

Original Equipment Manufacturing From Machines to Services

Smarter. Scalable. Digitised.

Today's OEM after-sales divisions face growing pressures to transition from equipment-centric models to comprehensive, profitable service operations.

OEMs are evolving. Where value once ended with the machine sale, it now extends through every hour of uptime, every service visit, and every spare part delivered on time. Servitization has become more than a strategy. It is the foundation of long-term competitiveness in the OEM marketplace.



"The global EAM software market is projected to reach USD 8.5 billion by 2025, driven primarily by growing OEM service demands and digital transformation initiatives."

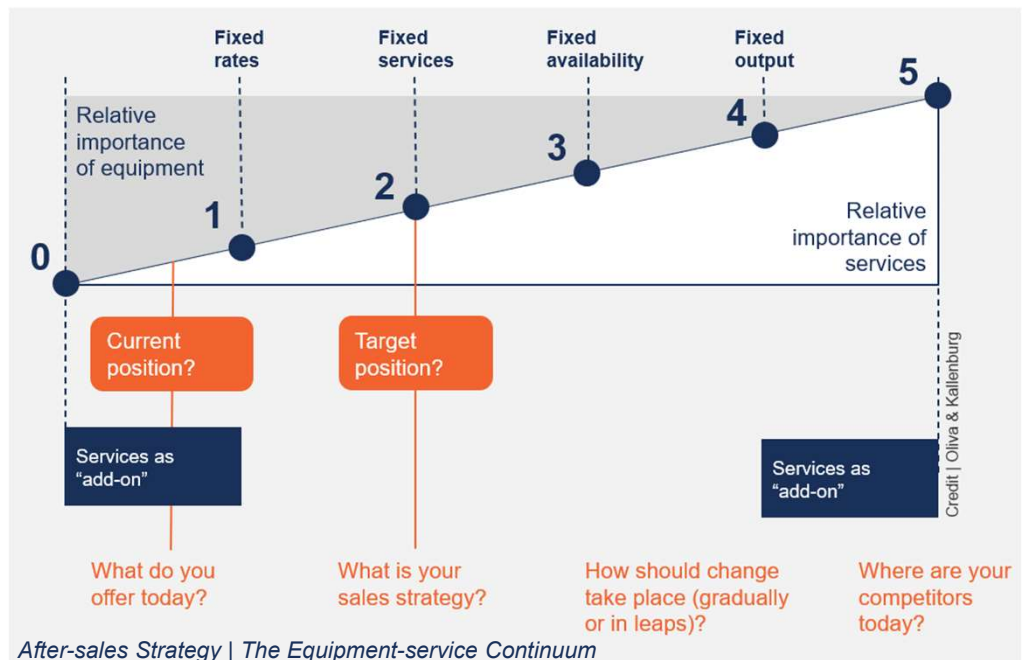
Verdantix 2024

From machines to services: Enabling the next era of your aftersales

While the strategic direction is clear, the operational execution often falls short. Quoting a service contract still takes too long.

Maintenance feedback is delayed or inconsistent. Invoicing depends on manual inputs that vary by region.

Service costing is often disconnected from actual maintenance history, and key information like spare parts usage or asset condition is not captured in a usable format.



Many OEMs also lack a central view of their installed base, making it difficult to manage changes or scale consistently. Customers and dealers operate with limited insight into maintenance activity. As a result, service teams are caught between growing demand and limited capacity, and opportunities for additional revenue or improved client satisfaction are left on the table.

At Pragma, we help OEMs move from service ambition to service execution. Through structured readiness support, a purpose-built enterprise asset management platform, and expert execution services, we enable reliable after-sales delivery at scale. Our approach is grounded in proven tools, measurable outcomes, and deep experience in the food and packaging equipment industries.

How we help OEMs scale after-sales service

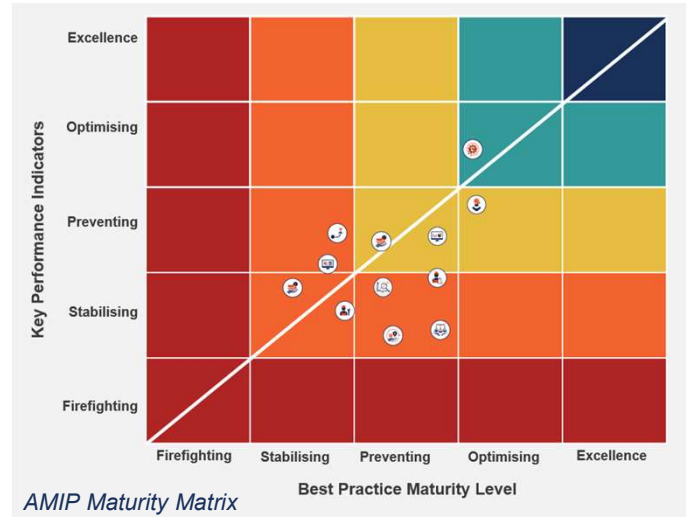
Your challenges, our solutions | Moving beyond traditional equipment margins requires strategic insights and precise operational execution.

Building readiness for service growth

Organisations often move into service-led models before their operations are fully aligned to support them. Through our structured readiness engagement, we help OEMs assess their current ability to deliver on service agreements.

