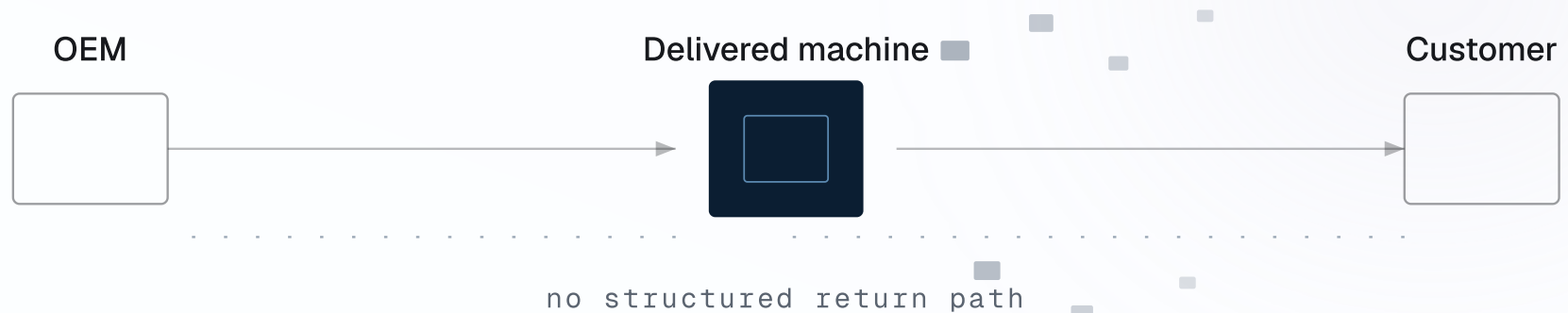


Turn every machine delivery into lifecycle value.

SeeDoc is the System of Engagement between
OEM, machine and customer.

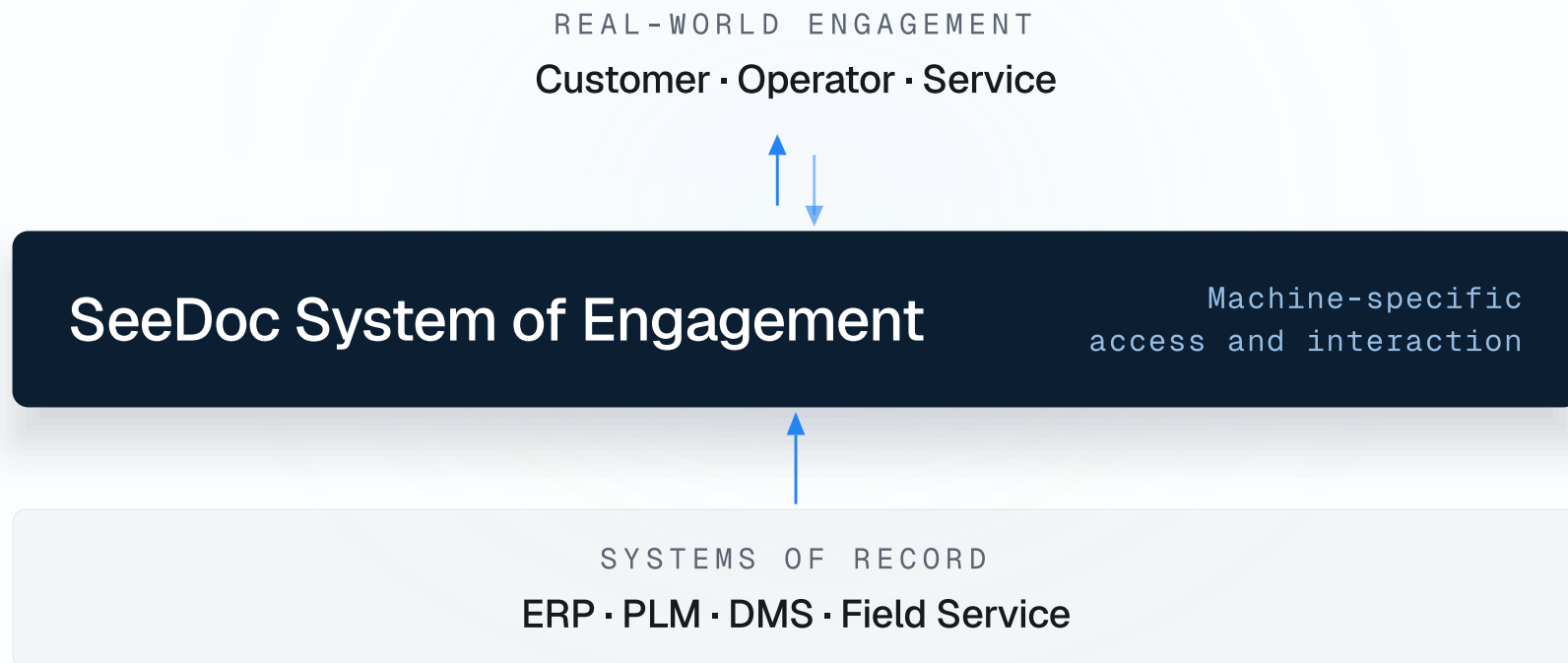
The relationship breaks at delivery.

