

IMAC 2014

Welcome to
IBM Maximo Annual
Conference 2014



Address by

Omeed Kroll, Vice President
IBM Software Group
Australia & New Zealand



IMAC 2014

The best habits of strategic enterprise asset managers

John Clark – Worldwide Manager, Smarter Infrastructure, IBM

September 9th, 2014



SURVEY
OF 523 ASSET
MANAGERS
CONDUCTED BY
RELIABILITYWEB.COM;
ANALYSIS BY IBM

Asset managers breakdown into three primary groups based on the maturity of their asset management plans:
STRATEGISTS, PLANNERS AND LAGGARDS



more than one-third of asset managers already **have a strategic asset management plan** in place;



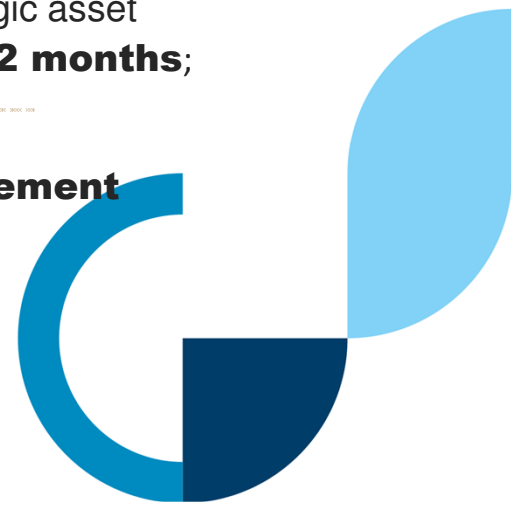
nearly half plan to implement a strategic asset management plan **over the next 12 months**;



One-in-five have **no plans to implement**

Not surprising!

Australia / New Zealand had the **highest of percentage of STRATEGISTS** and the lowest percentage of Laggards



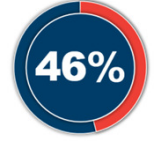


STRATEGISTS adopt a more formal approach to asset and risk management than their peers

STRATEGISTS All others



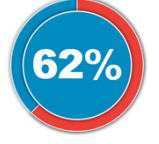
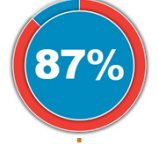
Adopt an asset management policy



Use asset-service levels



Conduct asset benchmarking



Adopt a formal risk management approach

Consider this!

While **31% of STRATEGISTS conduct asset benchmarking**, the same number are in the process of implementing and 20% plan to implement within 12 months; **increasing to a total of 82% within 12 months**





THEY BUDGET DIFFERENTLY TOO

STRATEGISTS rely more on **assessments, criticality** and **performance data** to allocate budgets

Please indicate the strategies that your organization utilizes for allocating budget for repair, maintenance and/or replacement of existing assets:

STRATEGISTS

All others



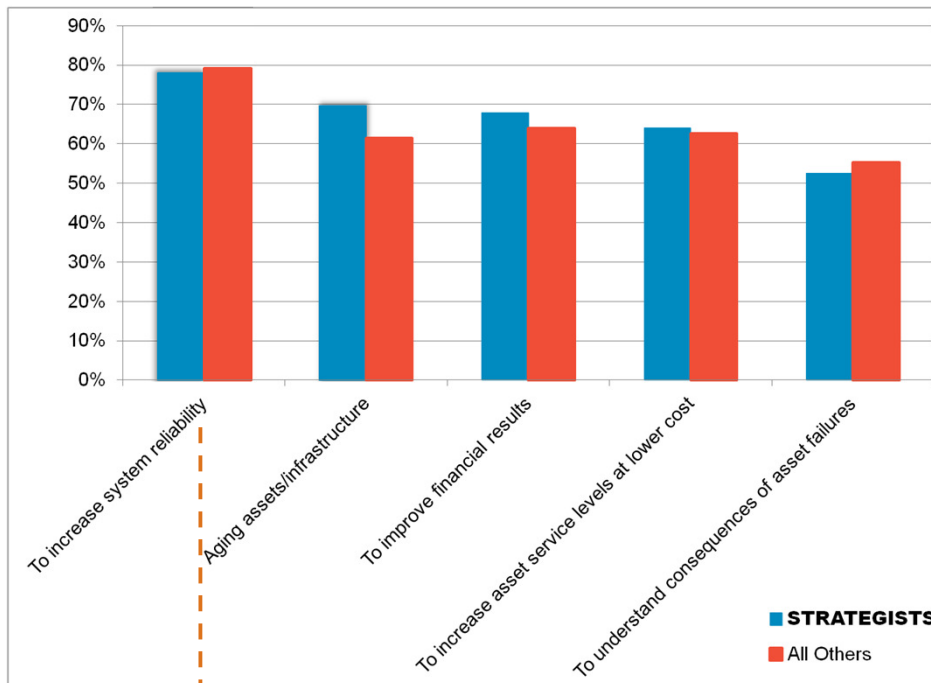
Not surprising!

Less than half of STRATEGISTS utilize previous budgets when allocating budgets for repair, maintenance and/or replacement of existing assets.

Meanwhile...

... STRATEGIST are more than twice as likely to use asset management plans than their peers.

RELIABILITY MATTERS



RELIABILITY represents the primary focus for **all asset managers**

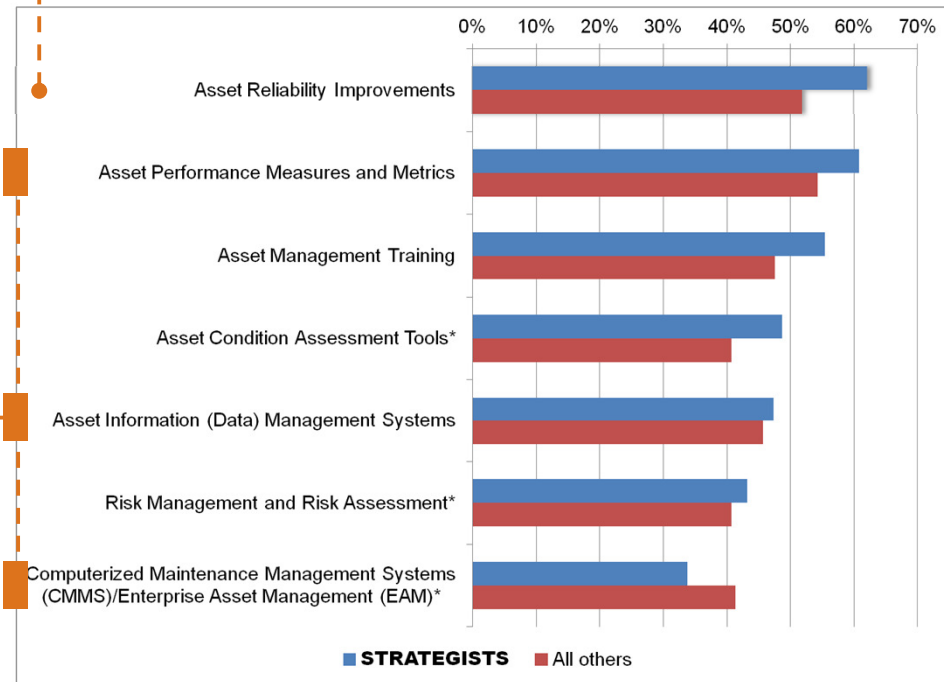
Top five reasons why **asset managers** have an interest in asset management





RELIABILITY represents the **top area of investment** for **asset management leaders** over the next year

Top five asset management investments planned over the next 12 months



While gaps exist, **STRATEGISTS** receive more support from their **asset information management systems**

STRATEGISTS All others

Fully supports effective asset management



Survey analysis of 236 respondents who lead the asset management function
 * Equal percentage for non-Strategists

Asset information improvements focus heavily on **planning** and **analytics capabilities** for asset management leaders

Please describe your plans to improve asset information management:

STRATEGISTS

- 1 Integrate CAPEX and OPEX information systems
- 2 Implement asset performance management software
- 3 Implement new MRO material and spare parts software
- 4 Implement maintenance planning & scheduling software
- 5 Implement data analytics

