ServiceMax AI

Smarter service decisions with GenAI that just works

ServiceMax AI is a purpose-built, generative artificial intelligence (GenAI) solution designed to transform service operations. Embedded directly into the tools your teams already use, it empowers technicians, dispatchers, remote engineers, and back-office staff to work smarter—not harder.

It's like getting a personalized AI toolbelt with capabilities that add capacity to service teams—so people can resolve faster, document less, and keep work moving. ServiceMax AI Agents work together through AI Chat and AI Actions to help you stay productive. The ServiceMax AI Gateway and Console ensure that every AI task is secure and trusted.

- Service Insights Agent
- Knowledge Access Agent
- Schedule Management Agent
- Service Flow (SFM) Agent
- Troubleshooting Agent

Features that get service teams started fast with trusted AI

AI Actions

Administrative tasks—reviewing work orders, updating records, summarizing service activity—consume hours that should be spent on higher-value work. AI Actions automate these workflows with a single tap.

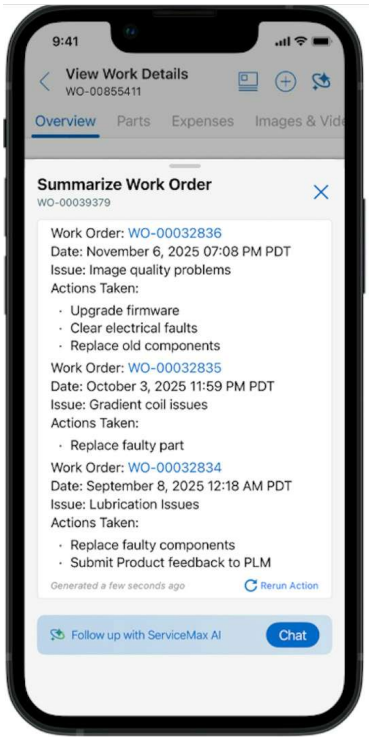
Value we deliver:

- Reduce time spent on administrative service tasks
- Increase employee satisfaction
- Minimize IT effort and boost business agility

Capabilities:

- Delivers a seamless experience—no prompt engineering required
- Modifies and creates workflows with natural language
- Triggers AI automatically on page load—no clicks required
- Uses agents together—service insights, knowledge, service flow, schedule, and troubleshooting
- Automates service flow (SFM) transactions—regardless of current mappings
- Automates record updates with event-driven AI (e.g., work execution summary for customers)

Configurable prompts predefined using natural language and used in service workflows with a single tap



1. **Configure pre-defined AI Action**
2. **Assign it to a workflow**
3. **Provide info. with a tap**

AI Chat

Service teams spend too much time searching for answers across manuals, service history, and tribal knowledge—slowing resolution and driving repeat visits. AI Chat puts answers, key asset info, and organized knowledge at their fingertips.

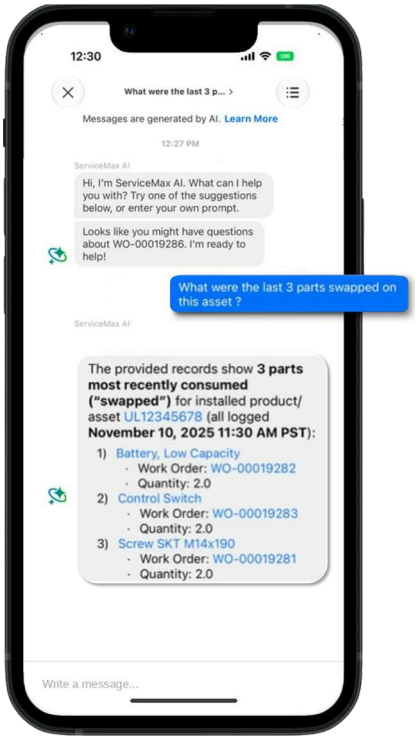
Value we deliver:

