From Maintenance to Outcomes

Objective-Based Maintenance within IFM

Presented by
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Objective-Based Maintenance within IFM - What we'll cover

- Historical Maintenance Perspective
- OBM Drivers
- What Better Data Unlocks In IFM
- How to Start with OBM
- What's in It for Your Business & Customers

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What?

*“Objective-based maintenance (**OBM**) means choosing how and when to maintain assets based on what matters most to the business (safety, uptime, cost, sustainability), rather than applying a one-size-fits-all maintenance plan.”*

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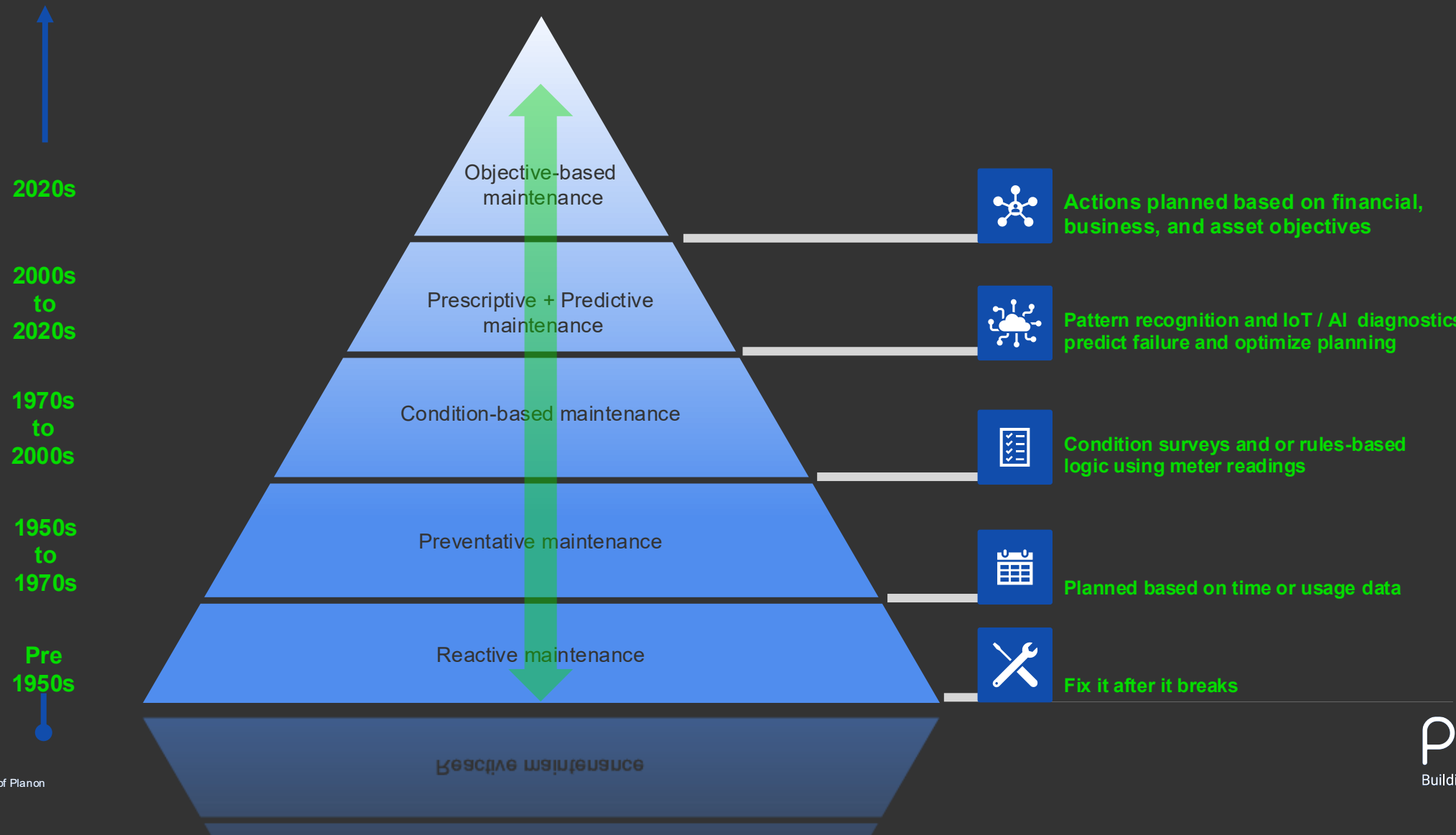
How Maintenance Evolved, And where are we now?