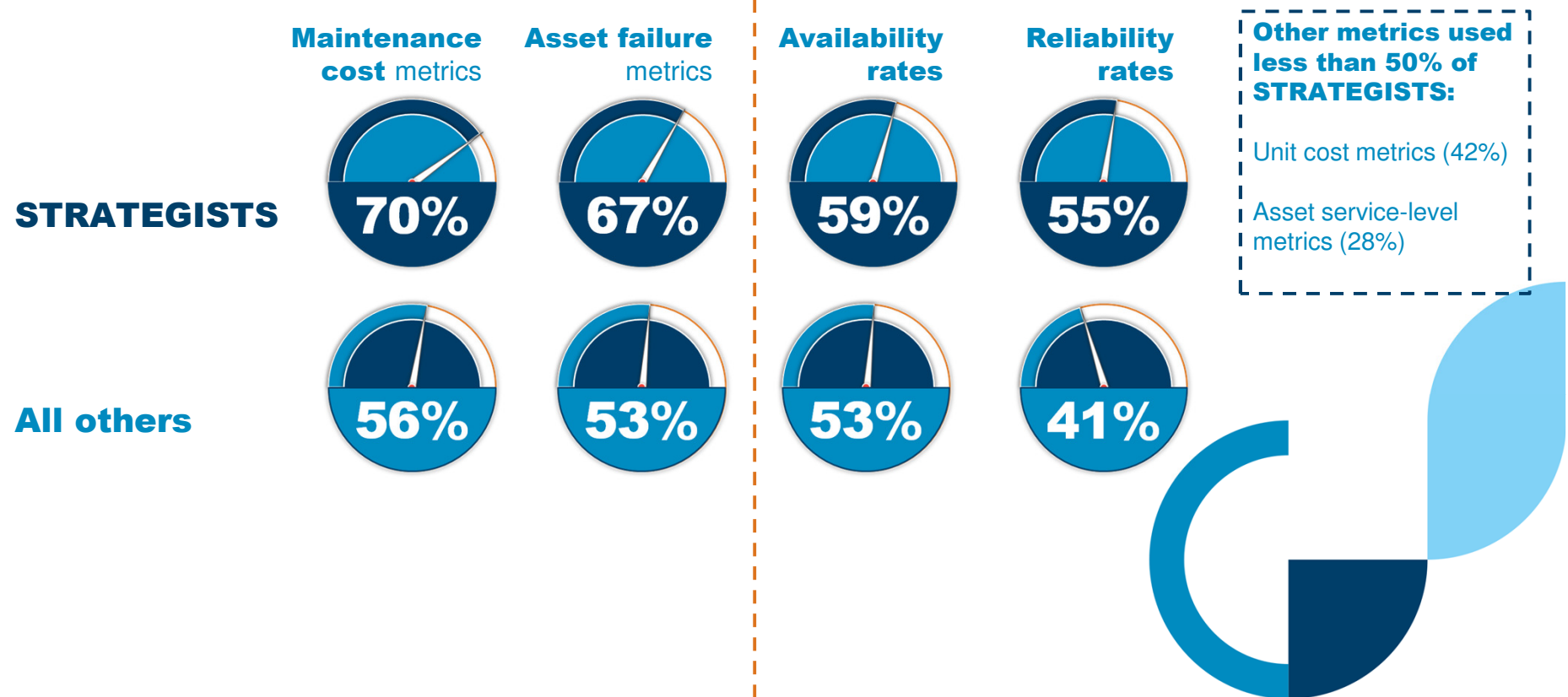
All others

- 1 Implement asset performance management software
- 2 Implement new MRO material and spare parts software
- 3 Integrate CAPEX and OPEX information systems
- 4 Implement life cycle modeling software
- 5 Implement maintenance planning & scheduling software
- 5 Implement asset health management software

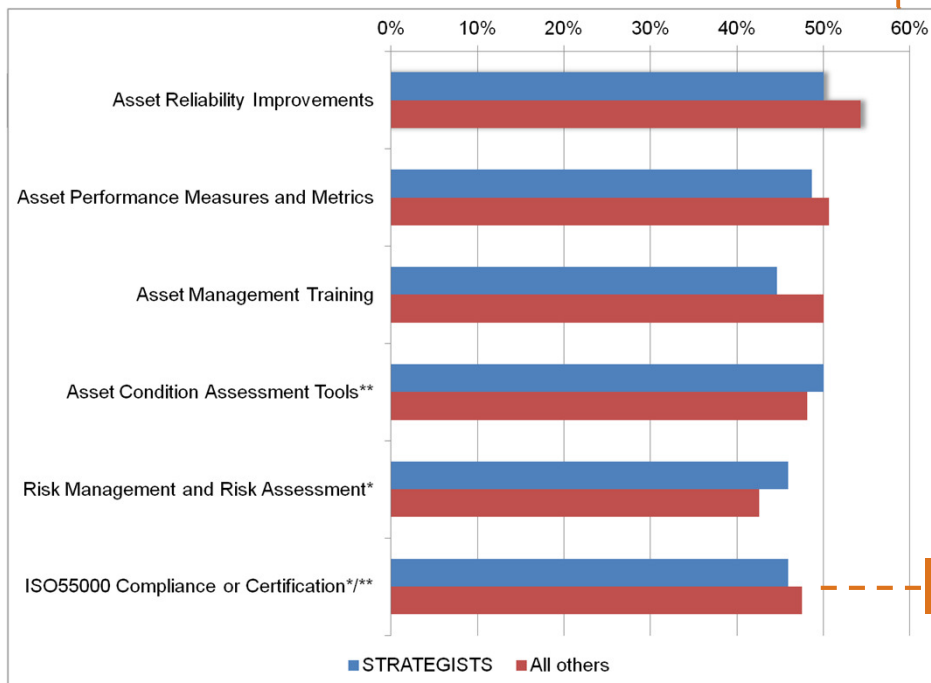
Survey analysis of 236 respondents who lead the asset management function



Asset management program **performance metrics** are used by a plurality of **asset managers**



Over the next five years, **reliability, performance** and **risk management** remain the **top areas of investment**

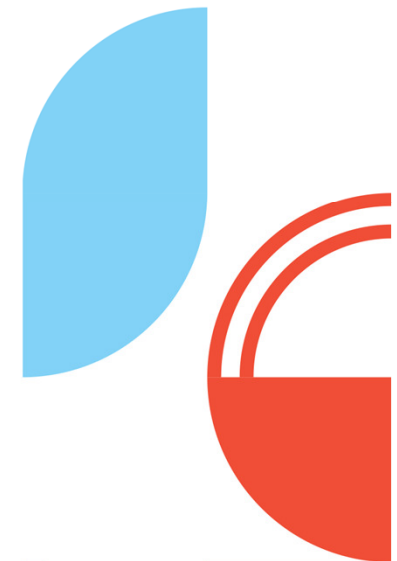


Survey analysis of 236 respondents who lead the asset management function
 *Equal percentage for Strategists
 ** Equal percentage for non-Strategists

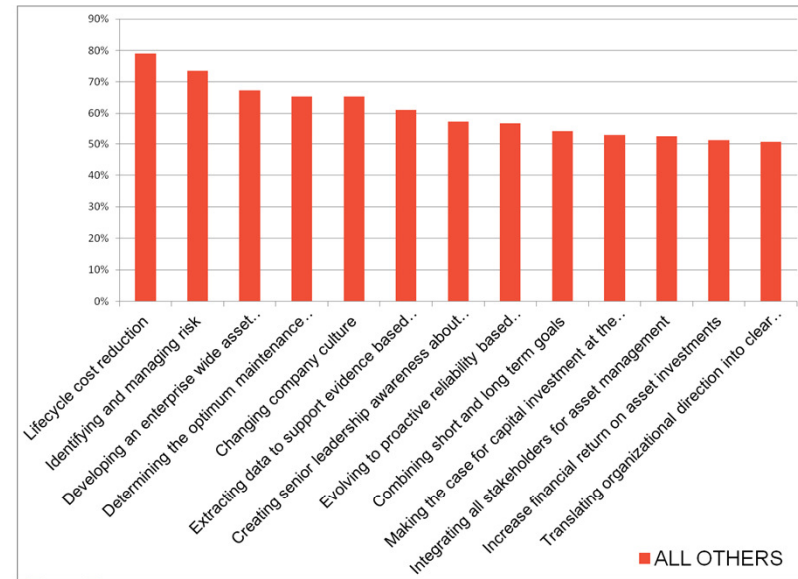
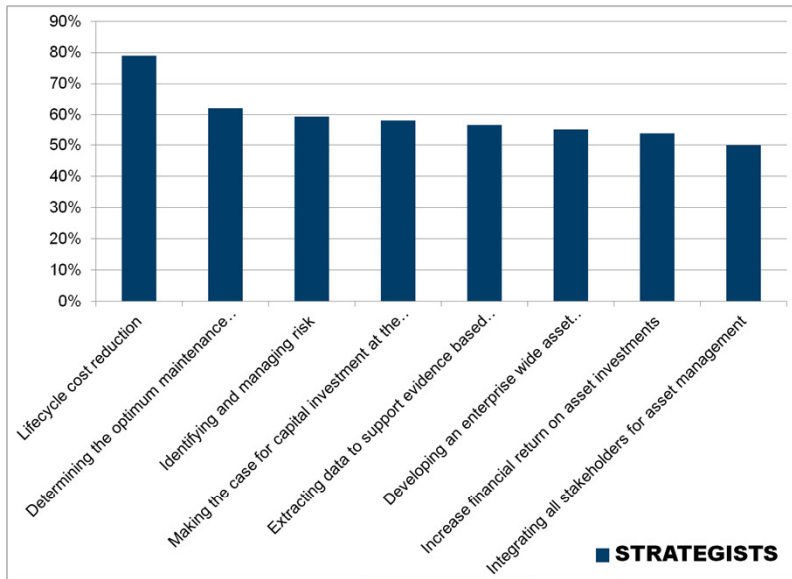
Top five asset management investments planned over the next 1-5 years

Consider this!

Asset management leaders planning to invest in **ISO 55000 Compliance / Certification increases by 82%** over the next five years



All asset management leaders expect **substantial benefits** from their **asset management investments**; though priorities and benefits differ



Survey analysis of 236 respondents who lead the asset management function



Thank you



Maximo in BAE Systems Australia

An Evolutionary Journey

September 2014



Introduction: BAE Systems

BAE Systems is a global defence, aerospace and security company. The Company delivers a full range of products and services for air, land and naval forces, as well as advanced electronics, security, information technology solutions and support services.

