

Smart Services / Data-driven Service Design für KMU

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Inno-Pack Workshop, 11. Juni 2020



Servitization of Manufacturing

Bsp. „power-by-the-hour“



Servitization Business Models

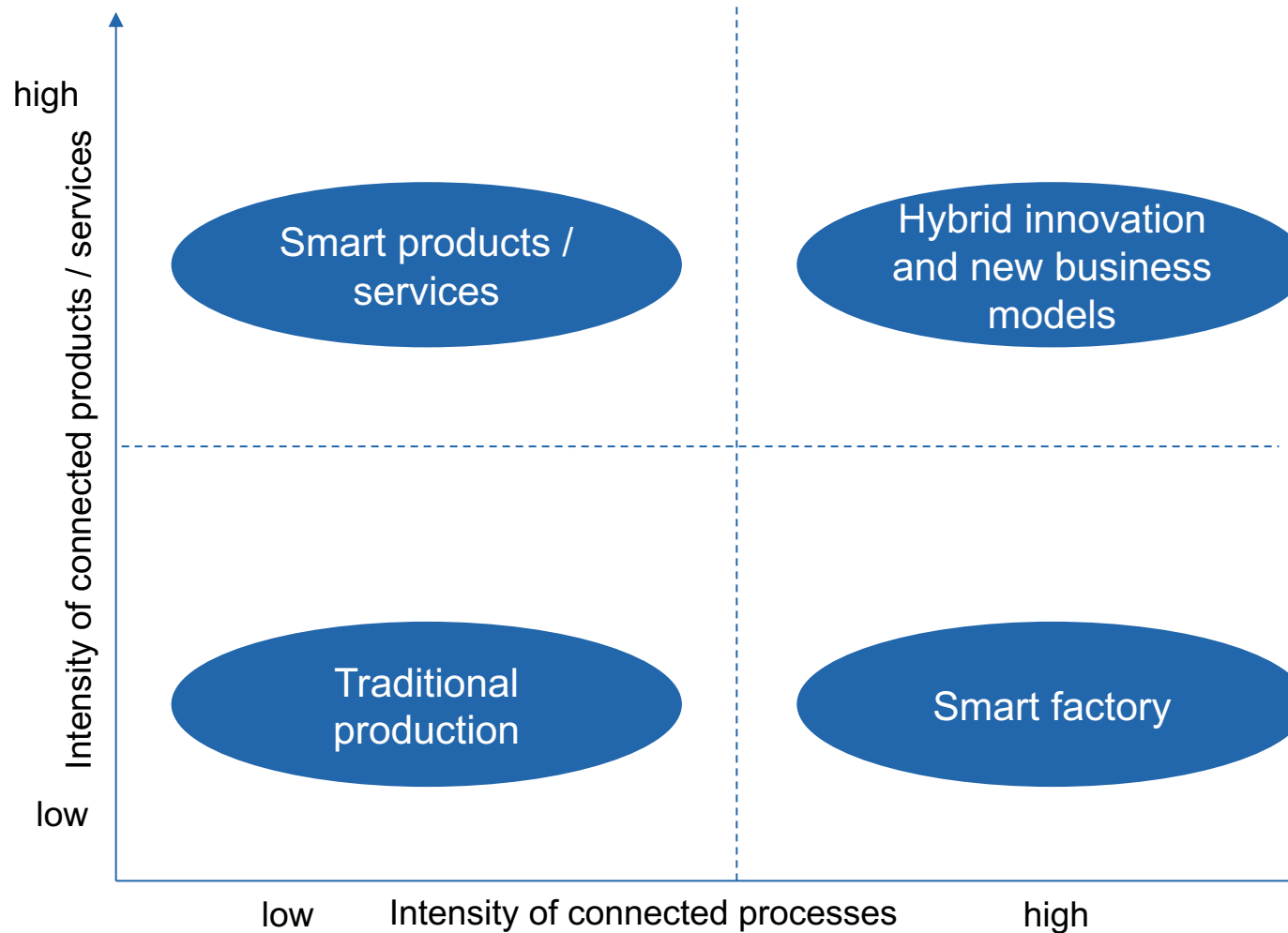
Bsp. Flottenmanagement



Predictive Maintenance

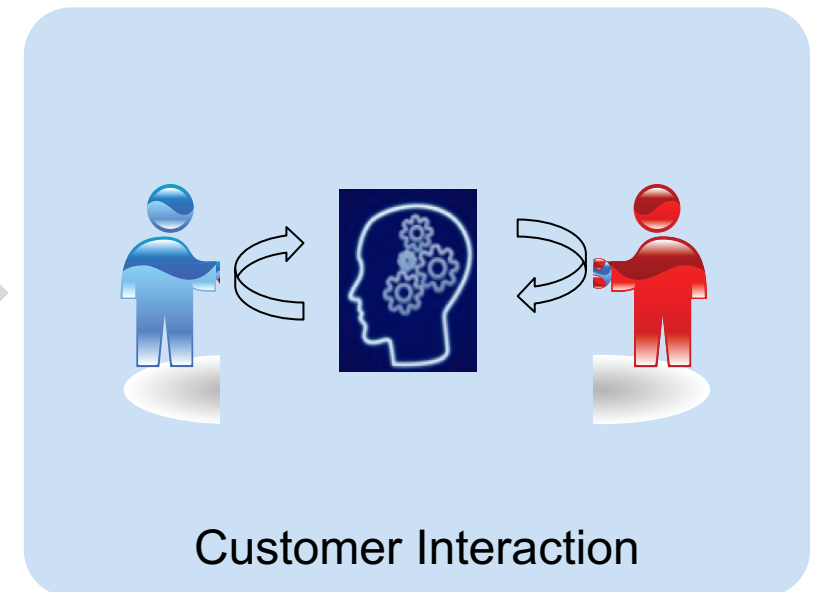
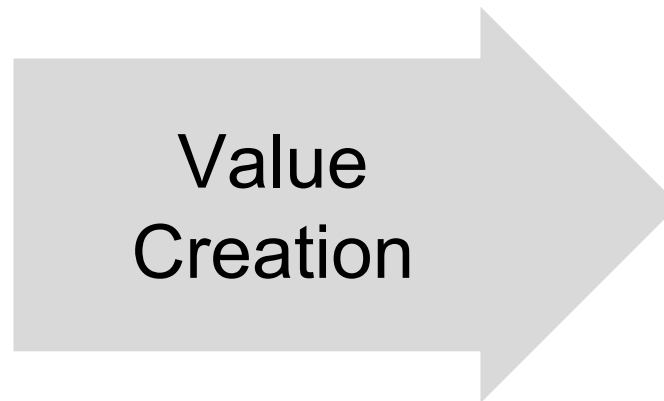
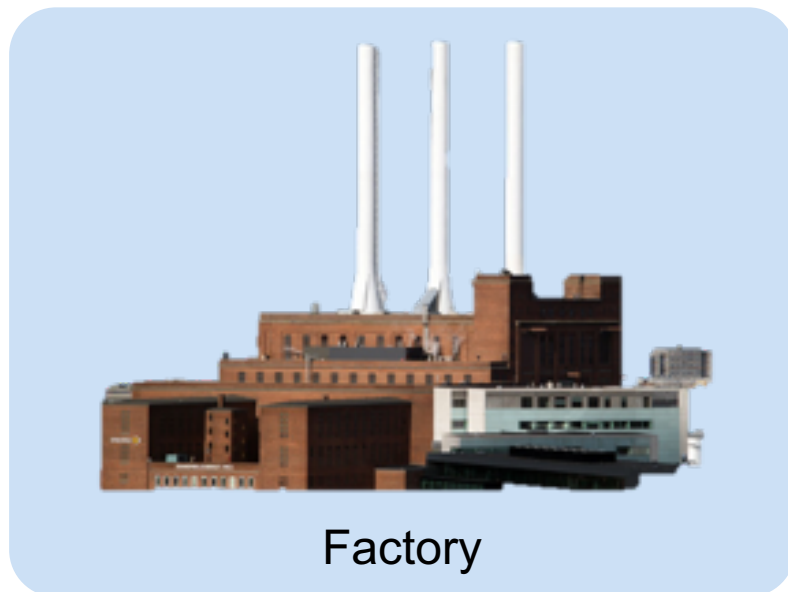