- Improve team performance and faster issue resolution
- Reduce time searching for service information

Capabilities:

- Supports natural language queries like:
  - "What issues has this machine had before?"
  - "Who last serviced this asset?"
- Provides seamless access to service history, documents, and knowledge
- Understands the context of questions to access records (e.g., Work Order, Asset, Location) for responses
- Supports multilingual translations (20+ languages)
- Accesses results of AI chat at any time on any device (i.e., iOS, Android and Windows)
- Captures knowledge from work orders and Zinc* remote support conversations

A conversational assistant built into ServiceMax Go and the web experience



1. **Launch AI chat from any record**
2. **Ask a question in any language**
3. **Get a response, instantly**

*Zinc is a ServiceMax Core add-on for secure peer-to-peer and remote support

AI Gateway & Console

A service-ready AI infrastructure with centralized administrative tools helps GenAI to scale and adapt as your service business grows.

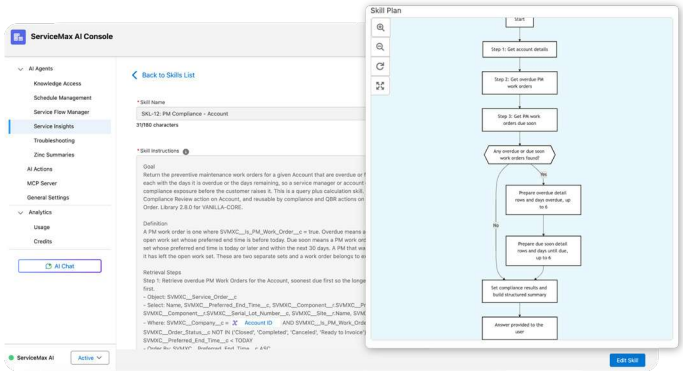
Value we deliver:

- Rapid deployment of AI capabilities
- Greater administrative agility
- Improve AI consistency, trust and adoption

Capabilities:

- Adds testing and governance capacity to every AI deployment
- Powers secure, scalable AI with Azure OpenAI
- Upholds privacy policies by limiting data retention
- Supports dynamic query generation and Salesforce integration
- Ensures safe, governed AI usage with built-in guardrails and Retrieval-Augmented Generation (RAG)
- Tracks and audits AI usage
- Scales reusable AI logic across every AI Action with AI Skills
- Validates consistent, correct AI Action results with the AI Test Center
- Acts as MCP server for agent-to-agent communication across platforms

Pre-built logic that agents run consistently to deliver accurate results



1. **Prompt in natural language**
2. **Visualize to validate Skill Plan code**
3. **Add to any AI Action**

Why ServiceMax AI?

ServiceMax AI isn't just tooling to build agents for experimental "proof-of-concept" projects—it's AI designed from the ground up by service experts who want to put the power of AI into the hands of service teams, today. Here's why it's different.

It's built for service

- **Incorporates deep domain knowledge:** ServiceMax understands service processes and where GenAI can have maximum efficiency impact.
- **Driven by service data:** ServiceMax-only AI agents tap into every field—across work orders, asset history, knowledge articles and schedules—to automate updates and optimize decisions.
- **Developed for service teams:** ServiceMax takes what works for service teams like integrated workflows and builds GenAI into the tools they love and use daily.

It's ready to use and scale

- **Provides a fast start:** Its infrastructure was designed with configurability in mind—no development is required.
- **Scales with you:** It has dedicated tools for administration—allowing for quick cycles of creating, testing and improving AI-powered workflows (AI Actions).
- **Secure out-of-the-box:** Access permissions are built in and are configurable for service team members and the data they use.

About PTC (NASDAQ: PTC)

PTC unleashes industrial innovation with award-winning, market-proven solutions that enable companies to differentiate their products and services, improve operational excellence, and increase workforce productivity. With PTC, and its partner ecosystem, manufacturers can capitalize on the promise of today's new technology to drive digital transformation.