Key facts

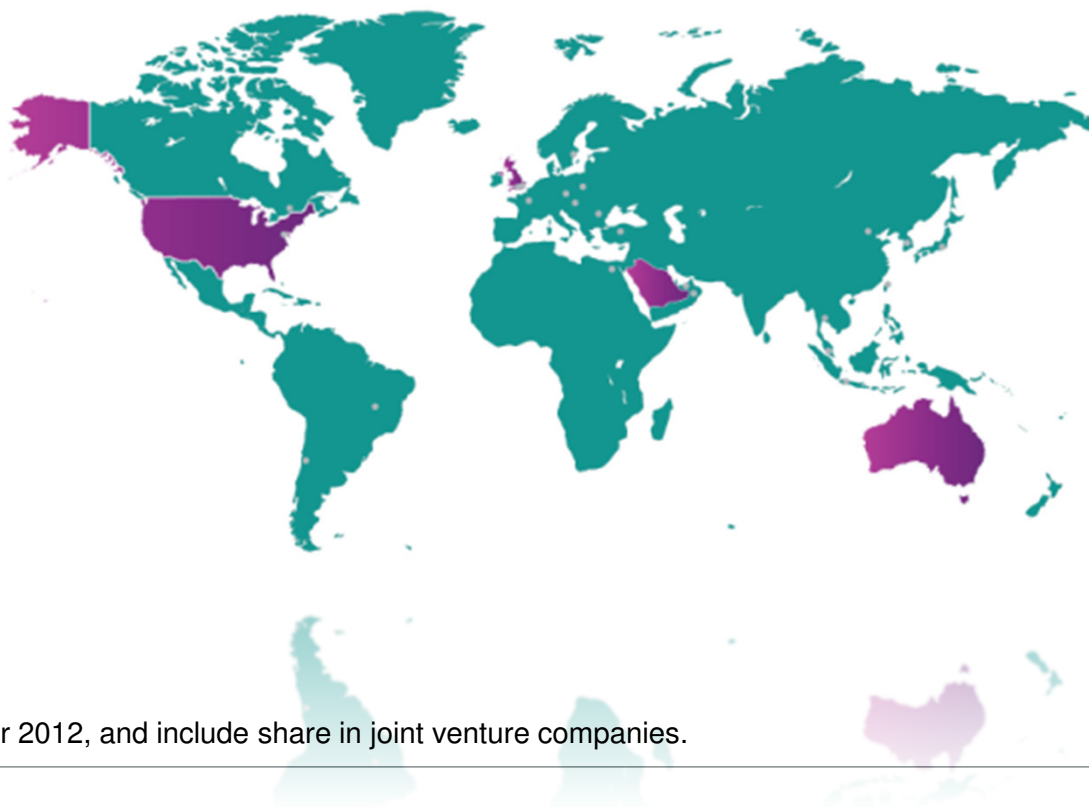
- Global capability
- One of the world's leading defence companies
- A world leading innovator
- Over 88,000 employees worldwide
- Customers in more than 100 countries
- 2013 sales of £18.2 billion



Our global operations

- **BAE Systems Home Markets**
 - Australia**
 - circa 4,500 employees
 - India**
 - circa 200 employees
 - Saudi Arabia**
 - circa 5,900 employees
 - United Kingdom**
 - circa 32,800 employees
 - United States**
 - circa 34,500 employees

- **Global Business Development Offices**



* Employee figures correct as of 31 December 2012, and include share in joint venture companies.

Australian business at a glance

EDINBURGH PARKS, SOUTH AUSTRALIA
HEADQUARTERS

4,000+ EMPLOYEES

AUD \$1.4 BILLION
ANNUAL SALES

35+ MAJOR DEFENCE CONTRACTS



60 years in Australia

- 1953** • Begins operations at Woomera in South Australia
- 1977** • Name changed to British Aerospace Australia
- 1996** • Acquires AWA Defence Industries
- 1998** • Acquires Siemens Plessey Electronic Systems Australia
- 1999** • Acquires Hunter Aerospace
- 1999** • Becomes BAE Systems (merger with GEC Marconi Systems)
- 2008** • Acquires Tenix Defence
- 2009** • Acquires Tenix Toll Defence Logistics
- 2010** • Acquires stratsec

Land & Integrated Systems

Major projects



Project

Over-The-Horizon Radar

Location

REGIONAL AUSTRALIA

Land & Integrated Systems

Major projects



Project

Wedgetail Follow On Sustainment Support

Location

SOUTH AUSTRALIA

Land & Integrated Systems

Major projects



Project

JP 2008 3F – Satellite Ground Station

Location

REGIONAL WESTERN AUSTRALIA

Land & Integrated Systems

Major projects



Project

Minehunter In Service Support

Location

NORTH RYDE, NSW

Maritime

Major projects

BAE SYSTEMS
INSPIRED WORK



Project

Building two Landing Helicopter Docks for the RAN
Prime contractor for the supply of two LHD ships

Location

WILLIAMSTOWN VIC

BAE Systems – Projects

- Defence projects vary widely in scale, scope, and value.
- Each project has unique contract requirements and specific performance measures.
- Require processes and tools that are scalable and flexible to customer needs.



Maximo in BAE Systems

- One primary customer in Australia.
- In-Service Support (ISS) contracts are increasingly a major focus for the defence customer.
- BAE Systems requires a proven, scalable and adaptable Maintenance Management System to meet customer needs.



Maximo in BAE Systems (cont.)

- Prior to 2010:
 - Maximo used independently on several projects.
 - Used primarily as a repair workflow management tool.
- This resulted in:
 - Stove-piped approach to maintenance management.
 - Inefficiency / extra cost involved in managing many different implementations.



Maximo in BAE Systems (cont.)

- Needed to determine a common approach to maintenance and asset management.
- Evaluated competing Enterprise Asset Management products.
- Maximo selected due to high degree of compliance against BAE Systems business requirements.
 - Competing products would have required extensive customisations and changes to the base product.

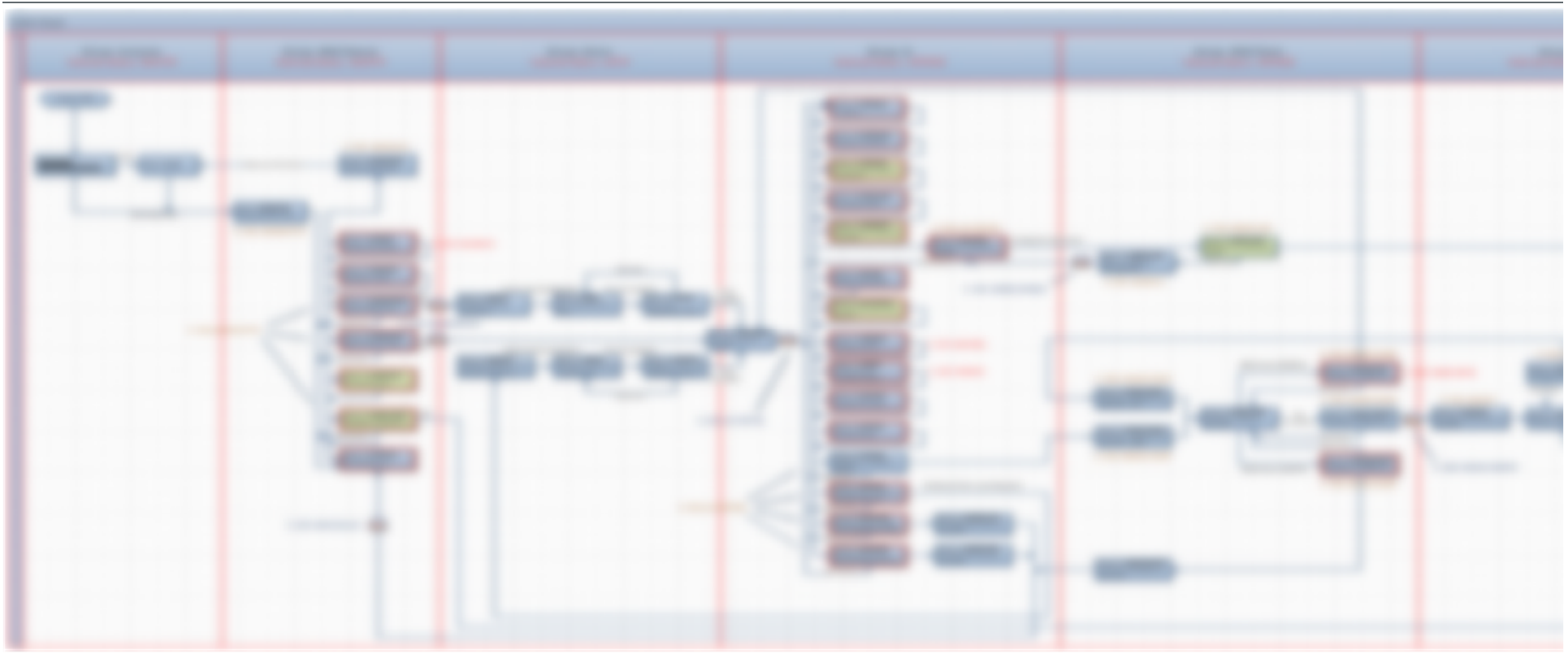


Maximo in BAE Systems (cont.)

- Since 2010:
 - Expansion and tailoring of default Maximo work flow to better suit the maintenance practices of several projects.
 - Built upon existing model to improve flexibility.
 - Improved maintenance management system now successfully rolling out to new projects.

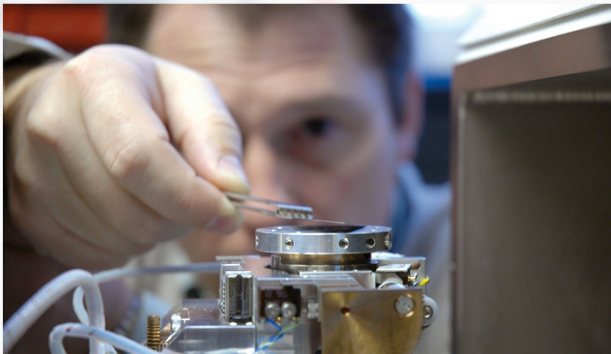


Common Maintenance Workflow



Common Maintenance Workflow

- Small and large scale projects.



Common Maintenance Workflow

- Solution:
 - Common Maintenance Workflow
 - Adaptive
 - Scalable to large and small projects
 - Can include or exclude specific states of the maintenance workflow
 - Can tailor the number of geographic locations and organisations involved in a project.

