

WIN THE SERVICE CHALLENGE WITH SERVICE DRIVEN DESIGN



Fact

The average EBIT margins for after-market services are **150%** higher than those on selling new machines.¹

Do you have an effective “**Service Driven Design**” practice to exploit the full benefits of servitization?

Game Rules

How to Win

Gain points by incorporating Service Driven Design in your Product Development DNA to open new revenue sources from servitization, delight customers by keeping machines running, and improve your brand reputation by delivering on your promises.



Track Your Progress



Keep your Service Operations in the Green!

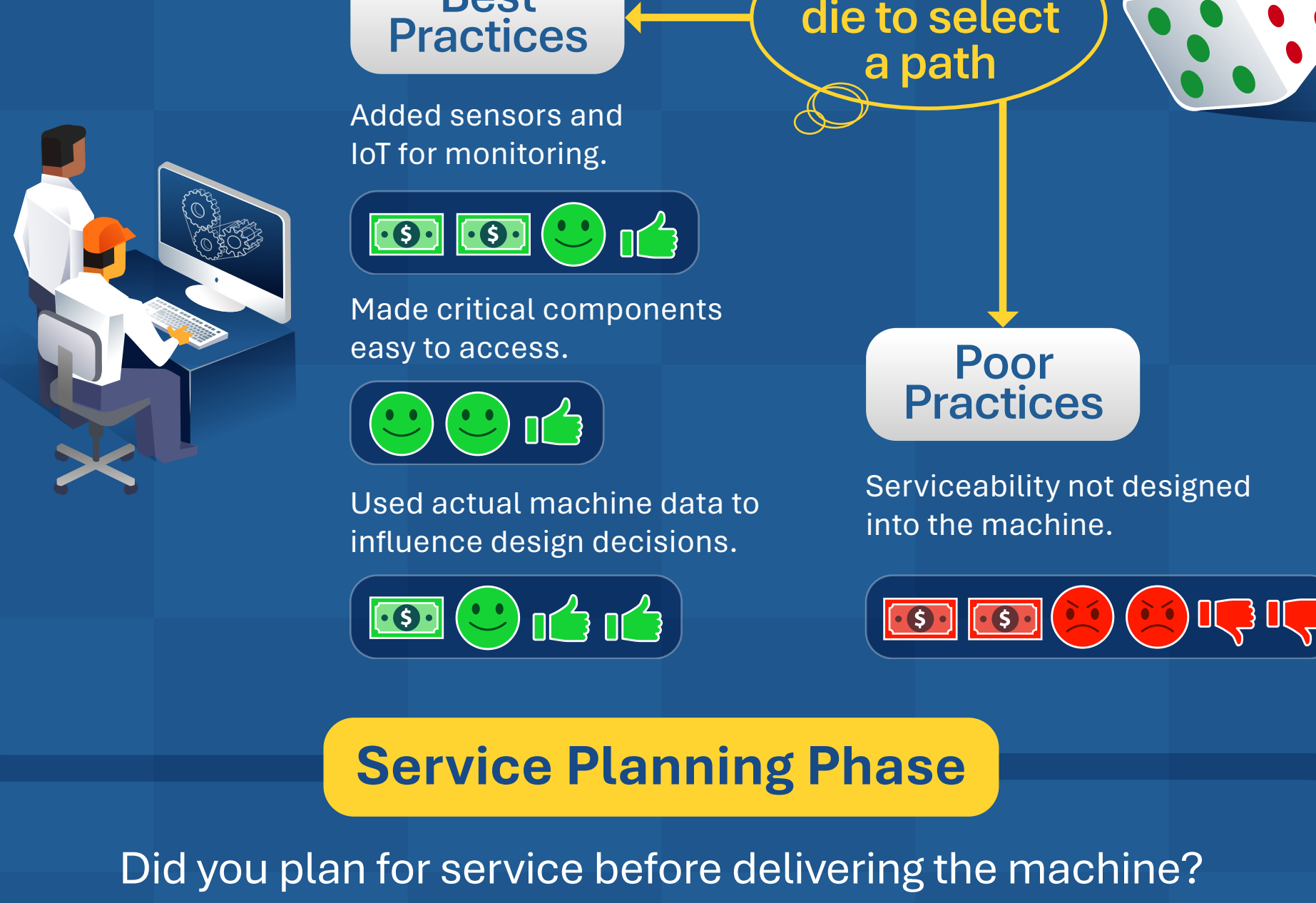
Requirements Phase

Did you plan for service success from the start?



