



SERVITIZATIONBLUE

ing. J.C. Scheper - © 2020

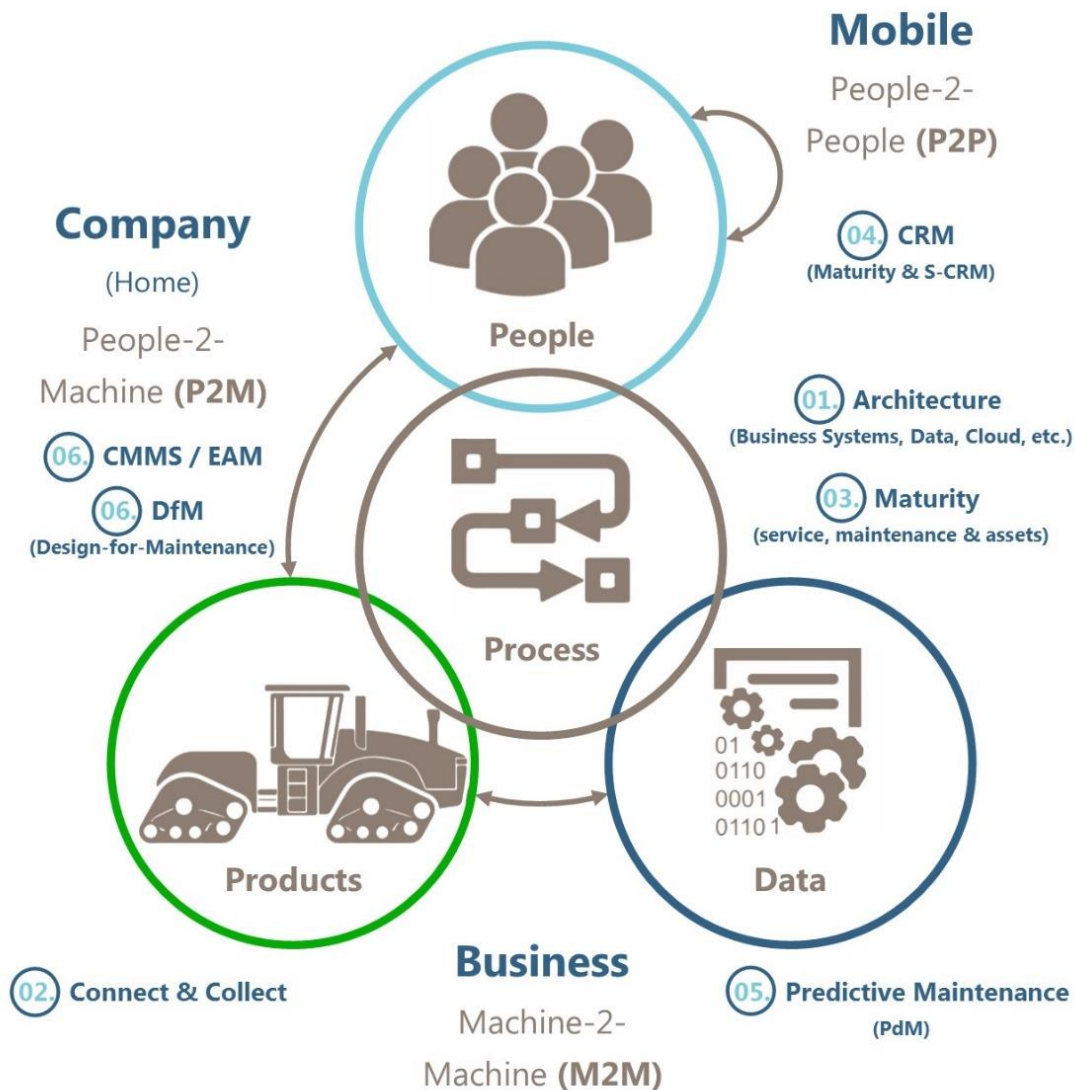
LabelBlue

Labelled Products | Scheper.Co – Engineering & Consultancy

We feel at home in a business that values quality, which is essential for monitoring our LabelBlue products. These products have distinctive characteristics and strike an appropriate balance between efficiency, conceptual thinking, new necessities and/or better alternatives.

Bridge between 3P's

We have 6 focus areas for Servitization and offer different proven solutions for the applications **01.** until **06.** (see below). We see different elements in our Servitization program that switch between internal- and external processes and they all have specific requirements⁶.



Overall we focus on **3P's+AI** within this program and like to connect **People(P1)** in a way that makes more value and is more relevant. We prefer to use easy workflows and generate powerful insights from your data, and generate value that is driven by its people. For this, we align **Processes(P2)** by delivering the right information to the right person or machine and use the right information from the people and machines at the right moment. We **Convert Data**, from big data into smart data, then decision making becomes easier, and we are able to **Connect Products(P3)** by physical machines and objects so your products (things) become smart if this leap is still a struggle.^{7,8}

How can we execute this?

We believe in closing the gap between; people, processes, and products(data/it) '**3P's**'. The full profile (01. until 06.) of needed applications can be offered to start with 'Adding value' and 'Servitization' if there is nothing available yet. If you have already installed systems, we can start directly with analytics around your existing systems, and extend this with other necessary applications. By experience and field knowledge we can execute this quickly, with powerful visualizations and interactive dashboards. Resulting in business optimization, more efficiency, and new value-added services business models.

Empower your process with smart designs_

Consulting steps_

- ✓ **Workshop**
Develop a hypothesis
- ✓ **Assessment**
*Engagement and Consult, AS IS and TO BE concept **3P's***
- ✓ **Canvassing the roadmap**
*Template with a Digital Framework (Performance and Value) **A.I.***

Analytics-as-a-Service steps_

After we defined the Digital framework, we can start with the Servitization journey, together with our **Digital Transformation** services, based on small increments, and if necessary supported with additional elements (mentioned above). Within this topic we need to align about; Sense, Understanding, and Act to generate the first Value and provide a powerful acceleration.

- ✓ **Diagnostic**
Find Fast or Fail Fast
- ✓ **Industrialize**
Execute success criteria
- ✓ **Scale**
Scale analytics-as-a-Service, per unit/machine, per tag, etc.

Please, check out the following pages with the specific *Servitization Capabilities* and how we can transform this into a *Business model*. Challenge your next product that has more value, by improved reliability and increased revenues. We can offer you customized solutions and prefer the outcome-driven instead of a software-driven approach.