Extending Maximo Capability



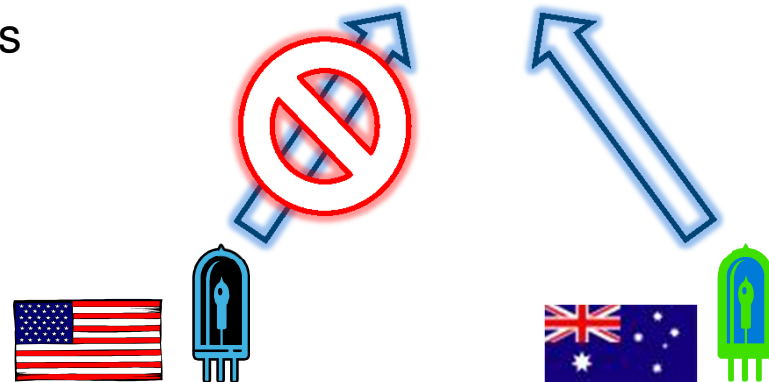
Extending Maximo Capability – Stores Control

- Need:
 - BAE Systems holds stock for multiple customers.
 - Standard Maximo environment allows issuing parts from any store into any asset.
 - Need to ensure that stock items can only be consumed by assets that belong to the same owner.



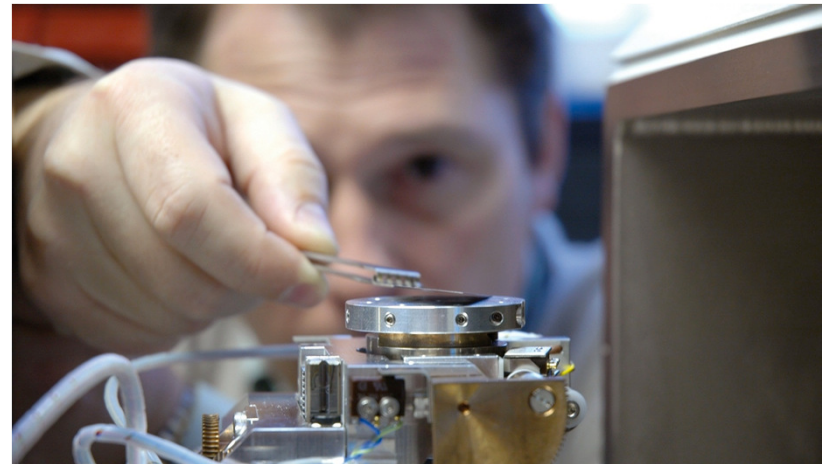
Extending Maximo Capability – Stores Control

- Solution:
 - Introduced the concept of “Owner” for:
 - Store Rooms; and
 - Assets.
 - Items can only be consumed by Assets that belong to the same owner as the issuing store room.



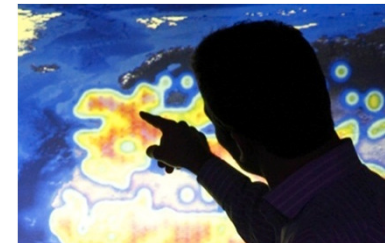
Extending Maximo Capability – Tech Config

- BAE Systems needs to track the configuration of specific assets.
 - Radio modules, missiles, platforms.
- The Maximo Asset Configuration Module (ACM) is capable of this, however:
 - ACM is a large, comprehensive module.
 - In excess of BAE Systems requirements.



Extending Maximo Capability – Tech Config

- Solution:
 - Technical Configuration (TC)
 - Customisation of Service Request Module
 - Type: alert, deviation, modification, waiver ...
 - Can be mapped to multiple assets
 - Allows BAE Systems to control and understand the modification state of all managed assets.



Thank you



IMAC 2014

Smarter Infrastructure – Direction & Roadmap

Kim Woodbury
Senior Product Manager

09/09/2014



Please note

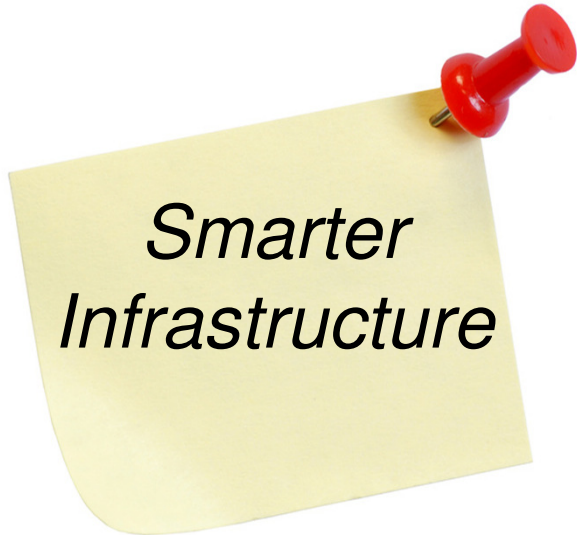
IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at IBM's sole discretion.

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision.

The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.





Trends and Direction
Currently Available
What's Coming
Pulse / Interconnect 2015



Asset Management in Transition: Disruptive Trends & Influences

Infrastructure is increasingly complex



Variety, volume, velocity of data is increasing



IBM believes there is a new approach to solve these persistent challenges, we call this **'Smarter Infrastructure'**

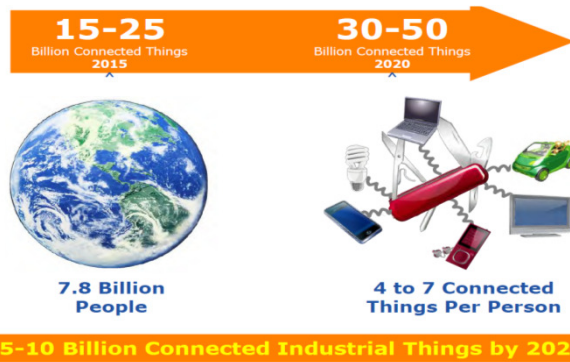
- Enabling process and data integration within and across the life cycle
- Turning vast amounts of operational data into insights and outcomes
- Managing and securing 'operational technology'

The way we work is changing

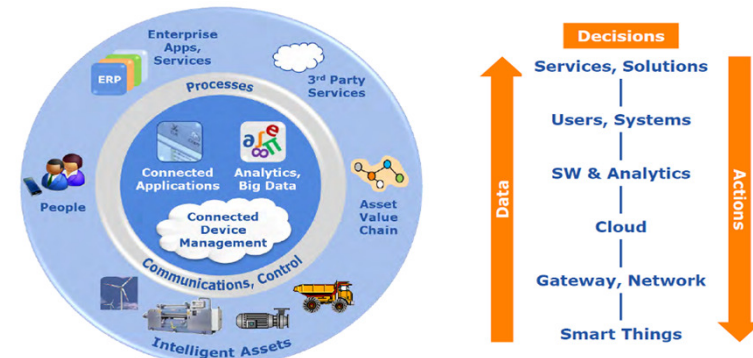


Trends: Internet of Things (IoT), Analytics, Mobility, Standards

The number of connected devices is exploding

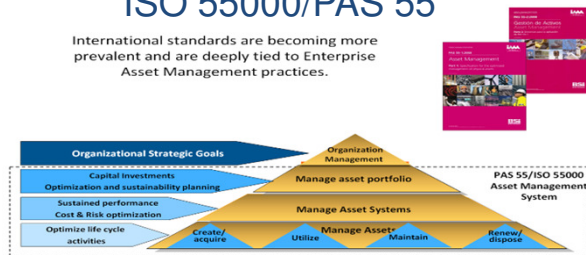


ARC Advisory Industrial IoTs for Connect Assets



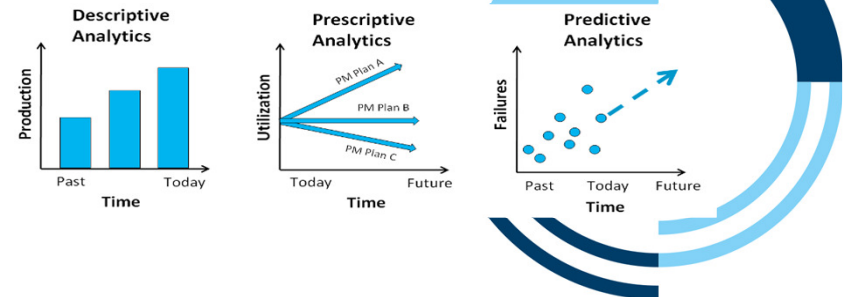
New interest in Asset Management Standards ISO 55000/PAS 55

International standards are becoming more prevalent and are deeply tied to Enterprise Asset Management practices.

