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Agenda



01

Industry Challenges

What difficulties do professionals and companies face in working at height?

02

Data as a Foundation

Why connecting and leveraging data is crucial before applying AI/XR.

03

AI-Powered Tools

How AI improves maintenance, support, and decision-making (e.g. predictive maintenance, virtual assistants).

04

Augmented & Virtual Reality

How AR & VR are used for on-site guidance, remote support, and training.

05

Genie's 360 DCX Roadmap

Real examples of digital initiatives (Serial Hub QR codes, Lift Connect telematics, Genie Assist, etc.) leading the change.

06

Impact & Future Outlook

Tangible benefits (uptime, response speed, productivity) and an inspirational look at the future of the access industry.

Call to Action:

How we can embrace these technologies to overcome challenges and reach new heights (literally and figuratively).

Industry Challenges

Safety risks & compliance 01

Unplanned downtime & uptime pressure 02

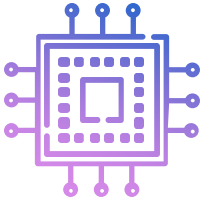
Slow response & support delays 03

Productivity & process inefficiencies 04

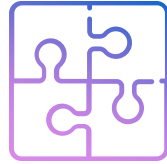
Skills gap & training challenges 05

Digital transformation barriers 06





**Connected
Machines (IoT
& Telematics)**



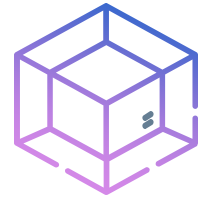
**APIs &
Integration**



**Data Quality &
Governance**



**Analytics &
Insights Layer**



**Unified Data
Platforms &
Digital Twins**

Data

The Foundation of Digital Transformation

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AI-Powered Solutions

Maintenance & Support

- **Predictive Maintenance** (AI Analytics)
- **Proactive Alerts & Remote Monitoring**
- **AI Virtual Assistants** (24/7 Support)
- **Decision Support & Automation**

A screenshot of the Genie Assist mobile application interface. At the top, a white box asks "What is your serial number?" with a "SELECT SERIAL NUMBER" dropdown menu showing "GS30P-204223" and a blue search button. Below this is the "Genie Assist" header with a green "Feedback" button. The main area features a list of five sample questions in a light gray box, each preceded by a double quote icon: "What is the maximum capacity on my platform?", "What hydraulic oil does my machine need?", "What is my machine's max speed?", "What is the torque value of my wheel nuts?", and "Help me find the part number". At the bottom, a white input field contains the text "Hi there! 🤖 How can I help you today?" with a blue send button.

Augmented Reality

Enhancing On-Site Operations

- **Instant Information Overlay**
- **AR-Guided Maintenance**
- **Remote Expert Assistance**
- **Training and Safety via AR**

Virtual Reality

Immersive Training & Simulation

- **Realistic Training Simulations**
- **Bridging the Skills Gap Faster**
- **Complex Scenario Planning & Visualization**
- **Assessing and Attracting Talent**

Genie 360° DCX

A Holistic Digital Strategy

Genie's 360° Digital Customer Experience (DCX) is a transformation program reimagining how customers interact with Genie through the product lifecycle. It's not a single product but a suite of integrated digital tools rolled into a coordinated strategy. The aim is to deliver a step-change in customer experience, service efficiency, and value-added digital services.



Unified Customer Portal
& Mobile Application



Lift Connect™
Telematics & IoT



AI Virtual Assistant
& Omni-Channel Support



Technician Self-Service
& Knowledge Base



Data Federation
& Digital Integration



Timeline & Progress



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Digital Initiatives

Examples in Action



Serial Hub QR Codes

Info in a Snap

Techs lost time chasing manuals, parts info, and service history across scattered sources, causing delays and errors.

Impact

Cuts search time from 15–20 mins to 2 mins; boosts first-time fix rates, speeds fleet maintenance, reduces errors, and empowers less experienced staff.

Solution

QR codes on every machine that link serial-specific portal with:

- Exact manuals & schematics
- Maintenance & inspection history
- Parts catalogue with direct ordering
- Safety bulletins & load charts

Future

Training videos, offline access, retrofit kits for older machines.

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Lift Connect Telematics & Predictive Analytics

Maximising Uptime

Fleets faced unexpected breakdowns, inefficient maintenance, and lack of visibility on status and utilization.

Impact

Up to 25% fewer on-site service visits, ~5% fleet availability increase, fewer major failures, safer operations, and more efficient maintenance scheduling.

Solution

Standard telematics feed into a cloud platform with:

- Fleet dashboard with live status & service flags
- Utilization tracking & geofence/theft alerts
- Remote diagnostics with real-time fault codes
- Predictive AI alerts on emerging issues
- Open API for mixed fleets & integration

Future

Expanded predictive analytics and proactive service models, reducing unplanned downtime by up to 75%.

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Genie Assist: AI Virtual Assistant & Self-Service Support

The right support

Support meant long calls, delays, and reliance on tribal knowledge; customers struggled to get accurate, timely answers.

Impact

Handles ~65% of inquiries instantly, projected 30% call reduction, faster fixes, higher first-time fix rates, consistent answers, and scalable support capacity.

Solution

Genie Assist provides instant, AI-driven support with:

- Technical Q&A on error codes & troubleshooting
- Parts lookup with serial-specific accuracy
- Future ordering & service scheduling capabilities
- Multi-channel integration (web, app, phone, internal tools)
- Continuous learning & personalization from fleet data

Future

While the future is undetermined, we have the power with Genie Assist to begin a new paradigm of interaction

AI/XR-Enabled Approaches

Versus a more traditional approach

Maintenance	Reactive & scheduled	→ Predictive, condition-based, ~75% fewer breakdowns
Info Access	Manuals & calls	→ QR / digital portal, instant, always up-to-date
Support	Phone line waits	→ 24/7 AI assistant with ~50% faster resolution
Parts	Catalogues & phone orders	→ Visual ID & one-click digital ordering
Repairs	Paper guides & calls	→ AR-guided fixes, ~17% faster, higher first-time fix
Training	Classroom & shadowing	→ VR/AR training with ~30% faster, safer onboarding
Data	Siloed systems	→ Connected APIs & single source of truth
Communication	Reactive calls / bulletins	→ Proactive alerts & transparent tracking

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Real World Impact

+75% **Fleet Uptime** **Boost**

Predictive maintenance cut unplanned downtime by ~75% (0.8% → 0.2%), keeping more machines available and projects on track.

2x Faster **Issue** **Resolution**

AI and AR support cut resolution times by ~50%, reducing waits and speeding complex fixes.

20 – 30% **Higher** **Productivity**

Digital tools boost efficiency: ~20% faster decisions, ~30% faster training, and daily time savings that add up.

“Zero Harm” **Safer work** **Operations**

AR/VR training cuts errors (~12%) and helps drive safer operations towards zero accidents.

Embrace the Future of the Access Industry

01

**A New Era:
Industry 4.0
at Height**

02

**The Vision:
Zero Downtime,
Zero Harm**

04

**Data-Driven
Culture**

03

**Collaboration
& Ecosystem**

05

**Sustainable &
Inclusive Growth**

06

**Empowering
the Workforce**



Call to Action

Reimagining Your Workplace at Height

- Invest in data & connectivity
- Upskill your team for the digital era
- Pilot AI & XR initiatives
- Foster a safety-first, tech-enabled culture
- Collaborate with partners
- Stay agile and open-minded
- Champion “Working Smarter” with stakeholders

Genie
Thank you

