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Future Technology of Aerial Work Platforms

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Need for Purposeful Innovation



World is changing —
we are doing
business differently



Adopt new technologies
and best practices for
safe work at height



Increase jobsite productivity
with new user-friendly and
cost-conscious technologies

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Two Drivers For Technology Changes in the Future



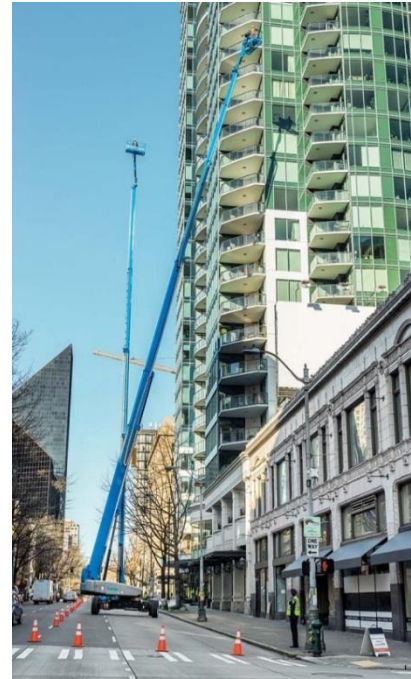
Safety & Sustainability



Productivity



The "Green" Movement



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Driver 1 – Safety & Sustainability



Safe Work at Height

Goal: Protect machines
and people



Environmental Focus

Goal: Minimize waste, be good
stewards of the environment

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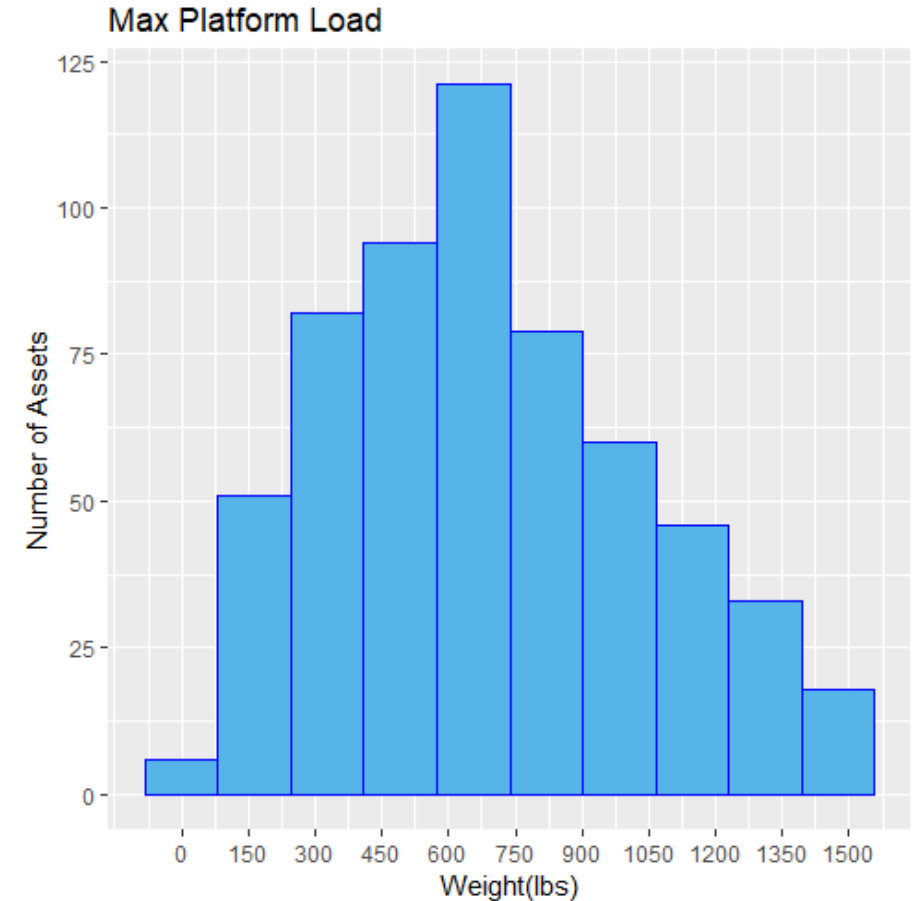
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Safety and Telematics