After handover, machine context fragments across systems, files, people and paper. Operators search for information, service starts without full context and OEMs lose visibility into real-world use and customer needs.



SeeDoc connects core systems to real-world use

Core systems remain authoritative. SeeDoc makes their machine-specific information usable in customer and service interactions.



One product on both sides of the machine

The OEM manages every delivered machine. Operators and technicians access the same machine through its portal.

OEM workspace

MANAGE

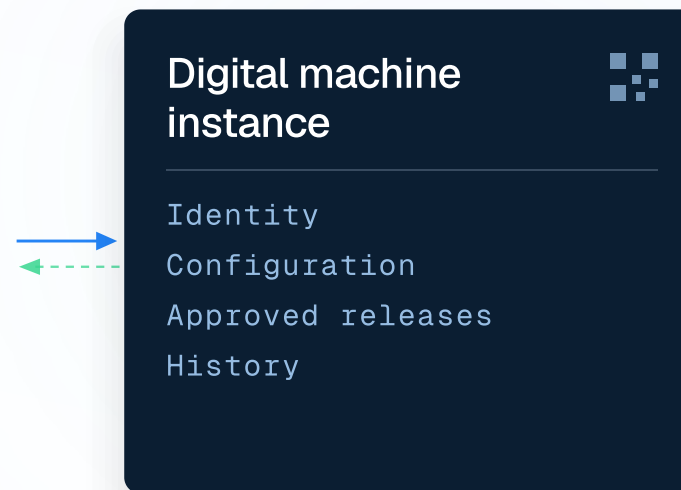
Machines, releases and access

LEARN

Questions, knowledge gaps and recurring issues

ACT

Improve information, products and service



Machine portal

ACCESS

Information for the exact machine

ASK

AI grounded in approved machine data

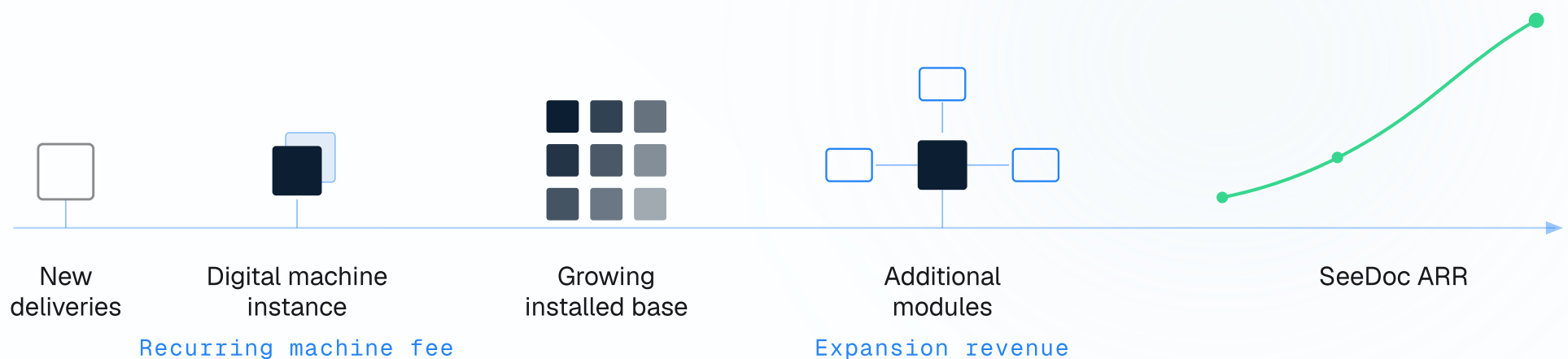
RECORD

Maintenance, faults and solutions

— Questions, maintenance entries and service cases become signals for product and service improvement.