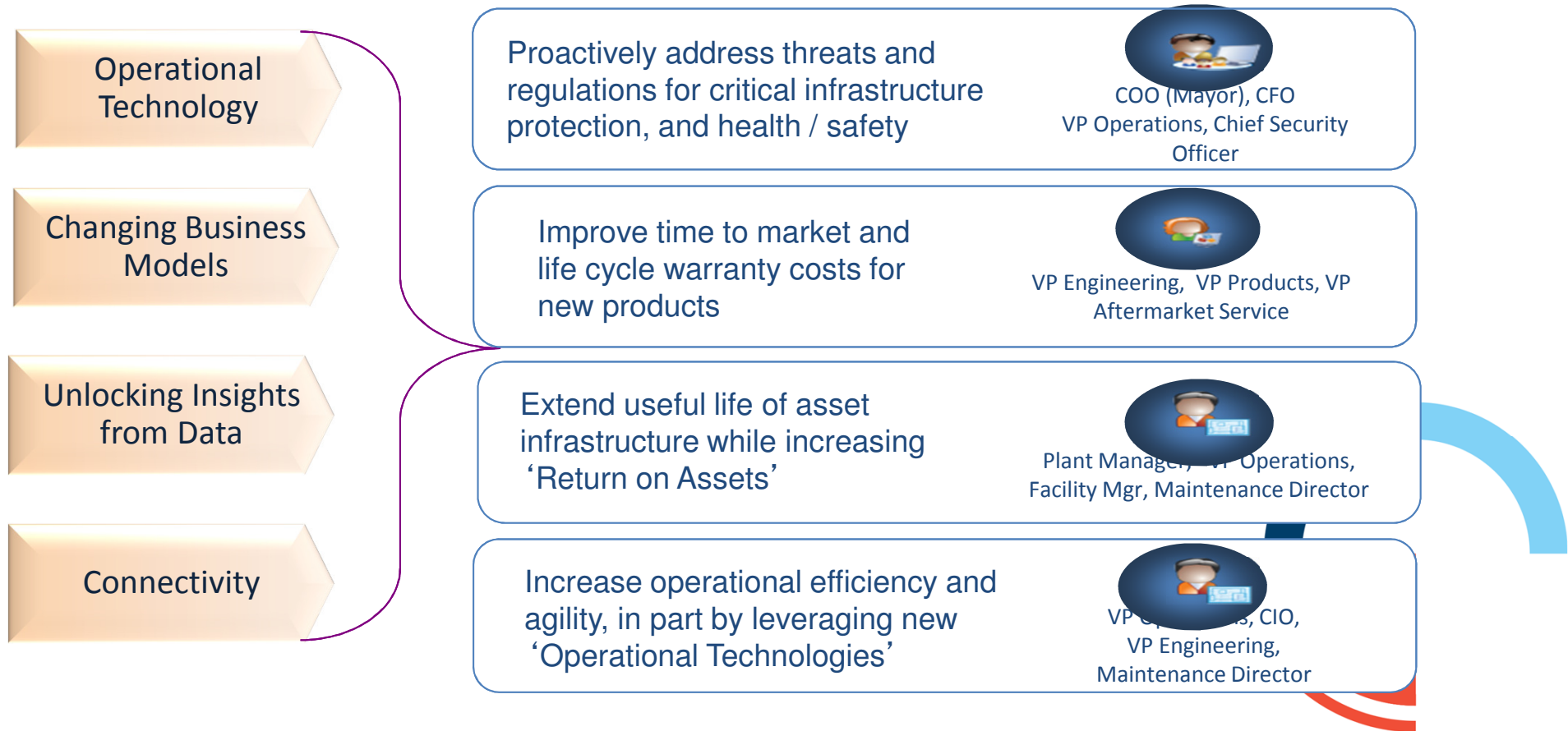


Mobility takes center stage

Advanced analytics available today



The opportunity addresses high value challenges



IBM's Smarter Infrastructure solutions are enabling clients to address challenges, with differentiation

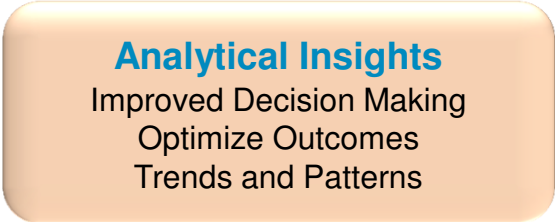
- **Visibility** across physical assets and infrastructure
- **Control** over optimized scheduling and field work force management to increase operational efficiency
- **Automation** of work, asset and supply chain processes to optimize physical assets and infrastructure life cycle management

- **Reduced risk and improved compliance**
Unique capability to manage operational technology embedded in various types of physical assets
- **Reduce Operational Costs by 50%**
Optimization for high-spend domains, such as facility space and labor workforce
- **Increase in Asset availability, 3 to 10%**
Capability to issue predictive maintenance alerts using world-class analytics capabilities for increased asset life
- **Improve business performance and return on assets**
Capability to stay ahead of our client's requirements with industry focus across products, sales and services
- **Enhanced operational excellence and efficiency**
Capability to manage service and asset processes across the entire scope of an enterprise on one software platform
- **Reduced complexity and business risk**
Capability to coordinate physical asset management with embedded software management

Maximo has strong foundational tenants driving innovation for Enterprise Asset Management and leverages IBM Technology



- All Asset Classes**
 - Simple or Complex
 - One Version of the Truth
 - Risk Management
- Industry Focus**
 - Depth of Expertise Extended
 - Capabilities
 - Best Practices
- Architecture**
 - Globally Scalable
 - Flexible
 - Proven



- Analytical Insights**
 - Improved Decision Making
 - Optimize Outcomes
 - Trends and Patterns



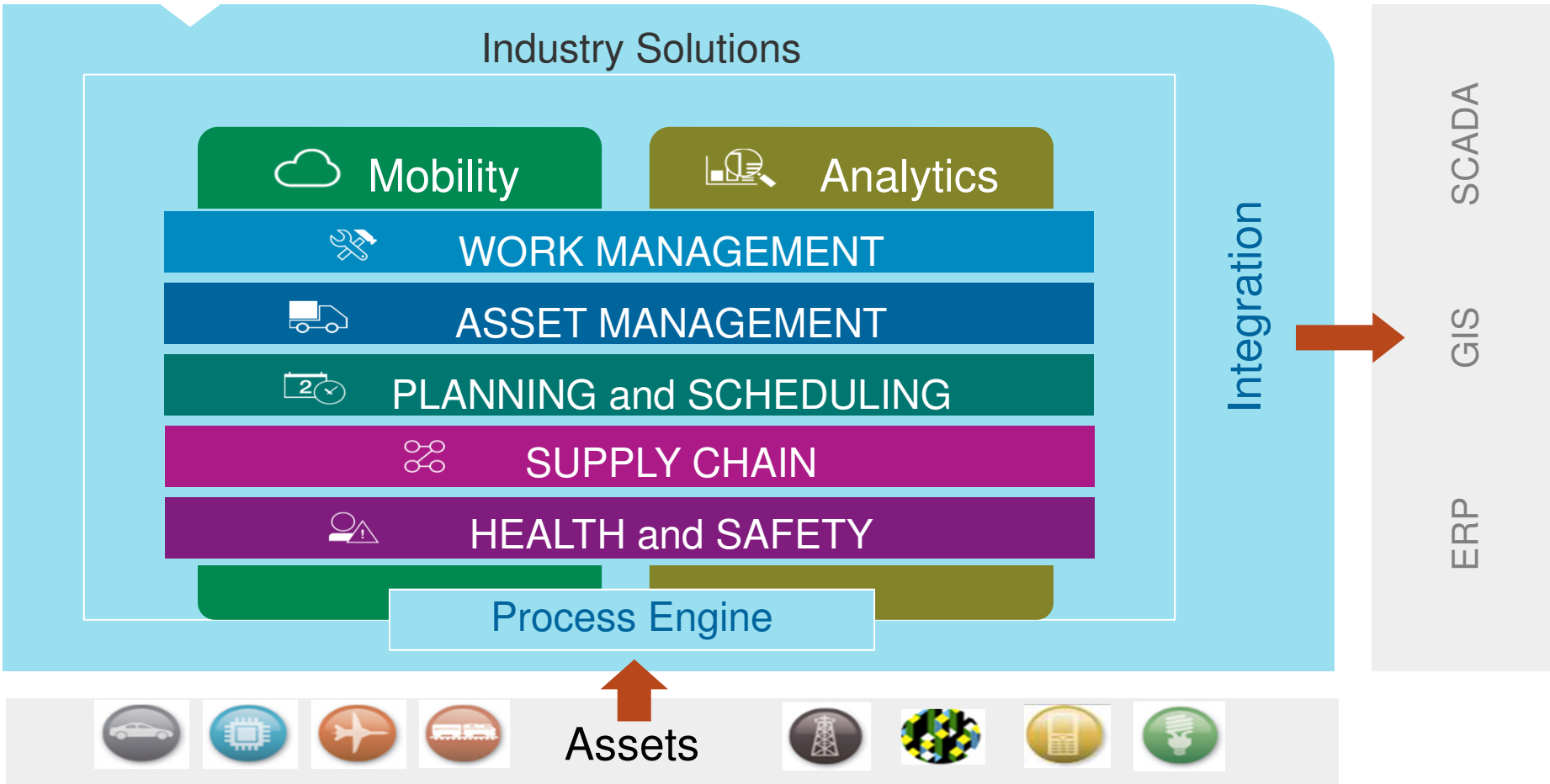
- Deployment Options**
 - SaaS
 - On-Premise
 - Hybrid



- User Experience**
 - Mobility
 - Collaboration & Social
 - Modern Interface




- COGNOS®
- SPSS ILOG™
- SOFTLAYER®
- IBM® DB2® WebSphere™
- IBM Design
- IBM®
- Worklight



Maximo Solutions

Core Solutions

Maximo Asset Management	Maximo Asset Management Essentials	Maximo Asset Management (SaaS) 
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Industry Solutions

Maximo for Transportation	Maximo for Nuclear Cal	Maximo for Life Sciences Cal	Maximo for Utilities Spatial	Maximo for Oil & Gas HS&E
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Add-on Solutions

Maximo Scheduler	Maximo Linear Asset Manager	Maximo Archiving	Maximo Calibration	Maximo Adapter for SAP	Maximo Inventory Insights 
Maximo Health Safety & Environment Mgr	Maximo Asset Configuration Manager	Maximo Service Provider (managed & internal)	Maximo Spatial	Maximo Adapter for Oracle	

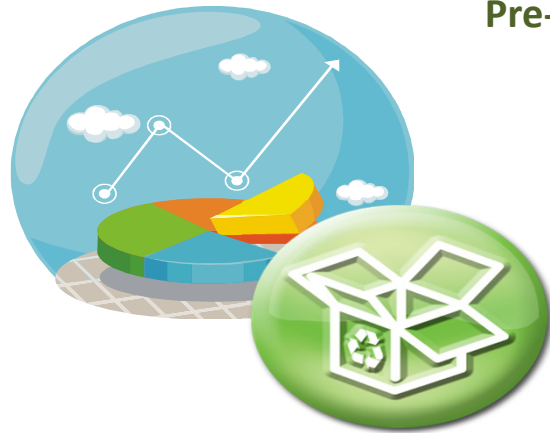
Mobile Solutions

Maximo Mobile	Maximo Everyplace	Maximo Anywhere 
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 = new offering

IBM Maximo Inventory Insights

Available
NOW!