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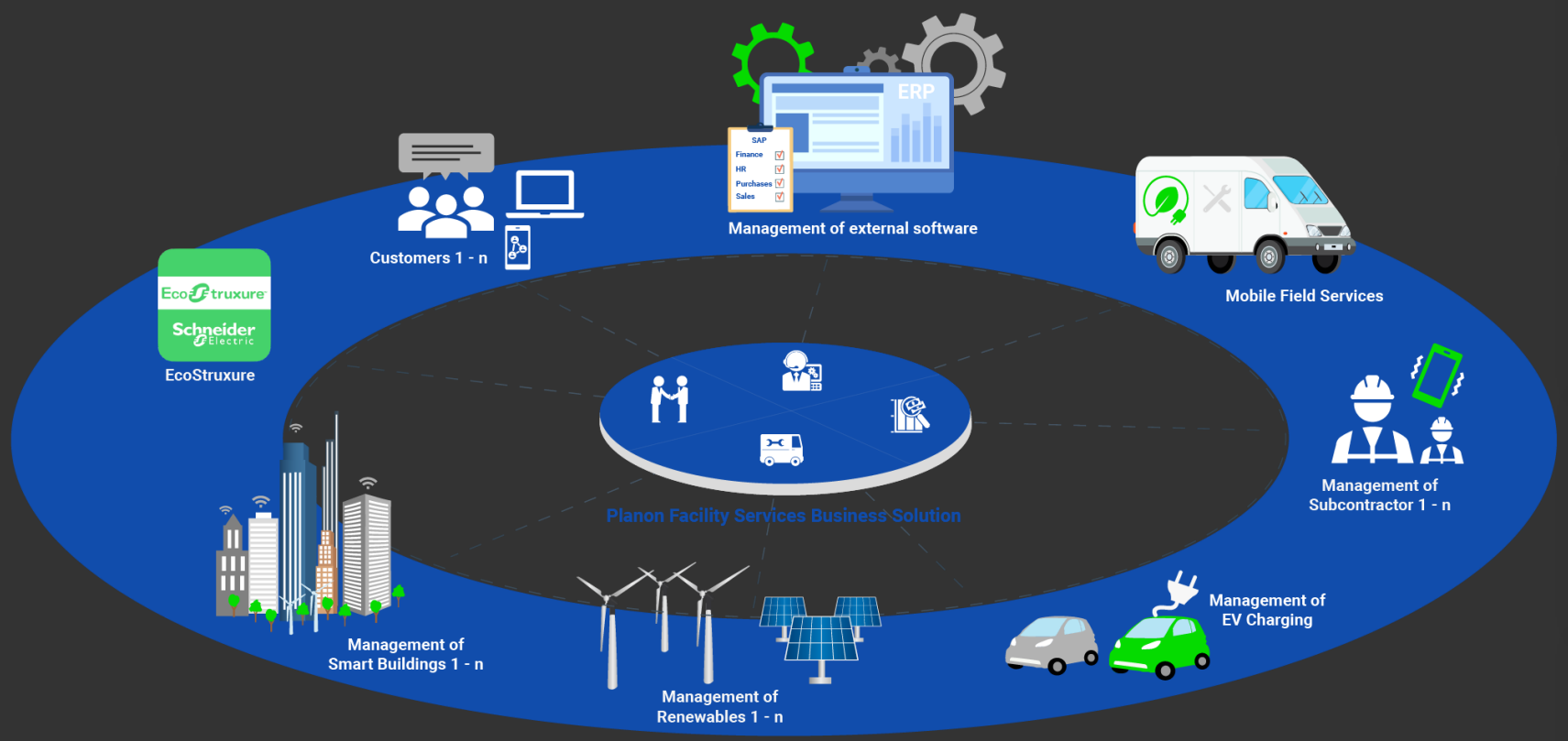
OBM Drivers within Fast Evolving IFM & Field Services Markets

Demand <> Supply



(Y)our customers

Deliver multiple (IFM & FSM) services offerings including Total Experience engagement for your customer(s) employees.

