KEZZLER



Case study

Industrial leader improves maintenance and repair processes

A multinational heavy equipment manufacturer partnered with Kezzler to connect machinery with unique QR codes, giving service teams instant access to the right spare part data anywhere in the world.

Instant access to spare parts, anywhere in the world

Kezzlers QR code-powered solution helps identify the right spare parts, reduce equipment downtime, and improve maintenance and repair processes.

A well-known multinational heavy equipment and engines corporation operates in a highly competitive industrial landscape and sought ways to differentiate its offering and deliver more tailored customer service.

To serve customers better, the company offers a range of apps that give customers oversight into their heavy machinery fleets and assets. These apps provide information on fleet status, maintenance and repair, identifying broken parts, and more.



Quick response (QR) for right time, right part, right data

To achieve the required level of insight and troubleshooting for fleets and assets, the company partnered with Kezzler to implement a quick response (QR) code solution. Unique QR codes are applied to different “locations/areas” on the machinery, and give access to relevant information and spare parts specific to that part of the machine through a simple scan.

For each asset there are up to four unique QR labels that are associated with the asset’s serial number. By scanning the QR code on the label, the end user will get fast and easy access to relevant information and spare parts for that “area” of the specific machine.

Connect inventory and maintenance with Kezzler TrackApp

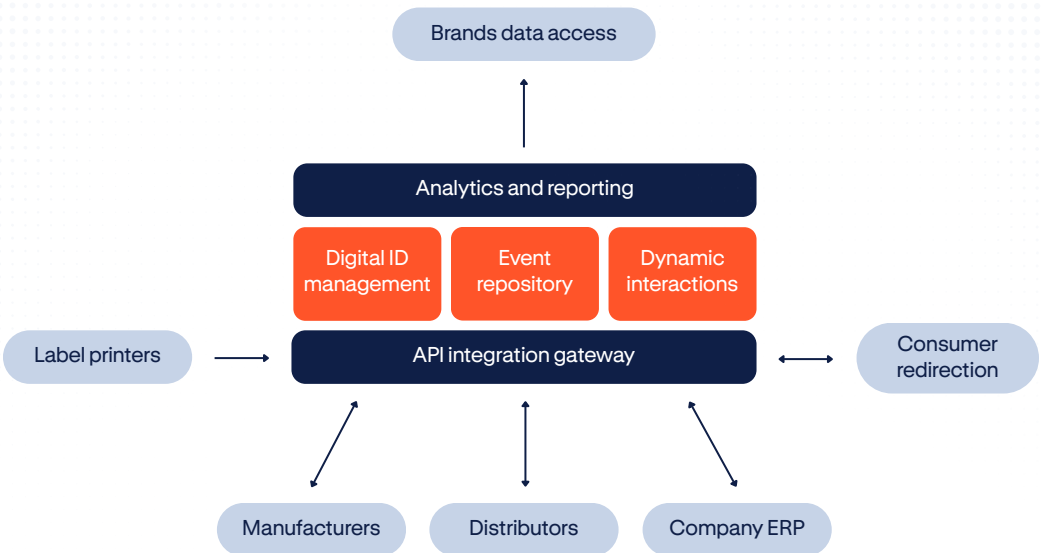
More than 3,000 of the company’s employees worldwide, and growing, rely on Kezzler TrackApp, a lightweight tool that enables simple, rapid deployment of aggregation and tracking to connect the company’s extensive heavy equipment fleet, ensuring prompt maintenance and support for their products.



Solution overview and key elements

The digital identities, for example, asset serial numbers and UIDs for QR labels, are managed and associated in the Digital ID Management service.

Various interactions are facilitated through dynamic redirection, and all relevant events are registered in the event repository.



Label printers

Label printers can connect through an API to integrate the Kezzler solution into their automated workflow. Kezzler also provides a web-based UI for manually downloading QR code content to include in the label. The labels are then sent to manufacturers and distributors to be applied to new and existing machinery.

Manufacturers and distributors

Kezzler provides a web-based UI, TrackApp (native apps), and APIs to manufacturers and distributors, simplifying the process of applying and associating unique QR labels to new and existing machinery, and integrating the workflow into the manufacturing execution system (MES).

