

# Quanos

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**FDI**  
DIGITAL BUSINESS



## Practical Guide on Data Quality in Aftersales & Service: From Data Chaos to Data Clarity

Digitalize first, perfect later – aftersales and service data doesn't need to be flawless to be used in spare parts catalogs and online stores

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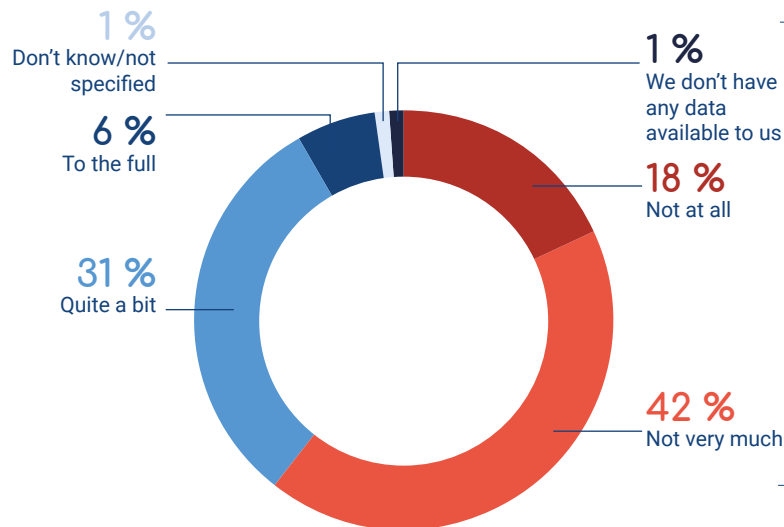
# The status quo in data quality: where are machine and plant manufacturers at?

If you want to go digital, you need good data. Data quality is the key to efficiency, well-informed decisions, and satisfied customers. Yet in reality only very few companies currently have data that is consistently available in a good standard of quality.

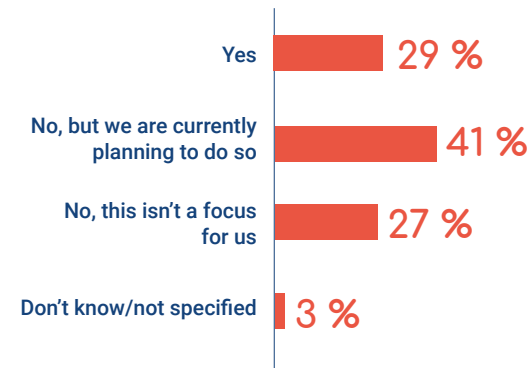
Forty-two percent of German industrial companies make only limited use of the potential offered by their data, while 18 percent **don't even use it at all**. This means that data-driven business models are still out of reach for most organizations.

## Data isn't being put to use – and companies know it

In terms of the data available to us, we exploit it:



## Are you taking steps to make better use of data in the future?



**Suggested reading:**  
Why your competitors are not yet using Big Data

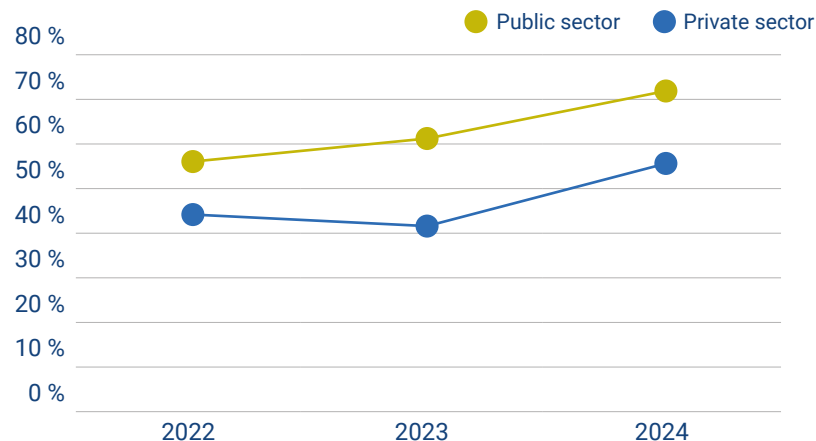
Basis: All companies (n=602) | Right: Companies that are making no or little use of data potential so far (n=371) | Source: Bitkom Research 2024. Graphic based on the study.

# The obstacle of data maintenance: silos and a lack of resources slow companies down

If you want to offer your technicians and customers digital aftersales solutions such as **online catalogs** or an **online store for spare parts**, you need accurate and current data from your ERP, CRM, technical documentation, and other document sources to do so. [But 84 percent](#) of companies say that **entering and managing data** in these systems is a **burden** for them and thus an obstacle to higher data quality.

End-to-end data management poses another challenge, because even though IT systems are becoming more closely networked all the time, a growing number of organizations report that [over half of their data cannot be used across the company](#). One reason for this is **data silos**, which come about when data is stored in isolation in different departments or systems.

## What percentage of your data is not available across your organization?



Basis: Participants from the private sector (n = 63, average) and participants from the public sector (n = 22, average).  
Graphic based on the study.

If you're facing the same challenges, this Practical Guide will show you the things you can change. Find out how you can use your existing data to start your digital service transformation today.

Suggested reading:  
These are the advantages that smooth data management can deliver for your spare parts business