

Profiting from Services & Solutions

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Profiting from
Services & Solutions

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Companies Featured

✓ AT&T

✓ DuPont

✓ IBM

✓ Rolls Royce

✓ Sylvania

✓ Caterpillar

✓ GE

✓ Ingersoll-Rand

✓ Salesforce.com

✓ VWR

International

✓ Cisco

✓ Hewlett-
Packard

✓ Pearson

✓ Siemens

✓ Xerox

Types of Services

**Services supporting our
products**

**Services supporting other
companies' products**

**Services supporting our
customers**

Companies Across Industries Want to Grow Through Services

- Retailers



- Distributors



- Manufacturers



Honeywell

- Consumer Goods Companies



Growth and Profits Through Service Innovation

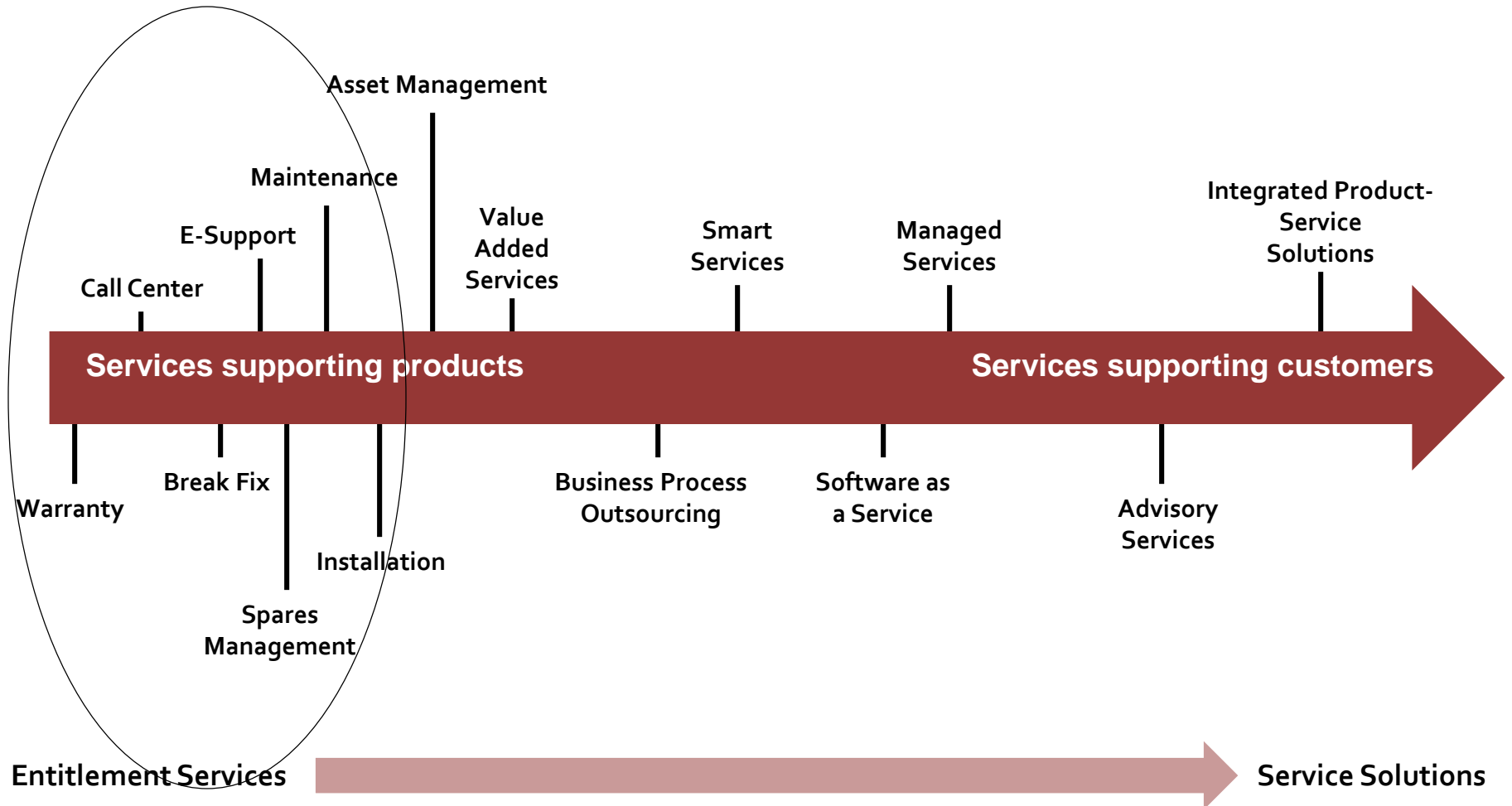


<http://petshotel.petsmart.com/tour/index.shtml>

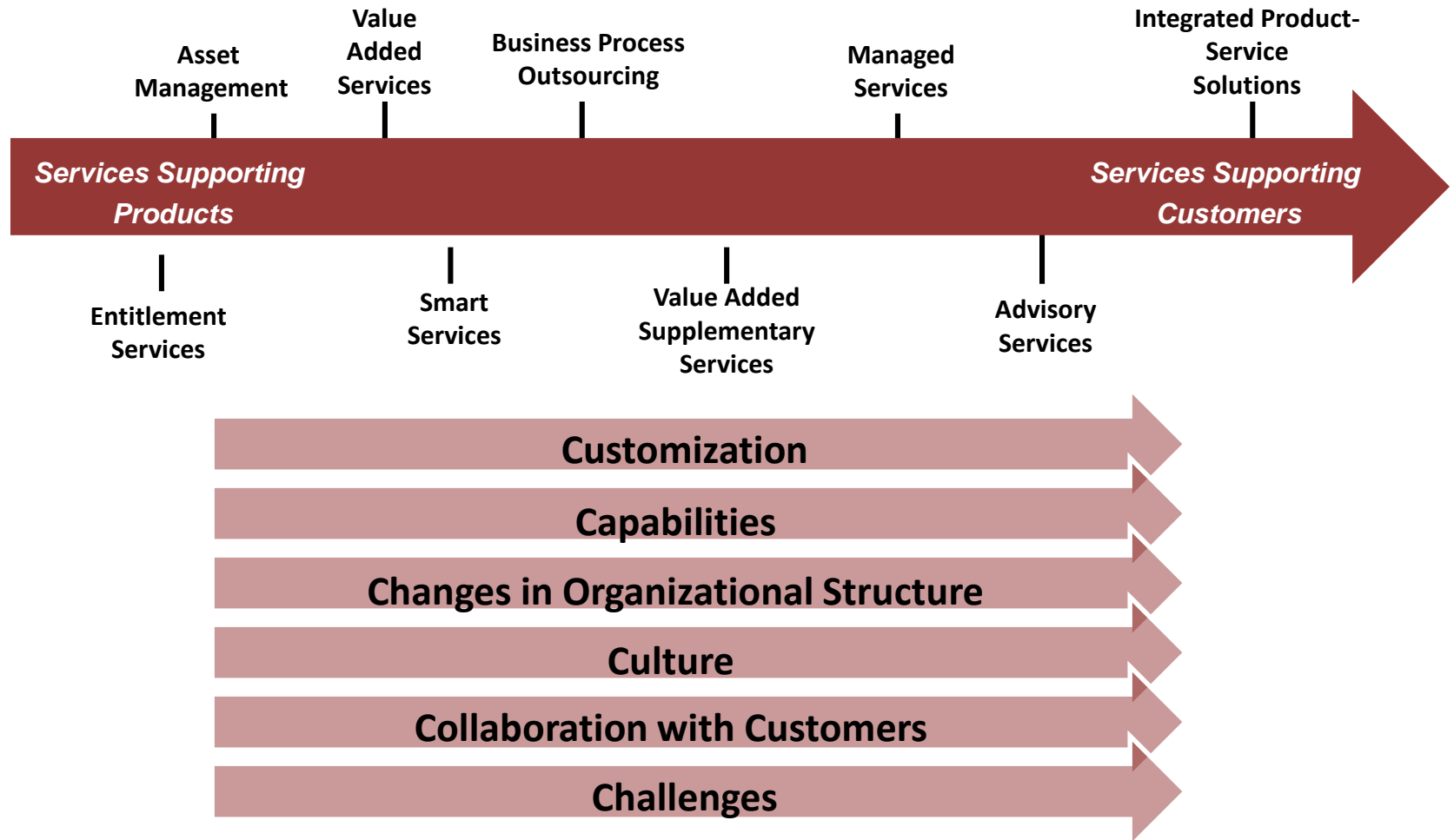
Major Research Project

What challenges do companies need to overcome in growing solutions and services?

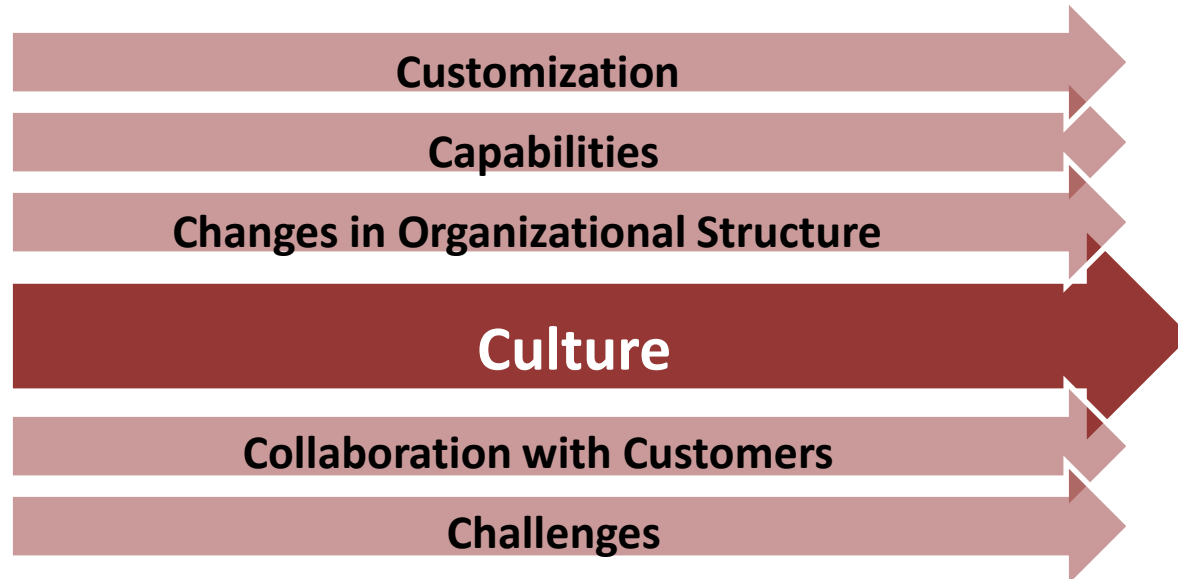
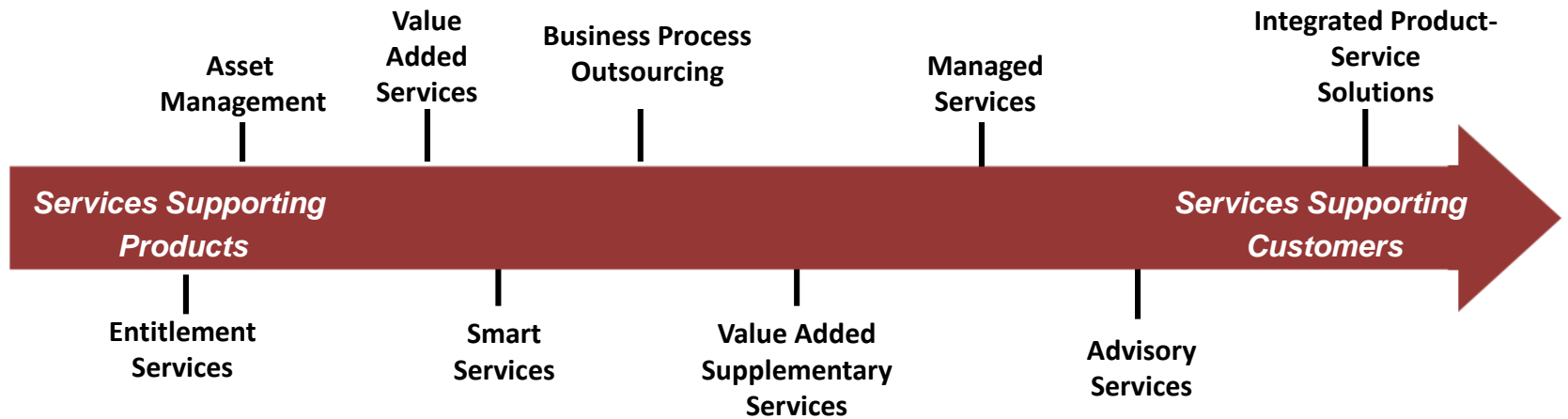
The Service Infusion Continuum



