



Promoting education and science around the world, Carl Zeiss Inc. has improved the quality of life of many people for over 160 years. Within the markets of Industrial Solutions, Research Solutions, Medical Technology and Consumer Optics, Carl Zeiss has contributed to technological progress worldwide. Medical systems from Carl Zeiss are used in office-based diagnostics of a number of therapy systems helping healthcare professionals achieve better treatment outcomes. In the area of ophthalmology, neurosurgery, ear, nose and throat surgery, doctors put their trust in the know-how of Carl Zeiss. Being number two in the eyeglass lens market, Carl Zeiss develops and manufactures innovative eyeglass lenses and systems for vision testing. Enabling researchers to observe even the tiniest structures and processes in living organisms, Carl Zeiss develops and distributes innovative microscope systems.



"The Clearview software is a highly flexible and functional solution. The system allows us meet our business requirements and automate many of our field service processes. Having service history and parts inventory information available to our technicians while on site ensures many problems are resolved on the first customer call."

Jason Larkin, CRM Manager at Carl Zeiss Inc.

Clearview Benefits:

- Enhanced service contract functionality*
- Scalable for multiple customer processes*
- Enriched technician visibility*
- Multiple price features per agreements*
- Configurable business rules per customer*
- Seamless integration to SAP*
- Parts inventory control & visibility*

The Challenge

Prior to using Nexterna Clearview, Carl Zeiss Inc. used an assortment of systems including desktop applications, a field service system and manual processes for installation, contract service, equipment tracking, preventive maintenance and management of parts inventory as well as providing technical information to the field technicians. "Because our service technicians have to service sophisticated medical and research equipment, it is extremely important that they have updated technical information and equipment history available to them while they are at the customer site", said Larkin.

With over 200 technicians across the country, Carl Zeiss decided it needed to fully automate its field service operations including installation services, contract services, repair services and preventive maintenance services. Also, the tracking of equipment and parts inventory was critical. "Because our business has grown substantially

in the last few years and we service numerous pieces of expensive equipment, we needed to get better control over our parts inventory" says Jason Larkin, CRM Manager.

The Clearview Solution

Each day, support personnel at the company's main support center dispatch preventive maintenance schedules and customer service calls electronically to the appropriate technician for problem resolution. Utilizing the mobile application for Clearview on a laptop, technicians have all of the applicable equipment information available to them to provide the necessary service. After receiving the customer's electronic signature, the call is completed and the technician updates Clearview with all of the details of the closed service call. Billing information and parts information are immediately available and integrated to SAP after invoicing and inventory update.

The Benefits of Clearview

The strong feature set and flexibility of Nexterna Clearview has improved the management of customer equipment and service contracts with preventive maintenance. Because Carl Zeiss can better track the history and the life cycle of equipment, they know when equipment needs to be serviced and when parts need to be replaced. This has enabled them to substantially reduce the amount of their parts inventory saving them money in carrying excess inventory. It also allows their sales team to introduce new products to the customer at the appropriate time. By automating many processes and having technicians access the system remotely from outside the office, the amount of time and resources it takes to manage service inventory and service order processing has been reduced dramatically.

"Because the Clearview solution has reduced our on-hand inventory without jeopardizing customer service response/first-time fix rates, we have been able to considerably reduce our replacement parts inventory carrying costs." Larkin notes.

What's Next?

Following the successful implementation of Clearview, Carl Zeiss plans to automate additional service processes and create additional management reports/dashboards that analyze service data historical trends.

About Carl Zeiss

The Carl Zeiss Group develops and produces planetariums, eyeglass lenses, camera and cine lenses and binoculars as well as solutions for biomedical research, medical technology and the semiconductor, automotive and mechanical engineering industries. Carl Zeiss is present in over 40 countries around the globe with about 40 production sites, over 50 sales and service locations and approximately 20 research and development centers. Carl Zeiss AG is fully owned by the Carl Zeiss Stiftung (Carl Zeiss Foundation). Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany.



About Nexterna

Nexterna is a leading provider of service management solutions offering extensive capabilities in mobile resource management. Nexterna's solutions deliver improved customer satisfaction, reduced operating costs and increased efficiency of mobile resources. Our team provides several years experience in developing, implementing and supporting service management and mobile applications. Nexterna's Clearview product is a web-based Service Management system that utilizes the latest technologies including wireless communication and GPS location technologies.



For more information please visit www.nexterna.com or call 888-343-5377