Transform the Servitization-journey into a business model

Execute the Servitization journey and turn this into a business model!^{11, 12}

The *Servitization Model Canvas* below comprise the journey, based on a one-slider. We can start with small increments or provide the ability for building a complete framework, with Advanced analytics (A.I.) and involved (Processes, People, and Products) **3P's**. The canvas provides ideas and questions, how to build new business models based on Servitization. The full framework is further supported within the above [Consulting Steps_](#) and [Analytics-as-a-Service steps_](#) see above page 4

We can plan short- or long term objectives within this journey by canvassing a specific roadmap for service bundles. We can start with an assessment of the potential for your organisation, to define the capabilities and necessary digital transformation enablers.⁹

Or we can even start with a workshop as the first attempt if companies would like to find out more about the topic from a strategic point of view.¹⁰

"A business absolutely devoted to service will have only one worry about profits, they will be embarrassingly large!" Henry Ford

The Servitization Model Canvas		Designed for:	Designed by:	Date:	Version:
Process People Product	Partner Ecosystem Who are our key partners? Who are our stakeholders? Which activities do partners perform? Who are our core-suppliers?	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)	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?	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	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?
	Implementation Feasibility Define a servitization Roadmap and focus on 1 or 2 areas: How much effort do we need to implement a Use-Case? What are the challenges during Implementation?	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, CRM, PDM, SCM, etc.) - See PaaS (IoT, 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)	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	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)	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)?
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?	Assess the potential Diagnostic Industrialize Scale				

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Servitization Model Canvas
Scheper.Co

Check the link for the free Canvas

Check the link to find out more about 3P's+A.I.

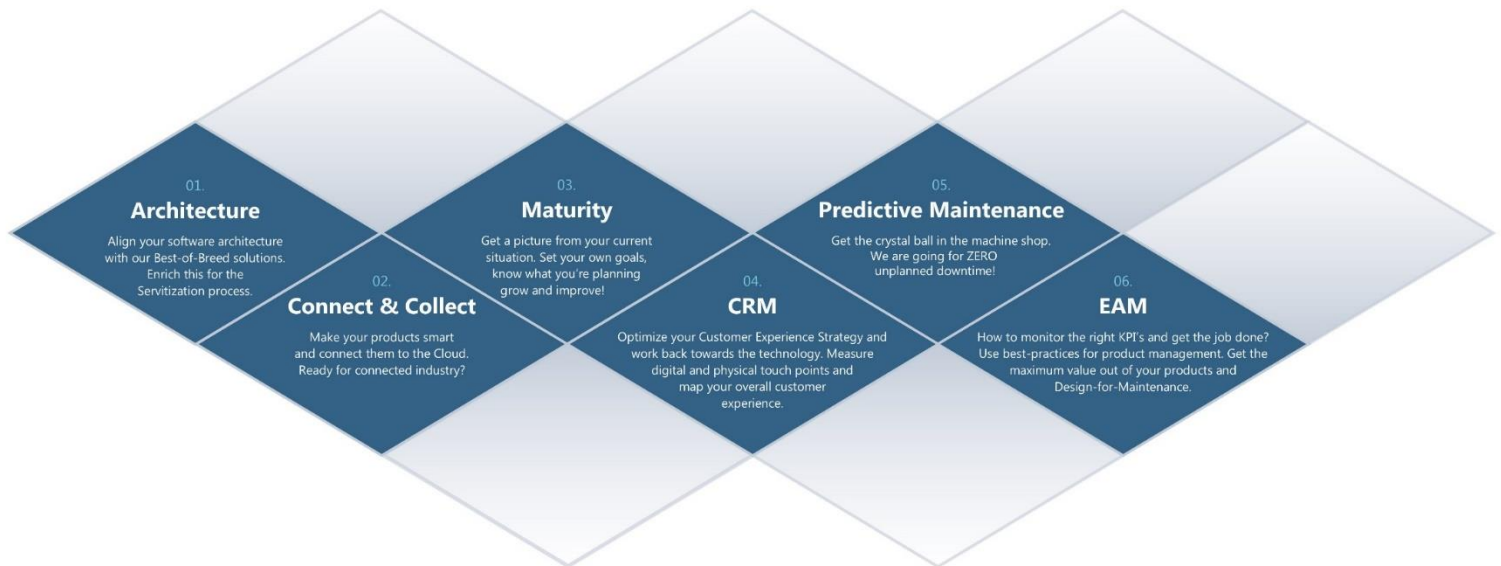


Digital Transformation
Advanced Services

Please, find out more at the next pages about the *Key-capabilities* and *Key-processes* enablers, for the Servitization journey!

Escape the ordinary_

We can start this Servitization journey by delivering a case-by-case custom set of services and software displayed in a nutshell, supported with the most important Servitization Key-capabilities and included Key-processes in a set of the 6 stones presented below. If they are already available than we can leap with our analytical applications, that support value-added services quickly.



Key note_

Research (McKinsey - Deloitte) has shown that equipment manufactures with at least 20% of their turnover from services realize an average of 10.7% (2010-2014) more margin EBIT (earnings before interest and tax), compared to companies with a lower service share with an averaged 8,3% margin in the same period.^{13, 14}

The average EBIT margin of product sales was 2.3% (Roland Berger study of 200 companies), while margins on spare parts, maintenance, training, consultancy know an average of 11%.

In 2018 was Ronald Berger even claiming that manufacturers are missing 55% of revenues potential in Services.^{15, 16}

- More profit from Services -

The average EBIT profitability (operating result after depreciation) of **services** is at many companies a **factor of 2 – 5** higher compared to only product sales¹⁷

- Increasing market value -

Outcomes from a long-lasting US research appeared that stock-listed **companies that execute Servitization have an increasing value** (large spread on results)¹⁷

- Dominate Business -

75% of manufacturing companies expect that **Servitization will dominate** their future¹⁷

- Servitization strategy -

Less than 30% of manufacturing companies have a Servitization strategy¹⁷

- Higher margin -

Companies that switch their business model into Servitization are reporting an **increasing margin**, between **15-35% profit from services**¹⁷

¹³ The Service Revolution in Global Manufacturing Industries, Glueck J., Koudal P., Vaessen W., Deloitte, 2006

¹⁴ How to succeed: Strategic options for European machinery, McKinsey&Company, VDMA, June 2016

¹⁵ Fabrikanten missen 55% aan omzet potentieel op het gebied van Services, Roland Berger, FD 15 December 2018

¹⁶ Downturn in Production Systems, 2009, Roland Berger

¹⁷ NIBC Whitepaper Servitization, February 2018, sources PA Consulting Group, Praetimus

01

Architecture

Align your software architecture with our Best-of-Breed solutions.

