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Autore	Helo Petri
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Soggetti	Business logistics Engineering economy Operations research Management science Supply Chain Management Engineering Economics, Organization, Logistics, Marketing Operations Research, Management Science
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Servitization – Service Infusion in Manufacturing -- Integrated product-service systems -- Industrial Services as Marketing and Operations Strategy -- Improving marketing and operation strategy through services -- Service delivery -- Managing service delivery -- Role of technology in servitization -- Pricing decisions- from ownership to subscription -- Value chain effects -- Conclusions.
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.
