**

- **Service Operations Planning & Readiness**

- **Service Engineering**

- **Installed Base Monetization**

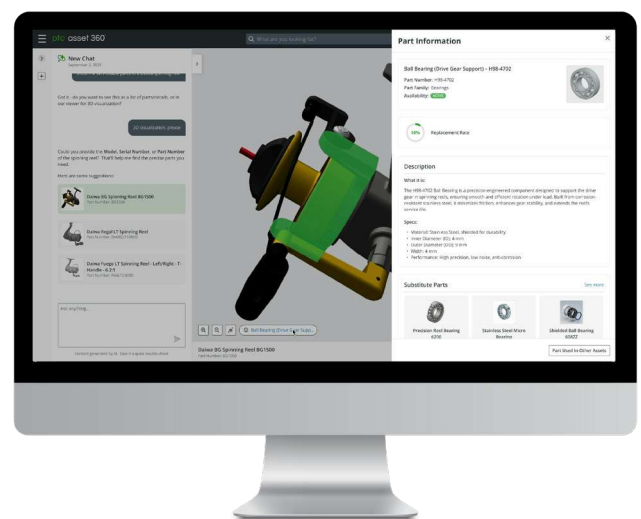- **Asset Management & Reliability**

Features that drive asset-centric decision-making

Digital Transformation & Data Quality: **Create a foundation of trusted data that powers asset intelligence across the enterprise**

Capabilities:

- Multi-source data aggregator that locates and ingests asset data to create a unified asset record to reduce systems overhead

- AI-enabled data cleaning and validation tools to detect, fix, and de-duplicate asset data to ensure a single source of truth

Service Operations Planning & Readiness: Exceed longer-term business goals by ensuring service capacity meets demand

Capabilities:

- Demand forecasting for resources based on planned and unplanned work

- Capacity planning to ensure workforce availability meets customer need

- Contract & SLA coverage insights

- Asset maintenance scores to prioritize maintenance and service

Service Engineering: Build technical information from a single source of truth

Capabilities:

- BOM harmonization (As-Built vs As-Maintained)

- Maintenance plan definitions

- Cost to Service dashboard

- Access to as-designed data (PLM, CAD) to create SOPs, SBOMs, and other service artifacts

Aftermarket Monetization: Drive revenue and profitability by leveraging insights from your installed base

Capabilities:

- AI-driven campaign builder for targeted monetization initiatives

- Asset health scores to identify upgrade opportunities

- Service coverage gap analysis

- Asset-level profitability insights

- Churn risk detection

Asset Operator Management & Reliability: Maintain complex systems of assets while maximizing uptime, lowering costs, and complying with regulations
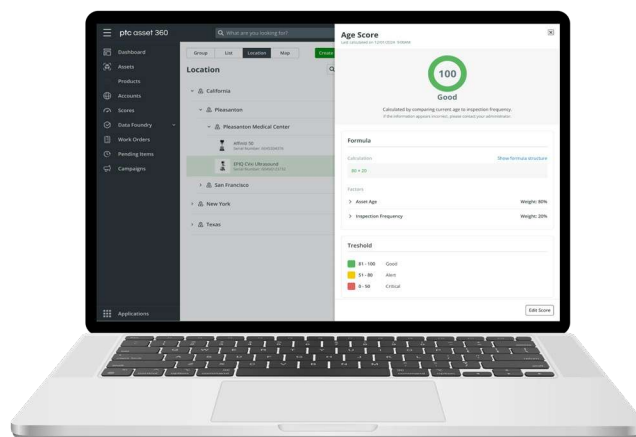
Capabilities:

- Unified asset record

- Asset scoring

- Work order generation

- Failure mode tracking

- IoT ingestion and alerts

- Asset tracking & lifecycle management

Why Asset 360?

It's built for asset-centric industries, unifying full lifecycle product data from **CAD, ALM, PLM, IOT, FSM** and more.

Unlike MDM solutions which aggregate and govern master data, Asset 360 takes that data further by enriching it with installed base context, improving its quality, and making it actionable for business users. Additionally, the breadth of an MDM solution ends at data aggregation, while Asset 360 fuels and houses applications for domain-specific use cases.