

Servitization in traditional manufacturing companies

Boris Golob, Step Ri

Servitization

Delivering product as a service







**Price per
TYRE**



**Price per
KILOMETRE**



**Price per
TYRE**

TYRE



**Price per
KILOMETRE**

SAFETY
EFFICIENCY
DURABILITY

A photograph of a ceiling with numerous light tubes and fixtures. Some tubes are horizontal, some are vertical, and some are angled. They are connected to a network of thin wires. The background is a plain, light-colored ceiling.

LIGHT TUBES

ILLUMINATED SPACE

Infrastructure
efficiency and
management



JET ENGINES

Fixed cost



POWER TO FLY

Proportional cost



Servitization

**Products are global.
Services are local!**



Servitization

**Selling more EU products
at premium prices**

**Manufacturing SMEs
are lagging behind**

The background is a blue textured wall with a door in the center. There are yellow vertical bars on the left and right sides. The text "Manufacturing SMEs" is in the top left, and "Limited resources" is in the center.

Manufacturing SMEs

Limited resources

The background is a blue textured wall with a vertical pipe on the left and a door in the center. Two yellow vertical bars are positioned in the top-left and bottom-right corners.

Manufacturing SMEs

Lack of competences

The background is a vibrant blue wall with a visible texture and some vertical creases. A dark door is centered in the lower half of the image. Two thin yellow vertical bars are positioned on the left and right sides of the frame.

Manufacturing SMEs

**Short term thinking horizon &
focus on immediate results**

The background is a blue textured wall with a vertical pipe on the left and a door frame in the center. Two yellow vertical bars are positioned on the far left and far right edges.

Manufacturing SMEs

Product based mindset



The THINGS+ Service Innovation Methodology



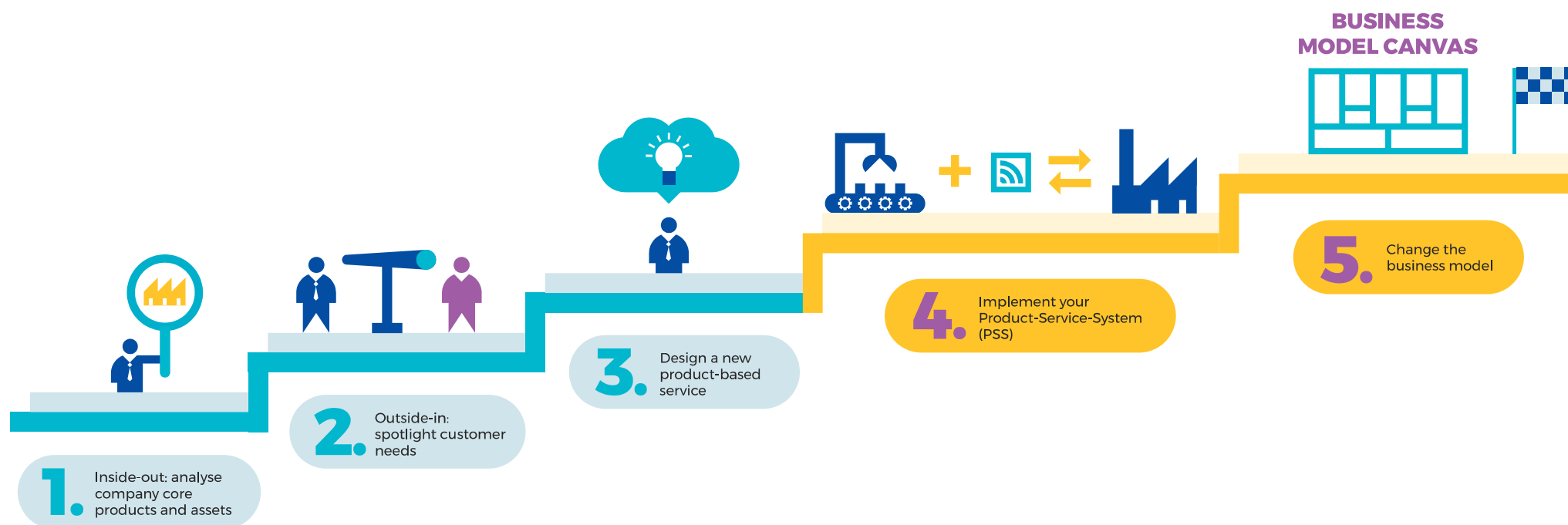
The THINGS+ Service Innovation Methodology

Developed for manufacturing SMEs

**Adapted to Central Europe BSOs
and consultants**

Sustainable and evolving

The THINGS+ Service Innovation Methodology



The THINGS+ Service Innovation Methodology



A 5-steps methodology for all central
European manufacturing firms



1 free toolkit in 9 languages
Servitization manager trainings



Certification of servitization managers
Servitization hubs network



Servitization benefits for manufacturing SMEs





Servitization benefits

Avoiding product commoditization



Servitization benefits

Customer lock-in



Servitization benefits

**Improves new technologies
adoption rate**

Servitization benefits

**Overall
profits increase**



**This conference is
the end of THINGS+**



A hand-drawn illustration on a textured, greyish-brown background. A black line represents a rope that starts from a small figure at the bottom left and extends diagonally upwards to the right, ending at a red balloon. The figure is a simple black outline of a person with arms and legs outstretched, holding onto the rope. The balloon is a solid red oval with a black outline. The background has some faint, irregular lines and textures, suggesting a wall or paper.

**This conference is
the end of THINGS+**

**But it is, hopefully,
just the end of the beginning**