Enrich this for the Servitization process.

The most important thing about architecture. You need to align your Data, People, Processes, and Product (Things) together with your current maturity and get the picture for the new maturity alignment.¹⁸ If we know your maturity, you can align our solutions, with *your hardware-enablers* and *current software systems* and extend this with new software systems if needed. The basic idea behind this is to share and inform information between different systems in real-time.

This streamlines business processes, simplified data analysis, and the corresponding reports, which will result in further growth and profitability. Servitization is for an Asset Owner, OEM'er, or Service Provider in terms of interest different. However, they all can create value by data contribution, services, advice or knowledge for these specific chains.¹⁹

Please request the White Paper with Scientific resources included by the link below, and Check Out for more.

- Servitization evolves your customer relationship.
- Servitization supports the service *Machine-2-People*.
- Servitization supports a real-time *Machine-2-Machine* connection for predictive maintenance.



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Product as a Service

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Company

(Home)

People-2-
Machine (P2M)



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Process



Products



Data

Business

Machine-2-
Machine (M2M)

01

Architecture

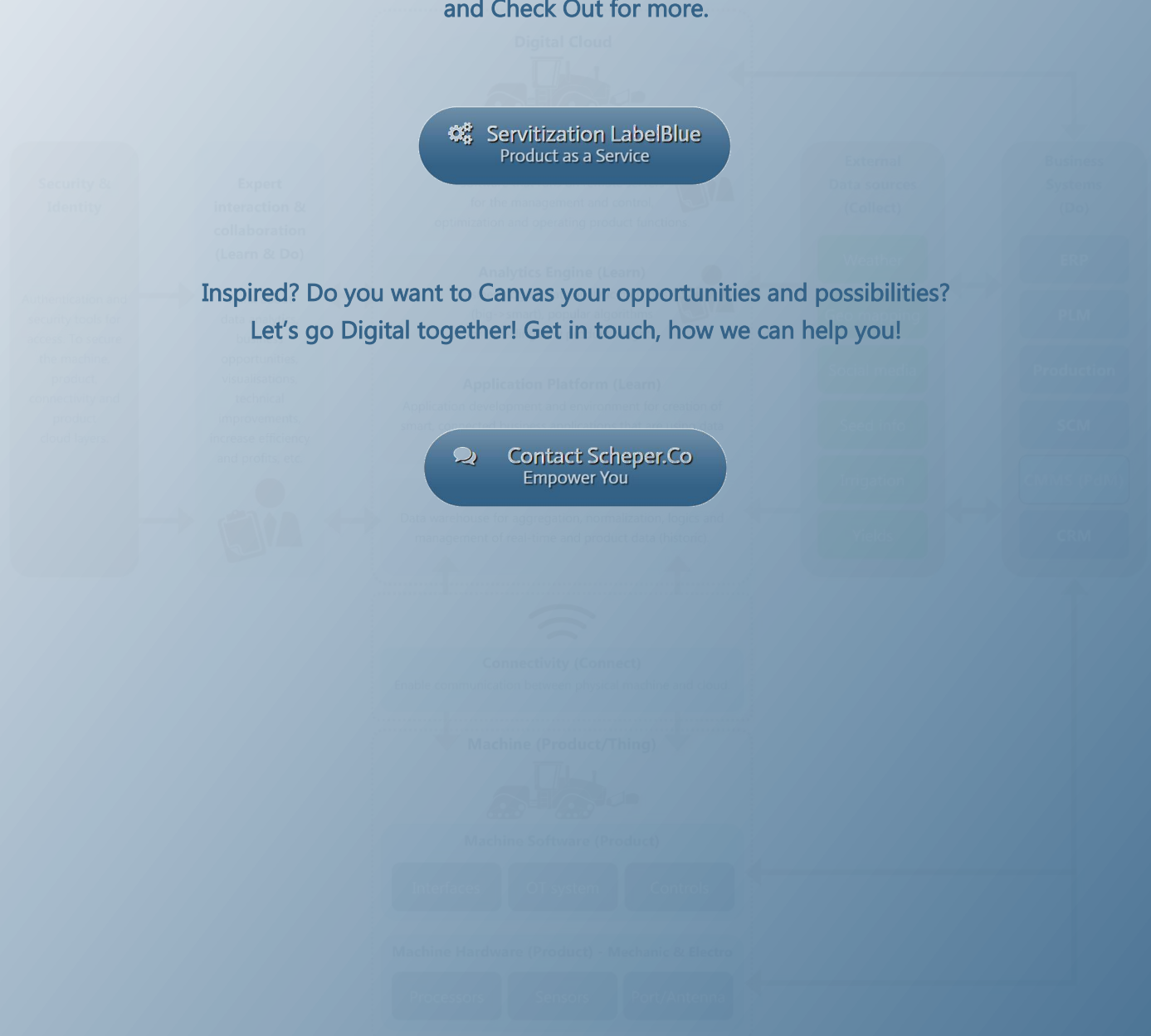
Align your software architecture with our Best-of-Breed solutions.

Enrich this for the Servitization process.

System of Systems

With connected products (things), companies can build and support complete new technology-infrastructures.²⁰ We find below a complete overview example from the technology-stack. This includes multiple layers about; product hardware, embedded software, connectivity, product cloud, security tools, gateways for external information resources and integrations with enterprise business systems.²¹

Please request the White Paper with Scientific resources included by the link below, and Check Out for more.



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02.

Connect & Collect

Make your products smart and connect them to the Cloud. Ready for connected industry?


OEM's manufacture equipment that keep the world running. But the world is changing and OEM's have to deliver beyond initial sales.

Think about earlier mentioned;

- Maintenance
- Support
- Performance Guarantee (SLA)
- Data monitoring (through the life-cycle)

With smart products, companies can build and support complete technology-infrastructures.²³ For this, you need eyes and ears over all your equipment all the time.

Consider the timely needed information team, insights about availability and insights for Asset owners (user).²²

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Product as a Service

We can have your equipment connected

(up & running) within few days without a support team.

Together with reputable partners, we **Connect** your product, equipment or plant with

a field agent. We Connect your equipment at the cloud and transmit data securely to you

or through Wi-Fi or a 4G network. You can

your equipment in real-time. We **Collect** your (Big)-data wherever you want.

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When your equipment is connected you are able to;

- See remote utilization and increase asset availability.
- Predict problems and solve them before they occur.
- Identify many opportunities (A.I.) and improve your designs.
- Make revenues with new services (Servitization).
 - Monitoring
 - Maintenance
 - Warranty programs (SLA)
 - Parts Repair

The investment will have a fast ROI. Benefits; Improve productivity (Overall Equipment Effectiveness), Cost Reduction, Risk mitigation, Revenue is growing. (see also the following page)


Please request the White Paper with Scientific resources included by the link below, and Check Out for more.

