



SEM Customer Support Agreement



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Customer Support Agreement



Customer Support Agreement (CSA) offers solutions with both Point of Sale (POS) and aftermarket offerings to provide hassle-free ownership and maintenance, security of expert dealer support and peace of mind provided by equipment health management. Through CSA, we have an opportunity to deliver greater value to all customers, strengthen customer interaction across the life-cycle of their equipment, and customer can dedicate to their own core business.



Help customers free from complicated equipment maintenance & management to focus on own core business and achieve great success

Extend Equipment Lifetime

- ✓ Professional expertise service team
- ✓ SEM genuine parts for maintenance
- ✓ Execute PM strictly as OMM instruction
- ✓ Suggestions and training for daily operation and maintenance, etc.

Reduce Downtime

- ✓ Troubles and failures are identified early via daily inspections and solved timely
- ✓ Key components overhaul planning
- ✓ Good parts availability
- ✓ Regular machine inspections and efficient maintenance schedules

Lower Cost of Ownership

- ✓ Flexible payment options
- ✓ Diversified service options: component exchange, SEM SELECT parts, RO, etc.
- ✓ More re-sale opportunity for used machines

Improve Equipment Health Management





- ✓ PM service reminder
- ✓ Parts inventory optimization
- ✓ Simplified parts procurement process
- ✓ Data support for annual equipment budget
- ✓ Online access to technical & service data

Value Commitment		PM CSA (POS Level 1)	PERFORMANCE CSA (POS Level 2)	CONVENIENCE CSA (AM Level 1)	PROTECT CSA (AM Level 2)
Minimum period		1 Year	1 Year	1 Year	1 Year/3000H
 Hassle-Free Ownership	Flexible payment	Yes	Yes	Yes	Yes
	Helpful advice and training on equipment and operations	Yes	Yes	N/A	Yes
 Hassle-Free Maintenance	SEM Genuine Parts, delivered on time to your location	Mandatory	Mandatory	Choose At Least One	Mandatory
	Reduce parts inventory, simplify parts purchases	Yes	Yes	Yes	Yes
	Trained SEM dealer Labor	Recommended	Mandatory	Recommended	Recommended
 Security of Expert Dealer Support	Diversified repair strategy	N/A	Yes	Yes	Yes
	SEM Equipment Protect Plan	N/A	Recommended	N/A	N/A
	Service response and completion time commitment	Yes	Yes	Yes	Yes
	Expert troubleshooting, diagnostics and repairs with SEM genuine parts	Recommended	Mandatory	Choose At Least One	Mandatory
	Easy Access to SEM asset Information	Yes	Yes	Yes	Yes
 Peace of Mind from Equipment Health Management	Professional regular equipment inspection	Yes	Yes	Yes	Yes

* Additional access to view machine work hour and location for machines with Product Link.

■ PM CSA (POS Level 1)





PM CSA (POS Level 1) is a professional maintenance service agreement provided by SEM dealers for new machines. Well-trained SEM dealer technicians will bring SEM Genuine parts to customer site and provide on-time maintenance services. Customers can also select to do maintenance by themselves. Dealer can deliver maintenance parts to the customer site on time and help customer achieve hassle-free maintenance.

	Value Commitment	PM CSA (POS Level 1)
	Minimum period	1 Year
 Hassle-Free Ownership	Flexible payment	Yes
	Helpful advice and training on equipment and operations	Yes
 Hassle-Free Maintenance	SEM Genuine Parts, delivered on time to your location	Mandatory
	Reduce parts inventory, simplify parts purchases	Yes
	Trained SEM dealer Labor	Recommended
 Security of Expert Dealer Support	Service response and completion time commitment	Yes
	Expert troubleshooting, diagnostics and repairs with SEM genuine parts	Recommended
	Easy Access to SEM asset Information	Yes
 Peace of Mind from Equipment Health Management	Professional regular equipment inspection	Yes



■ Performance CSA (POS Level 2)


Performance CSA (POS Level 2) is a repair and maintenance service agreement provided by SEM dealers for new machines. Well-trained SEM dealer technicians will bring SEM Genuine parts to customer site and provide professional repair and maintenance services strictly following OMM instructions. In addition, SEM equipment protection plan is provided to extend the lifecycle of machines or key components to reduce customer's use cost.

	Value Commitment	PERFORMANCE CSA (POS Level 2)
	Minimum period	1 Year
 Hassle-Free Ownership	Flexible payment	Yes
	Helpful advice and training on equipment and operations	Yes
 Hassle-Free Maintenance	SEM Genuine Parts, delivered on time to your location	Mandatory
	Reduce parts inventory, simplify parts purchases	Yes
	Trained SEM dealer Labor	Mandatory
 Security of Expert Dealer Support	Diversified repair strategy	Yes
	SEM Equipment Protect Plan	Recommended
	Service response and completion time commitment	Yes
	Expert troubleshooting, diagnostics and repairs with SEM genuine parts	Mandatory
	Easy Access to SEM asset Information	Yes
 Peace of Mind from Equipment Health Management	Professional regular equipment inspection	Yes



■ Convenience CSA (AM Level 1)





Convenient CSA (AM Level 1) is a service agreement for flexible repair and maintenance options provided by SEM dealers for used machines. Customers can select the service items according to their capability. They can select to do maintenance or repair with SEM genuine parts by dealers. They also can let dealers deliver the parts to customer site on time and do the maintenance and repair work by themselves.

	Value Commitment	CONVENIENCE CSA (AM Level 1)
	Minimum period	1 Year
 Hassle-Free Ownership	Flexible payment	Yes
 Hassle-Free Maintenance	SEM Genuine Parts, delivered on time to your location	Choose At Least One
	Reduce parts inventory, simplify parts purchases	Yes
	Trained SEM dealer Labor	Recommended
 Security of Expert Dealer Support	Diversified repair strategy	Yes
	Service response and completion time commitment	Yes
	Expert troubleshooting, diagnostics and repairs with SEM genuine parts	Choose At Least One
	Easy Access to SEM asset Information	Yes
 Peace of Mind from Equipment Health Management	Professional regular equipment inspection	Yes



■ Protect CSA (AM Level 2)

Protect CSA (AM Level 2) is a convenient maintenance service for used machines or renew CSA agreement machines. Customer can select SEM dealers to ship the SEM Genuine repair and maintenance parts to customer site and SEM dealers can do repair service for customers.

	Value Commitment	PROTECT CSA (AM Level 2)
	Minimum period	1 Year/3000H
 Hassle-Free Ownership	Flexible payment	Yes
	Helpful advice and training on equipment and operations	Yes
 Hassle-Free Maintenance	SEM Genuine Parts, delivered on time to your location	Mandatory
	Reduce parts inventory, simplify parts purchases	Yes
	Trained SEM dealer Labor	Recommended
 Security of Expert Dealer Support	Diversified repair strategy	Yes
	Service response and completion time commitment	Yes
	Expert troubleshooting, diagnostics and repairs with SEM genuine parts	Mandatory
	Easy Access to SEM asset Information	Yes
 Peace of Mind from Equipment Health Management	Professional regular equipment inspection	Yes

