

Smart Servitization *an iterative process*

The Value Proposition:

Technology enables

Customers demand

Network of companies
provides

How can IoT enable Smart Servitization in the manufacturing sector? How to design IoT enabled Services?

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Research Objectives

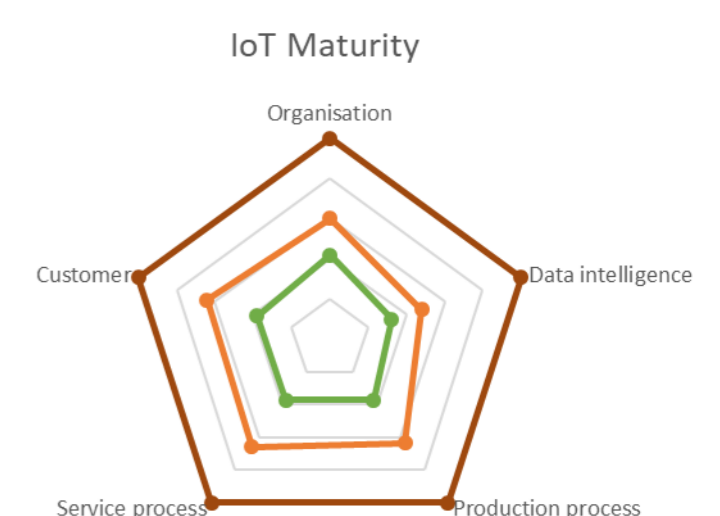
- Insight on success and failure factors of implementing IoT solutions
- A design approach for smart servitization

Research Methods

- Longitudinal study on servitization at 20 SMEs in the manufacturing sector
- Workshops on specific business cases using service design methods and tools

At the Research Group Business Service Innovation we do empirical research at SMEs in the Province of Limburg in the Netherlands on IoT maturity. We use a framework measuring the companies' IoT readiness by five dimensions: organization, data intelligence, production process, service process and customer.

We also experiment with service design workshops: <https://ServiceEngineeringLab.nl>



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