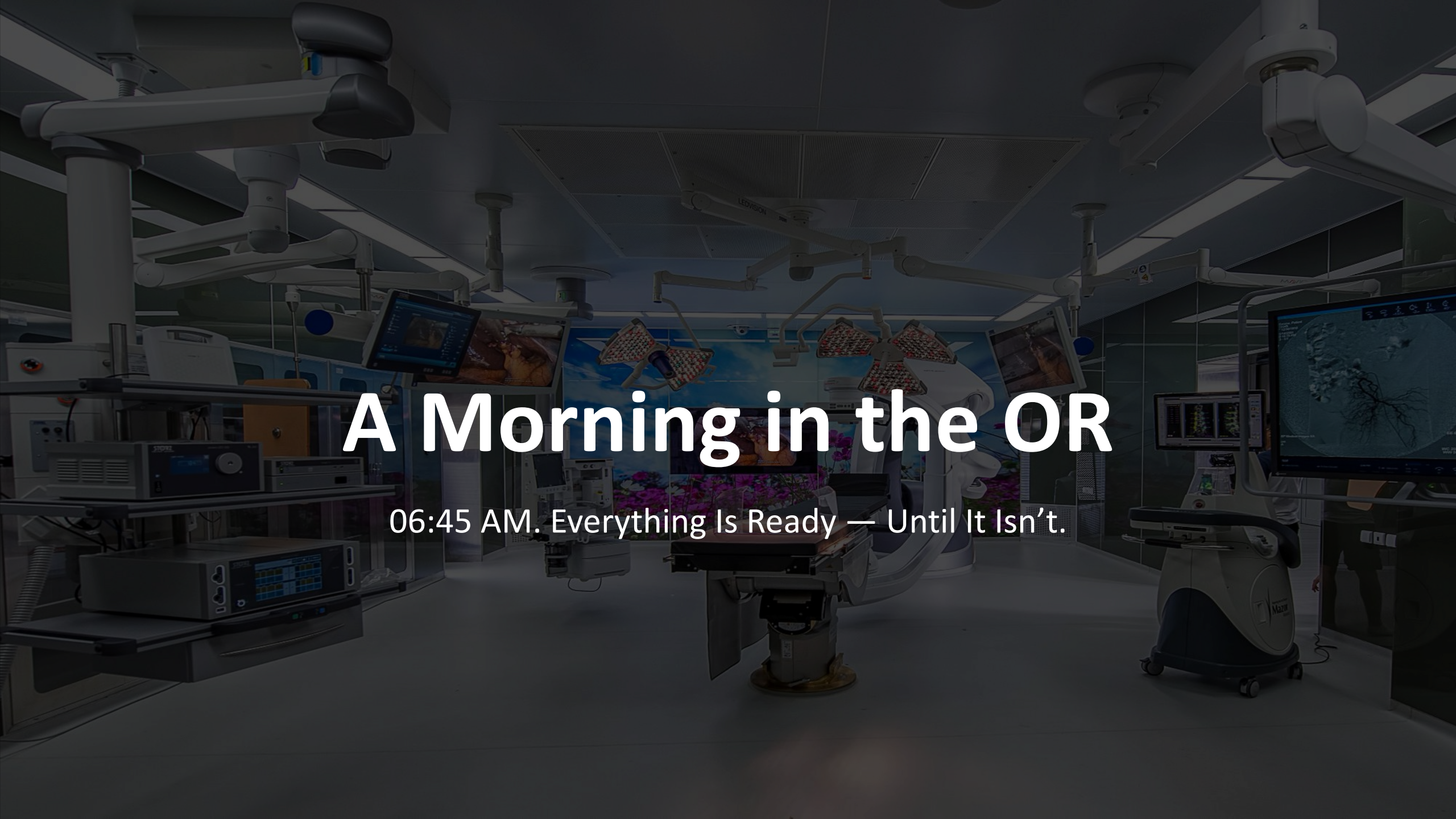

A Morning in the OR

06:45 AM. Everything Is Ready — Until It Isn’t.