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04. CRM

Optimize your Customer Experience Strategy and work back towards the technology. Measure digital and physical touch points and map your overall customer experience.

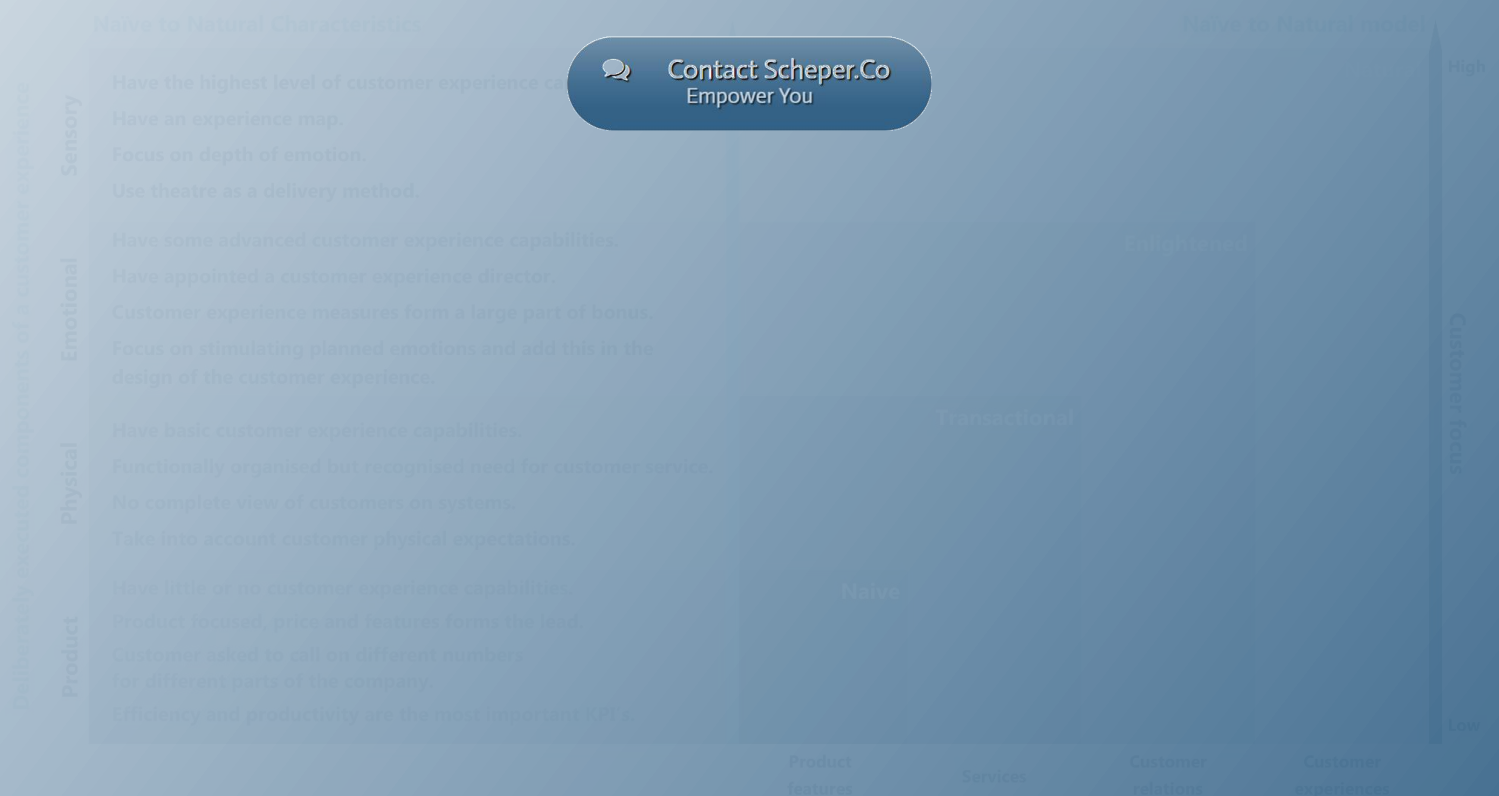
Servitization evolves your customer contact *People-2-People*. Customer loyalty, needs, and behaviour need to be monitored in an overall **Customer Experience (CRM)** during the complete lifecycle of products. Customer acquisition costs an average of 5 to 7 times the customer retention. However, delivering services has a much longer scope. Because hereby the added value and retention will change the relationship between companies and customers.³¹

These **Please request the White Paper with Scientific resources included by the link below,** time, CRM evolves also into *SOCIAL CRM*. **and Check Out for more.** strategy and selection completed within a few weeks. Together with reputable partners we can implement new software or improve the existing software. The strategy is supported by a 'CRM Scan' and 'Sessions' that provide an overview of your 'CRM Maturity' and Products.

different products and added value, however, they use for doing business. To get the picture from the current Customer Experience Strategy Maturity;

- We use our own developed 49 key-questions for key-users
- We support **Inspired? Do you want to Canvas your opportunities and possibilities?** [n Design](#)³⁰
- We develop **Let's go Digital together! Get in touch, how we can help you!** product strategy

Customer Experience Strategy



Develop digital capacity for Social CRM

Since the connected revolution, the behaviour of customers and the needs for products are dramatically changed. Companies need to adapt their customer experience strategy by Measuring physical and digital touchpoints and map their overall Customer-journey.³¹

Some key elements for this definition are;

1) Strategy and innovation

Focus on future value, driven by experimentation.

2) Customer Decision Journey

Understand how and why customers make decisions.

3) Process Automation

Reinvent processes through agile automation.

Please request the White Paper with Scientific resources included by the link below, and Check Out for more.

4) Organisation

Agile, flexible, and collaborative processes.

