Making and Sustaining the Shift to Services

Pilot Study: Preliminary Analysis

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The Cambridge Service Alliance

The Cambridge Service Alliance is a unique global partnership between businesses and universities. It brings together the world’s leading firms and academics all of whom are devoted to delivering today the tools, education and insights needed for Complex Service Solutions tomorrow.
Complex services are now commonplace

- From buying groceries and road tax to supporting equipment on the battlefield, customers are demanding complex, integrated services unimaginable only fifteen years ago.

- Maintaining a competitive advantage requires new research and learning from across industries.
But delivering service is challenging

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<th>From a world of...</th>
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- Services are not easy to scale – costs are high, margins are compressed
- Services often involve long term commitment and performance based contracts
- With multiple parties co-operating to ensure delivery
Cambridge Service Alliance

Introduction

Alliance Partners:

- BAE Systems
- Caterpillar
- IBM
- Pearson
- Zoetis
- GEA

Cambridge Service Alliance Team:

- Andy Neely
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- Ivanka Visnjic
- Angela Walters
- Claire Weiller
- Mohamed Zaki

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Business model innovation

Which future business models will best enable firms to create and capture value through services?

Service and support capabilities

What new service and support engineering capabilities enable these business models?

Performance information and analytics

How will innovation in performance information and analytics enable service business models?
CSA Research Focus
Ongoing research topics

- Designing, Deploying and Enhancing Services
- Ecosystem Value Mapping and Analyses
- Making and Sustaining the Shift to Services
- Big Data and Business Models
- Emotions and Services
- Smart Service Supply Chains
CSA communication
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Monthly Newsletter

Annual Report

Community of Interest

Service Week 2014: 29th September – 3rd October
(Academic Conference 2nd – 3rd October)
Thank you, Questions?

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