Process and Product Dimension

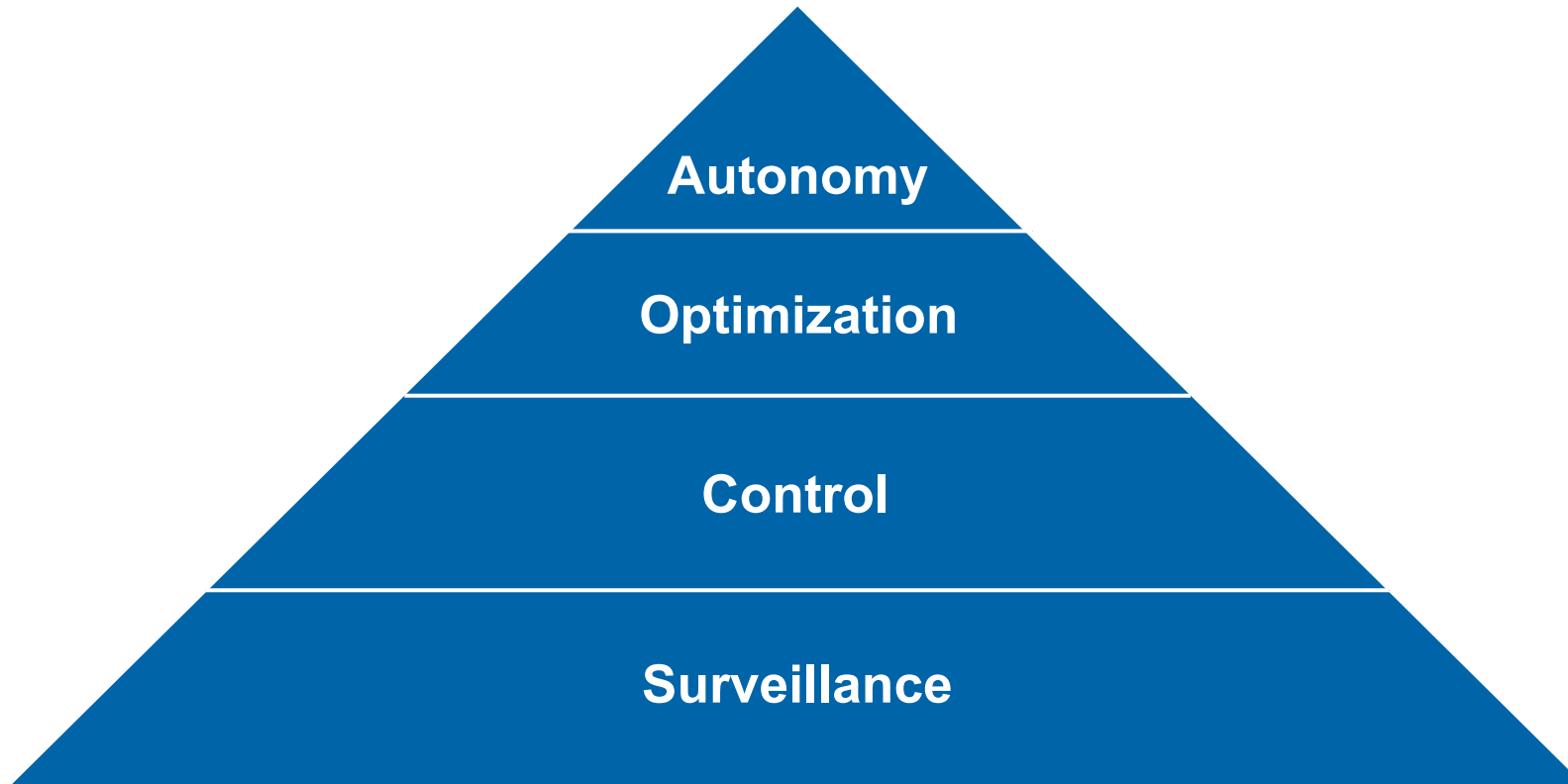


Service dominant logic (SDL)

service is considered the fundamental purpose of economic exchange (Lusch and Vargo 2014)

