JENZER ADVISORY

Owner-side asset renewal roadmap for aging brownfield assets

Brownfield Asset Masterplanning & Obsolescence Strategy

From recurring asset surprises to a governed renewal roadmap.

Make aging-asset risk visible, rank it by business consequence, and convert it into a governed renewal roadmap.

Make signals visible

Capture weak signals before they become emergencies

Connect the dots

Link spares, engineering, TAR, MOC, capital and operations

Drive execution

Convert technical truth into decisions, owners and action

Executive offer PDF | Masterplan pillar

Aging assets do not create bad surprises overnight

Industrial assets fall into firefighting mode when weak signals accumulate faster than the organisation can convert them into decisions and planned action. Each event looks isolated. In reality, many are symptoms of an unmanaged aging-asset threat pipeline.

Reactive overload

Corrective work crowds out planned work. Planners become the pressure relief valve for an asset system generating more unplanned work than the organisation can absorb.

Fragmented ownership

Engineering, maintenance, reliability, SCM, TAR, projects and operations each hold part of the picture. No one owns the integrated plan.

Hidden threat pattern

Leadership sees emergencies, not the upstream signals that caused them.

Weak-signal blindness

The knowledge exists. It does not travel, is not ranked, and is not converted into action.

Executive hook
You probably have more aging-asset risk than your capital plan currently shows.

Most aging-asset surprises were weak signals first

Before the emergency, there was often a signal - a recurring defect, a known spare-parts issue, an unsupported component, a deferred decision or a masterplan gap. The problem is not always that nobody knew. It is that the knowledge did not travel early enough to matter.

Before the shutdown

there was often a recurring defect.

Before the emergency procurement

there was often a known spare-parts issue.

Before the production loss

there was often a decision that had been deferred.

Before the TAR overload

there was often a masterplan gap.

The real cost: unplanned downtime, emergency procurement, premium contractor cost, TAR scope growth, late capital requests, safety and integrity exposure, and management distraction.

Not another concern list. A decision and execution system.

The offer is an owner-side operating system for aging assets: identification, risk assessment, prioritisation, decision routing, execution planning and governance.

Not generic PMO

Aging asset work needs threat logic: criticality, lifecycle exposure, supplier support, spares, lead time, TAR dependency, MOC implications, capital planning and remaining asset life.

Not narrow obsolescence management

The client problem is broader than obsolete parts: aging equipment, unsupported systems, degraded reliability, fragile spares strategies, late TAR scope and unclear renewal decisions.

Not a replacement for engineering expertise

Deep equipment expertise stays with site engineers, OEMs, vendors, integrity specialists and selected technical partners. Jenzer Advisory integrates, challenges and routes decisions.

The role: structure the problem, extract and challenge site knowledge, connect fragmented functions, apply risk logic, force prioritisation, route decisions, build the execution plan and keep the system moving.

The method: seven steps from weak signals to governed renewal

Each step converts field intelligence, maintenance history, supplier data, reliability concerns and engineering judgement into one governed roadmap - not another concern list.

1 Frame the threat

Define scope, criticality, lifecycle exposure and safety risk.

2 Build the intake

Collect signals from Operations, Maintenance, Reliability, Engineering, SCM, TAR and vendors.

3 Create the register

Consolidate aging and obsolescence concerns into one governed list.

4 Screen and prioritise

Apply a practical index across exposure, consequence and time horizon.

5 Select response strategy

Choose monitor / inspect, procure / protect, or renew / retire.

6 Route decisions

Connect concerns to TAR, MOC, capital, projects or routine governance.

7 Build the masterplan

Create a risk-ranked, time-phased roadmap with owners and 90-day actions.

Prioritise by exposure, consequence and time horizon

The scoring is a conversation discipline, not a substitute for engineering judgement. The aim is to make concerns comparable enough to decide what must be monitored, protected, renewed or routed into capital planning.

Scoring logic

1. **Exposure**
   OEM support, spares availability, lead time, technology maturity and supplier concentration.
2. **Consequence**
   Severity if the item fails or cannot be restored - safety, production, integrity and operability.
3. **Time horizon**
   How long the asset must operate, and therefore how strategic the response must be.

Response strategies

Monitor / Inspect
Improve condition monitoring, update maintenance strategy or accept explicit controls.

Procure / Protect
Life-of-need buy, vendor stock agreement, qualified equivalent or refurbishment.

Renew / Retire
Technology migration, full replacement, standardisation or planned retirement.

Not every aging or obsolete item should be replaced. The value is in deciding which actions matter most, and when.

Aging Asset & Obsolescence Masterplan Sprint

A focused 4-6 week sprint for one unit, one asset area, one high-risk equipment class, or one automation / control-system platform. Start small, establish truth fast, then decide how to scale.

Threat register

Aging and obsolescence threat register for all in-scope equipment and systems.

Risk-ranked priorities

Top 20 risk-ranked concerns with no-regret actions identified and owned.

Exposure summary

Spares and OEM-support exposure with TAR / MOC / project / capital integration map.

Decision pack

Leadership decision pack with 90-day execution plan and clear ownership.

Governance and roadmap

Governance rhythm, RASCI and optional pathway to a 5-10 year Asset Renewal Roadmap.

Fewer bad surprises. Better asset decisions. A practical roadmap from aging-equipment firefighting to governed renewal.

Choose the right entry point

The easiest sell is not a full site masterplan. It is one asset area, unit or equipment family - enough to expose the pattern, rank the risk and define the next decisions.

1 Diagnostic call

Confirm the asset situation, urgency, scope, available information and whether the right first move is a focused sprint.

2 4-6 week sprint

Create the register, top risks, no-regret actions, decision pack, governance rhythm and 90-day execution plan.

3 Roadmap / embedded support

Scale to a 5-10 year asset renewal roadmap, capital prioritisation support or owner-side governance through execution.

Why Jenzer Advisory

Owner-side integrator for aging asset and obsolescence risk: technical fluency, asset management discipline, reliability and TAR understanding, risk methodology, high-hazard operating experience, cross-functional facilitation and executive translation.

Next step: book a Masterplan Diagnostic Call and test the approach on one asset area, unit or equipment family.