The Servitization Model Canvas

Designed for:	Designed by:	Date:	Version:

Process

People

Product

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Partner Ecosystem

Who are our key partners?
Who are our stakeholders?
Which activities do partners perform?
Who are our core-suppliers?

Categories
- Efficiency and Scalability
- Constrain of risks
- Acquisition of activities
- Outsource of activities
- Dedicated advanced analytical platform (SAS/ Scheper for Servitization)
- Dedicated IT system

Key processes

What processes do we require?
How efficient are our processes?
How can we transform our daily business?
What core-competences do we have and what do we miss?
How many of our products are connected?
How are analytical solutions targeted?
What processes can we re-design?
What cultural change is feasible (Change management)?
Do we understand the data around us?

Categories
- Servitization Maturity (Scheper.Co model ISO55000)
- Assess data features (IoT/Data/Edge/Cloud)
- Competences organisation (SWOT, Empathy mapping)

Key capabilities

What is our value proposition?
What customer relationship do we have?
What data is collected from our products and customers?
What maintenance / service tools are adopted?
How much functionality could be embedded in the product?

Categories
- Operational systems (ERP, EAM, PdM, CRM, CAD, etc.)
  - See PaaS 01.-06. needed applications Scheper.Co
- Data collection (cloud / on premise)
- Smart connected products (IoT)
- Human resources (expert knowledge)
- Organisational/IT structure
- Prescriptive analytics (Design-for-Maintenance)

Value Proposition

What objectives are we serving?
What Use Cases are feasible?
What is the business potential?
What value do we deliver to the customers?
Which of our customer problems do we solve?
What customer needs do we satisfy?

Categories
- Customized Services
  - Extended warranties, Remote services, SLA's, PaaS
- Possible functionalities (easy-for-use, smart-products)
- Smart products (light and easy, self-repairing, fit-for-use)
- High value added services (performance, reliability)
- Value flow / TCO (focus on 1 or 2 areas')

Service Channels

How can channels be integrated?
What is our Go-2-Market strategy?
How will analytics be used for decisions?
When do we make predictions to support decisions?
Which service channels perform the best?
Which service channels are most cost efficient?
How can we integrate at customer routines?

Categories
- Multi business ecosystem
- Deliver software + hardware
- Take over production processes
- Product + value added services

Service Relationships

How can we deliver a function?
What are the customer needs?
What is the customer experience?
How costly are current relationships?
How are relationships integrated in our business model?
What type of relationship does each customer expect?
How do you maintain customer relationships?
How can we connect people in a more relevant way?

Categories
- Remove daily issues (Fit-for-Use)
- Customer Journey (Smart-Workforce)
- Better products (Automated Services / Efficiency)
- More efficiency (Just-in-Time maintenance)
- Co-creation (Yield management)

Segments Customer Services

What can be our proposition?
What (new) markets can we approach?
How can we differentiate with services?
Which value do we deliver for the customer?
How ecosystem friendly are our products?
How sustainable are our products?

Categories
- Mass market
- Niche market
- Segmented or multisided customers
  Type of customers';
  - Farmers; Accountant, Plant expert, Machine lover
  - OEM
  - Service provider

Implementation Feasibility

Define a Servitization Roadmap and focus on 1 or 2 area's.
How much effort do we need to implement a Use Case? What are the challenges during implementation?

Success Criteria

Measured value capturing; Uptime, Yield, Output, OEE, Customer satisfaction, Decrease downtime, Improve performance, Real-time Condition
Opportunities; Uptime-per-Hectare, Spray-as-a-Service, Power-by-the-hour, Air-by-the minute, Cubic-Meters-of-coal-Mined

Cost Structure

What activities are most expensive based on the current business model (one-time transactions)?
Where are our current losses?
How can we solve current losses with analytics?
Which resources are most expensive?

Revenue Streams

Revenues are growing! What can be a sweet-spot of our product (mini-asset) within this new revenue stream (pay-for-use)?
How can we manage product ownership (Cash-value of the life-cycle)?
What is the preferred payment of customers? Financial scenario's (Manufacturer, Service provider, Asset owner)
What kind of service expect the customer (recurring revenues)?

Assess the potential | Diagnostic | Industrialize | Scale

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