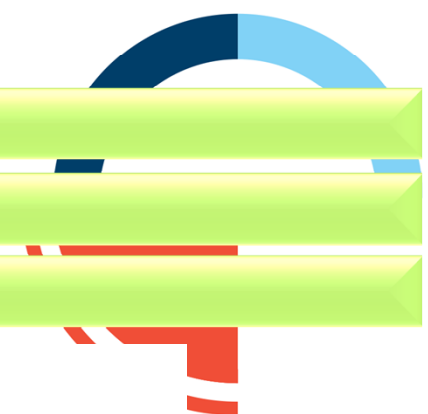
Pre-configured inventory decision support system, delivered as a service

- Pre-configured analytics model to predict over-stock and out-of-stock conditions and generate **optimal stocking levels**
- **Pre-integrated** software agent automatically acquires necessary data from Maximo database and delivers it to the analytics engine
- Generates **insights** on stock levels, trends and possible outcomes
- Delivered as a service (**SaaS**)

Reduces inventory holding costs up to 15-20% in first year

Increases asset availability and utilization by avoiding parts outages

Automatically generates optimal stock replenishment plan





IBM Maximo Asset Management SaaS

The industry leading asset management solution, now available as a SaaS offering



Full capabilities of Maximo available as a subscription based delivery model

- Includes Maximo and mobile access using Maximo Everyplace
- Proactively plan, schedule & forecast work, with optional Maximo Scheduler
- Hosted by IBM using the SoftLayer Cloud infrastructure

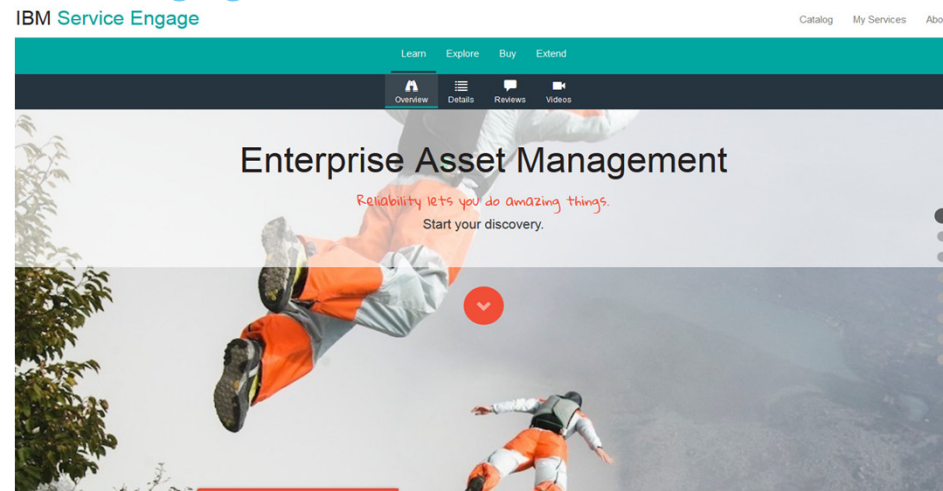
Reduced cost, eliminating Capital expense for Operation expense

Improve operations through better asset availability, reliability and asset utilization

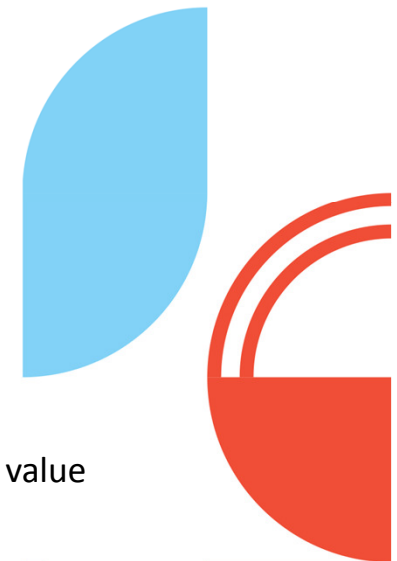
Unify processes for wide-ranging asset management functions across multiple sites

Service Engage – digital engagement

<https://www.ibm-serviceengage.com>



- ✓ **Explore** – Get a sense of the offering with descriptions and short videos
- ✓ **Learn** – Hear what analysts and current clients have to say
- ✓ **Try** – Select a User Role and access a structured Live Demo!
- ✓ **Buy** – Contact an IBM Sales resource for further information
- ✓ **Extend** – See how Maximo works with our other offerings to provide enhanced business value



IBM Maximo Anywhere



The 'next' generation mobile solution

- Leverage IBM's **Worklight** as mobile platform
- Provide **single platform** supporting the entire portfolio (Maximo, TRIRIGA, Industry Solutions)
- Runs on **modern o/s and Smart devices** (phones, tablets), leveraging device specific capabilities

Supports users in both connected and disconnected scenarios

Protected Investment from previous mobile entitlements

Easily tailor the mobile UI, for delivered applications

TRIRIGA Workplace Enterprise-Class Applications



Role-based Applications

<p>IBM TRIRIGA Real Estate Manager</p>  <ul style="list-style-type: none"> Portfolio Planning Site Selection Transaction Management Lease Administration Lease Accounting AR Tenant Tracking Payment Processing Client Requests 	<p>IBM TRIRIGA Capital Project Manager</p>  <ul style="list-style-type: none"> Program Management Fund Management Scope Management Cost Management Schedule Management Resource Management Quality Management Vendor Engagement Procurement 	<p>IBM TRIRIGA Facilities Manager</p>  <ul style="list-style-type: none"> Space Management Space Chargeback Space Requests Strategic Planning Move Management Reservation Management Personnel Provisioning CAD Management 	<p>IBM TRIRIGA Workplace Operations Manager</p>  <ul style="list-style-type: none"> Contact Center Service Management Warranty Management Preventive Maintenance Facility Assessment Security/Key Management Inventory Management Capital Planning Resource Planning 	<p>IBM TRIRIGA RE Environmental Sustainability Manager</p>  <ul style="list-style-type: none"> CO2 Emission Tracking Utility Tracking Waste Disposal Water Consumption Green Opportunities Tracking LEED/BREEAM Certification Energy Star Integration
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IBM TRIRIGA Core Components	Geographies	People	Receiving	Customer Self Service	Reporting
	Locations	Specifications	Invoicing	News	WPM Metrics
	Organizations	Assets	Requests	Graphics	GIS Mapping
	Vendors	Contracts	Tasks	Document Management	GANTT Schedules

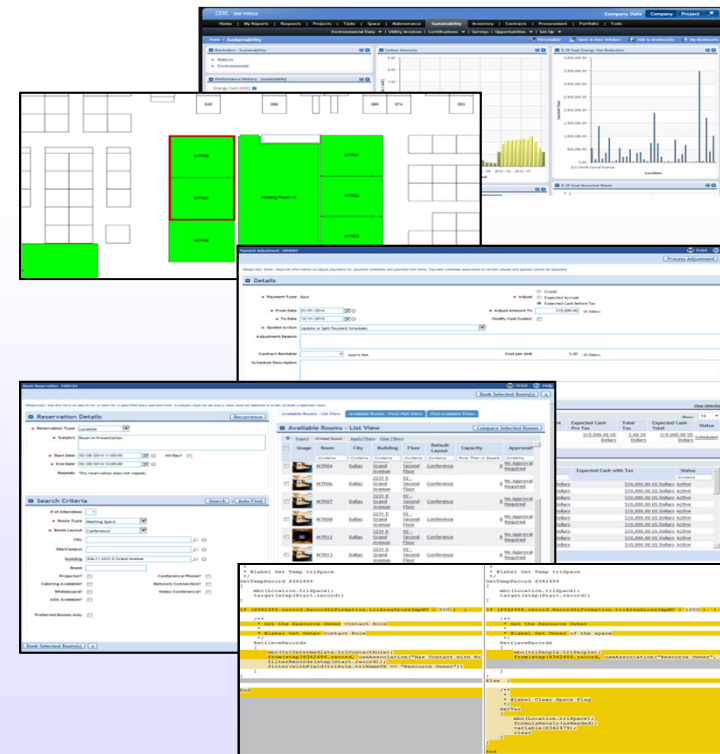
TRIRIGA Roadmap: continuous innovation in advanced solutions for facility, and real estate management



2014

June 2014: TRIRIGA 10.4 Apps / 3.4 Platform

- **Mobile application framework**
- **TREES Impact Manager Energy Optimization Enhancements**
 - New energy reports
 - Integrated analytics & operations management
 - Integration toolkit for BMS
- **Customer-driven application enhancements**
 - Real Estate Manager
 - Reservation Manager
 - Web Graphics auto-zoom
- **Reduced Cost of Ownership**
 - Upgrade accelerators
- **Expanded Language Support**
 - Hebrew, Arabic (BiDi, mirroring support)
- **Other Platform Enhancements**