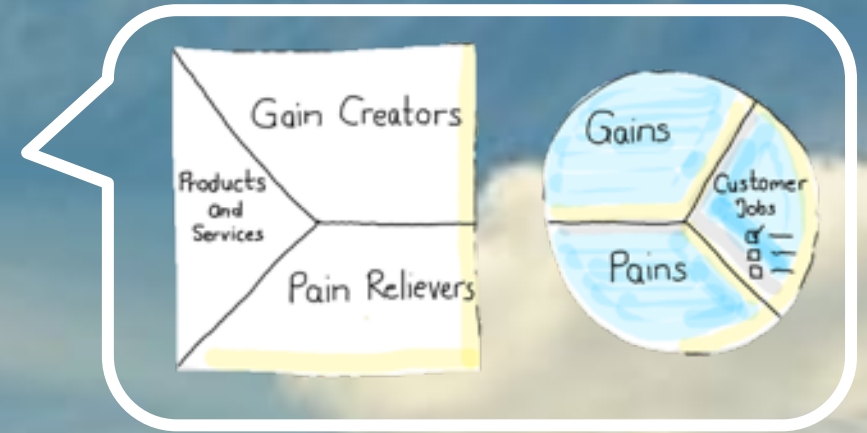


Hierarchy of Functionality of Smart Services and Products

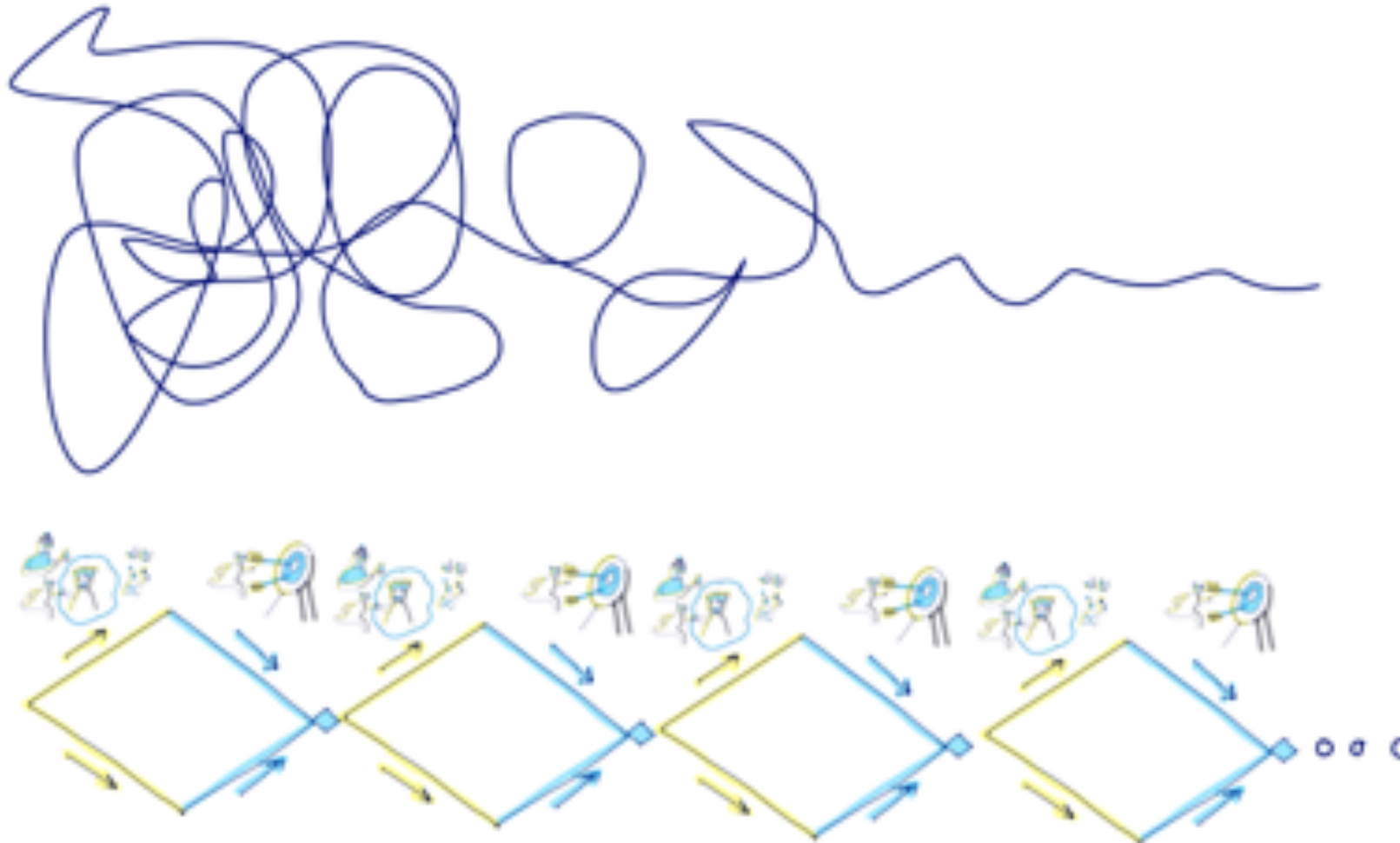


Based on Porter & Hepelmann: How Smart, Connected Products Are Transforming Competition, Harvard Business Review, 2014

Was brauchen die Kunden?