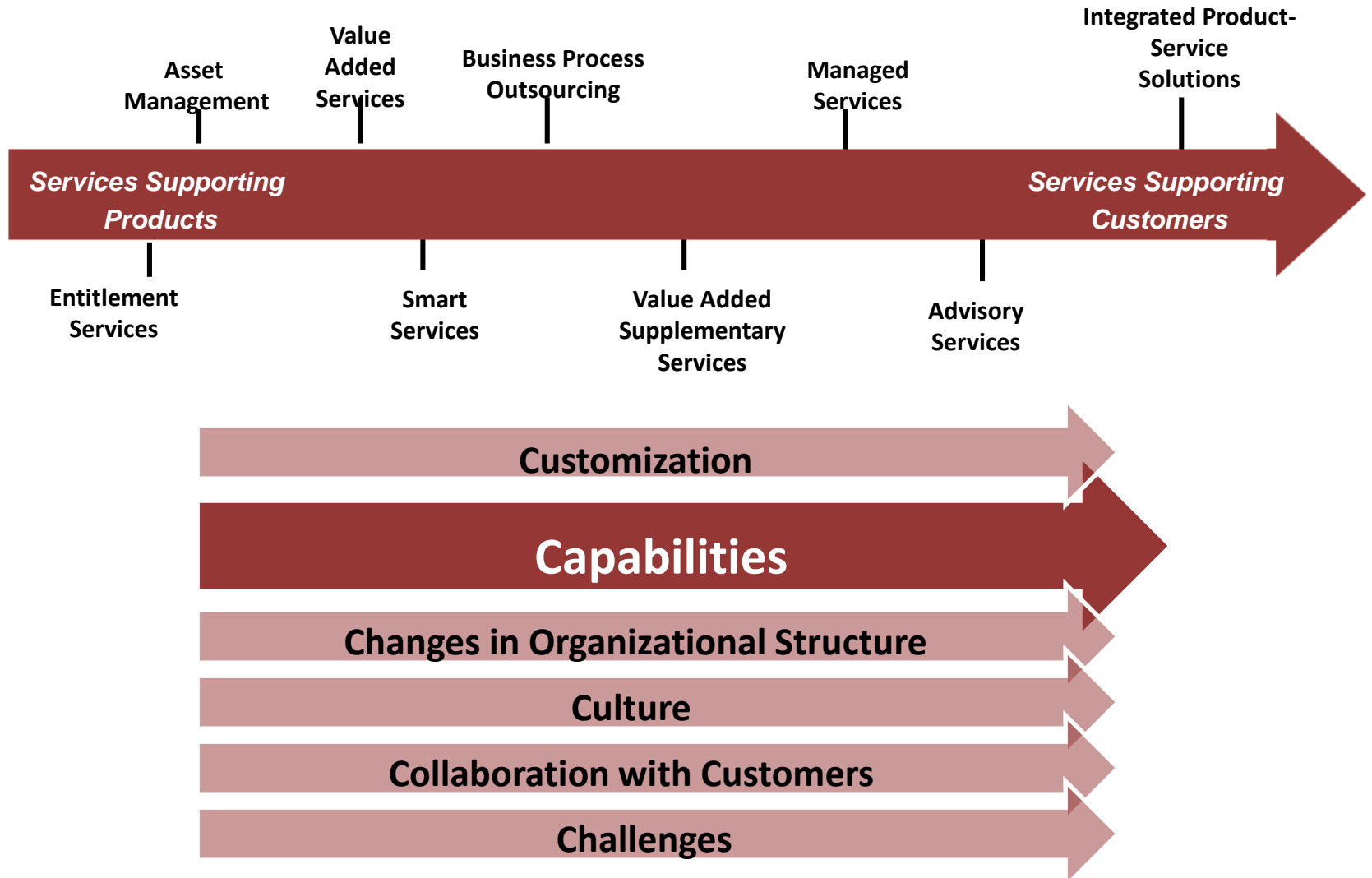
The Service Infusion Continuum



Key Success Factor – Culture



