



# Stop Selling Predictive Maintenance to People Who Live in "Now"

PAM MENA 2026



**What do we mean by predictive maintenance?**

**Signals turned into  
a maintenance decision  
early enough to prevent disruption.**

Not just data. Not just models. A decision, in time to act.

# It's 23:47.

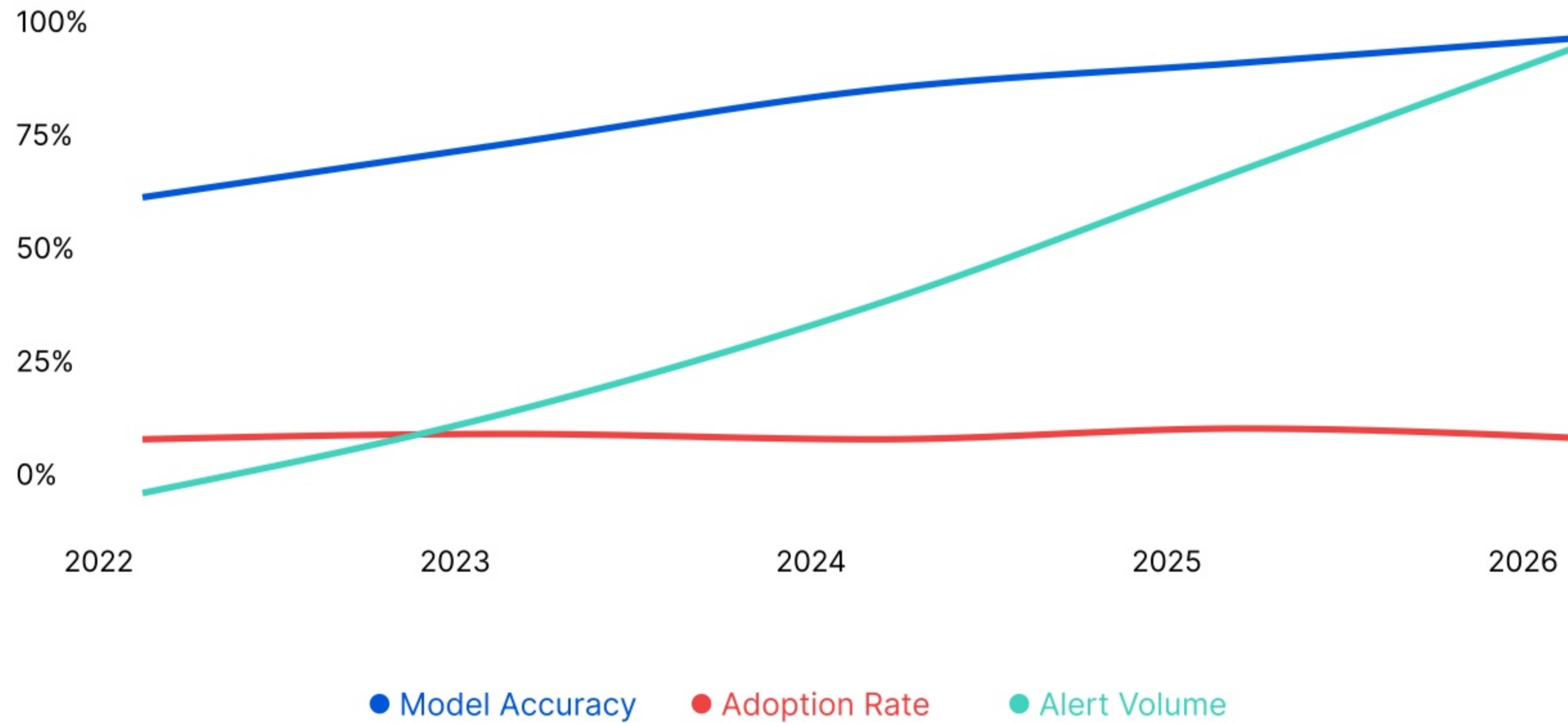
Aircraft on the line.  
Night shift. One mechanic.

Bearing temperature trending.  
Investigate within 72 hours.

Gate push in 40 minutes.  
Defect log: 3 open items.  
Parts bin: 2 hours away.  
He reads the message.

He doesn't ignore it.  
He just doesn't act on it.  
Not now. Maybe tomorrow.