ERP

Information collected from manufacturers and distributors is synchronized with the customer's ERP through an API integration.

Analytics and reporting

Kezzler provides scheduled reports and dashboards to monitor and analyze progress and results across the QR code project's various workflows.

Consumer redirection

When a user scans a QR code, the Kezzler redirection service ensures they land on the right page with the right information, based on the code scanned, their location, and their language preference.

Secure sign-in with single sign-on (SSO)

All users, including label printers, manufacturers, distributors, and admins, are managed and granted access to Kezzler's applications through single sign-on (SSO) authentication. This lets the company's employees log in to Kezzler's system using their existing corporate credentials, without entering login details multiple times. SSO streamlines internal workflows, ensures employees have access to the information they need, and strengthens system security.

The company's admins receive code download reports and can view aggregation data in the dashboard. Admins also have management access for configuration purposes in the admin UI. The system is designed so that all users log in with SSO based on the company's required solution.

TrackApp is stored and downloaded from Kezzler's account in the Apple App Store or Google Play Store. Track APIs are available for integration with existing systems within facilities, connecting unique items with their associated data, essentially creating connected products as part of a Kezzler's Platform.



Why connected data changes everything

With QR codes and smartphones, the company's customers, dealers, distributors, service personnel, and users can instantly access relevant information about their assets and machinery. This helps them quickly identify the right spare part, find maintenance information for their specific equipment, and view documentation more easily than before. Easy access to key data helps reduce equipment downtime and improve maintenance and repair processes.

For the company, several key success metrics depended on the ability to rapidly deploy and scale product digitization and QR code capabilities as needed, through a future-proof, portable, modular solution for connected products:

Increase customer engagement
The company measures the project's success by tracking how frequently the apps are downloaded and used.

Increase direct spare parts purchases
The company tracks the growth in spare parts sales and reorders coming directly to them, rather than to third-party vendors.

Meet diverse requirements globally
The company meets varied requirements across different countries, markets, dealers, and manufacturing facilities.

For the company's customers, there are many benefits that not only keep operations running and improve efficiency, but also reduce the total cost of ownership:

Identify the right part, data, and info at the right time
Customers can access information about the right spare part, along with documentation, specifications, and maintenance information for their equipment, all in a single place.

Reduce equipment downtime
With a single source for key equipment information, customers can reduce equipment downtime, lower maintenance costs, cut guesswork, and improve repair processes and efficiency.

Oversight and insight through traceability

Kezzler's Platform integrated with the company's IT infrastructure delivers the foundation for rolling out the solution at a larger scale.

Why was Kezzler selected?

After a thorough selection process, Kezzler was chosen to provide the service based on several key factors:

- → A partnership with consultancy firm Accenture allowed for an integrated implementation, deployment, and support project for the customer
- → The Kezzler Platform provided the necessary functionality, with fast, easy customization to deliver the solution on a very tight schedule
- → The platform's flexibility and capacity to grow were important when integrating it as a building block in the customer's IT architecture for future use cases

In a joint process with Accenture, Kezzler was chosen to deliver an enterprise-level QR code project, giving customers and supply chain professionals a serial-number-specific maintenance and support experience.

Over 3,000 internal and external users worldwide use the Kezzler Platform for prompt maintenance and support of their products.



The future

The Kezzler Platform can form the backbone for deploying other value-generating applications with already-available data integrations. Enhancements may include more dynamic, tailored experiences with redirections and custom rules.

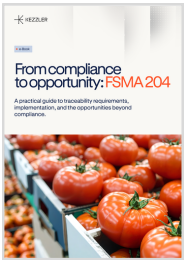
With the platform and data in place, anti-counterfeit measures can be deployed to mitigate product diversion and piracy. Other applications could include Digital Product Passports (DPP) and specific spare parts inventories.

Have a look at our other resources

e-Books, white papers, and solution briefs











Case studies

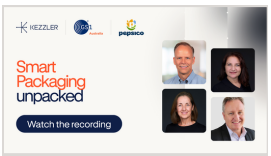


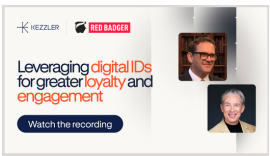






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