5) Technology

Scrum supporting IT technology

6) Data and Analytics

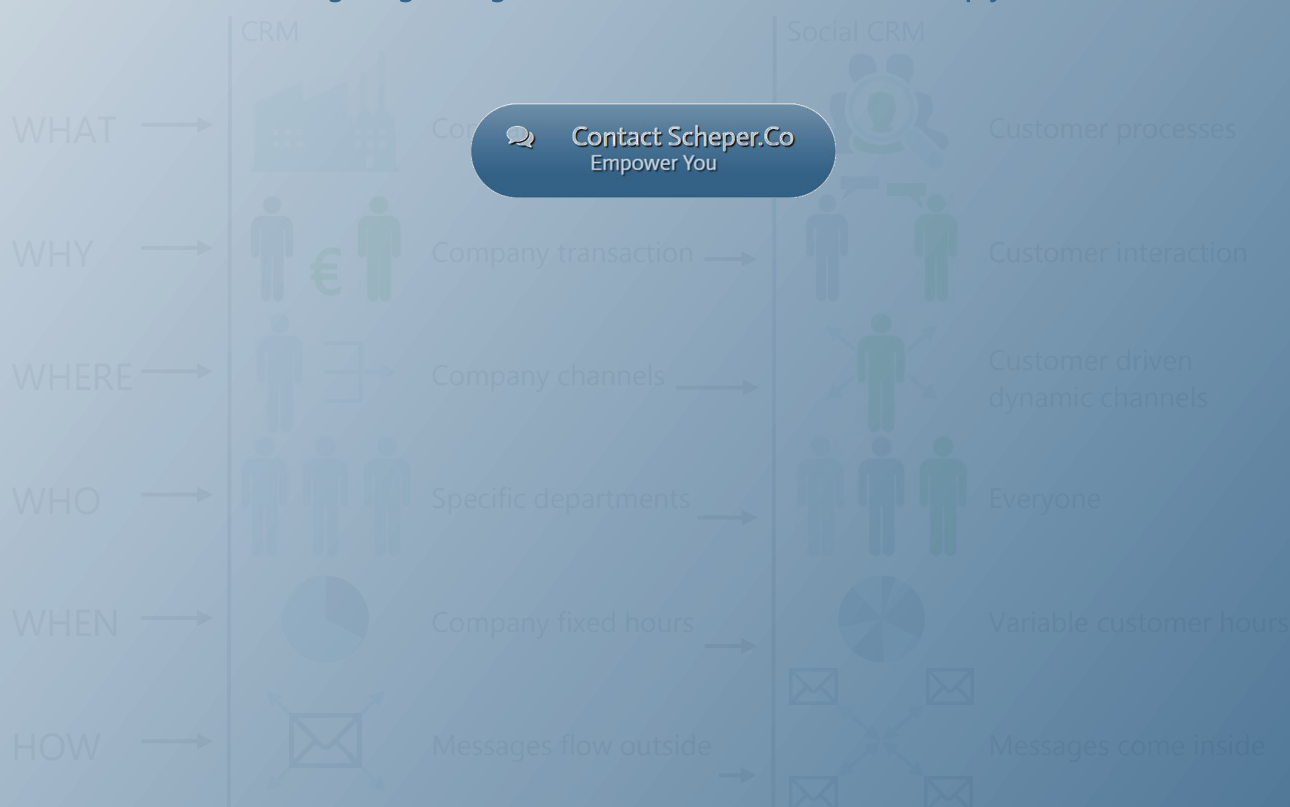
Use relevant customer analytics, tied to goals.



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Product as a Service

Below **Inspired? Do you want to Canvas your opportunities and possibilities?**

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05.

Predictive Maintenance

Get the crystal ball in the machine shop.

We are going for ZERO
unplanned downtime!

Zero unplanned downtime! Important subjects for Servitization are about availability (uptime), performance, quality, sustainability, and security. 'High-quality maintenance' is an important activator for this, which needs to be supported by a real-time *Machine-2-Machine* connection. Predictive Maintenance (PdM) is a tool that needs to be integrated into your architecture and processes, to gather valuable real-time maintenance data.

However, this is not a simple task. ^{32 33} Please request the White Paper with Scientific resources included by the link below, and Check Out for more.

- Effective preventive maintenance planning, get improved condition-based (CBM) insights
- Quick possible change from reactive to a proactive culture
- Increasing control about critical parts and sub-components
- Improved spare parts control
- Reduction of design & manufacturing costs
- Improved uptime, performance and quality control
- Control about valuable historical data
- Improved reliability and from manual



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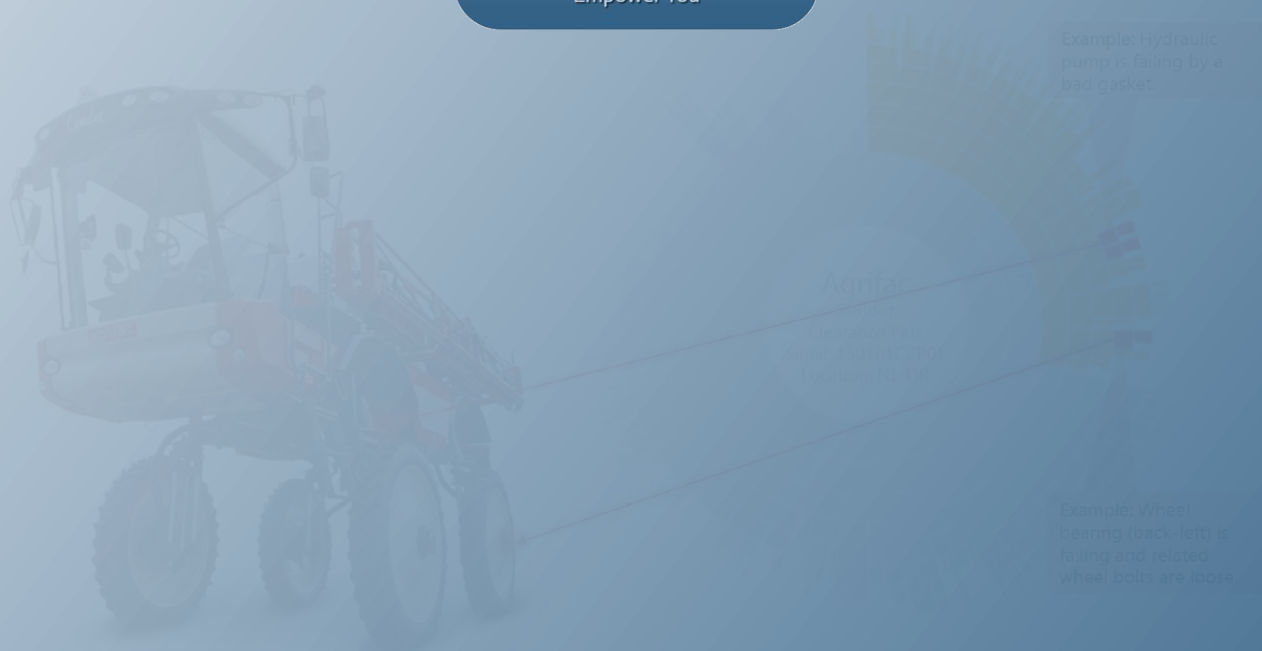
Inspired? Do you want to Canvas your opportunities and possibilities?