Key Success Factor – Capabilities



Key Success Factor – Capabilities



Sales

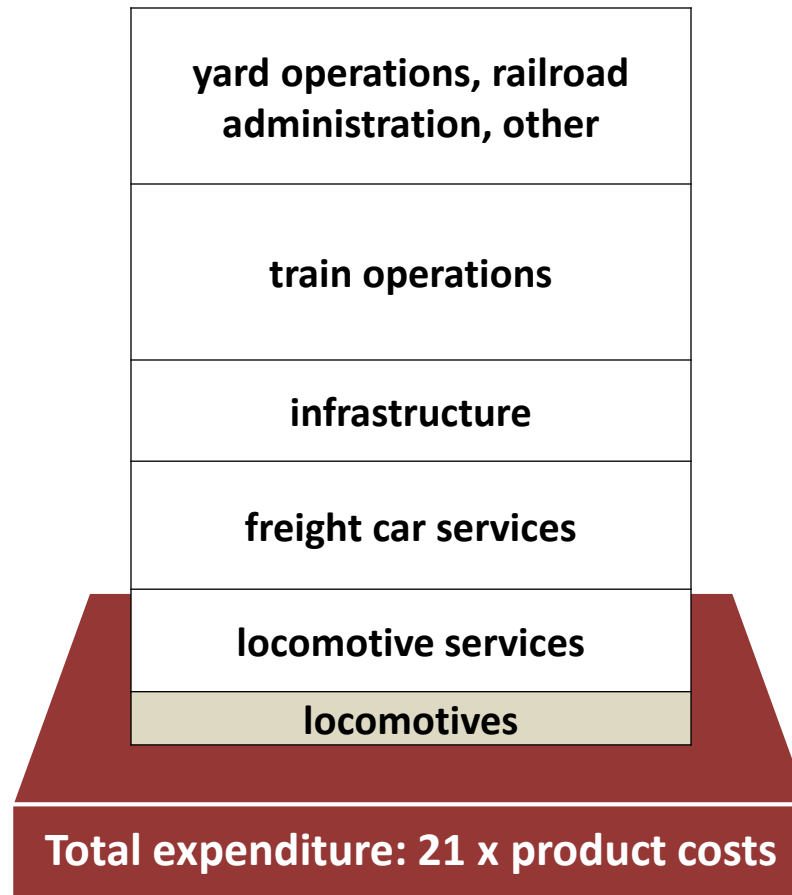