Why Service Technology Matters



- Increasing complexity of systems and workflows
- Rising expectations: uptime, efficiency, compliance
- Fragmented responsibilities across stakeholders
- Technology alone does not ensure reliable outcomes

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Servicetechnologie als Enabler für skalierbare Geschäftsmodelle von Value-Added Services

Anton Feld
Director Value-Added Services
KARL STORZ SE & Co. KG

Facts and Figures at a Glance

Foundation	Fields	Business areas	Production sites
1945 in Tuttlingen (Germany)	Medical Technology	Human & Veterinary Medicine	Germany, US, Estonia, Switzerland, China

9,900 | Employees worldwide

7,000
Products

€2.3 billion
Sales in 2025

70+
Subsidiaries in over 50 countries

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Optimal Service
from a Single Source

KARL STORZ Managed Facilities

- OES (Onsite Endoscopic Specialist)
- Managed Equipment Services

KARL STORZ Consulting Services

- Reprocessing Consultation
- OR Integration Planning

KARL STORZ Customer Care

- Technical Customer Support
- Software Support

KARL STORZ Academy

- Internal Service Training
- External Service Training
- Sales Training
- Repair Authorization Training

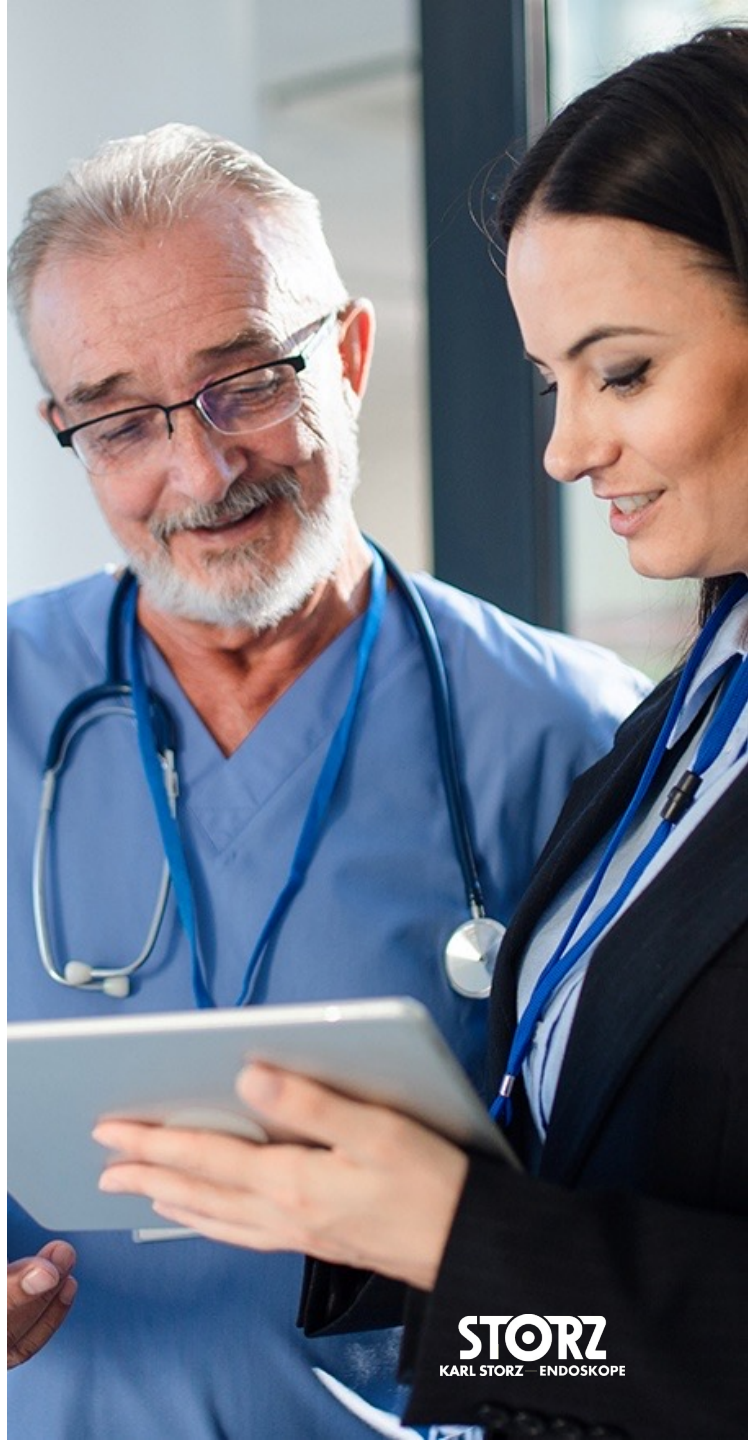
KARL STORZ Uptime Solutions

- Onsite Support (Field Service Technician/Specialist)
- Preventative Maintenance
- STAYREADY Tray Audit Service
- Repair

KARL STORZ Financial Services

- Credit
- Leasing
- Rental

Note: The portfolio may vary from region to region.



85%

OF FIRMS SAID SERVITIZATION WAS A HIGH OR CRITICAL PRIORITY*

*Forrester Study: From Grease To Code: What Drives Digital Service Transformation

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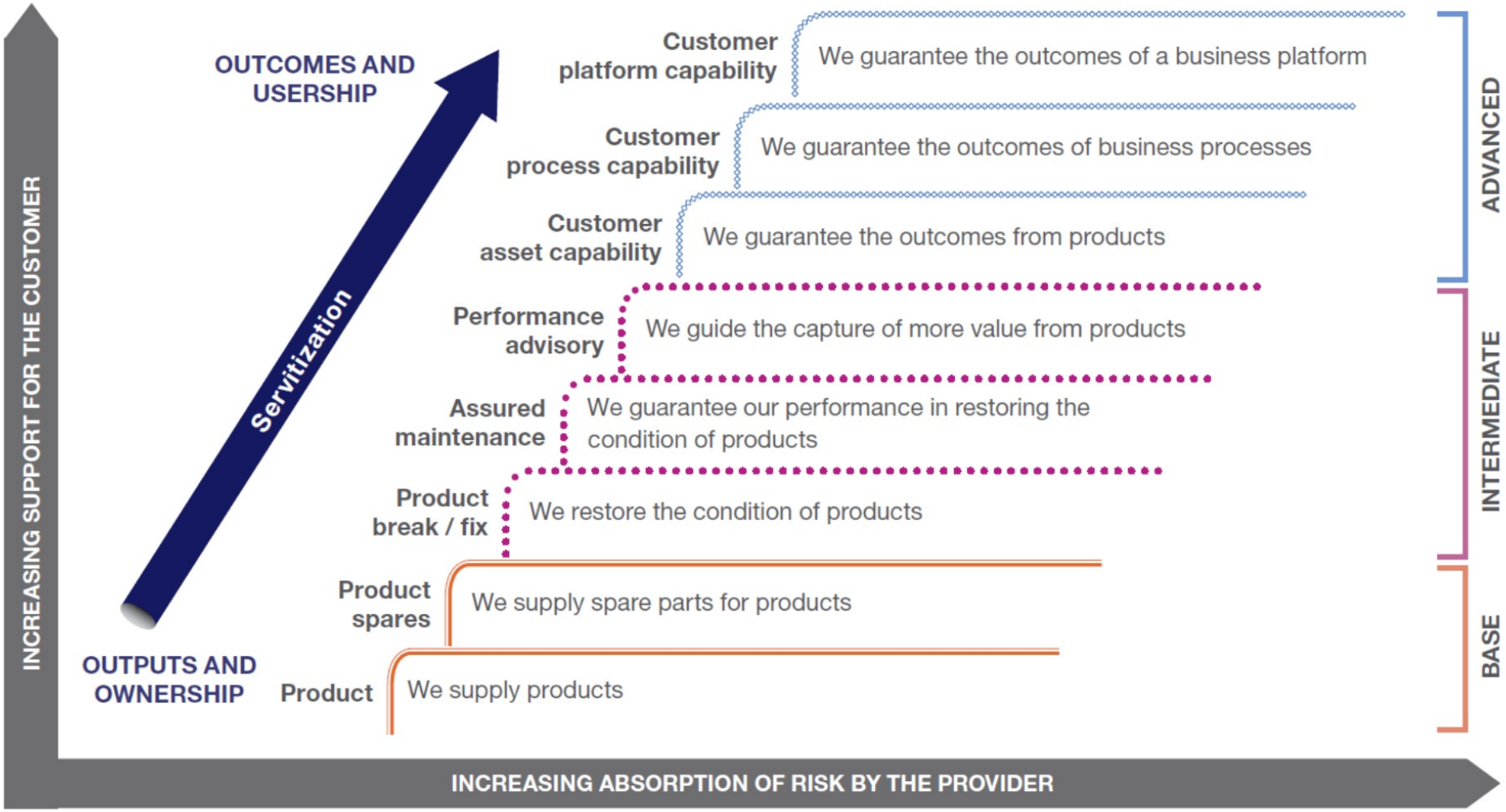
Servitization Matters

