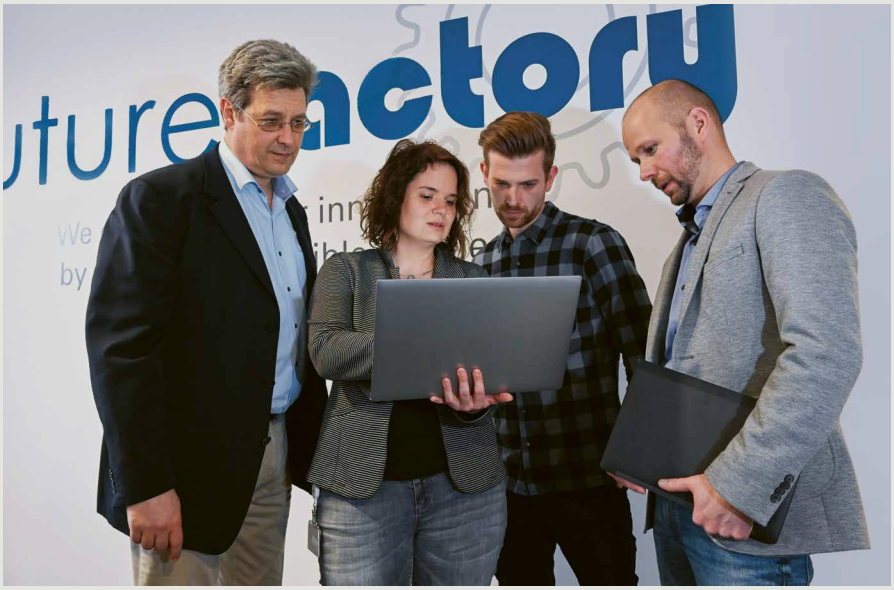
"Thanks to the global expansion of our services and the digitalization of our processes, our customers will benefit from an even more attractive offering."

**Andy Bremer,
Vice President of Service,
Yxlon Hamburg**



Andy Bremer, VP of Service; Petra Strecker, Team Leader, Field Service Administration; Marco Scheurer, Senior Service Technician; Martin Müller, Director of Service Design, Project Manager; not pictured: Tom Kovacs, Team Leader, Spares & Repair

X-Ray Systems digitalizes services

Smart entry into smart services.

X-Ray Systems has set ambitious objectives for itself in customer service. With new digital offerings and processes, the division aims to serve its customers more efficiently and effectively and thereby double its service revenue over the next five years.

The creative project team around Martin Müller is deeply engaged in its task, the planned expansion of digital services under the Yxlon brand. In 2019 the team globally rolled out a new service CRM system, doing it so successfully that the CRM vendor nominated Yxlon as a reference customer. "We are entering a new era of services. We know that we are doing exactly the right thing for our customers and the company. This inspires and motivates us to go the extra mile next to the day-to-day business," observes Martin Müller, the project's leader. The CRM software selected allows the project team to implement features requested by the individual departments with agility and speed. This made it possible to add additional functionalities beyond the initial specifications. Already, after the completion of the first stage of the service CRM roll-out, Yxlon is able to better and more quickly help resolve malfunctions for customers and capture valuable data on the stability of the installed systems. Next, the team is digitalizing the service processes in the field. This involves creating so-called digital twins, or exact digital representations, of the x-ray systems. These will greatly simplify the work of the service teams, by creating the basis for predictive maintenance in order to prevent process interruptions and maximize uptime of the systems for customers.