

## THINGS+ Project Newsletter supporting awareness raising about project results



### Servitization & SMEs: What can SMEs expect from joining THINGS+ servitization project

THINGS+ project wishes to implement a programme to benefit those SMEs, which want to upgrade their service offer/servitization by implementing innovative methods and consequently increase the value of their products.

#### Servitization means more money and customers

Servitization means creating additional services that complement existing products. To companies it should bring additional income (additional profits from existing customers) and, very often, new customers (additional income and access to new markets). Servitized products create greater value for their money, which makes for a compelling reason to buy again. A servitized offer often results in a more stable & longer relationship with the customers and a more stable revenue stream.

#### Already tested and proven

THINGS+ SIM - Service Innovation Methodology is not based on something new - big companies have been investing in servitization projects for decades - like Rolls-Royce with their jet engines, Hilti with their power tools, Mercedes-Benz with car2go etc. What's new is the fact that our service innovation methodology is now simpler, quicker and cheaper to use, so even very small companies can benefit from it - it is deliberately adapted to support SMEs' needs and capabilities. Key idea is to enable SMEs to do the

same things as big companies do, but mostly based on their own people, within a short (six months) timeframe and limited (or even without) investment requirements.

### What to expect?

Participating SME companies can expect to work with experts fluent in state of the art service innovation management methodology, structured and focused process with clear and pragmatic result orientation - expected results for participating companies are creation of new income and access to new markets and customers (based on the servitized products).

### Requirements for SMEs

Participant SME companies are required to assure:

- participation of the competent and relevant teams;
- high level of the commitment of the team members and senior management during the whole six months programme
- assure appropriate implementation and commercialisation of the newly developed services.

Studies show that by introducing servitization, the company is bound to produce more revenue, conduct business less risky and launch higher-value products onto (inter)national markets.

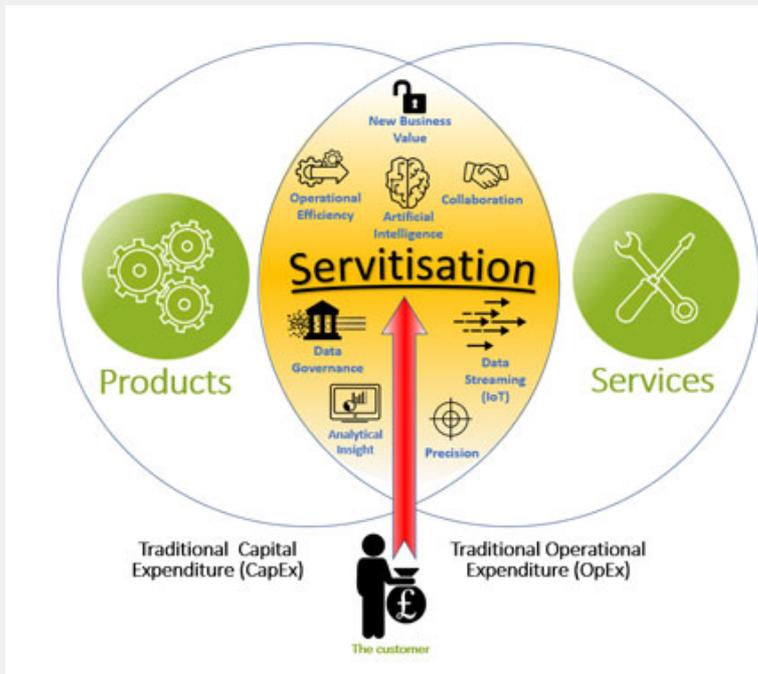


Figure 1: Servitization process explained.