# The Uncomfortable Reality



**"Now" is the shift rhythm.  
Minutes. Not milliseconds.**



Gate push: 40 minutes



Open defects: 3

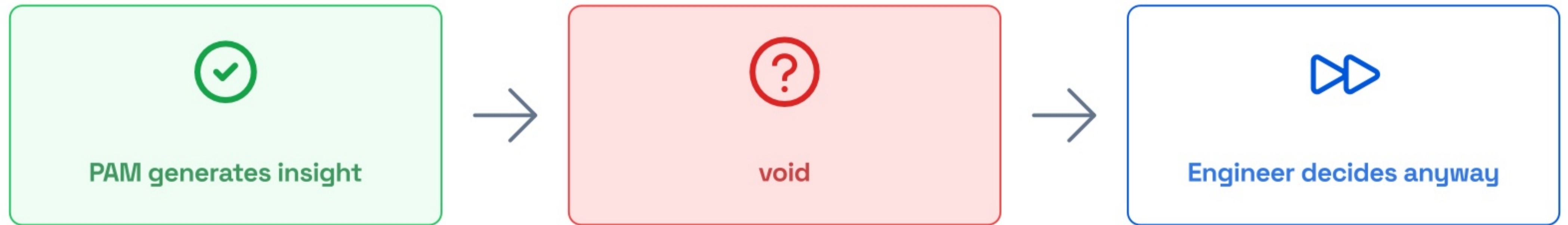


Parts availability: 2 hours away



New alert from PAM system

# Prediction is only half the problem. The other half is action.



# Science pipeline vs. Operational pipeline

**SIGNAL → MODEL → INSIGHT**

Science pipeline. Most conferences celebrate this.

**void** Where adoption dies

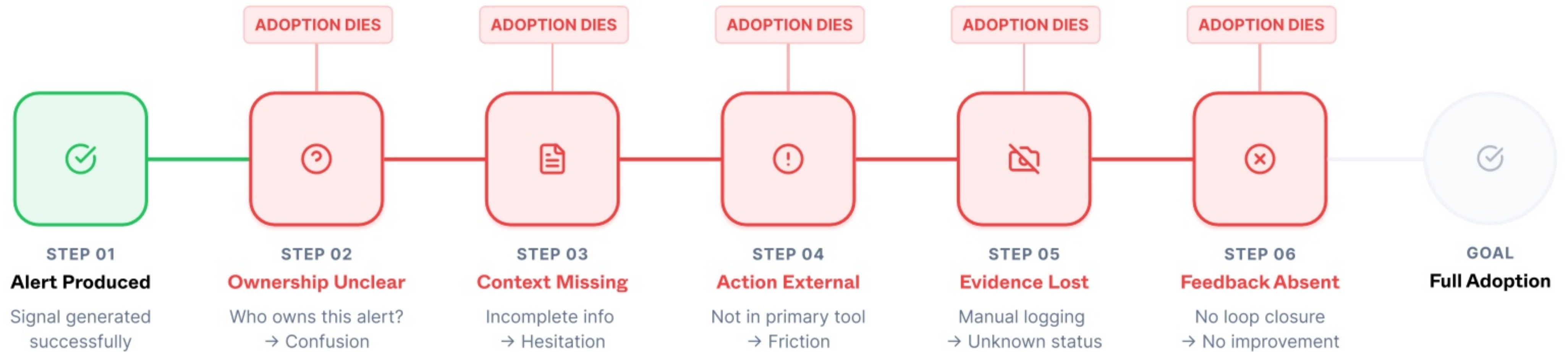
**OWNERSHIP → WORK → EVIDENCE → FEEDBACK**

Operational pipeline. Adoption actually happens here.

Most systems: 90% effort on top. Adoption lives on bottom.

# Where adoption dies!

## Each link can break the chain



# Friction is time cost you don't have.

Context: Receiving an alert while working on a 15 min task

## Original cycle = 15 min

+3 min Interpret alert

+2 min Switch to PAM portal

+1 min Log into work order

+2 min Duplicate entry

+5 min Get sign-off

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**With PAM = 28 min** +13 Mins Added

**When a task takes nearly twice as long, adoption becomes optional—effectively zero.**

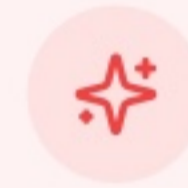
 **Value = (Accuracy) × (Adoption) × (Timeliness)**

	<b>Scenario A: Smart model, low adoption</b> 95% accurate × 5% adoption × 50% on-time	<b>2.4%</b>
	<b>Scenario B: Weaker model, high adoption</b> 70% accurate × 60% adoption × 70% on-time	<b>29.4%</b>
	<b>Scenario C: Smart model + execution</b> 95% accurate × 60% adoption × 70% on-time	<b>39.9%</b>

Scenario B wins with weaker models — **Adoption matters more than accuracy**



**Not missing:  
Algorithms**



**Missing:  
Execution**

The layer that turns insight into action into evidence into learning.

