

# HCLSoftware

## Delivering a seamless customer experience

### Digital Catalog



**HCL Aftermarket Cloud**

The manufacturing sector is experiencing a substantial **20%** projected growth in digital transformation from 2023 to 2028. In particular, aftermarket sales has evolved into a major source of value creation, extending its influence across domains. From industrial machinery to off-highway and on-highway equipment, manufacturers have turned aftermarket parts and services into a central source of value.

Amidst the evolution, a European construction and mining equipment company, with operations spread across 20 countries, faced a pressing challenge. For years, the company had relied on printed catalogs to list spare parts for its heavy equipment. But the process was cumbersome, expensive and time-consuming.



## The Challenges

- Heavy, offline, unwieldy manuals unable to fully represent a diverse product range
- Inability to accommodate dynamic part changes in inflexible manuals.
- No visibility into parts, pricing and stock availability

These challenges together translated to subpar customer experiences.

The company recognized they needed a better solution.



## Maintaining an Aftermarket Advantage

Digitizing catalogs integrates products with technical content, simplifying the buying process and elevating customer experience. It can provide:

- ✓ **Efficient Component Discovery.** Quickly find the right parts in our catalog.
- ✓ **Improved Profitability.** Lower technician enablement costs and reduced support inquiries.
- ✓ **Real-Time Updates.** Access current data instantly, ensuring accurate orders and service.
- ✓ **Environmental Responsibility.** Minimize printed catalogs, reduce parts waste and support sustainable practices.

These translate into:

**80%** faster order revision time



**4x** increase in online spare parts orders



**90%** reduction in inquiries to parts helpdesk



**4** million digitized parts for faster ordering and better accuracy

An up-to-date parts catalog will help companies provide a streamlined and simplified buying experience to gain that crucial aftermarket advantage

# Digital Catalog: The Answer to These Challenges

As an online resource that presents your products and services, a digital catalog aids dealerships in monitoring parts usage, logging files and offering insights into slow-moving inventory. The platform also integrates with inventory management systems to minimize the risk of stock shortages and revenue loss by restocking parts according to consumption trends.



## Key capabilities

- **Centralized Product Information Hub:** Stores all parts-related data, including catalogs, manuals, diagrams, videos, reports and certifications
- **User-Friendly Exploration:** Easy parts identification via advanced search, illustrated assembly views, high-quality image rendering, multilingual and multi-currency capabilities
- **Real-Time Inventory Visibility:** Instant, remote and offline access to parts availability
- **Enhanced Procurement:** Intelligent product suggestions, efficient bulk order management and seamless e-commerce integration
- **Personalized Branding:** Customizable catalog navigation and corporate branding for tailored user experiences
- **Automated Parts Authoring:** Simplifies catalog creation and updates with templates, version control and OCR-driven interactive assembly views

Using HCL Aftermarket Cloud Digital Catalog, the European construction equipment company transformed their business – streamlining parts planning, order management and selling parts globally all through one platform.

- ✓ Improved customer satisfaction score
- ✓ **80%** reduction in time-to-order
- ✓ Swift deployment in 4 months
- ✓ Single platform handling multi geographies, multi brands, multi products, model-based, order-based and serial-based catalogs
- ✓ Real time visibility into pricing and campaigns
- ✓ Over **200** users onboard
- ✓ Standardization and digitization of **30000+** parts data and **2000+** drawings
- ✓ Creation of **30+** model catalogs, with significant reduction in publishing time

This transformation helped them stay ahead of their competition.



## Unlock the Aftermarket Advantage with Digital Catalog

HCL Aftermarket Cloud Digital Catalog provides precise information, streamlining the purchasing process, enhancing operational efficiency, minimizing downtime and ultimately elevating customer satisfaction.



**Custom Buyer Catalogs:** Efficiently find products for B2B, B2C and B2B2C across various online and offline channels, while ensuring compatibility with the machine.



**Comprehensive Product Information:** Centralizes product documentation, reducing repair and troubleshooting time and search for critical technical information.



**Real Time Inventory Visibility:** Offers real-time availability and pricing insights with intelligent recommendations to suggest alternatives and cross-sell/upsell opportunities.



**Efficient Parts Identification:** Expedite the discovery of the correct components within the extensive catalog, optimizing technician efficiency during repairs and maintenance.

# More Success Stories



## Industrial machinery company centralizing their product data

A leading robots manufacturer renowned for its advanced motion control and automation solutions confronted a critical challenge. Vital information, including part specifications, model identifiers, and assembly instructions was buried within distinct model-specific PDFs, leading to system inefficiencies and inaccuracies.

### The Solution:

HCL Aftermarket Cloud Digital Catalog devised a user-friendly cloud-based platform, unifying all product model data, accessible with a few simple clicks.

### Benefits



**90%** fewer inquiry calls



Quick **5-month** deployment



**175+** users onboarded



**1200+** drawings digitized,  
**600+** standardized



**27,000+** parts data digitized



**200+** model catalogs created



## Leading bus manufacturers revamped their legacy system

Prominent North American bus manufacturers faced challenges in improving service network visibility, resolving revenue leakage and improving scalability because they worked with outdated legacy systems for parts catalog management.

### The Solution:

HCL Software transformed legacy data into a Digital Catalog for two of the companies. In just 14 months, we developed an intuitive system with Authoring and Viewing Modules, migrating data, streamlining inquiries and enabling quick, accurate orders with integrated visuals.

### Benefits



Significantly faster catalog publishing



Improved customer and dealer satisfaction



Lesser errors in order-placing



Lower cost of distributing catalogs



Industry-first recognition to provide online catalog which led to lot more won orders



# Why HCL?

HCL Aftermarket Cloud is our end-to-end cloud-based solution that addresses all aftermarket needs, including digital catalog, service & field service management, dealer management, and remanufacturing.

## We possess extensive expertise in:



Proficient Inventory Planning and Service Performance Monitoring



Service Network Synchronization



Transformation of Maintenance Practices



Aftermarket Audit to Gain Competitive Leadership

## Our impressive track record:

**150+** successful Digital Transformation Projects



**500,000+** parts ordered through our platform

**32** years of aftermarket domain expertise



**1.1** mil work orders fulfilled through our platform



**57,000+** serviced assets through our platform



# HCLSoftware

Fueling the Digital+ Economy

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#### About HCLSoftware

HCLSoftware is a division of HCLTech (HCL) that operates its primary software business. It develops, markets, sells, and supports over 30 product families in the areas of Digital Transformation, Data Analytics & Insights, AI and Automation, and Enterprise Security. HCLSoftware has offices and labs around the world to serve thousands of customers. Its mission is to drive ultimate customer success with their IT investments through relentless innovation of its products.