However, there is difference when it comes to service-led and outcome-based models.

- Co-produced: KARL STORZ & Hospital & User
- Failures have tremendous impact
- Risk transfer is sensitive in MedTech

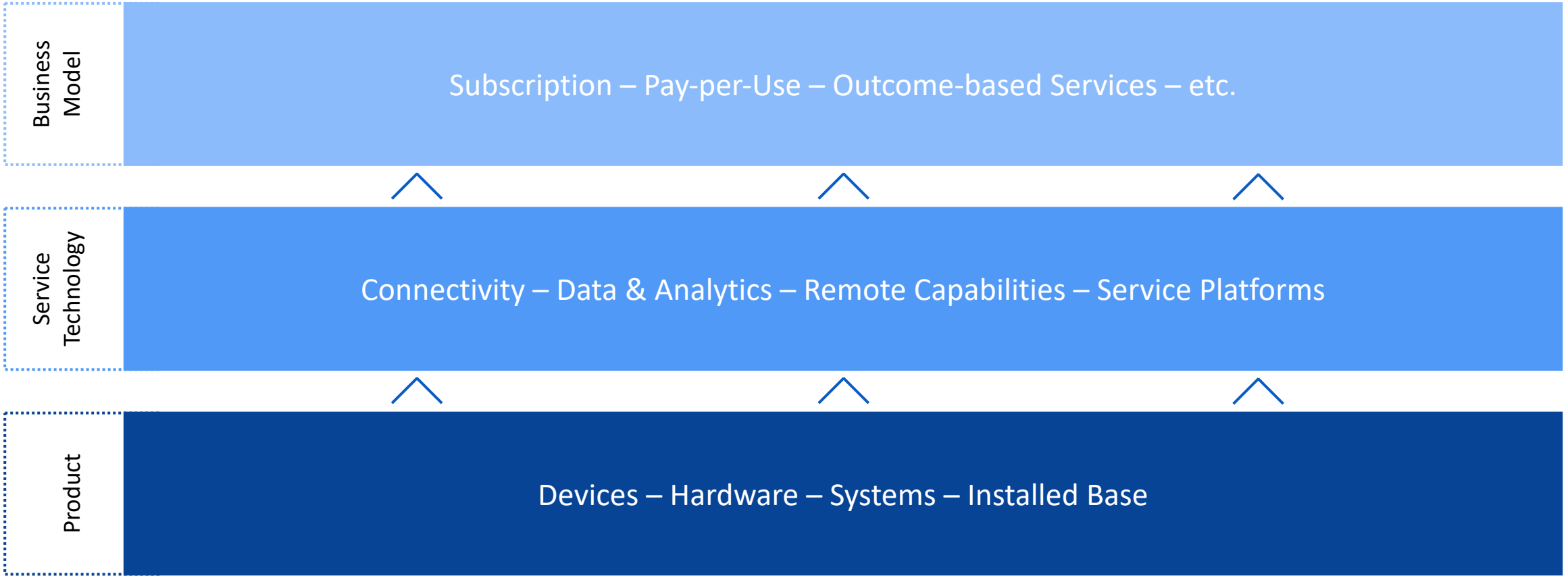


The Lens: Service Staircase



Source: The Advanced Services Group Ltd

What do we mean by „Service Technology“?