Let's go Digital together! Get in touch, how we can help you!

We see Predictive Maintenance as a very helpful solution to reshape your strategy for Servitization (maintenance and asset management). It's important to know your actual Maturity ^{see page 10} so you can handle this 'Crystal Ball in the Machine shop'. See the indicator of that Crystal Ball below. ³⁴



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05.

Predictive Maintenance

Get the crystal ball in the machine shop.
We are going for ZERO
unplanned downtime!

We offer flexible *PdM software systems* that are fitting for your product. In our opinion, it's very important, that you remain the owner of your data, at your own chosen data warehouse. This *next-generation Predictive Maintenance software* needs, No new sensors, No hardware. Just create value in a better way of analysing data. It's important to consume, supervise, *Collect*, and *Learn* any unstructured and structured data that is gathered from the product.³⁴

At the end of the day, **Please request the White Paper with Scientific resources included by the link below,** analyses. Below in green you find the unique **and Check Out for more.** application that align mutual activities^{34,35}

- Alerts are clear, accurate, and early enough to define actions.
- No overflow of alerts, acceptance of alerts is good enough for the control team.
- Insights into the overall system health.
- Dead sensors are counted as well.



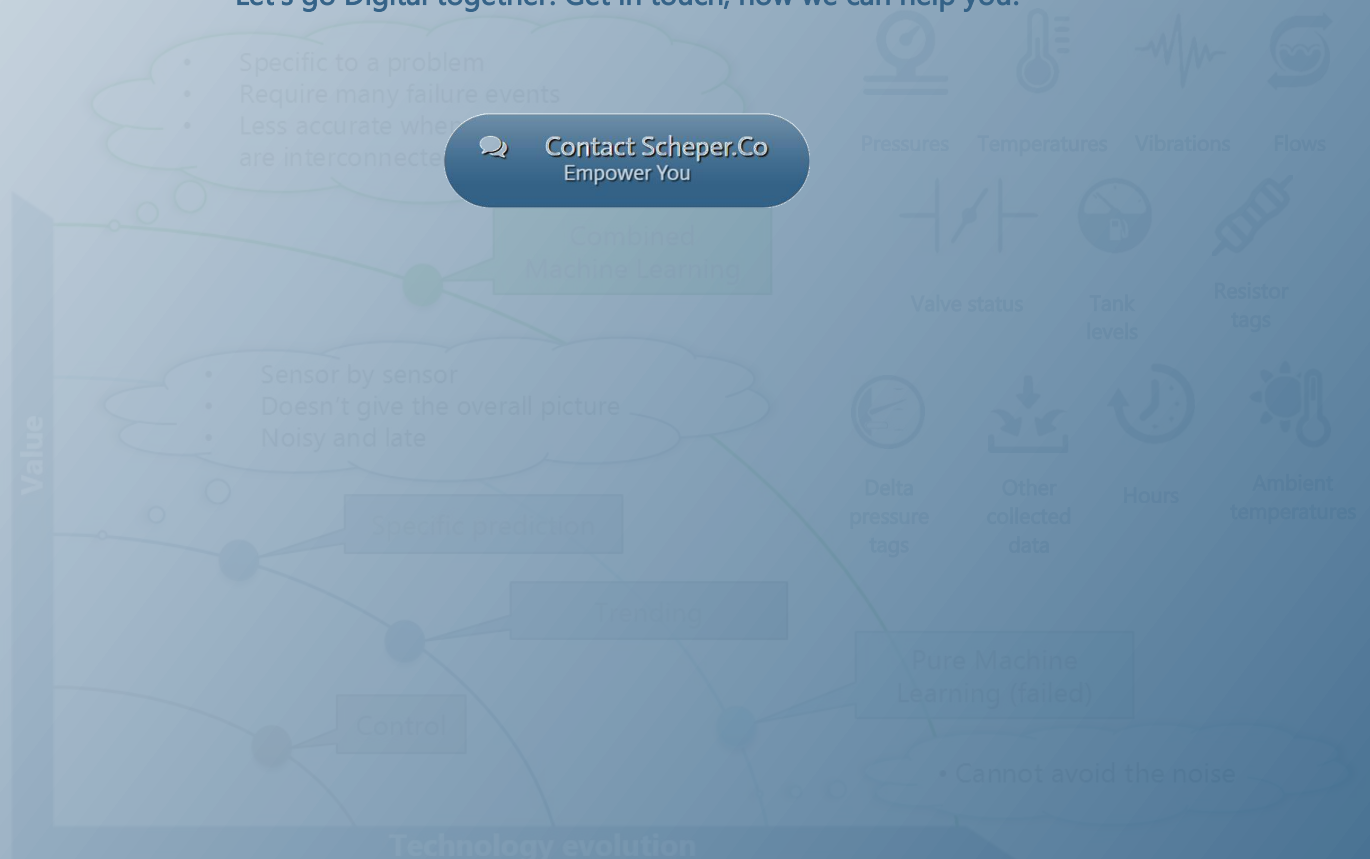
Servitization LabelBlue
Product as a Service

Predictive analysis tries to answer the question *'what might happen in the future?'*

Our **Predictive Maintenance software (PdM)** is a combination of Cognitive Intelligence &

Machine Learning. It will give an early on-point alert for your problems, so you can take action.

Let's go Digital together! Get in touch, how we can help you!



06. EAM

How to monitor the right KPI's and get the job done? Use best-practices for product management. Get the maximum value out of your products and Design-for-Maintenance.

CMMS / EAM

(Computerized Maintenance Management System or Enterprise Asset Management).

We call this *Machine-2-People* process.

These systems handle (predictive) maintenance and asset management data and processes on multiple levels and can give operating (condition) insights. The value of products in combination with services and ownership becomes more important.

