So far, the umbrella term “XaaS” only encompassed software- and IT-related business models. However, these cannot be readily applied by manufacturing companies. Thus, to designate “as-a-Service” business models offered by manufacturing companies in a business-to-business (B2B) environment, we propose the terminology Industrial Goods-as-a-Service (IGaaS). The transformation towards IGaaS is an intricate phenomenon worthwhile of further study. In consequence, we develop a holistic framework to guide managers in their endeavor to introduce and operate IGaaS.