

At the Chair of Logistics and Supply Chain Management of TUM School of Management, we are looking for an interested and gualified student to conduct his/her

Project Study

on the topic

Digital Service Transformation for Dealers and OEMs

Introduction to ClearOps

ClearOps, a Munich-based B2B software startup, is dedicated to ensuring global part and service availability for heavy machinery across complex service supply chains. Our platform connects OEM systems, dealer ERP systems, and machine telematics systems, leveraging end-to-end service supply chain data to predict future parts demand accurately, execute orders, and coordinate global workshop and technician forces. This ensures that parts are available whenever and wherever needed, technicians have the information and resources for upcoming service incidents, and ultimately, machines are kept operational. By centralizing service supply chains on one platform, ClearOps serves manufacturers in the agricultural machinery, construction machinery, power tools, material handling, automotive, and trucking industries, keeping the world of machinery moving efficiently. Whilst our product parts cloud targets large manufacturing companies, our product Service Cloud which will be launched in June targets dealerships.

New Product Launch

The Service Cloud product by ClearOps addresses a critical need in the heavy machinery industry: the inefficiency and manual nature of service operations at dealerships. While the Parts Cloud ensures that dealers have the necessary parts available to meet demand, it does not guarantee efficient service execution. Many dealerships still rely on analogue and manual processes for service scheduling, resource allocation, and technician management. These outdated methods lead to significant inefficiencies, wasted time, and ultimately, reduced machine uptime for end customers.

The Service Cloud product aims to digitize the end-to-end service process, from initial service requests to resource and technician planning, execution, and subsequent operations such as part ordering and service analytics. By leveraging advanced technology and integrating with existing systems, the Service Cloud enables dealerships to streamline their workflows, enhance operational efficiency, and improve service quality. This transformation is crucial in an era of increasing digitalization and a growing shortage of skilled technicians.

The introduction of the Service Cloud is not just about improving efficiency; it is about ensuring that dealerships can meet the high expectations of their customers for prompt and reliable service. By automating and optimizing service operations, dealerships can better manage their resources, reduce downtime, and enhance customer satisfaction. Furthermore, the data generated through these digital processes provides valuable insights for both dealers and OEMs, enabling continuous improvement and strategic decision-making.

Key project tasks:

- Conducting a cross-industry dealer analysis about their way of working, their pain points and user persona
- Prepare and start a Go To Market strategy to sell and support the Service Cloud in Germany



and expand it to the European market quickly

- Analyze the relevant data exchange from OEMs to dealers and vice versa to allow for a hyperconnected service supply chain (e.g. telematics data, service history, etc.)
- Collaborate with the product team and derive a customer-driven 24 months roadmap including the underlying user journeys

Requirements:

The project study is suitable for Bachelor or Master in Management & Technology students. The ability to work independently as well as analytical and business skills are required. Strong people skills as well as German skills are required. Knowledge of aftersales is preferred.

Earliest begin: as soon as possible

Supervisor: tba

Application: Email with curriculum vitae and transcript of records to logtheses.log@mgt.tum.de