

HARNESSING THE POWER OF PRODUCT-AS-A-SERVICE

Successfully transitioning to a circular economy will require collaboration across the whole ecosystem. As industries adopt Product-as-Service models there are opportunities and challenges ahead for all stakeholders.

ROLE IN THE PRODUCT-AS-A-SERVICE ECOSYSTEM



MANUFACTURERS

- Sustainable product design
- Service-based sales models
- Residual value data insights
- Second-hand markets
- Closing the raw material loop



DEALERS & INTERMEDIARIES

- Understand customer needs
- Bridge the PaaS ecosystem
- Manage logistics
- Support service delivery
- Monitor asset performance
- Enable equipment return



CUSTOMERS

- Adopt service-based procurement
- Train employees
- Sustainable asset management
- Data sharing
- Reporting

BENEFITS OF PRODUCT-AS-A-SERVICE

MANUFACTURERS

- New revenue streams
- Recurring sales
- Customer insights
- Material reuse
- Control of second-hand markets
- Regulatory compliance
- Market differentiation
- ESG brand value

DEALERS & INTERMEDIARIES

- New revenue streams
- Recurring sales
- Enhanced customer relationships
- Market differentiation
- ESG brand value

CUSTOMERS

- Improved cashflow
- Budget predictability
- Operational efficiency
- Scalability
- Value-add services
- ESG brand value

WHAT'S NEXT? ADVANCING PRODUCT-AS-A-SERVICE



Collaboration across the value chain



New legal and technical frameworks



Capacity building



Data sharing



Incentivisation