
Grand Challenge in Service Week Summit Meeting

Introduction

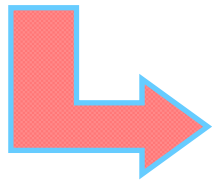
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Servitisation of Equipment Producers

Pressures on
equipment producers
(cost, competition, reduced market)

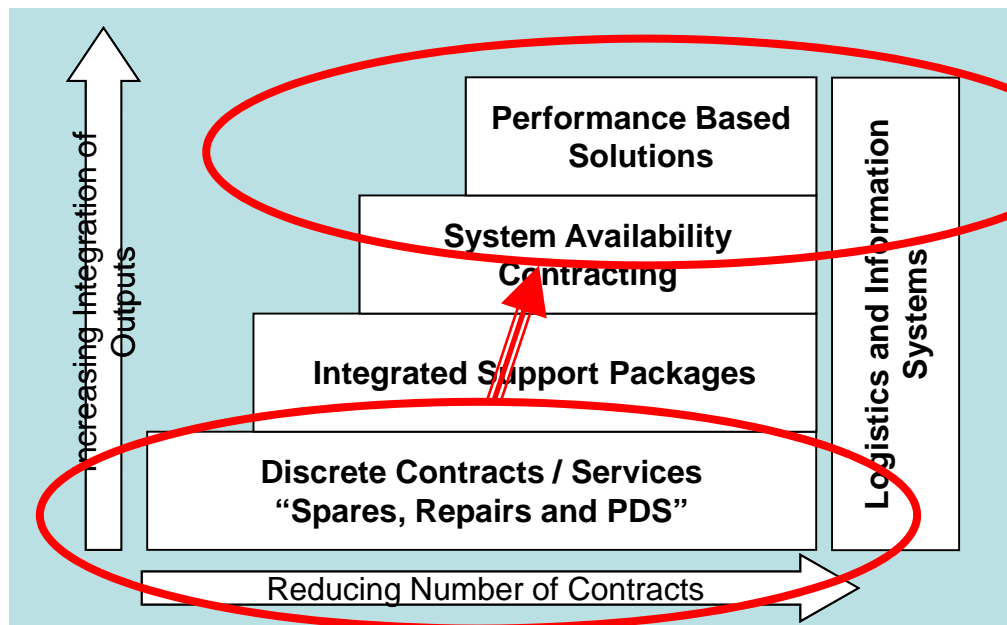


Add value to product
Combine equipment & after
sales services
Share risk, cost,
performance

“Servitising”
Manufacturers



Service Transformation in the UK Defence Industry



Service provision



Parts, spares, equipment

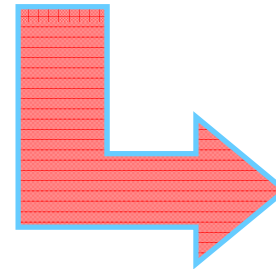
Challenges in Today's Services

Conventional Services



Pressure on *Existing Services*

- Cost reductions (eg government)
- Space constraints (eg retail)
- Resource Limitations (eg utilities)
- Emission regulation (eg transport)



Systematise
Standardise
Optimise
Innovate

Service Classes

All Services



Complex [Engineering] Services



“Servitisers”



Cambridge Service Alliance

The Cambridge Service Alliance is a unique global partnership between industry and academic institutions devoted to further our understanding of complex service systems.

The Alliance will focus on providing tangible answers to the service challenges of the future.