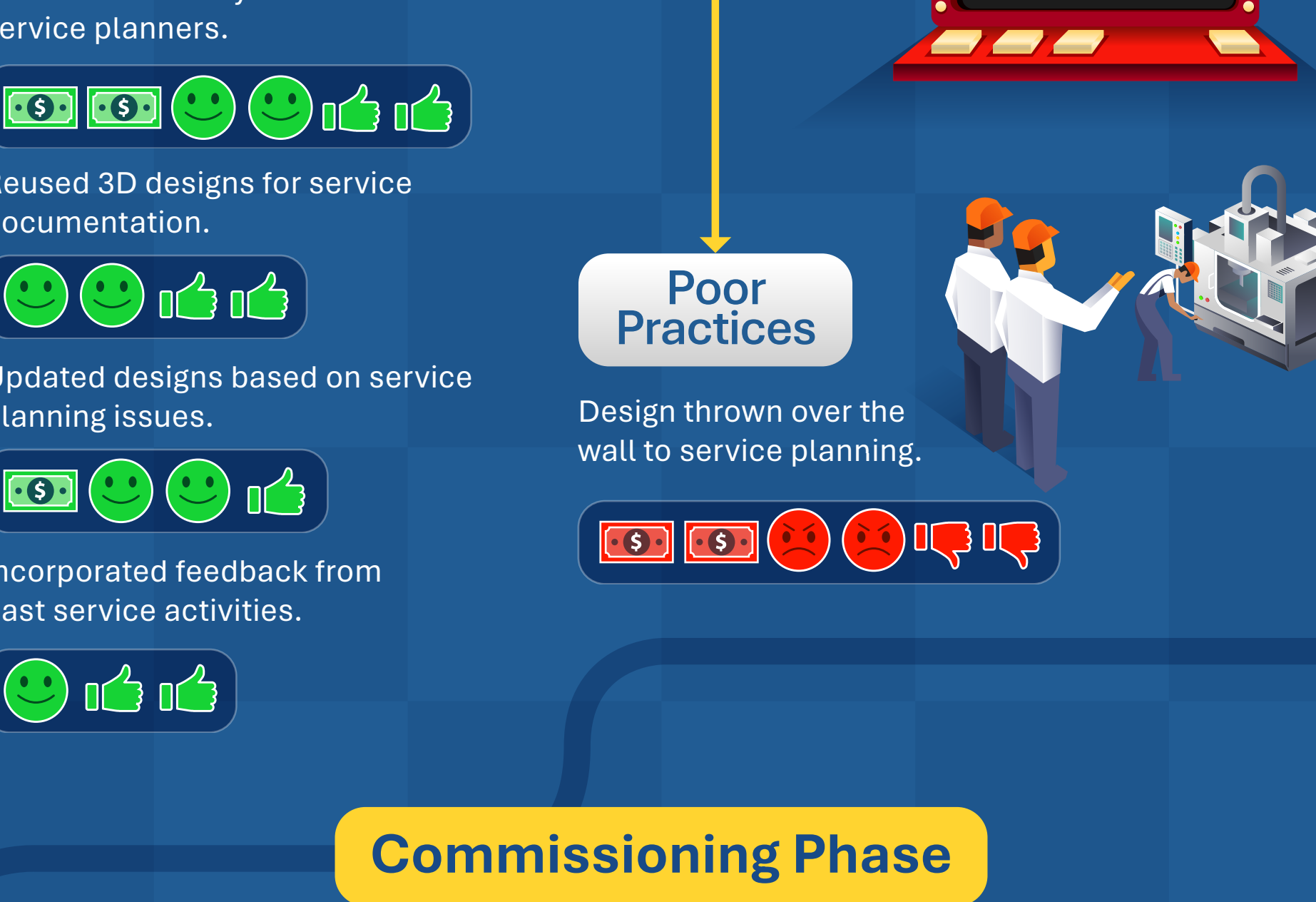
Development Phase

Did you incorporate serviceability in your designs?



Service Planning Phase

Did you plan for service before delivering the machine?



Commissioning Phase

Did your designs make commissioning efficient?



