SERVITIZATION AND ECOMMERCE:

A PARTNERSHIP FOR AN EPIC TRANSFORMATION
Agenda

- Introductions: 5 min
- Overview of Servitization and Relation to IOT and eCommerce: 10 min
- Group Work Servitization Exercise: 15 min
- Shark Tank Presentations: 10 min
- Take Aways and Close: 10 min
Video
Customers now expect an entire solution to their problem, not just a product.

By constantly tracking and monitoring their technicians, supplies, vehicles and systems, manufacturers and their dealers hold the keys to the data that makes their customers’ businesses more efficient.

Service contracts guarantee regularly recurring revenue and increase chances for loyal customers and up sales.

With services like tracking products remotely and taking preventive measures, manufacturers will rely on the power of IoT to inform their service efforts.
IoT as Enabler of Servitization

IoT is a crucial enabler as direct data flows create the potential for enhanced product and customer business related services

**Fundamentals**
- Sensor enabled devices
- Direct transmission of data to manufacturer
- Capabilities to manage and analyze data

**Value Creation**

**Product Related Services**
- Optimize performance of products

**Customer Business Related Services**
- Use data to offer enhanced services to improve operational environment

**Value Creation**
- Warranty Services
- Time and Material Repair Services
- Preventative Maintenance
- Availability Services
- Process Optimization
- Business Optimization
- Business Transformation

Source: Noventum and Aston Business School, Manufacturers’ Advanced Services: IoT as the key to profitability and growth
eCommerce Enablement

- Fleet or Ride Share
- Auto Manufacturer
- Dealership
- Parts Delivery

IoT = Big Data

- eCom SERVICES Sales Channel
-onth of Preventative Maintenance, Pre-Positioning, and Availability Services

- eCom PRODUCTS Sales Channel

Car Performance and Driver Schedule Monitoring
Workshop Instructions

Background

- Your team is responsible for product development for lightsabres, millenium falcons or BB8 droids
- The market is increasingly crowded and a number of competitors are now selling comparable goods

Task

- Your task is to “Servitize” your product and develop a high level plan for how you will differentiate
- Remember three key ways servitization can help you:
  1. Improving product performance
  2. Helping to innovate and develop nextgen products
  3. Drive new business models

Game Rules

1. You have 15 minutes to come up with a pitch and presentation on how you will Servitize your product.

2. You will then have 2 minutes to do an elevator pitch followed by 1-2 questions from the floor.

3. Don’t forget to cover which levers you will use to servitize and why; as well as how this will lead to increased business success.

4. After the presentations the participants will vote on a winner!
### Servitization Exercise – Lightsaber

**Description:**

A lightsaber is an energy sword featured in the Star Wars universe.

**Application:**

The lightsaber is the signature weapon of the Jedi Order and their Sith counterparts, both of whom use them for melee combat, or to deflect blaster fire.

**Specifications:**

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blade Material</td>
<td>Luminescent blade of magnetically contained plasma</td>
</tr>
<tr>
<td>Blade Length</td>
<td>~3 feet (91 cm)</td>
</tr>
<tr>
<td>Hilt Length</td>
<td>~10.5 inches (27 cm)</td>
</tr>
<tr>
<td>Hilt Material</td>
<td>Metal</td>
</tr>
<tr>
<td>Power Source</td>
<td>Embedded high power kyber energy crystal</td>
</tr>
<tr>
<td>Customization</td>
<td>Customized for individual user</td>
</tr>
</tbody>
</table>

**Manufacturer:**

Premier Lightsabers Inc. (assume for this exercise)
Servitization Exercise – Millennium Falcon

**Description:**

The Millennium Falcon, originally known as YT-1300 492727ZED, is a modified YT-1300 light freighter most famously flown by Han Solo and Chewbacca.

**Application:**

Light freighter, heavily modified by prior owners to increase speed, armor plating, weapons, engines, sensors and jammers.

**Specifications:**

<table>
<thead>
<tr>
<th>Specification</th>
<th>Value</th>
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<tbody>
<tr>
<td>Length</td>
<td>34.37 meters</td>
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<tr>
<td>Width</td>
<td>25.61 meters</td>
</tr>
<tr>
<td>Height / Depth</td>
<td>8.27 meters (including lower cannon and sensor array)</td>
</tr>
<tr>
<td>Max Speed</td>
<td>1,050 km/h</td>
</tr>
<tr>
<td>Engine unit(s)</td>
<td>2 Girodyne SRB42 sublight engines (heavily modified)</td>
</tr>
<tr>
<td>Hyperdrive rating</td>
<td>Class 0.5, Backup class 10</td>
</tr>
</tbody>
</table>

**Manufacturer:**

Corellian Engineering Corporation
# Servitization Exercise – BB8 Droid

## Description:

BB-8 is a spherical robot with a free-moving domed head. It is white, with orange and silver accents and a black optical lens on its headpiece. BB-8 also possesses multiple panels containing various tools or ports.

## Application:

An astromech droid is one of a series of versatile utility robots generally used for the maintenance and repair of starships and related technology.

## Specifications:

<table>
<thead>
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<th>Specification</th>
<th>Details</th>
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<tbody>
<tr>
<td>Height</td>
<td>0.67 meters</td>
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<tr>
<td>Mass</td>
<td>18 kilograms</td>
</tr>
<tr>
<td>Gender</td>
<td>Masculine programming</td>
</tr>
<tr>
<td>Sensor Color</td>
<td>Black</td>
</tr>
<tr>
<td>Plating Color</td>
<td>Stainless inoxium</td>
</tr>
<tr>
<td>Equipment</td>
<td>Grappling Spike Launcher, Welding torch, Holoprojector, Arc welder</td>
</tr>
</tbody>
</table>

## Manufacturer:

BB Galactic Droids Corporation  
(assume for this exercise)
SHARK TANK

2 minutes to present

1-2 key questions from audience

Everyone gets a vote, but you must vote for another team

Please raise your hand to vote
Will there be a need to ensure strong IT integration with service providers?

Will Intense focus will be placed on companies’ IT positioning and transformation?

Will Supply Chains become more “pull” driven due to big data and analytics?

Will Distribution Center Bypass will become standard process?

Will Logistics Networks Need To Change?

Will a company’s agility and adaptability to respond be key future success?

Will more granular and advanced demand planning be required?

Will Logistics Networks Need To Change?

Will Supply Chains become more “pull” driven due to big data and analytics?

Will Intense focus will be placed on companies’ IT positioning and transformation?

Will Distribution Center Bypass will become standard process?

Will more granular and advanced demand planning be required?
THANKS FOR BEING SUCH A TROOPER