Hyper-integration & operations

Make objects and buildings more predictable, automated, optimized & prescriptible OBM which enables increased business opportunities and tangible added value for end-customers

Energy & Sustainability

Solving challenges on Energy & Sustainability (Net-Zero) and converging these to tangible opportunities.

Enterprise CPIP Platform

Enable Technical, Soft & IFM, Energy optimization & Sustainability services as well AI, Hyperautomation and Process Mining on these processes. Manage scarcity → increase capacity

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Environmental Drivers for OMB within IFM: PEST /DESTEP

D – Demographic

- Skilled technician shortages
- Aging infrastructure portfolios
- Knowledge retention challenges

E – Economic

- Margin pressure in IFM contracts
- Rising labour and spare part costs
- Shift from cost-plus to performance-based contracting
- Need to optimise lifecycle cost, not just OPEX

1. S – Social

- Higher expectations for uptime in critical environments (healthcare, data centers)
- Occupant wellbeing and Total Experience focus
- Transparency and ESG accountability

T – Technological

- IoT and condition monitoring maturity
- AI-driven predictive analytics
- Integrated CAFM/CPIP platforms enabling dynamic prioritization
- Digital twins and real-time asset visibility
- Data-driven contract performance management

E – Ecological

- Net-zero and energy efficiency targets
- Asset performance transparency
- Carbon reporting requirements

P- Political

- Stricter safety and compliance enforcement
- Public-sector accountability and service continuity expectations
- Infrastructure resilience mandates

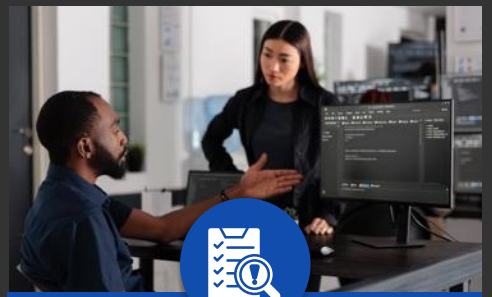
Data You Can Trust as foundation: Governed, Accessible, Secure

Data Governance

- Unified data model across all processes
- Role-based access keeps data consistent and secure
- Data stays well-organized and easy to report on

Data Accessibility

- Data is available through open APIs
- Easy to connect with OBM/ AI tools and external systems
- No data locked in isolated modules



Data Quality

- Real-time input from sensors, processes, and users
- Built-in validation and logic rules
- Reliable input leads to better OBM/ AI output

Data Security

- Data and AI run within your own region
- Nothing is stored or reused for AI model training
- Strong controls protect sensitive information

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What Better Data Unlocks in IFM

Internet of Things

Customer constraints

Operational data

YOUR IoT Data

- The real-time input that expands insight

YOUR Configuration & Authorizations

- The context that guides OBM/ AI

YOUR Operational Data

- The foundation of intelligence

Together, these three layers make the perfect foundation to build trustworthy and value-driven OBM use cases step by step.

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Now have the Data - HOW to setup to OBM?

OBM is implemented by combining asset intelligence with business objectives:

1. Define objectives per asset group or space(e.g., safety-critical, revenue-critical, cost-optimised, sustainability-led)
2. Translate objectives into customers business outcomes based on asset criticality and KPIs
    - Availability, risk exposure, lifecycle cost, energy
    - Customers Demand-Budget
3. Apply differentiated maintenance strategies
    - Predictive, prescriptive or condition-based for high-impact assets.
    - Preventive for medium-critical assets
    - Run-to-failure
4. Use CPIP or CAFM + analytics to operationalize
    - Agentic AI insights trigger prioritised work orders
    - Scheduling reflects business impact
    - Spare parts and workforce are aligned to objectives
5. Continuously optimize
    - Performance feedback loops/ Process Mining

