

Service in Equipment Manufacturing: Between Market Pressure and the EU Machinery Regulation

Market pressure and the EU Machinery Regulation are fundamentally reshaping the role of service in equipment manufacturing. Structured information is becoming the foundation for stable service revenues and digital customer portals are emerging as a key enabler for efficiently meeting regulatory requirements.

from Vanessa Kluge, IoT Portfolio Manager at Kontron AIS GmbH



Many equipment manufacturers are exploring digital services. However, implementation often remains slow, as day-to-day business is dominated by limited resources and multiple parallel priorities. Economic conditions and regulations such as the Cyber Resilience Act (CRA), the EU Data Act, and the EU Machinery Regulation add further pressure. The Machinery Regulation (EU) 2023/1230, which becomes mandatory on January 20, 2027, allows the declaration of conformity, CE marking, and technical documentation to be provided digitally in a printable and downloadable format. Authorities, operators, and manufacturers can access these documents at any time, eliminating the need for cumbersome printouts.

Operating and assembly instructions can also be provided digitally. They must remain accessible online after placing the product on the market for the entire expected lifecycle, but for at least ten years. Upon request, operators must receive a paper version free of charge within one month at the time of purchase. Information should therefore be structured, up to date, and accessible based on user roles. The focus lies on security, compliance, and operational and service-related data. What was once a "we should organize our documents" initiative now becomes a clear implementation requirement.

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What Is Slowing Down Implementation?

Many equipment manufacturers understand the importance of digital services. The real obstacle is often not the idea but the foundation: inconsistent master data, documents without clear machine assignment, unclear software versions, and missing change histories. As a result, service remains reactive. Information must be searched for, follow-up questions increase, and responsibilities shift. A digital customer portal can support compliance with the EU Machinery Regulation by standardizing and centralizing information, structuring it per machine, and making it accessible across departments.

What Needs to Be Available Digitally?

At its core, it is about a set of information that forms the basis for effective service and can now also be traceable and permanently available. The starting point is the clear identification of the machine: manufacturer, type, serial number, model, year of manufacture, and associated master data. Without this foundation, every service case becomes unnecessarily complex because identification and classification take time.

This is complemented by compliance data such as CE marking, EU declaration of conformity, and declaration of incorporation, as well as technical documentation including safety information, risk assessments, and relevant standards. These elements must not only be stored but also assigned to the correct machine, maintained in the right version, and accessible to authorized roles.

In addition, operational and service information becomes critical. This includes manuals, safety instructions, maintenance specifications, and all data required by operators and support teams to ensure safe operation. The EU Machinery Regulation defines clear requirements for their digital availability.

A customer portal such as EquipmentCloud® supports the concept of a "machine passport" across the entire lifecycle. Before market launch, it helps establish data structures and compliance documentation. After launch, it supports operation, changes, retrofits, maintenance, ticketing, updates, and documentation. Customers gain a central point of access where »



The dashboard of the EquipmentCloud® customer portal can be individually tailored to the needs of factory operators.

Provide documents, operating manuals, and CE documentation in a centralized location

Document actions and open items in one central system



Manage software versions and track updates transparently

Keep maintenance records and changes per machine accessible over the long term

EquipmentCloud® centrally consolidates documents, software versions, maintenance activities, and measures for each machine, ensuring full transparency at all times.

they can find documents, changes, maintenance records, and software versions for each machine. During the transition leading up to the Machinery Regulation taking effect, EquipmentCloud® becomes the central source of evidence, as histories are created directly where service activities take place instead of being reconstructed afterward.

Structured Information Accelerates Support

Project experience consistently shows that searching for and providing the right information is the biggest bottleneck in support. A central point of access reduces follow-up questions and iterations.

Companies using EquipmentCloud® achieve more than 50 percent higher customer satisfaction and up to 70 percent faster support. Some users also report a 25 percent increase in spare parts revenue. In certain cases, after-sales business has grown by more than 50 percent, as customers remain more loyal and processes run more efficiently.

Challenge: Connecting Multiple Data Sources

Machine parks are often heterogeneous. It makes sense to approach integration in a scalable way by connecting legacy systems through retrofit solutions

and equipping new machines with IoT devices for remote maintenance, updates, and condition monitoring.

In practice, a combined approach has proven effective. IoT devices can take on multiple roles, acting as machine connectors, VPN routers, and service hosts for native or Docker-based applications. Middleware like FabEagle®Connect support interface integration and data transformation, for example for ERP, MES, or databases, via the EquipmentCloud® REST APIs.

Avoiding Duplicate Data Maintenance

Flexibility is essential. Data from ERP, CRM, or ticketing systems should converge into a central data foundation without duplication. Ideally, information is entered once and automatically synchronized across all relevant systems. Equally important are clearly defined roles and access rights, secure user management, mobile usability, dashboards, multilingual capabilities, and GDPR-compliant hosting. Data should always be stored and transmitted in encrypted form.

From Workshop to Rollout

Small and medium-sized equipment manufacturers often lack the capacity to develop custom portal »

solutions. Ready-to-use applications such as EquipmentCloud®, specifically designed for equipment manufacturing, accelerate implementation. Kontron AIS supports implementation from workshops to identify pain points, use cases, and business models, through a proof of concept with pilot customers, to a step-by-step rollout. Many customers also benefit long term from collaboration within the user community.

The EU Machinery Regulation as an Opportunity

A weak order situation rarely feels like an opportunity. Yet this is exactly when it can be strategically beneficial to position service as a stable revenue driver with clear processes, a reliable data foundation, and digital access to all relevant information. This makes service more predictable and scalable. At the same time, organizations gradually adapt to the requirements of the EU Machinery Regulation instead of rushing to organize documents and responsibilities shortly before 2027.

Digital customer portals such as EquipmentCloud® provide a practical lever by bringing together what is often fragmented in daily operations: machine and master data, documentation, histories, service processes, and collaboration. The result is less time spent searching, greater reliability, and a service business that remains stable even in challenging times. ■



Within EquipmentCloud®, data is transmitted via HTTPS encryption, and access is secured through MFA and SSO. The platform runs on German Oracle Cloud Infrastructure and is developed in accordance with an ISO 27001-certified process.



Interactive demo video for the straightforward implementation of the EU Machinery Regulation with EquipmentCloud®.

About Kontron AIS GmbH

For over 35 years, we have been setting the benchmark in industrial software development. Our proven software products and customized digitalization solutions are backed by an experienced team of more than 230 employees. We enable equipment manufacturers as well as factory operators to break new ground in automation and secure long-term competitive advantages. Together with our customers, we implement intelligent digitalization strategies worldwide, paving the way for the smart manufacturing of tomorrow.

As a subsidiary of Kontron AG, we provide comprehensive IoT solutions from a single source – covering both hardware and software. Our global network ensures project management, service and support on a global scale.

Further information: www.kontron-ais.com

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