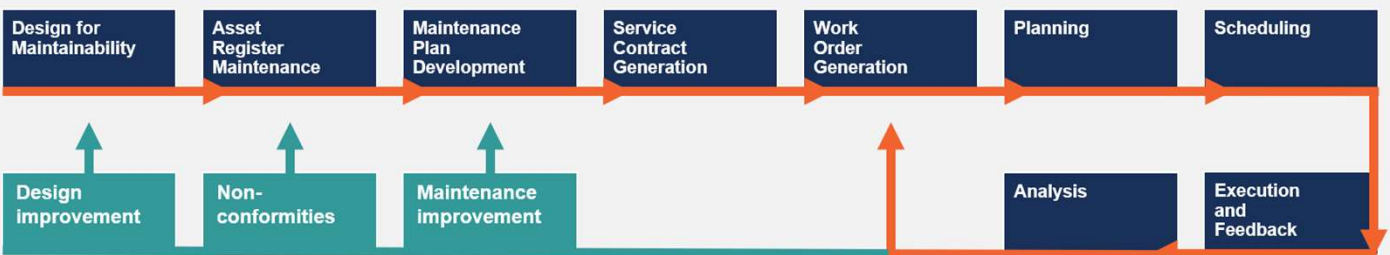
We start by understanding your service objectives, evaluating your existing processes and data landscape, and identifying the changes required to support scalable execution.

Our AMIP (Asset Management Improvement Planning) methodology creates alignment across teams and delivers a practical roadmap that guides your transformation with confidence and clarity.



On Key EAM software

At the heart of reliable service execution are accurate data and consistent workflows. On Key is Pragma's enterprise asset management software platform designed specifically for complex OEM environments.



It connects your ERP, CRM and field service systems to create a single view of your installed base, maintenance plans, and service activity. This digital backbone enables faster quoting, improves accuracy in service costing, and drives higher levels of client responsiveness. With On Key, you standardise service delivery while maintaining flexibility across regions and platforms.

Enterprise asset management as a service

For many OEMs, scaling services also requires scaling capacity.

Our EAMaaS (Enterprise Asset Management as a Service) offering provides dedicated execution support for your maintenance operations, using the On Key platform to manage your asset records, generate and track work orders, and apply quality checks across your service workflows. This relieves the administrative burden on internal teams while improving data accuracy and process reliability.

With Pragma managing your digital maintenance back-office, your teams can stay focused on strategic growth while we ensure daily discipline and service consistency at scale.



Proven results with leading OEMs

Success stories and next steps | Tangible results speak volumes, hear directly from industry leaders who transformed their after-sales strategies

Proven business impacts by partnering with Pragma

MEYN

"With Pragma as a partner, we have implemented procedures and supporting tools like On Key to allow us to professionally and effectively serve our customers on all levels."

Mesut Özdoğan, Head of Services

Meyn leveraged On Key to achieve over 90% service contract retention, driven by rapid quoting, precise costing, and streamlined ERP integration. This partnership significantly improved commercial insights, directly linking spares sales forecasts to proactive maintenance.

Sidel

"The output was concise and we are clear on the journey that we will embark on ..."

Florent Roussel, Director Maintenance Solutions

Sidel unified fragmented ERP data into a reliable global asset view using On Key. This improved global service execution consistency, reduced administrative overhead, and accelerated quoting accuracy and speed, significantly enhancing customer responsiveness.

Client reference

"Pragma is a key strategic partner for our Maintenance Services... we value their input on a day-to-day basis."

By implementing On Key globally, our client standardised its maintenance processes, reduced operational costs, improved Overall Equipment Effectiveness (OEE), and delivered consistently high service levels across diverse global markets.

After-sales revenue contribution | 30-40% of total OEM revenue

After-sales revenue growth rate | 5-10% annually (outpacing equipment sales)

After-sales profit margin | 25-30% (versus 10-12% for new equipment)

After-sales profit contribution | 40-50% overall profit



Pragma is working with several OEMs to develop their after-sales service strategy and service delivery capabilities. As an example, our research into trackless mining equipment, based on publicly available information – shows the margin differential between equipment sales and after-sales service options.

7.5% Products average
+30% Services average

Sources: McKinsey & Company, Deloitte Insights, and Boston Consulting Group (2020-2025). After-sales services typically generate profit margins of 25-30% and contribute 40-50% of total OEM profit. They account for 30-40% of revenue and grow at 5-10% annually, outpacing new equipment sales.

Why choose Pragma?

Our story | A trusted partner in OEM aftersales transformation, delivering measurable, scalable results through digital-first asset management.

Who we are

OEMs around the world trust Pragma to help them move from ambition to execution in their after-sales service strategies.

With a clear focus on enterprise asset management, deep experience in complex service environments, and a track record of measurable outcomes, we are a proven partner in delivering scalable, digital-first service excellence.



Est 1990

Decades of market-leading experience



400+

Global clients



450+

Employees, 45% of operational staff are qualified engineers



R&D

10,600 work-days invested annually into On Key R&D



04

South Africa, USA, Mexico, The Netherlands



46

Countries in which we operate around the globe



ISO

9 001 (NL) & 27 001 Certified. Shaping industry standards 41 001 and 55 000



1,742,200

Maintenance significant items (MSIs) managed in On Key



Verdantix

On Key - a 2024 Verdantix Green Quadrant Leader for EAM systems

What sets us apart

What sets us apart is our ability to meet OEMs where they are. Whether you need a structured plan to improve readiness, a connected software backbone to streamline execution, or operational support to maintain consistency at scale, we tailor our approach to fit your maturity, priorities, and pace.

Our clients include global OEM leaders who have achieved stronger contract retention, faster quoting cycles, better spare parts visibility, and tighter integration across their installed base. With Pragma, service excellence becomes structured, repeatable, and sustainable.



Ready to strengthen your aftersales service model?

Let's start with a conversation. We'll help you assess your current position and identify the next best steps to scale with confidence.

www.pragmaworld.net/industries/original-equipment-manufacturers/