

There's money in maintenance

If your company manufactures something, chances are you've **figured out** that **maintaining** the product provides valuable **revenue** to the enterprise. For many companies, in fact, servicing their goods **amounts to** half of annual sales.

This is extremely good news during a **market downturn**. While customers are not buying new, they need to maintain existing **assets**.

A new jargon has **emerged** from this development: Product Lifecycle Maintenance. Sounds **fancy**, but basically it means 'look to us to make you something really cool – and look to us to fix it for generations so that you can optimize performance.'

Companies are finding new ways to **cozy up** to customers to show they are in business **for the long haul**. **Ensuring** a closer relationship during a product's use is only **beneficial**, as companies can see actual **wear-and-tear** over time.

It also gives companies a better handle on where the problem areas are – so that newer generations of product lines get smarter.

But for maintenance to work, **adequate** systems are needed to immediately respond to customer **inquiries**. Here, companies are investing in real-time service networks that allow customers to receive **prompt** and immediate assistance. And with it, more new jargon to **digest**: "remote access", "24/7 service centers", "mobile maintenance units"...

Fortunately, the days of calling a hotline only to reach a never-ending loop of automated responses may become a thing of the past. Hallelujah!

Glossary

adequate	lämplig
amount to	uppgå till
asset	tillgång
beneficial	fördelaktig
cozy up	försöka komma på god fot med någon
digest	här: ta till sig, förstå
emerge	dyka upp, växa fram
ensure	försäkra sig om något
fancy	här: komplicerat
figure out	förstå, komma underfund med
for the long haul	i det långa loppet
inquiry	fråga, förfrågan
maintain	underhålla, hålla i skick
market downturn	ekonomisk nedgång
prompt	snabb, rask
remote access	fjärråtkomst
revenue	intäkter
wear-and-tear	slitage