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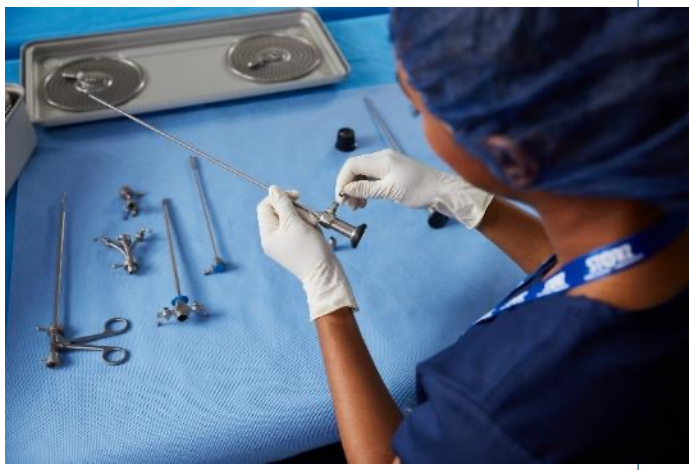
Today's Challenges for CSSD Managers and Hospital Administrators









Outdated or missing surgical products

Rising regulatory demands and increasing workload

Inconsistent tray setups and operational delays

Need for reliable planning & workload management

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StayReady™ Tray Audit
Comprehensive Equipment Maintenance

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Analysis

StayReady™ Tray Audit involves the assessment and documentation of scopes, instruments and light cables via OEM trained technicians to maintain optimal performance.



Inspection

StayReady™ Tray Audit is a program designed to assess, analyze, and document product performance. The program supports optimal functionality and longevity through detailed inspections conducted by certified technicians at customer facilities.



Optimization

StayReady™ Tray Audit involves recommendations for repair or replacement in consultation with the customer based on findings, as well as optimizations which ensures clinical uptime.

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OES

On-Site Endoscopic Specialist

Leverage Our Team to Lift Yours

OES

On-Site Endoscopic Specialist

Overview



OR Services

- OR setup
- Full Case Coverage
- Troubleshooting
- Setup (Video/OR1)

Inventory Management

- Maintain Inventory
- Instrument Repair Facilitation

Education and Reporting

- Documentation
- KS equipment & Instrumentation Education
- KS Sterile reprocessing education

Stay Ready

- Stay Ready tray audit program

Sterile Reprocessing

- Decontamination
- Preventative Maintenance

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What Enables These Services

Behind the Scenes



KARL STORZ Servitization Journey

Building Foundation

- Strong legacy / customer closeness and service culture through repair business & centers
- Historically transactional, but with increasingly recurring business demonstrating reliability and field competence

Scaling intermediate services

- Proactive offerings: preventive services, performance verification
- Launching digital services: data-enabled tray audits, device connectivity
- Expanding recurring revenue models
- Integration challenges across subsidiaries and reporting structures

Preparing for advanced services

- Asset data integration (IoT connectivity)
- Data analytics
- Supporting customer processes with Onsite Endoscopic Specialist

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Challenges We Face

Organizational & Capability Challenges

- Shifting culture from product mindset to lifecycle & outcome mindset
- Building pricing competence (TCO, pay-per-use, outcome models)
- Managing hybrid portfolios: hardware + services + digital

Operational & Data Challenges

- Fragmented data across installed base
- Legacy devices without native connectivity
- Need for consolidated service architecture
- Global subsidiary alignment

Market & Customer Challenges

- Hospitals historically budget CAPEX, not OPEX
- Variation in digital maturity across markets
- Risk-sharing acceptance: willingness to adopt SLAs, uptime commitments