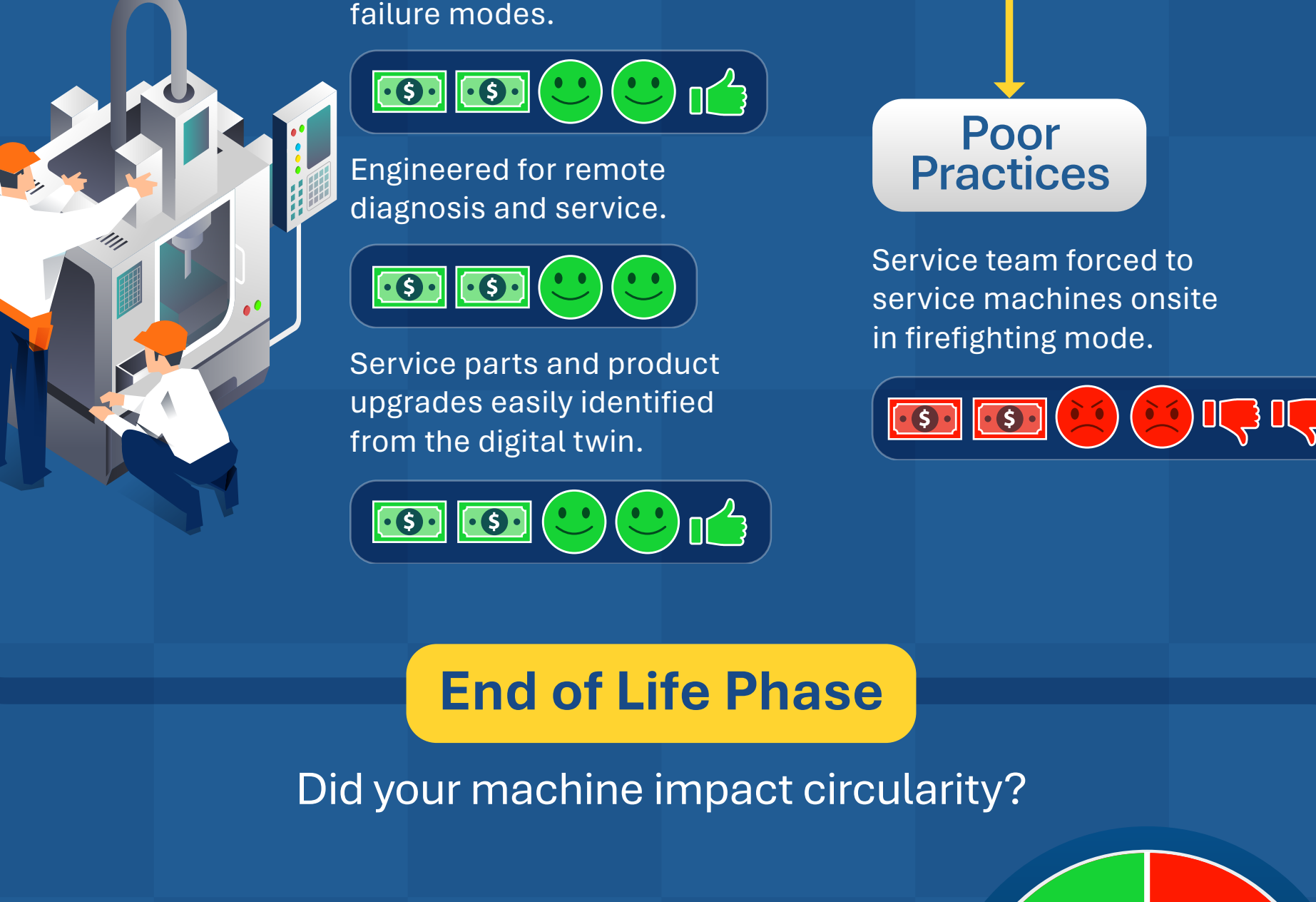
Operations Phase

Did your machine deliver predictable performance and high OEE?



