

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	riittävä
amount to	nousta tiettyyn määrään
asset	omaisuus
beneficial	hyödyllinen
cozy up	tehdä itseään tykö
digest	tässä: sulatella ajatusta
emerge	tulla esiin
enterprise	yritys
fancy	tässä: monimutkainen
figure out	keksiä, ymmärtää
generation	sukupolvi
inquiry	kysely, tiedustelu
jargon	ammattislangi
long haul	pitkä aika
maintain	ylläpitä
market downturn	laskusuhdanne
optimize	optimoida
prompt	pikainen, ripeä
remote access	etäyhteys
revenue	(yrityksen) tulot
wear-and-tear	normaali kuluminen