From Technology to Scalable Business Models

_Standardization of Services: defined service scope, repeatable delivery

_Technology Backbone: integrated data & connectivity, scalable infrastructure

_Operating Model: clear roles & responsibilities, global-local alignment

_Performance Management: KPI-based control, transparent reporting

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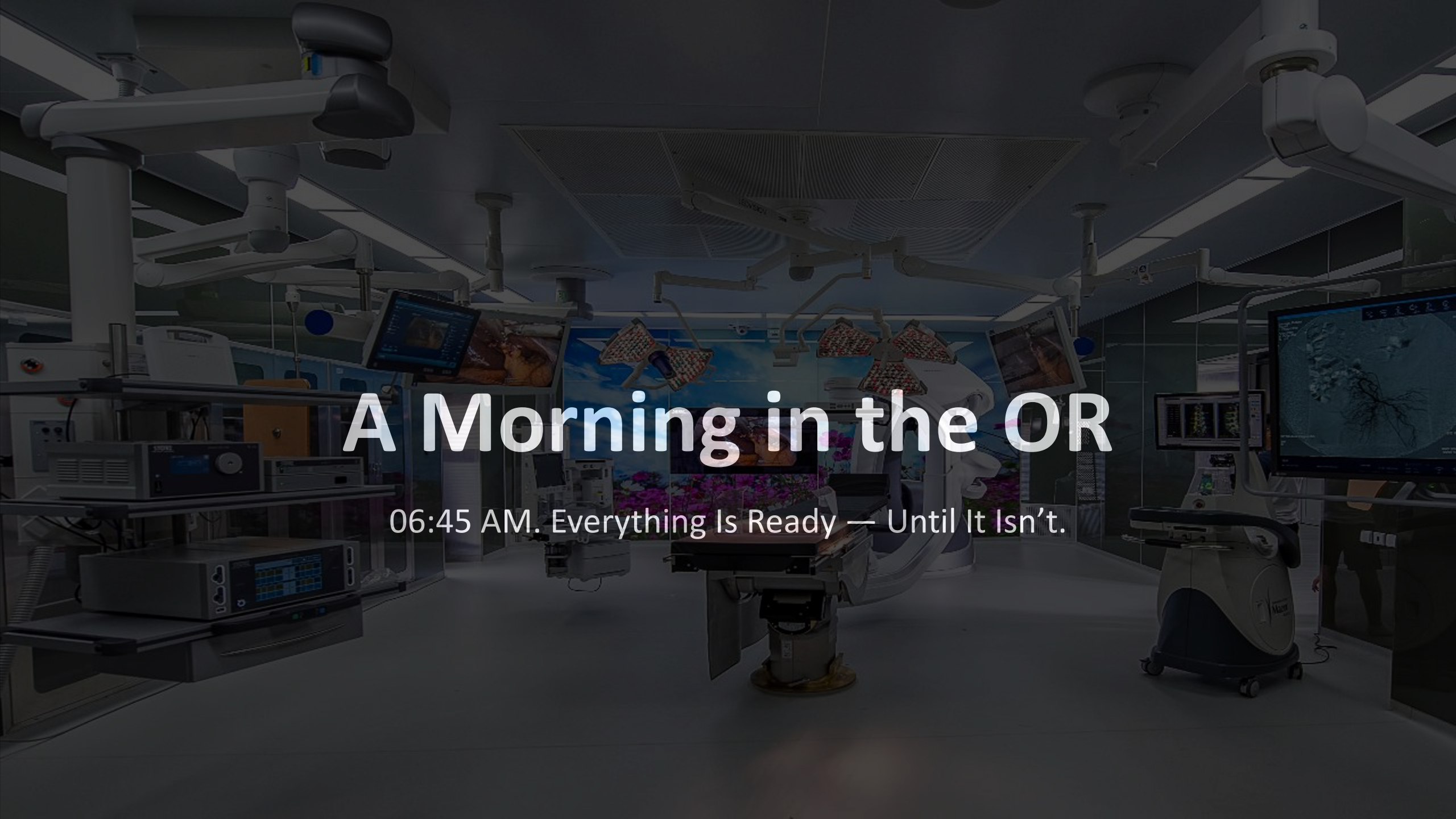

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Thank You