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Product as a Service

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Asset Utilization (AU) | SHEQ Control (SHEQ) | Cost Control (CC) | Capital Allocation (CA) = Nett Value

Modification, Life-extension, Renewal, etc. (AU, SHEQ, CC, CA) provide a good indication for decision-making in lifecycle processes.³⁶

To achieve this we offer cloud-based *Maintenance and Asset management software* that schedules, organizes, and tracks all your maintenance activities. This CMMS is an important application, that controls Maintenance/Service processes, both for smaller companies and very large companies.³⁷ It's fast, better and for less CMMS software, compared to old-fashion complicated and expensive software systems. The benefits of this CMMS / EAM system is a distinctive combination between asset (fleet) management and maintenance and also supports many necessary functions:

- Lifecycle functionalities → Customized management solutions
- Advanced generated reports → User dashboards, VDM control, Maintenance insights
- Customer report generator → KPIs, OEE, SLA
- 3rd party integrations → API integrations, Connect, Get Updates, Integrate
- Fine interfaces → Check schedules, Plan technicians, Work Order coordination
- Easy for use → Add asset/equipment from scratch
- Offline SaaS functionality → Field Services, phone/touchpad, GPS locations
- Inventory controlling system → Tools, Inventory, Other assets, QR-codes

How to make it happen?

Prescriptive elements for improved designs.

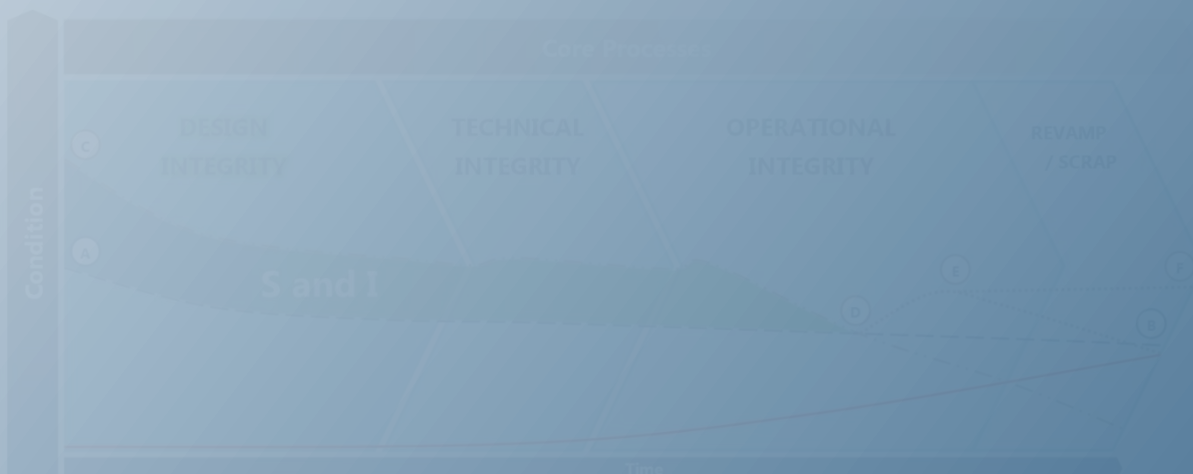


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Design-for-Maintenance (DfM)⁴⁰
The ultimate goal for an 'Integrated Solution provider' could be achieved when data & knowledge in full-Maturity can be gathered about; *People-2-People*, *People-2-Machine* and *Machine-2-Machine* processes. This allows establishing a holistic system approach, for R&D/Concepts, Branding/IP, Design, Maintenance/Service. Overall, this direction, we want to distinguish ourselves, check also Scheper.Co introduction [link](#).

Below you find a brief overview of the product and related governance. It describes core processes within the product lifecycle stages. For Services and Integrations^(S and I) within the product lifecycle stages, there are different possible service-bundles, between OEM, Asset Owner, and Service Providers³⁹. Think about; product limited support, system leasing, managed service solution, total solutions, complementary services, etc. This will underpin the product lifecycle process, from production (DfM), full support/disposal (DfK) levels, and decisions about the Nett value. It's essential to conduct continuous measurements for understanding the product performance requirements based on the following three basic elements, DfM forms a key element for success;

- Design Integrity - design, engineering (designer)-, technical-, system-knowledge
- Technical Integrity - construction, assembly, quality, testing, commissioning (variation), etc.
- Operational Integrity - operational performance, cost, longevity, overhaul, innovations, etc.



- 1) Possible new processes and product launches 'new releases and services' (Blue dashed line A-B).
- 2) Optimize and improve processes, products for the 'installed base' (Grey dashed line C-D-E-B-F).

Design for Maintenance for an 'Installed base'?

Example_

An OEM who has direct insights into the operation of 2000 connected products/machines, will get much more accurate knowledge and information about his product and end-user (asset owner) than ever before, compared to a Service provider (for this OEM) who is maybe servicing only 25 machines in a specific area. Preventive and predictive maintenance tasks and inspections must be organized, documented, and planned before functions are lost. Maintenance knowledge makes Products more efficient and eliminates the effects of (bad) services and losses within the first launch. Useful application and uniform processes are important to get control of the product lifecycle.

Imaging this machine, with the displayed graph below and a sum of different defined maintenance priorities. Various parts of these machines need a different approach: Run to failure | Preventative (scheduled) maintenance (PM) | Combinations of Time Based Maintenance | etc.

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Engine oil is for instance only changed based on usage, Lighting is replaced only when not working, Tires/Caterpillars are changed only when there are visible signs of wear. This is all planned maintenance. A smoking engine or a broken light bulb is not planned maintenance. It's important to consider how to deal with these specific issues, and how to plan for the future of your product and future products and end-users to complete the lifecycle.⁴²

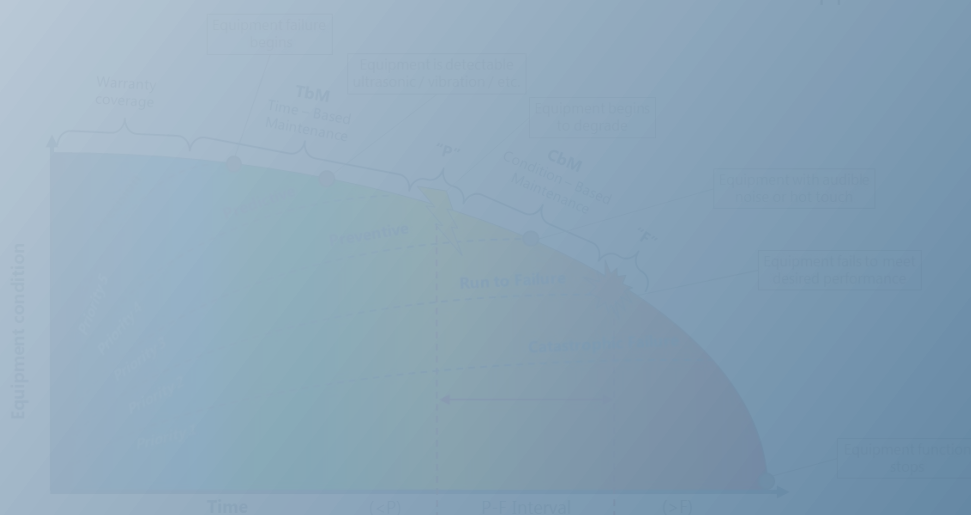
This is all based on daily decisions and will influence processes around Design for Maintenance.