# Execution layer = system of action



## Workflow Engine

Task/MEL/Defect integration



## Identity & Sign-Off

Who / When / Authority



## Evidence Capture

Auto-logging results



## Traceability Graph

Events linked to aircraft







## Audit Trail

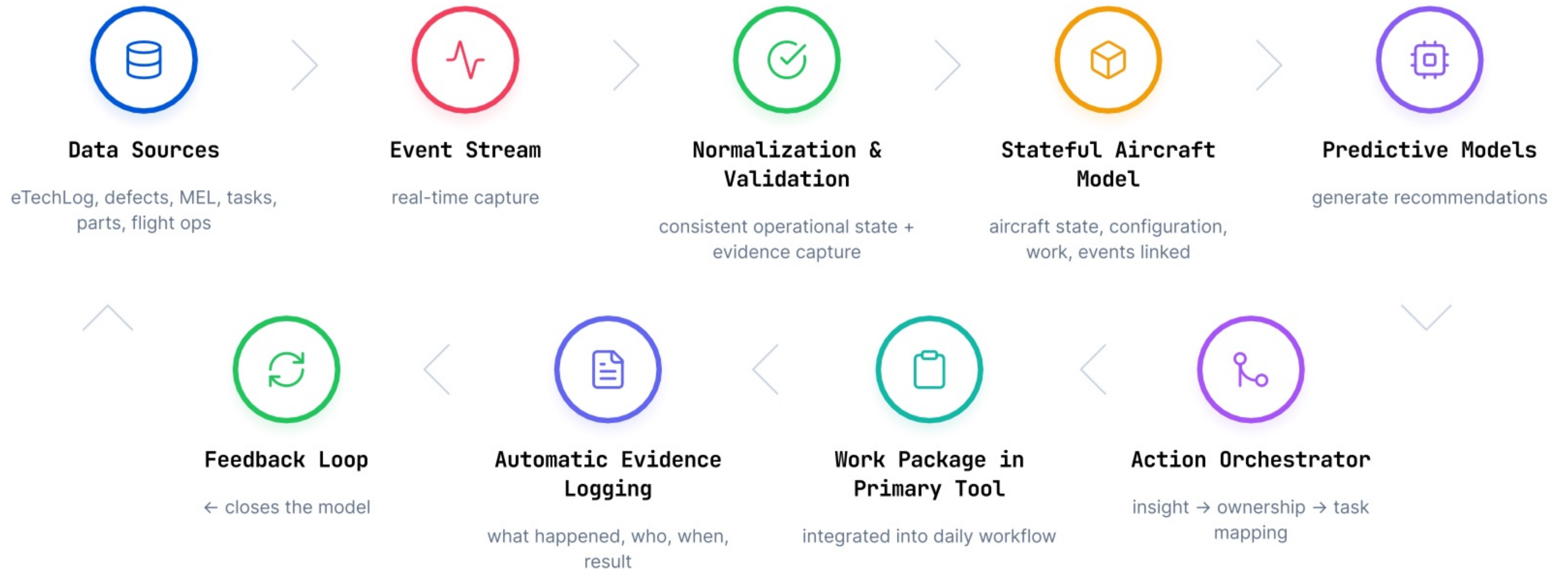
Immutable record

# Every alert maps to one owner role.

## No ambiguity.

ALERT TYPE	SYSTEM ROUTING RULE	OWNER ROLE
 Engine parameter trend	IF exceeds threshold	<b>MCC</b> Short-term operational decision
 Repetitive defect	IF detected (per CAMO def)	<b>CAMO Reliability</b> Root cause analysis
 MEL expiry window	IF approaching limit	<b>CAMO Planning + MCC</b> Plan slot before expiry
 Component life limit	IF approaching hard time	<b>CAMO Planning</b> Plan removal & work package

# Operational integration, end-to-end



Where PAM works today:

**Engine monitoring, especially OEM-native data (GE, Pratt, CFM).**

Why?

**Workflows are already disciplined**

**Data is clean and trusted**

**Feedback loop exists**

Lesson

**PAM needs a strong execution substrate.**



**Make it useful to  
engineers first.**

Regulators and management follow.



# Stop selling PAM to people who live in "now."

Bring prediction into their now.  
Then adoption is no longer optional.

Thank you!

**Questions?**



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