- As an OEM, understanding how machines are operated will help improve best practices for safe use
- Data from telematics can be used to improve training
- In a study of over 500 live assets, over a 90-day period, more than 50% of machines reported payloads greater than 500 lb
- By understanding true usage to improve safety and productivity, telematics can be used for product improvements



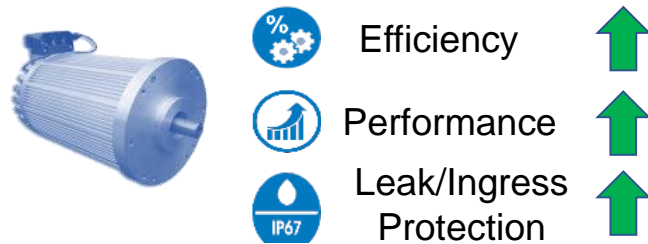
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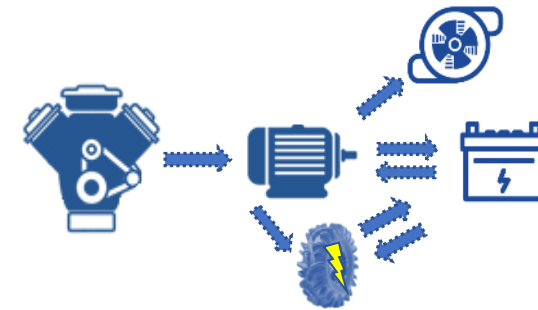
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Sustainability Through New Drive Technology



Hybrid and electric drives will replace hydraulic and diesel systems



- Efficient, powerful and reliable state of the art drive systems
- Electronic traction control
- Lower maintenance – “zero leak” drive system
- Efficient drive for longer battery life

- Hybrid technology that drives customer value
- Cost effective and high ROI
- Uncompromised performance replacement
- Global Used Equipment market

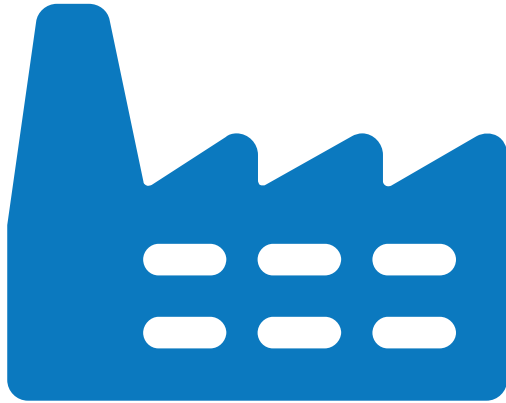
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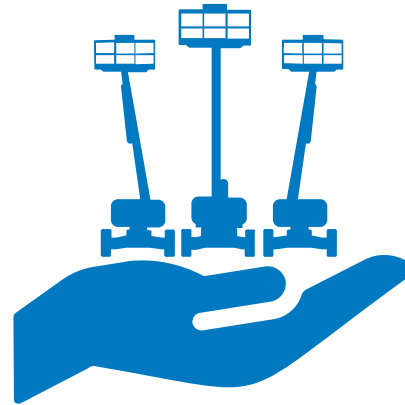


Driver 2 – Productivity Through The Value Chain



Role of the Manufacturers

- Extend Machine Life
- “Condition-Based Maintenance” Service Offerings



Role of the Rental Customers

- Service & Solutions Provider



Role of Operators

- Improve Safety
- Improve Jobsite Productivity

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Trends For OEMs

1



Easy-To-Do Business With

OEMs provide a **modern and digital customer experience** throughout all steps of the customer journey

Customer Portal

Quote & Configuration

e-Commerce

2



Value-Added Services

Provide **equipment and IoT-driven value-added services** addressing channel partners and customer needs for safety, uptime, TCO and performance

OEM Maintenance

Pay Per Use

Uptime Guarantee

3



Point-Of-Sales Tools

Provide **critical functionalities and tools** to channel partners to help them professionalize their business and add value to their operations