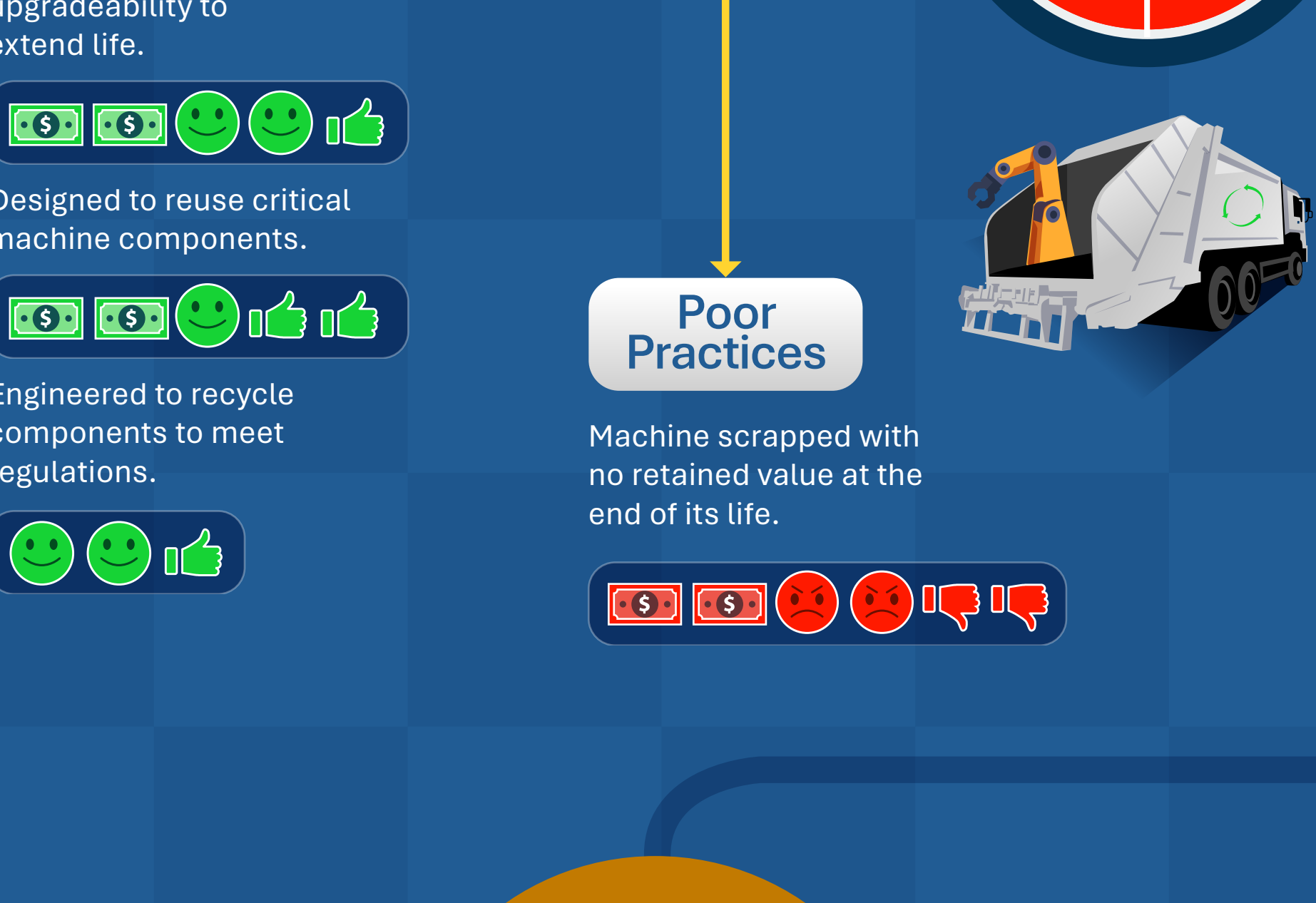
Service Phase

Did your engineers make supporting, upgrading, and servicing your machine fast, efficient, and cost-effective?



End of Life Phase

Did your machine impact circularity?



DID YOU WIN THE SERVICE CHALLENGE

Total up your Revenue, Customer Satisfaction, and Brand Reputation Points.

Are you ahead of **YOUR COMPETITION?**

or

Did you leave **SERVICE-DRIVEN DESIGN** to chance?

WON

Further your lead over your competition by further adopting Servitization Processes and Service Lifecycle Management applications.

LOST

Adopt Servitization Processes and Service Life Management applications to win more machine sales, build a long-lasting brand, keep customers happy, and beat your competition.

1. McKinsey & Company, Industrial Aftermarket Services: Growing the Core, 2017