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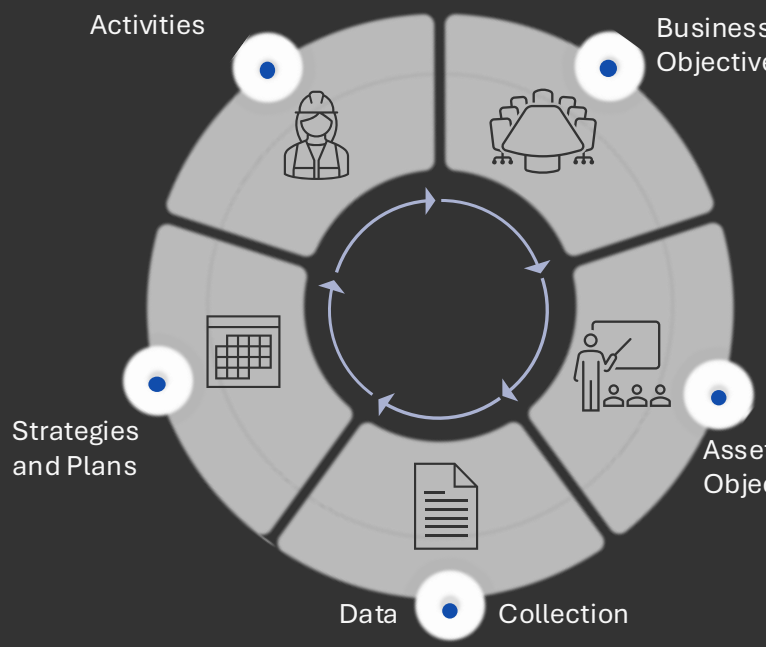
Objective-Based Maintenance at a Glance

Align Work To Business Outcomes

Business Objectives + Strategic Asset Objectives

Planned Preventive Activities



- Performance
- Predictive based
- Compliance
- Condition based

Configurable to meet strategic objectives

Reactive

Financial objectives
- margin growth
- cost reduction

Operational objectives
- energy efficiency
- compliance
- Health & safety

Employee engagement
- Knowledge management

Customer Satisfaction
- Improve customer experience

Asset objectives
- Maximum uptime
- Equipment efficiency
- Longer lifecycle
- High utilisation rate
- Increase time between failures
- Reduce safety risk
- Minimize lifecycle cost
- Meet regulatory compliance
- Improve energy efficiency

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A Mission Critical Situation: A Medical Center Central Utility Plant Developing Fault

A water-cooled chiller unit isn’t cooling properly

Four AI types on OBM processes: Analytical to Agentic

AI Type	What it Does	How it acts within OBM processes
 Analytical AI	• Understand what's happening	• **Detects that energy use rise** from operational data, but cooling systems stay warm posing a health & safety risk and increasing energy use.
 Predictive AI	• Anticipate what might happen	• Forecasts that the unit will likely fail completely within days putting patient safety at risk and **automatically identifies immediate emergency actions**.
 Generative AI	• Assist with explanations or summaries	• **Answers: "Why is this unit failing?"** with context and history so that technicians arrive prepared and with the needed knowledge for a first-time fix.
 Agentic AI	• Act to fix the issue automatically	• Creates a work order, schedules a technician, and sends updates to **reduce the operational, experience, and financial impacts** of a central plant failure.

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What does OBM bring in your business related to Total Experience: CX, TX, BX

Customer Experience (CX)

Seamless, transparent, proactive and value creating service journeys that foster trust and long-term loyalty.

Technician Experience (TX)

Intuitive tools, comprehensive knowledge resources, and streamlined workflows that reduce cognitive load and build confidence

Back-Office Experience (BX)

Automation and actionable insights that empower planners, schedulers, and coordinators

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Proof That Matters: Measurable OBM Outcomes

Int. Operational Efficiency

- AI unifies incident management, automates triage, and leverages predictive maintenance.
- Dynamic scheduling optimizes resource utilization and SLAs, while Copilot-driven reporting eliminates manual effort.

Measurable benefits:

- Improved SLA adherence
- Lowered email-to-work-order leakage
- Lowered downtime and costs
- Meets customers Demand-budget

Ext. Improved Customer Service Experience

- Intelligent prioritization, proactive notifications, and easy self-service interfaces deliver faster, more transparent service.
- Real-time updates and predictive maintenance prevent disruptions, while agentic workflows speed coordination.

Measurable benefits:

- Decreased time to first response
- Improved user experiences
- Increased customer satisfaction

Int. Supporting Compliance

- AI automates document validation, converts risk assessments into actionable tasks, and creates audit-ready evidence packs.
- Integration across systems ensures a single source of truth for compliance data.