Retail Inventory Management

Sales & Business Analysis

Workshop & Field Service

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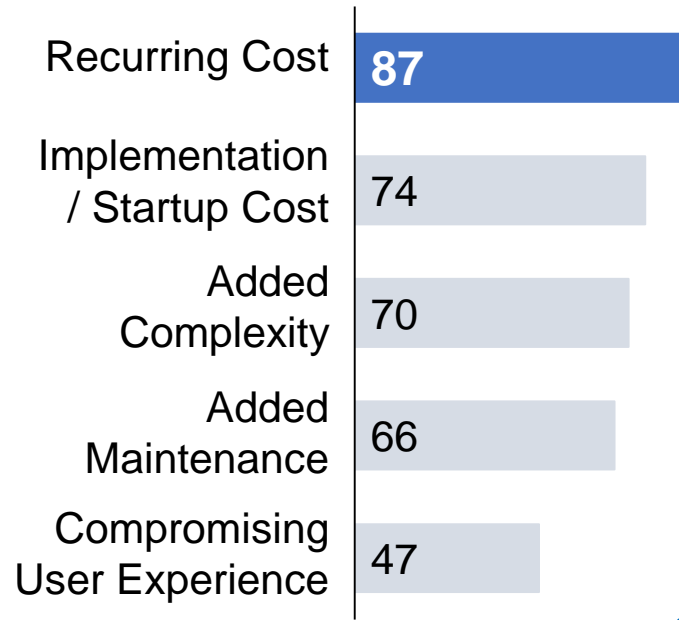


Value-Added Services

77% of customers are willing to pay for value-added services



Most common objects to adopting these services are cost-related



Potential Services

Leaked contract revenue

companies that recapture or prevent leaked revenue can raise ROIC by 6%

Equipment downtime reducing wastage and idle time can improve ROIC by 5% and 8%, respectively

Maintenance and hot swaps most companies are not optimizing this function and could save 5% of revenue

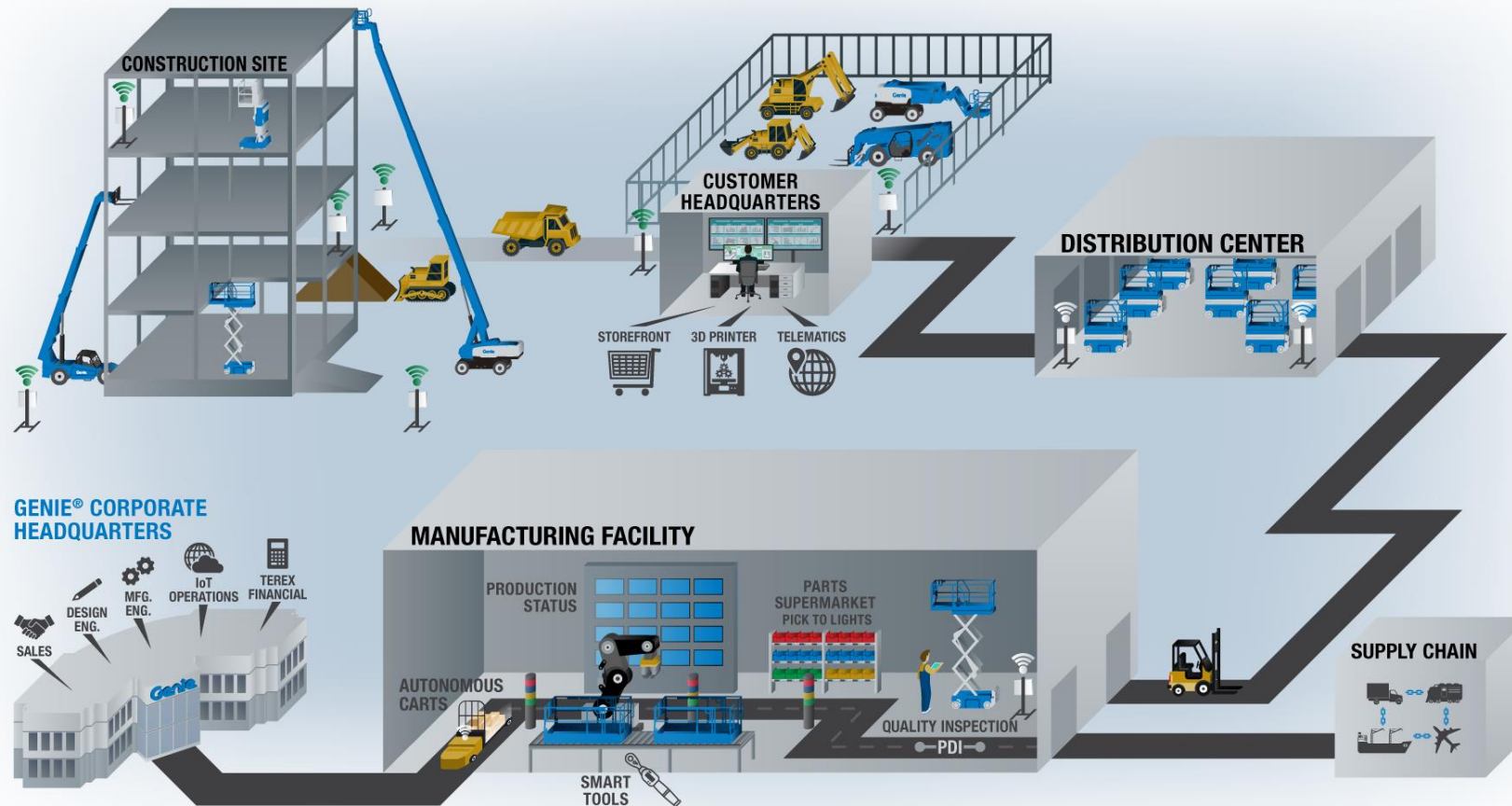
Source: BlueRidge Partner customer survey; internal and external interviews with 79 rental customer decision makers

