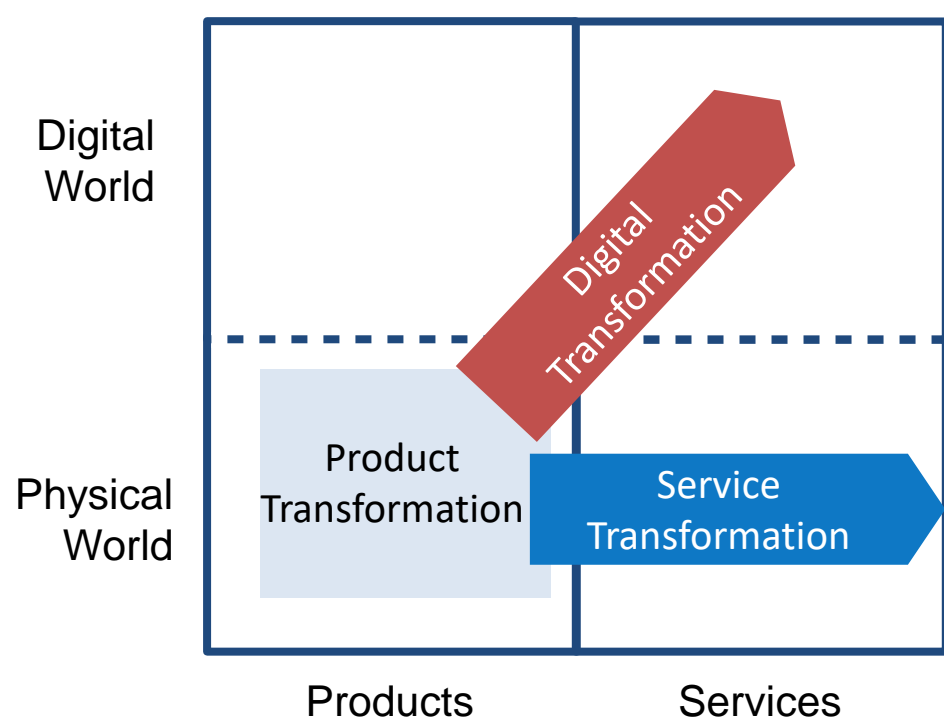


STEERING MANUFACTURING FIRMS TOWARDS IoT ENABLED SERVICE AND PRODUCT BUSINESS

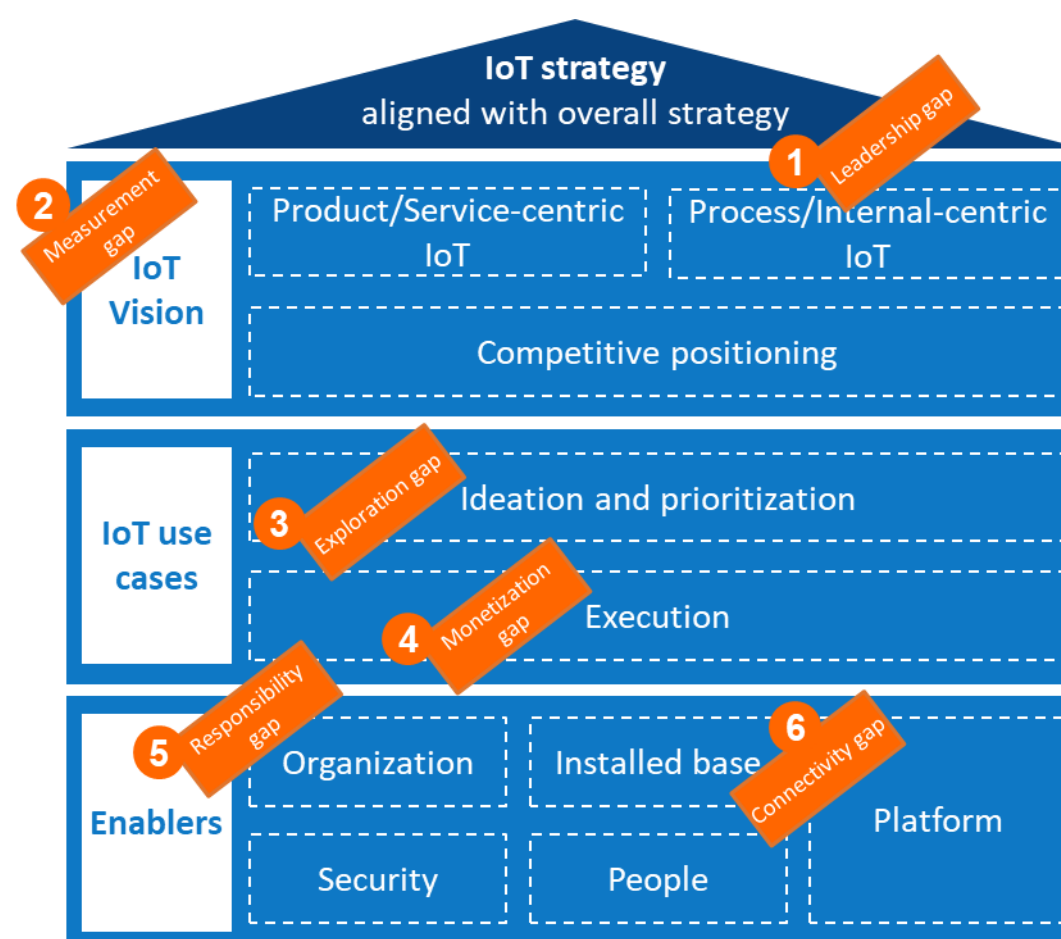
Key business transformations

What drives today's management thinking?



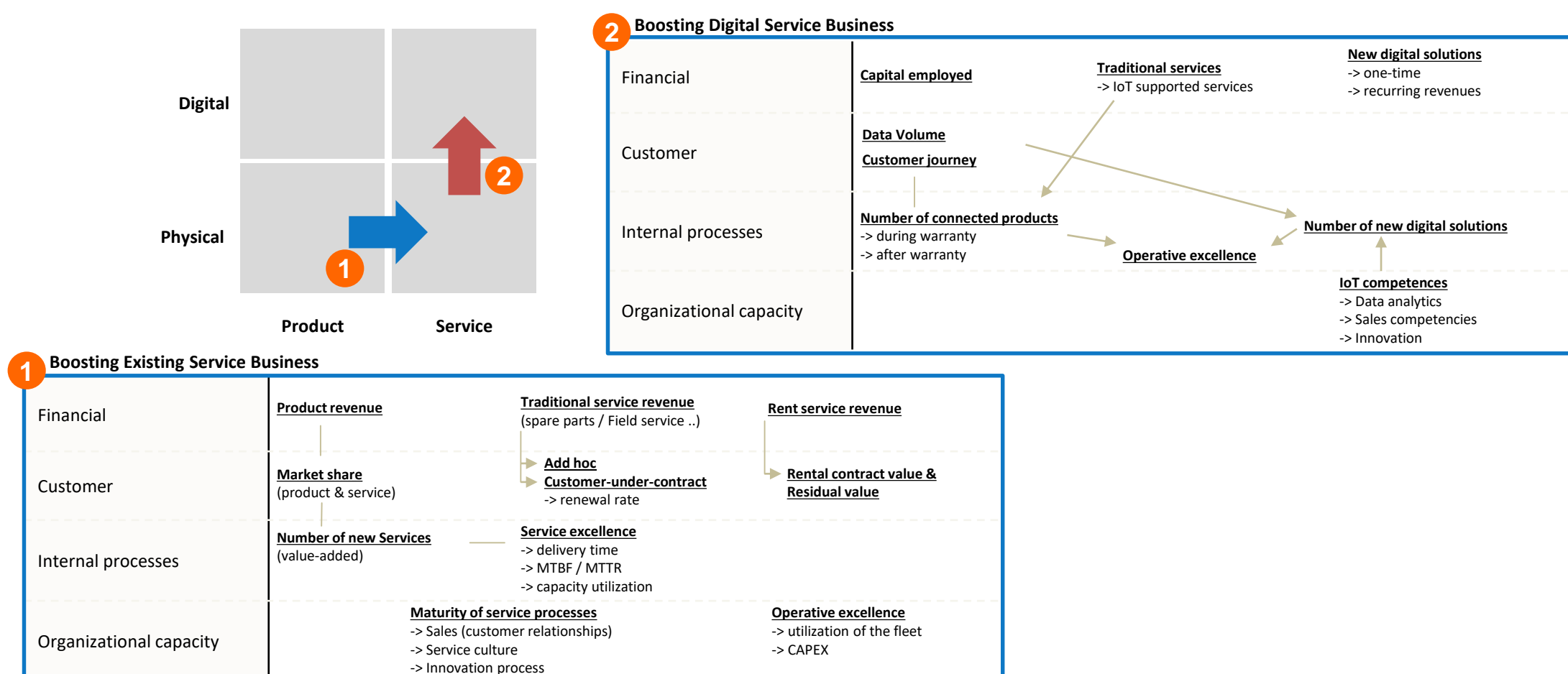
Identified Gaps

First case study results



Success story: KPIs

Heavy equipment manufacturer



- Traditional KPIs focusing mainly on delivering value-in-exchange rather than value-in-use and may not support the business objectives of manufacturing companies in a digital era.
- Relevant KPIs represent a combination of financial and installed based information collected through emerging technologies.
- What are relevant KPIs?
- Internal and external reporting should be reconsidered in the light of new innovative business models for manufactures.
- Manufacturing firms lack adequate measurement and control systems to steer their servitization and Industry 4.0 investments.

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