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Ratio's_

Manufacturers are facing market saturation and think by volumes of products that are already operational, what leaves a little room for a 'new installed base argument'. But based on ratios, from a (long) life cycle perspective (servitization) are significant more attractive than selling a new installed base. For example, like civil aircrafts have an operational ratio of 15 to 1, trains 22 to 1, and cars 13 to 1. For every new train sold, are already 22 available for services and support. Consider the lifetime between 20-30 years, and you see the opportunity.⁴³ This means manufacturers should invest in services that could support the long life(sales)cycle.
















What provides, as earlier mentioned; higher margins and more stable revenues, with increasing loyal customers. Indeed in many sectors! A product will consume 3-4 times its original purchase during operational life in terms of spares and consumables (rule of thumb).

Front-runners_

Before summarizing this Whitepaper we also would like to share some practical Servitization industry examples (12). It gives a reflection about the possibilities, and there might be changes over time. By our research, we've noticed within manufacturing companies that approximately 5-10% of their clients might have an interest in Servitization offers (innovators, early adaptors)⁴⁵. Excluded are Servitization concepts provided by for example; Netflix, Starbucks, etc. who know a large bunch of clients up to 100% which are using value-added services.

Within our workshops/projects, we further explain Servitization and included different (scientific) studies, but more important also practical cases. Earlier we mentioned the possible savings and new revenue growth within stages, but these frontrunners and their customers already experience the value of **Please request the White Paper with Scientific resources included by the link below, and Check Out for more.** Based on the OS and successful examples. Based on the OS were 12.331 useable samples of Servitization found over 55.000 listed companies⁴⁴. This is more than a decade ago, and we noticed many companies are still struggling. But we can provide them a leap within this subject!

	'Power by the hour' RR started in 2018. RR generates 49% of its revenues by providing services. Long-lasting products need regular services and overhauls.
	'Cubic metres of coal mined' Heavy equipment remote tracking and monitoring services. Reduction up to 75% of operator driven events. ⁴⁰³ Performance and availability increased working and equipment time, reduced maintenance time and costs, increased overall performance, and fuel consumption.
	Innovative solutions based on 'Outcome as a Service'. ⁴⁰⁴ Deere provides 'Outcome as a Service'. ⁴⁰⁵
	By 'Tractor as a Service' AGCO provides more business flexibility, access to state-of-the-art equipment and services, with no and financial surprises, and planning issues. By Tractor as a Service, the farmer is able to focus on yield. More and more farmers now want to 'buy what appreciates and lease what depreciates'. ⁴⁰⁶
	In the beginning, Kaeser was a customer. At this moment ⁴⁰⁷ , Kaeser offers 'Compressed Air as a Service'. ⁴⁰⁸ Instead of in-house production, all you pay for is the compressed air you actually use.
	First KONE could only sell elevators at a specific hotel chain. At this moment, KONE can Servitize their elevators by optimizing the movements in specific areas. ⁴⁰⁹ KONE may guarantee and verify how smoothly and conveniently movements are made. Results; Proactive identification of faults +60, Reduction in callouts -28%
	'Selling kilometers' Michelin will guarantee perfect tires for fleets – and bill you per mile. ⁴¹⁰ Guarantee on diesel saving of 7% percent. They have reinvented their business – from selling tires to the outcome. Michelin developed a tire that could last 20% longer but was disappointed that they could rate only 6-7% higher prices.
	Airport Fire safety, 'Service ALL-IN'. Customized services specific to your fleet, equipment, and requirements. Maximum performance and mobility. Perfectly coordinated system solutions. Market shareholder, No. 1 worldwide in fire and disaster protection. ⁴¹¹
	'Winter control & road maintenance services' winter salt spreading machines. Execute interventions on-time (maintenance upgrades, etc.) for maximum availability. ⁴¹² Asset- management for fleets by re-use, modifications, or re-manufacture machines (product lifecycle).
	'Pay per wash' Laundry and ironing services. Laundry is collected and delivered clean within 48 hours/€25 p/m. Miele can produce less machines for households. The Dutch people throw away 1 million washing machines, dryers, dishwashers every year. In most households the machines standing still for more than 90 % of the time.
	'Pay per lux' Deliver light instead of lightbulbs. ⁴¹³ CEO Frans van Houten (Philips) and Thomas Rau (architect). 50% reduction in electricity consumption and lamps will last 75% longer than other conventional fixtures (project Schiphol Airport) ⁴¹⁴ .
	'Outcomes as a Service' Remote monitoring and diagnostics for zero-downtime on locomotives, wind turbines, and jet engines. By integrating the underlying services with products customers want, you can create packages that are more valuable than their individual parts, while making things simpler for the customer. ⁴¹⁵

 **Servitization LabelBlue**
Product as a Service

Inspired? Do you want to Canvas your opportunities and possibilities?
Let's go Digital together! Get in touch, how we can help you!

 **Contact Scheper.Co**
Empower You

We tried to explain that Servitization will rise above many internal and external stakeholders, and should become a 'state of mind' across complete company processes and cultures.

When you will integrate our focus areas, you're able to generate value-added services. Overall, your product/process becomes more sustainable and improved, and your revenue stream is growing.

This whitepaper is a brief explanation about our vision and [solutions](#) of Servitization starting with the 6 displayed and explained key-capabilities and key-processes (focus areas). Changing your daily business from 'Product manufacturer' to 'Integrated Solution Provider' is like a journey.

Companies like Rolls Royce, Kaeser, Kone, AGCO, John Deere, CAT, Philips, and GE have already started shifting their current business from 'Product manufacturer' to 'Integrated Solution Provider'. For other (manufacturing) companies it's important to choose new ways and get more value out of their current products and think about their current delivered expertise in systems and solutions.



"Do you want to survive as a company? **Doing** what you're doing now, is not the right strategy"

Inspired?

We'd like to hear from you!

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References & Use Cases_

[Agrifac Machinery](#)

[AGCO | Fendt | Challenger](#)

[Wasse Farmax](#)

Check out the link for more about 3P's+A.I., and Digital Transformation.



This White Paper contains many links with more background information.

White Paper 2 – Servitization Blue – Edition A – 2018 (updated with latest insights in July - 2020)

White Paper 1 – Technical Servitization Blue – Edition B – March 2017 (1st edition)

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