Key Success Factor – Capabilities



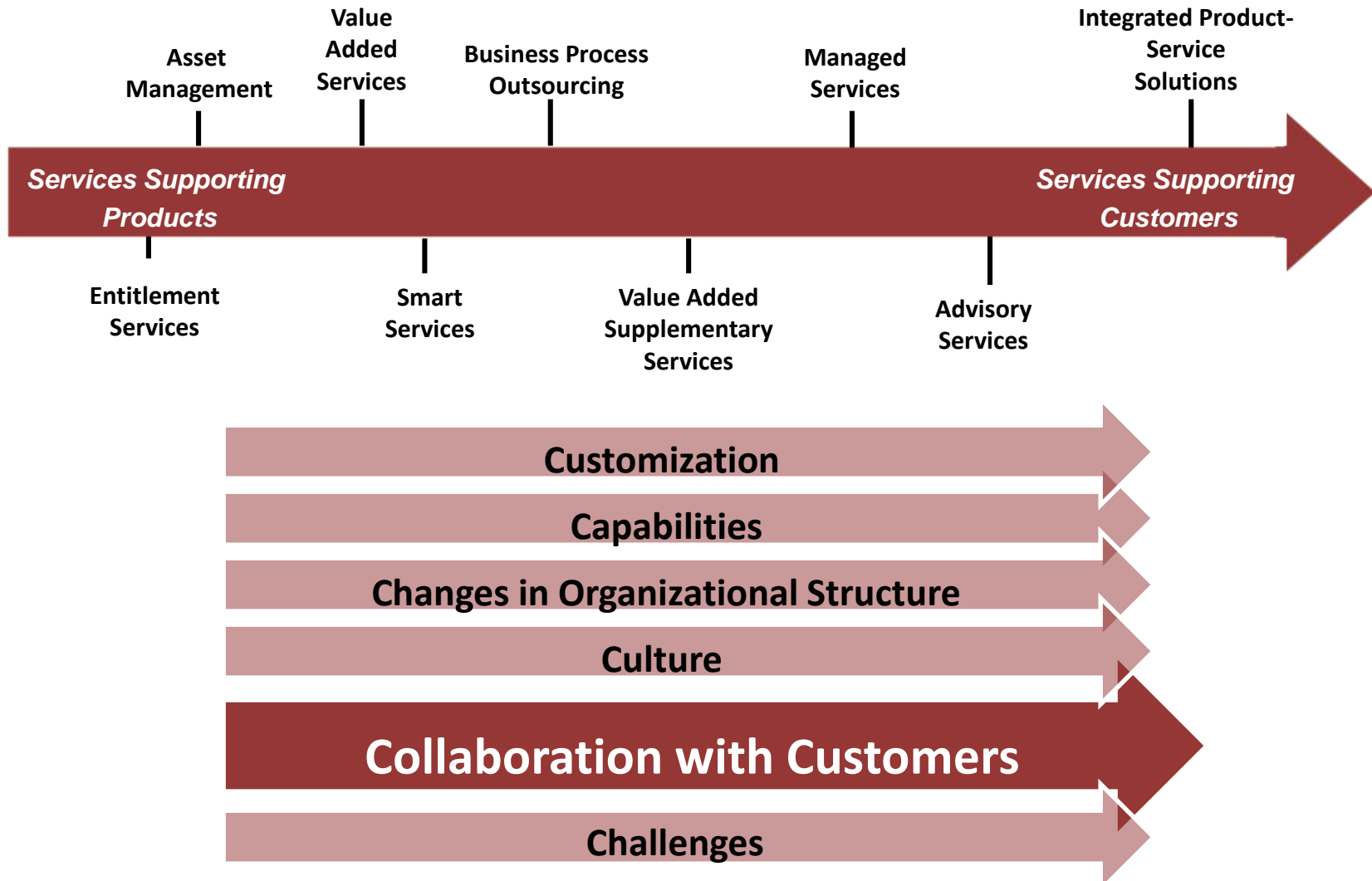
Service Delivery

Where's the Money?

