



Complete Guide to  
**ASSET STRATEGY  
MANAGEMENT (ASM)**

Everything you need to know to transform the  
way your organization manages asset reliability

Baker Hughes 

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# Introduction

## Is your reliability program living up to its true potential?

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The principles and tools of Reliability Centered Maintenance (RCM) have been around for decades, and most organizations understand the key elements that underpin a sound Reliability program. They invest time and money into creating and implementing Asset Management and Reliability improvement initiatives, in the effort to avoid unexpected failures, outages, safety exposures and costs to meet business performance goals.

**Why then, time after time, do we see organizations struggle to deliver performance improvements and realize value from their efforts?**

Are you experiencing any of these problems?

- High maintenance costs and unplanned downtime
- Uncertainty in the quality of strategies across the asset base
- No line of sight from the tasks being executed in the field to reliability strategy decisions
- Creating and deploying optimal maintenance strategies is an excessively time-consuming process
- Challenges in benchmark asset performance and measuring continuous improvements
- Inconsistent maintenance plans and Master Data

When organizations are plagued with these common problems, there is often one vital, but overlooked, area in their approach to asset management.

**The effective development, deployment and ongoing management of asset maintenance strategies to realize reliability.**

Whether it's process, people, technology, data related, if you aren't effectively managing the strategy on how your assets are maintained, you will fail to make the step change in your reliability improvement efforts to deliver value.

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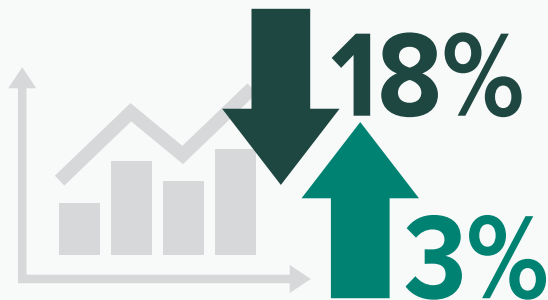
## Real Life Example



We were asked to lead a project to review the maintenance strategies for sites and assets not meeting their availability targets, suffering frequent unplanned failures, and/or high maintenance costs.



We got to work collecting the asset hierarchy, work order history, and current maintenance plans. Using all this data, we applied sophisticated methodologies to build an optimized maintenance strategy.



The resulting revised strategies were forecasted to reduce maintenance costs by -18% per annum and improve availability by +3%.