The installed base compounds

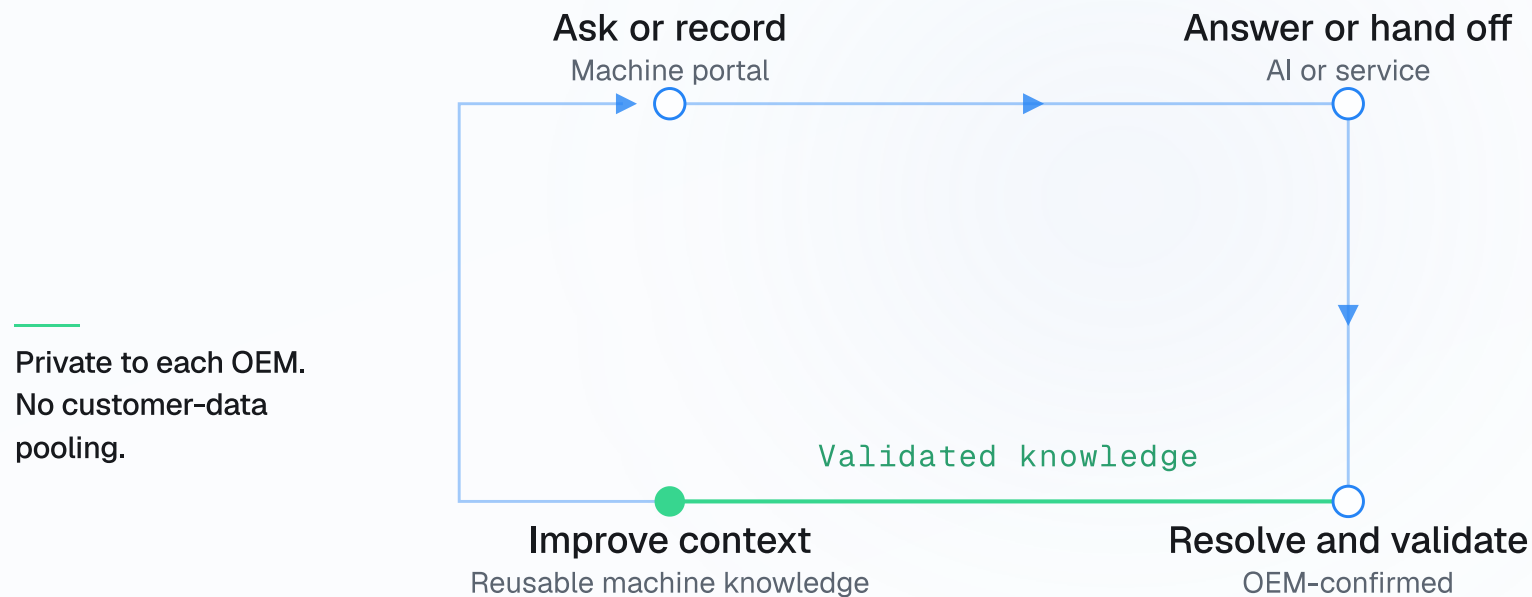
Every new machine instance adds recurring revenue. Additional modules increase revenue per machine over time.



BUSINESS MODEL | Customer ARR = platform subscription + connected-machine fees + optional modules

Every interaction improves the next answer.

The portal captures real-world interaction. Validated resolutions return as reusable machine context.



