

## 2018 Strategic Technology & Innovation Management Programme

### Value-driven innovations in smart industrial services

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#### Industrial / managerial need addressed

Servitisation trends in industry promote the development of more customer-oriented service offerings. There is a need to understand what opportunities in terms of new functionalities and customer value come from new technologies. This project aims at providing managers with a value-driven approach to innovate based on technology-enhanced industrial services.

#### Expected deliverables

- A report on findings related to the role of different technologies in smart industrial services and their expected contribution to service value;
- A tested pilot workshop to guide the design of smart industrial services.

#### Engagement opportunities

STIM companies will be encourage to provide ongoing feedback on the work, especially in relation to different types of services (e.g. customer support services enabled by technologies, professional services based on new technologies) and to participate in pilot workshops.

#### Approach

Previous work (2013-2014) on technology-enhanced maintenance services will be revised to extend the scope towards other Business-to-Business (B2B) services and to update the use and value dimensions of new technologies, e.g. additive manufacturing, Internet-of-things (IoT). The results will inform the development of a stepwise method to support the design of smart services with a strong customer orientation.

