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2. Assets need to be looked after; they are hardly ever 'fit and forget' business fixtures 120
3. Making rational business decisions based on information about the assets used by a business can produce significant financial improvements 120
4. Proper Asset Management can mean the difference between business success and business failure 121
5. Understanding what has happened, is happening and may be about to happen to the assets used by a business is crucial 121
6. Current technologies allow data to be gathered as often as required to understand many issues 121

7. Accurate information about the functional and operational performance of the assets used in a business enables better business planning and results in fewer unpleasant surprises 121
8. Since most businesses want the functionality an asset provides, rather than the asset itself, Asset Management represents a significant business opportunity for the asset manufacturers and/or asset users and/or third parties 121
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1. It's what an asset does, not what it is, that is important 126
2. Asset Management is a business issue 126
3. Without senior management support, Asset Management goes nowhere 126
4. Know your assets 126
5. Asset Management needs to be incorporated at the start, not brought in later as an 'add-on gimmick' 126
6. Break down the silos, open your mind and look for what your customers really need to help them make money and serve their markets better 127
7. Share to gain 127
8. Never underestimate the persuading you will have to do, at all levels in your organisation, or the power of the 'heroes' who feel threatened by strange new ways of doing things 127
9. Beware of people who just ask for 'data' and/or confuse data with information 127
10. Asset Management is a chain, from sensor to business action 127
11. Don't put the data cart before the business horse 128
12. Keep it simple 128
13. A physics-based asset model is a very powerful business and technical tool 128
14. If at all possible, compare all your asset measurements to a baseline, which ideally takes account of all known external drivers of the recorded values (e.g. load variation, ambient condition changes and other quantified effects)
15. A good measurement and/or analysis visualisation, tailored to the person you are talking to, will make all the difference 128
16. The appropriateness of the analysis is more important than the 'bigness' of the data 128
17. Cost is not value: keep reminding the cost-cutters of this 129
18. An asset measurement without a timestamp (preferably GMT/UTC, which avoids time zone and daylight saving time issues), unique asset identifier and some measure of operating stress and environment is a random number from which useful information can only rarely be retrieved
19. Inadequate asset configuration knowledge and/or asset configuration control makes meaningful Asset Management impossible 129
20. Some people just don't 'get it' 129
21. Don't assume anything 129
22. Know the limits of what you know and learn to appreciate the contributions everyone at all levels can make to the whole Asset Management process 129
23. Push, but be patient 130

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