



# Case Study

## OEM | Food Processing

### Unlock Value from Installed Base



**“Having a trustworthy single view on our installed base is important to develop, sell and deliver after-sales services. 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

**6%**

Annual revenue



**100%**

Profitable contracts

**<8 days**

Costing turnaround

**>90%**

Contract retention

### Key challenges

Meyn's ambition to grow its advanced services offering, built around service contracts and proactive support, was constrained by several operational challenges.

- ▶ Maintaining a reliable, consolidated view of the installed base — including “as-maintained” structures, revision history, and data spread across multiple ERP systems.
- ▶ Enabling quick, accurate service costing that reflects asset condition, scope, and operational context.
- ▶ Developing accurate, risk-based maintenance plans that align with equipment usage and service contract terms.
- ▶ Addressing gaps in installed base and maintenance plan visibility for third-party assets included in service scope.

### Our engagement

Our partnership with Meyn began in 2006 and continues as a long-term collaboration focused on strengthening their after-sales business.

Key areas of support included:

- ▶ Conducting an **Asset Management Improvement Plan (AMIP)** assessment, which informed the business process design.
- ▶ Deploying **On Key EAMS** as a global information system built to manage the installed base and maintenance processes.
- ▶ Delivering critical **software integrations** between On Key and ERP systems, ensuring a unified view of the installed base and seamless operational data flow.
- ▶ Developing a custom **Advanced Maintenance Planning tool**, enabling Meyn to quickly build accurate, risk-based maintenance plans tailored to customer contracts and equipment conditions.

### Value add

The partnership enabled Meyn to transform its after-sales business into a scalable, profitable advanced services operation. A central outcome was a single, trustworthy view of the installed base, which became the foundation for efficient service costing, accurate maintenance planning, and reliable contract delivery.

Key results include:

- ▶ Established a fully operational after-sales division, including improved support for regional offices.
- ▶ Reduced service costing lead time to under eight hours, enabling faster, more accurate service proposals.
- ▶ Ability to project spare part sales per customer or region and benchmark against actual sales, improving commercial insights.
- ▶ 100% delivery of profitable service contracts, supported by accurate data and standardised processes.
- ▶ Achieved a >90% service contract retention rate, reflecting strong customer satisfaction.
- ▶ Sustained after-sales revenue growth of over 6% annually, alongside improved profitability and service levels.
- ▶ Evolved the service offering from a Basic Maintenance Concept to an Advanced Maintenance Concept, enabling long-term scalability and business growth.

### Client background

- ▶ Meyn is a global OEM in the food processing industry, serving customers in 100+ countries with high-performance equipment and advanced services offering. With an extensive installed base, their solutions enable clients to maximise capacity, efficiency, and uptime.
- ▶ Advanced services are a core part of Meyn's value proposition. They offer tailored agreements — including inspection, parts-only, and full maintenance contracts — designed to optimise equipment performance over its lifecycle. Dedicated contract managers oversee execution and reporting to ensure service consistency at scale.
- ▶ Meyn combines maintenance planning with a global network of over 130 engineers across 20+ countries. The Meyn360 digital portal provides real-time access to parts, manuals, inventory, and service history, enabling efficient, data-driven service delivery alongside their equipment offering.