Value across the machine lifetime



Delivery

Preparation time ↓

First-time-right ↑

Handover errors ↓

Service

Time to information ↓

Time to resolution ↓

Cost to serve ↓

Growth

Service attach rate ↑

Revenue per machine ↑

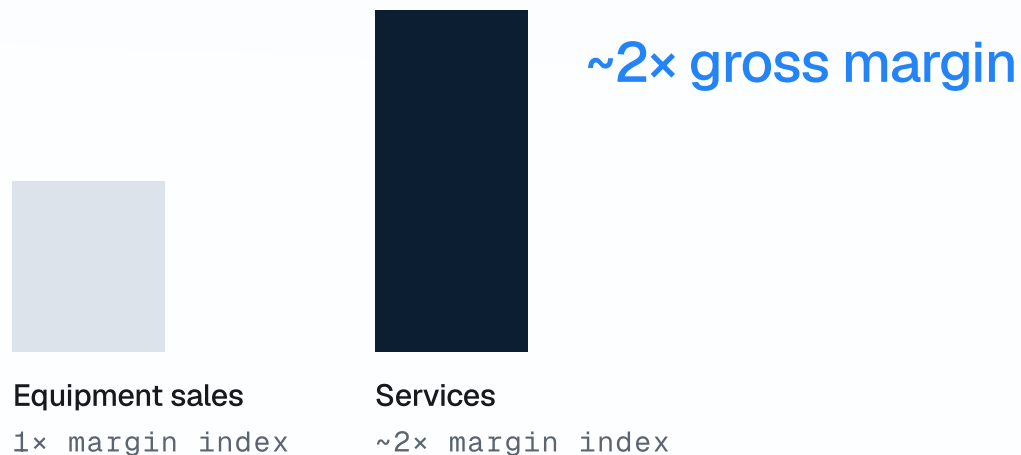
Customer lifetime value ↑

— KPIs to validate in the pilot projects

High-margin services. Low digital monetization.

Industrial OEMs have valuable aftermarket relationships—but rarely turn their installed base into scalable digital revenue.

Services versus equipment sales



Only 4%

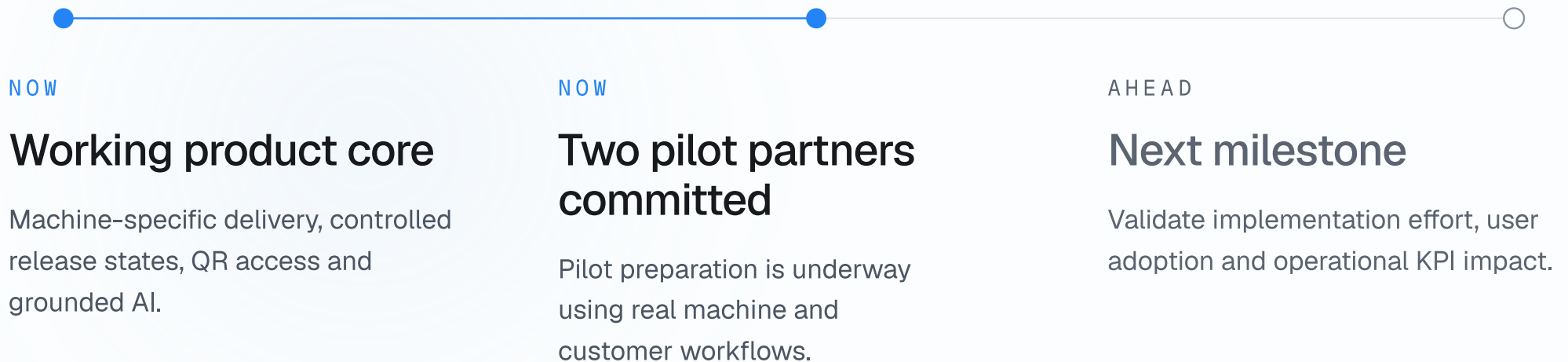


currently generate recurring revenue from equipment-linked digital services

A valuable profit pool with little digital recurring revenue.

Source: BCG, “Aftermarket Services Drive Growth and Higher Margins,” 2025 · n≈100

MVP built. Two pilots committed.



Connect. Learn. Act.

CONNECT – NOW

Digital instance,
approved context,
QR access

LEARN – NEXT

Operator signals,
machine history, AI-
to-Service

ACT – LATER

Service triggers, system
and IoT signals,
automated workflows

Every machine should make the next one smarter.

SeeDoc enables every OEM to build a private intelligence network across its delivered machines, turning real-world use into better service, better products and recurring value.

— Starting with the next machine.



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