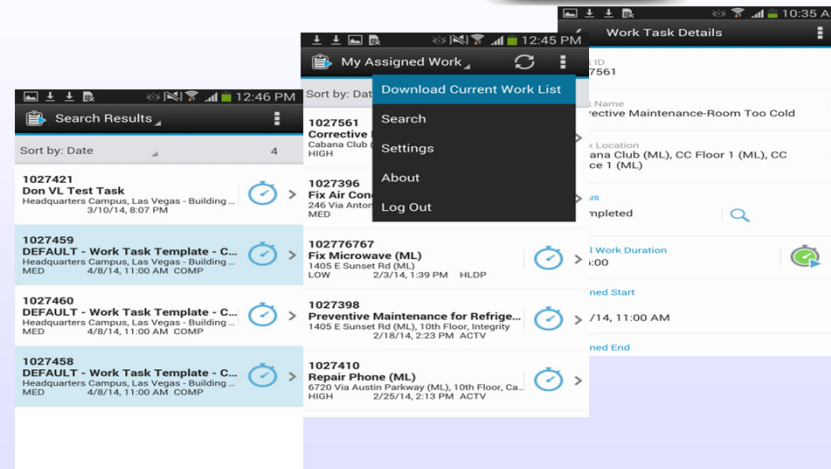
3.4 Support Matrix: https://ibm.biz/TRI_3_4_SM
10.4 / 3.4 Release Notes: https://ibm.biz/TRI_10_4_RN

TRIRIGA Roadmap: continuous innovation in advanced solutions for facility, and real estate management



2H 2014

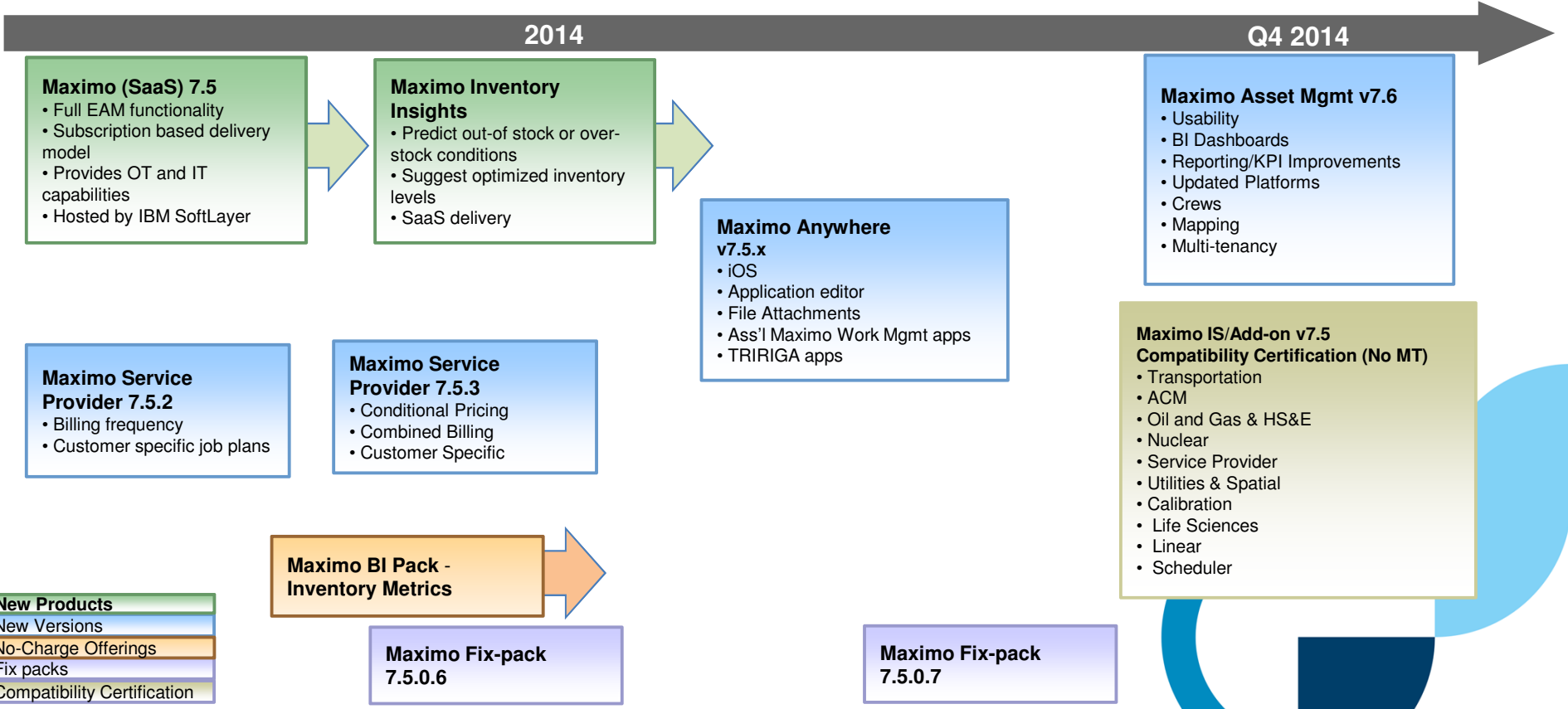
- Mobile applications
 - Work & Task Management
- Software as a Service
- Platform enhancements
 - DB2



**Considered investment and timeframe*

The information on the new product is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information on the new product is for informational purposes only and may not be incorporated into any contract. The information on the new product is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion.

2014 Maximo Asset Management Roadmap



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Smarter Infrastructure Growth

Four primary investment themes for 2015 and beyond.

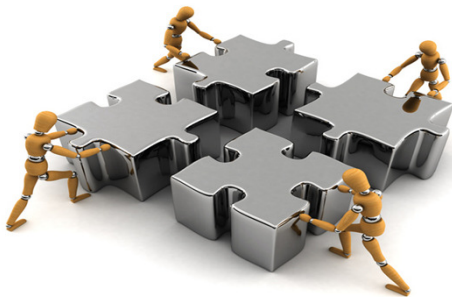
- **Focus on Mobile Applications**
 - Maximo Anywhere mobile platform and applications
- **Analytics and Insights**
 - Enhanced KPI's, Scorecards, Reporting
 - Visibility into Inventory optimization
- **Cloud based Delivery Models**
 - Software as a Service
 - Continuous delivery and Multitenancy
 - SaaS Delivery of Industry Solutions and Add-on's
- **Continue to expand functions across Maximo and Industry Solutions**
 - Location Based Services
 - Asset Lifecycle Management
 - Financial Visibility
 - Inspections and Condition based Asset Management





IBM Maximo Asset Management – v7.6

Improve visibility, increase resource utilization and reduce costs



- **Focus on User Experience** – new look and feel, expanded start center configuration options
- **Analytical insights through Reporting, KPI's and Dashboards** improved performance, increased user access and better tools to monitor the health of your business
- **Functional Enhancements** improved crew management and service addresses to support maps
- **Technology Improvements** – expanded install and platform support
- **Built-in Mobility Capabilities** – through Everyplace



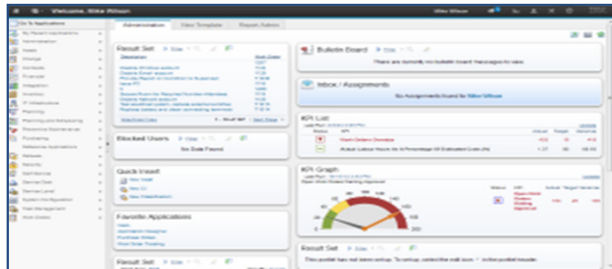
- Expanded capabilities to support business intelligence
- Intuitive navigation for users
- Increased Serviceability

Maximo Asset Management 7.6

IMAC 2014 IBM

USER EXPERIENCE

4Q 2014



- A new look introducing updated fonts, colors and styling of applications
- Application navigation (nested view) and Breadcrumbs
- Hover dialog provides additional field information
- Startcenter –multiple objects per result set
- Record Locking options

FOCUS ON REPORTING AND KPI's

- Executive dashboards with Metric Reports and Metric Workspace Displays
- Performance improvements in reporting solutions
- New KPI Template and KPI Viewer Applications
- Individual KPI scheduling
- Ability to add calculations to ad-hoc reports



Maximo Asset Management 7.6

IMAC 2014 

4Q 2014

FUNCTIONAL ENHANCEMENTS



- Capabilities to support Crews
- Service Addresses for Assets & Locations
- Public Map API and Application Designer for the Map Control (Google, Bing, ESRI)
- Introduce Log tab in Quick Reporting, PR and PO applications

INVESTMENT IN TECHNOLOGY

- IBM Install Manager for a consistent user experience across installation of IBM offerings
- Support for multiple tenants in a single environment
- A broad choice of supported technologies (Middleware/OS/Browsers)
- Scripting triggered from integration points



Interconnect 2015

IMAC 2014 

[Call for papers open through September 26](#)



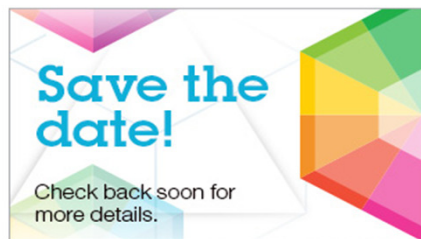
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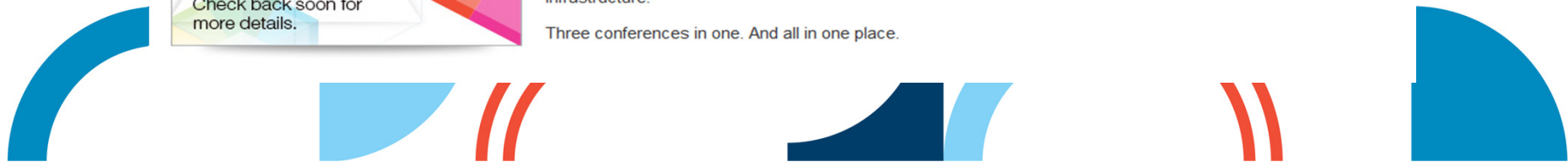
Save the date!

Check back soon for more details.

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Thank you!