### What are you waiting for?

Your company can only benefit from taking a part in this programme, so don't wait up and apply for an open call in your region now! Some of the calls are still open. To learn more about the programme, find some details below:

Region	Open Call
Slovenia	<a href="#">Tehnološki park Ljubljana</a>
Czech Republic	<a href="#">BizGarden</a>
Saxony, Germany	<a href="#">TGZ Bautzen</a>
Hungary	<a href="#">NORRIA</a>
Lodzkie, Poland	<a href="#">UMWL</a>
Italy	<a href="#">FINN</a>

## 3rd THINGS+ working group session in Bautzen

On 18th and 19th April 2018 the 3rd working group session of the THINGS+ project took place in Bautzen, Germany. The project partnership gave final inputs on several guidelines, which are important during the

further project implementation, e. g. to the guideline for internationalization support to newly developed product-based services. During the meeting, rules for the open call were agreed. The rules will determine, for example, how to select the manufacturing SMEs that will take part in the pilot actions and apply the Service Innovation Methodology on their own business model. The partnership agreed to publish the open call in the beginning of May at latest on their webpages and if possible in regional media. Moreover, all partners gave input on the agenda of the train-the-trainers event, which will be held from 28th to 30th May 2018 in Ljubljana, Slovenia. Along with the event, the project's Steering Committee meet. This event will host the first Advisory Board meeting, as well. This will be important for the sustainability and for a broader dissemination of the project results during and after the project lifetime.

Project partners gathered at Bautzen Innovation Centre in Germany:



Further details

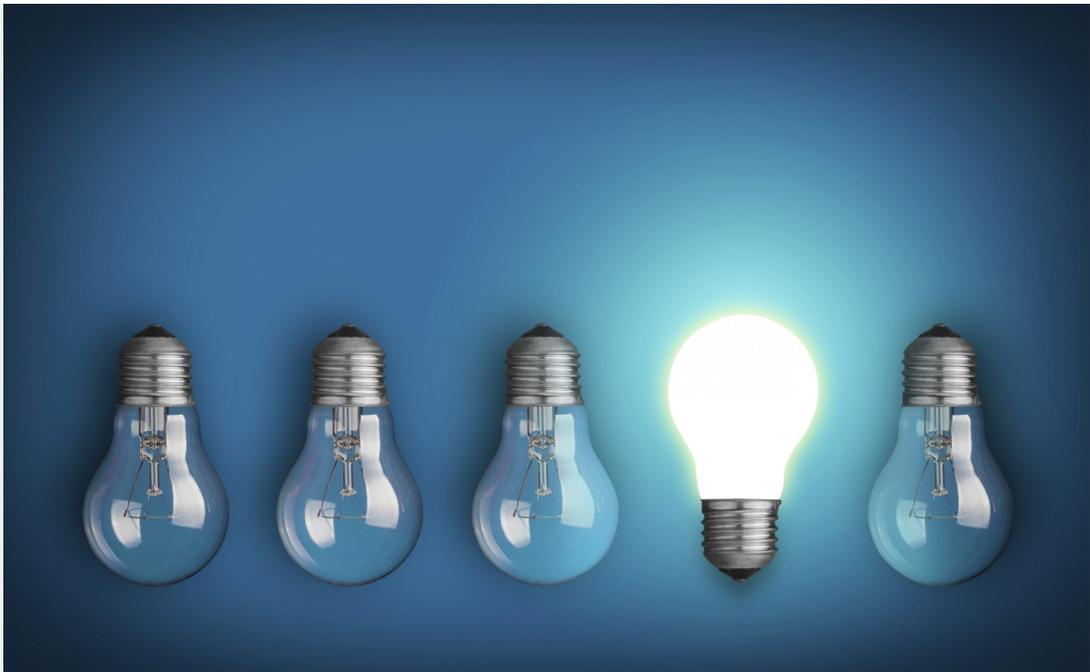
## “TRAIN THE TRAINERS” WORKSHOP FOR EXPERTS IN LJUBLJANA

As decided by the project's partner consortia in Bautzen, the “Train the Trainers” event is holding in Ljubljana, Slovenia from 28th to 30th of May.

This transnational training session for selected project partner's staff, who will be applying the Service Innovation Learning System. Their participation in the training sessions will greatly improve on the skills of the trainers, which will in return offer a great deal of support in setting up the servitization analysis and helping Central European companies in designing new product-based services.

The workshop is composed of 3 parts:

- Part 1: introduction to Servitization Innovation Methodology and how it applies to each phase & how to make an initial company assessment.
- Part 2: focus on companies and how they approach, attract, treat & keep their customers - an in-depth analysis and innovative strategies.
- Part 3: changing the business model by incorporating servitization.



urther details

## Things+ partners



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