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Connected Enterprise – How Industry 4.0 Impacts Our Industry



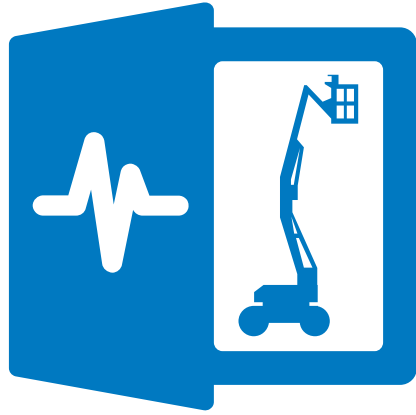
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Connect Your Fleet – It Will Drive Better ROIC



**Actionable
Information**



**Transparent
Information**



Flexible API

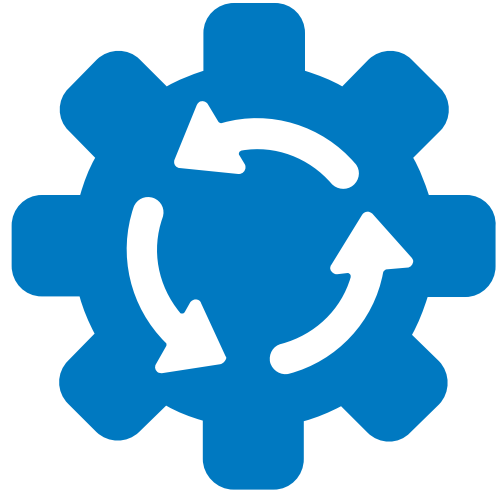
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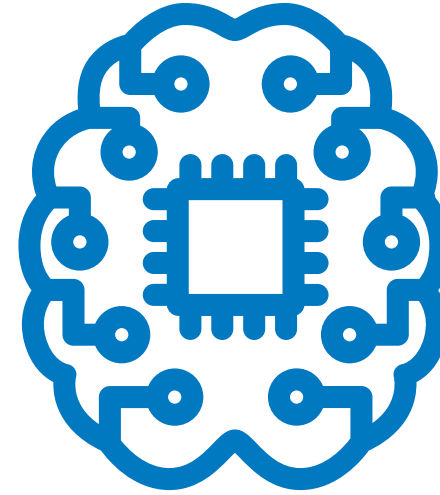
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Taking Advantage of Data Analytics



Using Data as a
Business Driver



Descriptive, Predictive
and Prescriptive Actions

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The Future



Using Telematics
for Data Mining



Increase
Efficiency



Improve Jobsite
Planning & Management

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