Measurable benefits:

- Increased document validity coverage
- Reduced audit prep time
- Reduced activity and asset non-compliance

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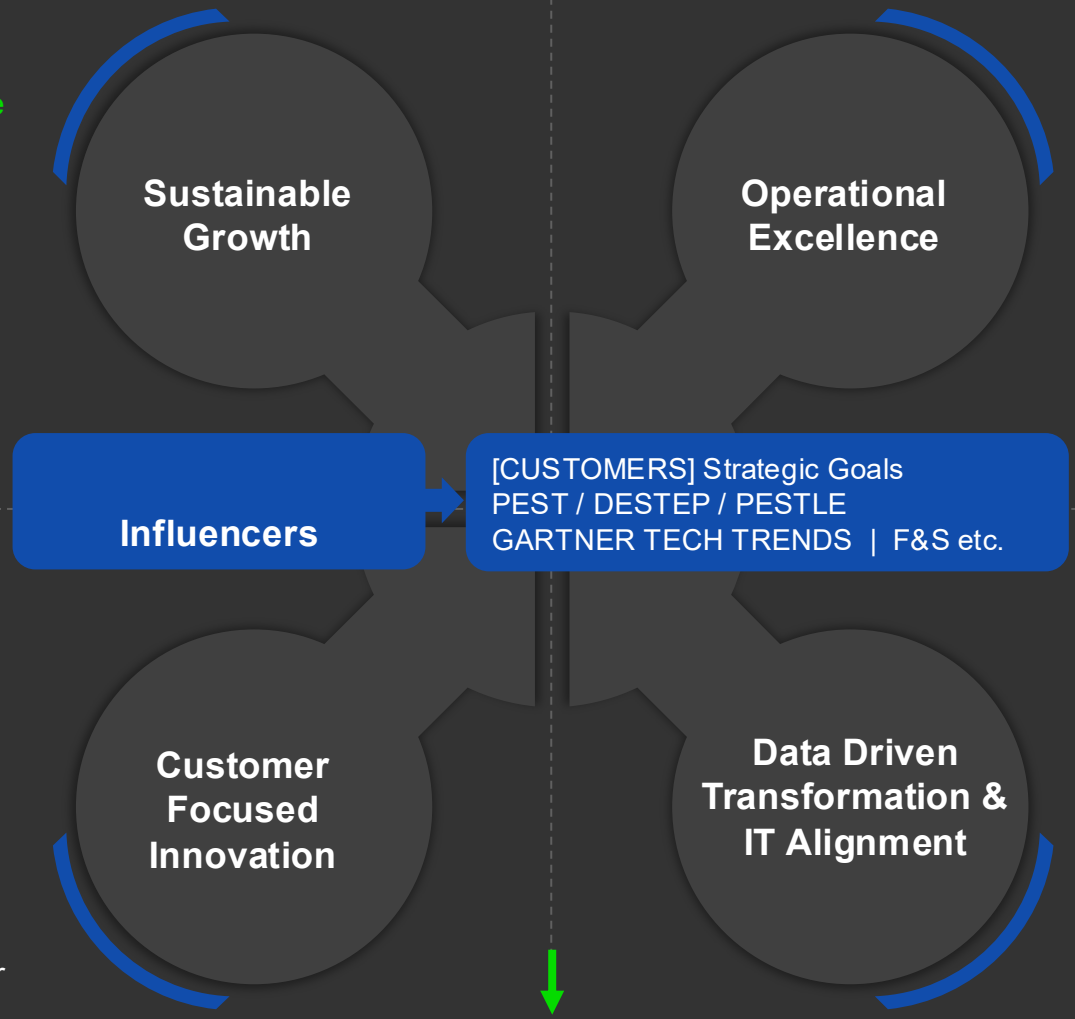
Tie It All Together: The IFM OBM Balanced Scorecard

Shareholders

- Increased existing workforce capacity
- Increased margin from optimized processes
- Mitigate financial risk
- Leverage process mining to drive growth

Customers

- Increased customer engagement
- Meet customer Demand Budget & exceed (net-zero) expectations
- Ensure transparency and traceability
- Deliver a complete customer Total Experience



IRR & life cycle Value based Scenario's

1 2 3 4

Processes

- Intelligent process automation
- Outcome focused process support (OBM)
- Integrated and harmonized workflow processes
- Drive continuous process improvement

Innovations

- Use digital twins & open platform for full data control
- Augmente workforce to improve field service processes
- Hyperautomation to accelerate service delivery success
- Apply AI to manage complexity
- Enable development with open platform and IDE capabilities

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Thank you.

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