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Smarter Infrastructure Strategy & Product Management Team



Dave Gasdia
Maximo
Strategy &
Product
Management



Andrew Lee
Maximo
SaaS



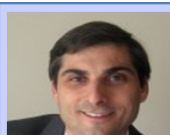
Chris Robinson
Tririga Energy
Optimization,
Maximo ACM &
Transportation



Pete Karns
SI
Director
Strategy &
Product
Management



Vikul Banta
Maximo
Scheduler,
Trellis DCIM




Dan Matlis
Life Sciences,
Healthcare,
Essentials



Lisa Stuckless
Utilities,
Dispatching,
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Competitive



Dave Calvert
Everyplace,
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Product
Management




Stan Tims
Analytics
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Inventory
Insights



Greg Knowles
Device & Asset
Connectivity,
Internet of Things




Kawon Park
Maximo Service
Provider



Kim Woodbury
Maximo,
Pricing &
Licensing



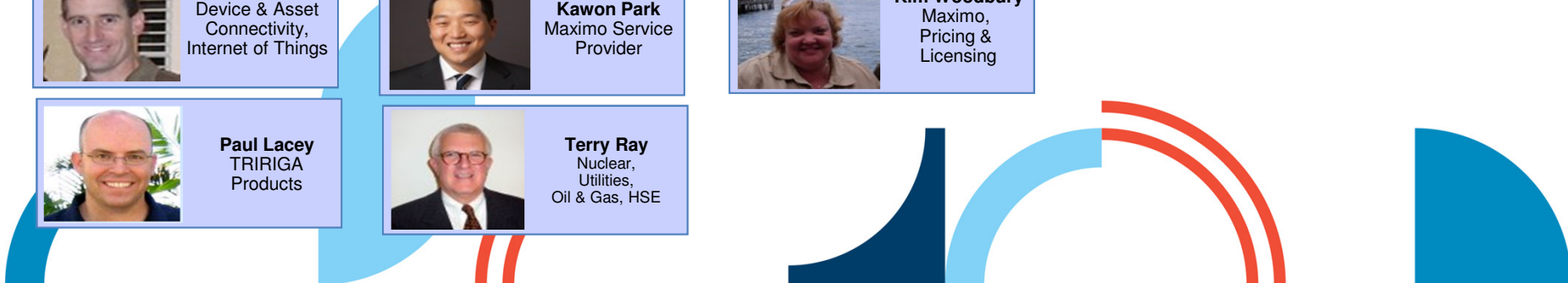
Paul Lacey
TRIRIGA
Products



Terry Ray
Nuclear,
Utilities,
Oil & Gas, HSE

Responsible for:

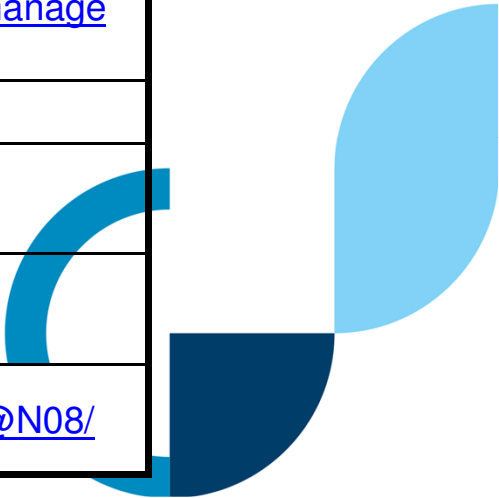
- Product Information
- Pricing & Licensing questions
- Product Strategy



Stay in touch, in tune, in sync

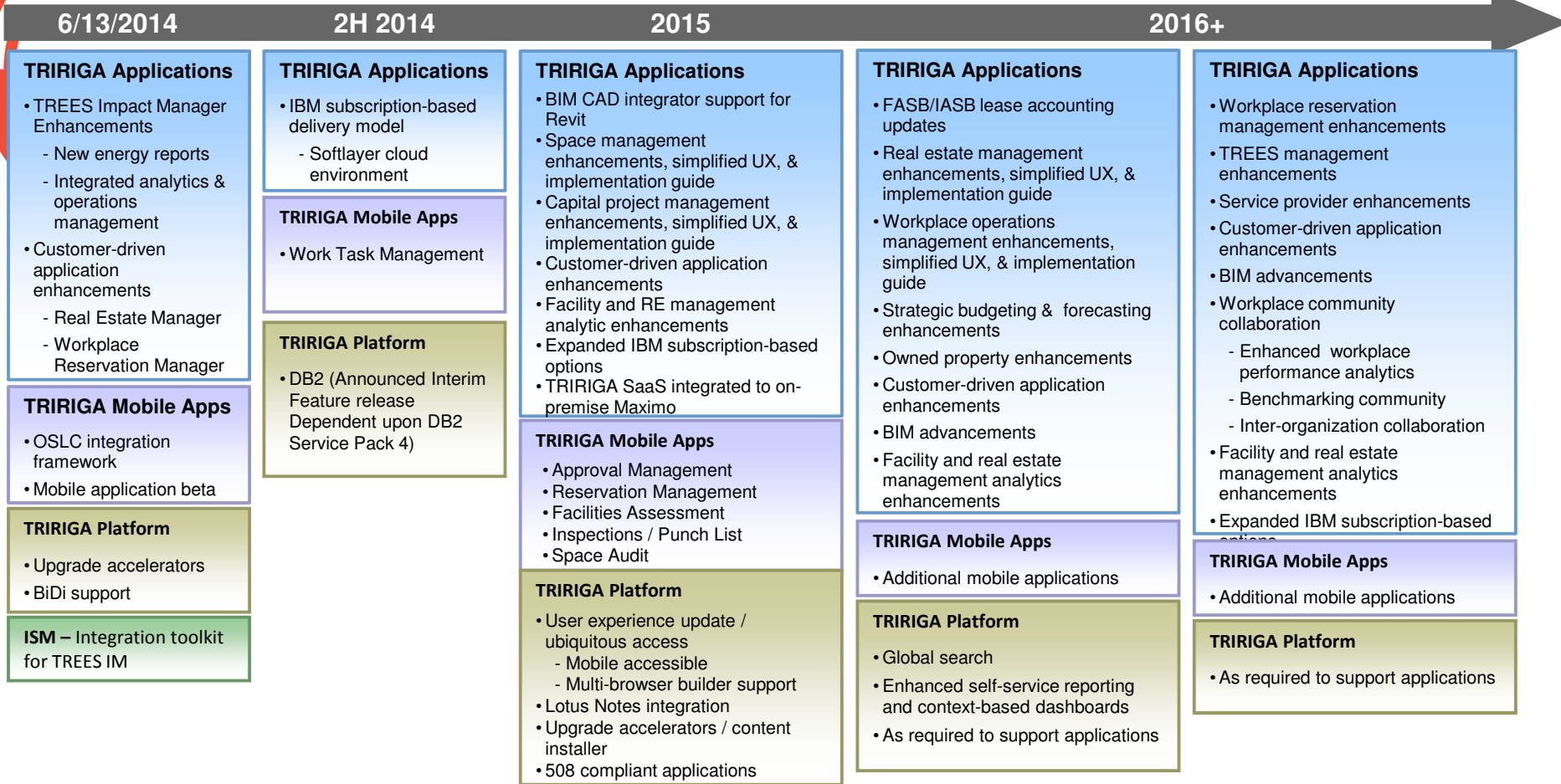
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Maximo Mary's Microphone		www.maximomary.com
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TwitterTM		@ibmassetmgmt and @maximomary
Asset & Facilities Management LinkedInTM		http://ow.ly/18mpS
Asset & Facilities Management on YouTubeTM		http://ow.ly/18hhU
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TRIRIGA Integrated Workplace Management Roadmap

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Conference Partners

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Agenda – Day 1

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Time	Keynote	
9.00 - 9.05	Welcome & Introductions - David Watt, IBM ANZ Smarter Infrastructure Manager	
9.05-9.15	Conference Open Address - Omeed Kroll, Vice President, Software Group for Australia and New Zealand	
9.15-9.30	The best habits of strategic enterprise asset managers - John Clark, BM Global Program Director, Smarter Infrastructure	
9.30 - 9.50	The Evolutionary Journey of Maximo in BAE Systems – Steve Wedd, Project Engineering Manager, BAE Systems	
9.50-10.20 am	Smarter Infrastructure Trends and Products Roadmap - Kim Woodbury, IBM Global Maximo Product Management	
10.20-10.30	Plenary closing	
10.30am -11.10am	Morning tea	
	Track 1	Track 2
11.10am-11.50am	Case Study: South Australia's Public Transport Services revitalises the Adelaide metropolitan network	Maximo Anywhere: The Next-Generation Mobile for Maximo
12.00-12.40	Overview of the Maximo Health, Safety and Environment (HS&E) capabilities and roadmap	Introducing Mobility into Enterprise
12.40pm -1.40pm	Lunch	
1.40 -2.20pm	Case study: use case for HS&E at Transpower	Don't wait for failures — predict and prevent them with predictive, prescriptive and descriptive analytics
2.30pm-3.10pm	Planning and Scheduling in Maximo: the latest capabilities, including optimisation	Identify critical, non-performing areas of your business with Maximo Business Intelligence (BI) Packs
3.10pm-3.40pm	Afternoon tea	
3.40 -4.20pm	Case study: John Holland keeps the system current and aligned to business needs	Flowing Asset Data to Intelligent Operations
4.30-6.30	Cocktail reception	

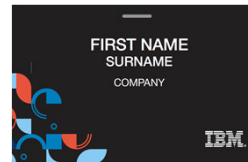


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- Material on topics – iPADS in foyer



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Tomorrow – keynote preview

IMAC 2014 

Exciting agenda – be sure to return!



Jamie Maslen, SME Asset Management,
Corporate & Shared Services Reform Program

*“ISO 55000 Standards as a System for Optimised
Asset Management”*



James O’Loughlin, Innovation expert and host of
TV show The New Inventors

“Innovation is the State of Mind”

