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Nota di contenuto	Chapter 1: Introduction; 1.1 Justification and Importance; 1.2 Challenge of Transition; Chapter 2: Servitization: Service Infusion in Manufacturing; 2.1 Servitization: Transition Toward Services; 2.2 Definition of the Concept; 2.3 Commodization and Decomodization; 2.4 Manufacturing and Service Organizations; 2.5 New Service Development; 2.5.1 Service Blueprinting; 2.5.2 Service Innovation and Business Models; 2.6 Product Life Cycle as Platform of Servitization; 2.6.1 Life Cycle for Machinery Delivery; 2.6.2 Software Process Life Cycle; 2.7 The Servitization Paradox. Chapter 3: Integrated Product-Service Systems; 3.1 Types of Industrial Services; 3.2 Product-Service System; 3.3 Benefits of PSS; 3.4 Characteristics of PSS; 3.5 Barriers to PSS; 3.6 Steps Toward Integrated Product-Service Systems; Chapter 4: Strategic Improvements Through Industrial Services; 4.1 Classification of Industrial Services; 4.2 From Goods-Dominant to Service-Dominant Logic; 4.3 Goods-Dominant Logic vs. Service-Dominant Logic; Chapter 5: Improving Marketing and Operations Strategy Through Industrial Services; 5.1 Coproduction of Service Offering and Customer Experience Management. 5.2 Increasing Competitiveness Through Service-Dominant Logic; 5.3 Global Service Strategies: Service as a Means of Expanding Business;

5.4 Service Supply Chain Structure; Chapter 6: Service Delivery; 6.1 Service Delivery Concept; 6.2 Service Delivery System Design; 6.3 Customers' Roles in Service Delivery; 6.4 Customer Expectation of Industrial Services; Chapter 7: Managing Service Delivery; 7.1 Service-Level Agreements; 7.2 Performance Measurement; 7.2.1 Service Delivery Quality; 7.3 Installed Base Management; 7.4 Enterprise Asset Management; Chapter 8: Role of Technology in Servitization. 8.1 Technology and Servitization; 8.2 Internet and Connected Products; 8.2.1 Architecture of Smart Physical Products; 8.2.2 Remote Management Systems in Service Products; 8.3 Industrial Standards for Managing Service Platforms; 8.4 Condition-Based Maintenance; 8.5 Cloud-Based Services and Portals; 8.6 Big Data Analytics; 8.7 Application; Chapter 9: Pricing Decisions: From Ownership to Subscription; 9.1 Subscription Services; 9.2 CAPEX and OPEX; 9.3 The Subscription Economy; 9.4 Pricing Models; 9.5 Freemium Pricing Model; 9.6 Software Ecosystem Model; 9.6.1 Directed Approach. 9.6.2 Undirected Approach; 9.6.3 Tiers of Developers; Chapter 10: Value Chain Effects; 10.1 Cocreation and Coproduction of Value; 10.2 Supply Chains and Networks; 10.3 Vertical and Horizontal Integration; 10.4 Moving Downstream in a Value Chain; Chapter 11: Conclusions; Acknowledgment; References; Index.

Sommario/riassunto

This book is dedicated to the issues and complexities of industrial services supply chain management. It analyzes how the transition from products to services can be managed, and how supply chains can be adjusted to reflect this new status quo. The book begins with chapters examining product-service systems structures and servitization--the services infusion process. Next, it presents industrial services as marketing and operations strategy. The focus shifts to service delivery, and this chapter discusses how the actual operations take place. This is followed by an examination of the role of technology and how connected assets are utilized by product vendors in value-creation. The book analyzes the transition from ownership to subscriptions in the pricing decisions chapter. Then the value chain effects chapter offers an overview of the mechanisms through which industrial companies are shortening the distance to end-users and aim for a better position in the value chain. Finally the conclusion addresses theoretical and empirical implications in the industrial services supply chain management.