Der Suchpfad konvergiert



Verschiebung zu neuen Dienstleistungstypen

Neue Service-
Modelle

Beratung, Individualisierung, Condition Monitoring,
Predictive Maintenance, Performance Optimierung

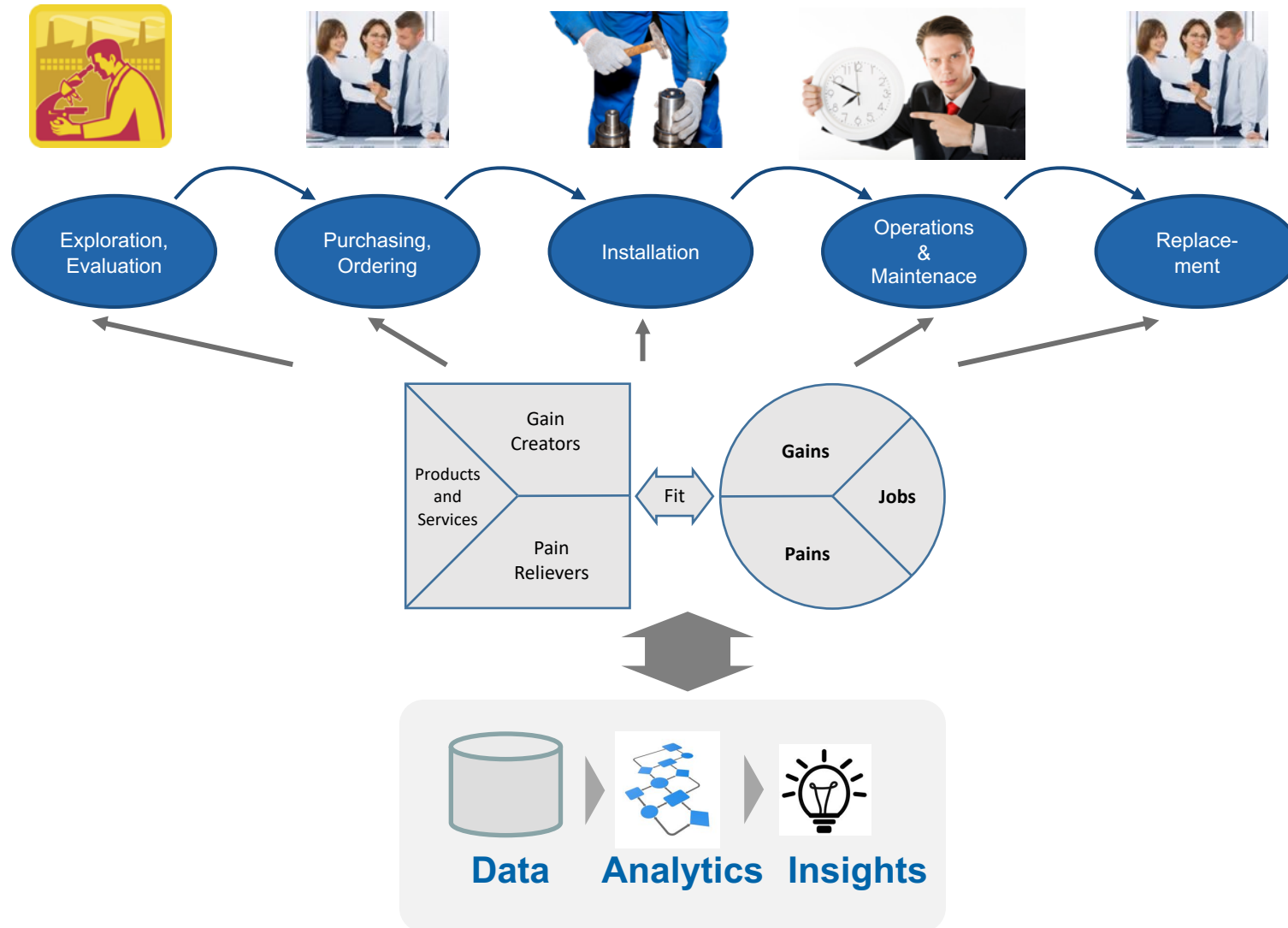
“Von rund der Hälfte der Unternehmen als wichtig bezeichnet”

Frühere Service-
Modelle

Inbetriebnahme, Wartung und Reparatur

Basierend auf: Deloitte & BAK Basel: Wachstumschancen, Strategien für Schweizer Industrieunternehmen

Providing Data-driven Value along the Customer Journey



Spezifische Weiterbildungen an der ZHAW

- **MAS Industrie 4.0**

<https://www.zhaw.ch/de/engineering/weiterbildung/detail/kurs/mas-industrie-4-0/>

- **CAS Smart Service Engineering / Data Product Design**

<https://www.zhaw.ch/de/engineering/weiterbildung/detail/kurs/cas-smart-service-engineering-data-product-design/>

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