Locomotives



Key Success Factor – Collaboration with Customers



Key Success Factor – Collaboration with Customers

Voice of the Customer (VOC)

C-SAT

User Groups

**Advisory
Boards**

**Focus
Groups**

**Personal
Interviews**

Key Success Factor – Collaboration with Customers

Evidence of Service:



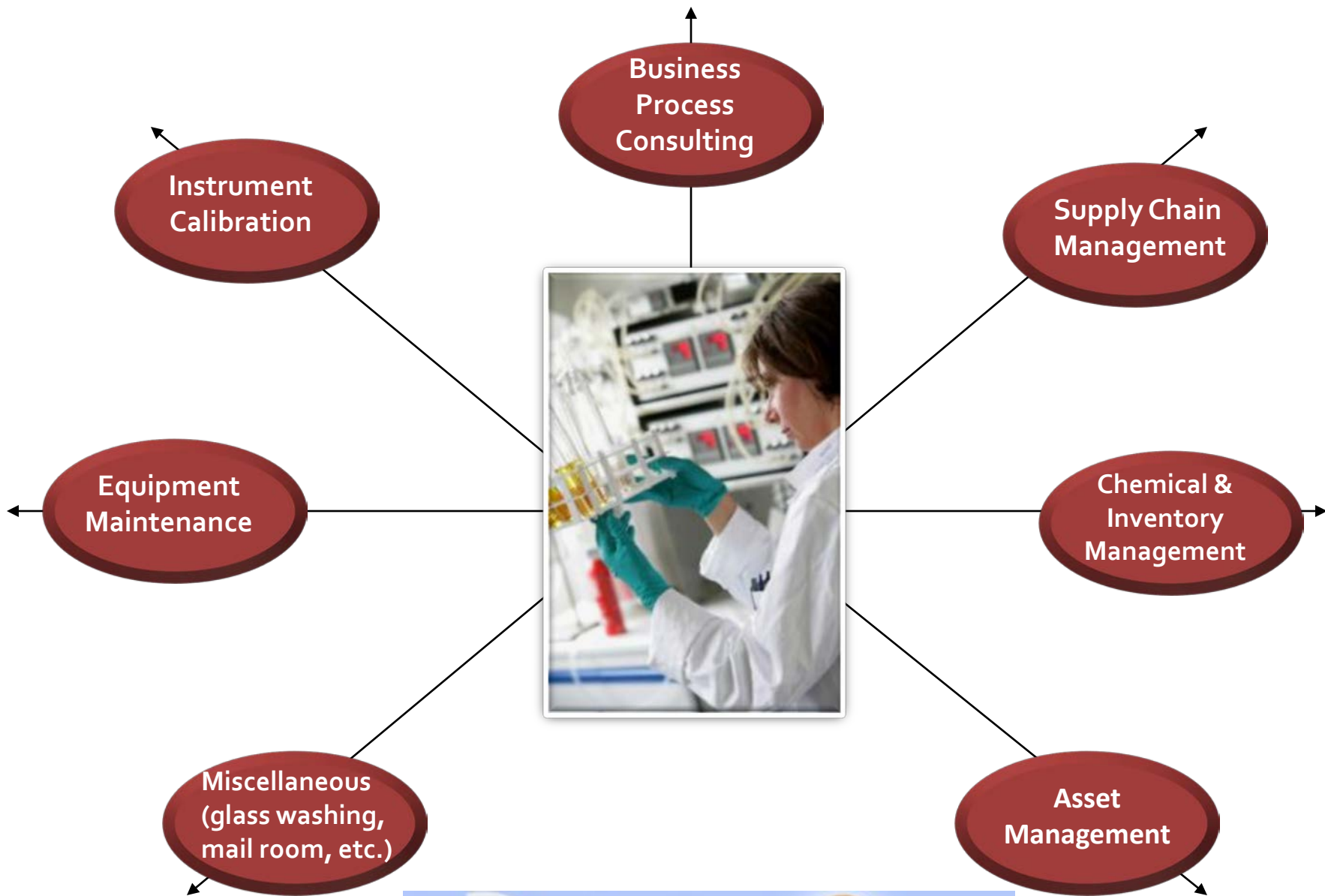
Co-design

Co-development

Co-production

Co-delivery





Winners with Services & Solutions

- ✓ Focus on the value they bring customers
- ✓ Focus on helping customers achieve their desired outcomes

