

THE ADOPTION OF USAGE-ORIENTED BUSINESS MODELS IN TODAY EUROPEAN INDUSTRY

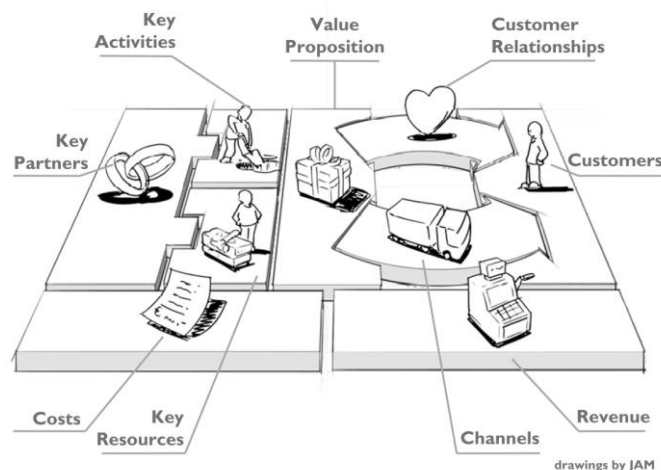
Survey scope and main findings

- **T-REX survey description**

The T-REX project, funded by the European Union under the 7th Framework Programme, involves 11 partners aiming at developing:

- new, Service-Oriented Business Models (SOBM) in capital goods industries, where what is sold the access (usage), functions and outcomes of a product rather than the ownership;
- methods and tools to implement them in the product and services (re-)design and in the product or fleet operation and maintenance areas.

The survey has been prepared by University of Brescia (IT), with the collaboration of IK4-Tekniker (ES), Fraunhofer IAO (DE) and Predict (FR), with a structure based on the Business Model Canvas by Osterwalder.



- **T-REX survey results**

This survey, asking a specific set of question for each building block, aimed at investigating the business priorities and the service business development of European firms competing in capital goods industries and to highlight benefits and obstacles to the adoption of Service-Oriented Business Models.

The survey has been then proposed to three industrial partners involved in T-REX: FIDIA (IT), KINE (FI) and ULMA (ES) that represent three key sectors of European industry for further validation, respectively machine-tools, automation (robotic solutions) and transportation (forklift trucks). Later 95 companies across Europe, and the main findings arising from the answers were published in a report at T-REX website (<http://t-rex-fp7.eu> public documents folder).



4th General Assembly Meeting at IAO Stuttgart

• **Business Model definition and application**

Consortium partners of the T-REX project gathered at IAO in Stuttgart, Germany, on 14th-15th October 2014 to share results and update everyone on the progress made so far towards achieving the project objectives. There were some excellent discussions and very informative presentations, and also specific Work Packages meetings.

University of Brescia presented the Service-Oriented Business Model typologies and some specific tools developed in T-REX that support companies in the shift from value in exchange to value in use (pay-per-use) for customer needs satisfaction.

Identified levers to implement such changes are Condition Monitoring technologies and Fleet Management, Service Engineering and Design for X (DfX), applied to Servitization, pay-per-x and short-term rental models.

Dissemination activities to this day:

- International Summer School AIDI 2014 in Senigallia (IT) – Marco Ardolino paper (Univ. of Brescia)
- BI-MU 2014 fair at Milan (IT) – Federico Adrodegari presentation (Univ. of Brescia)
- FabbricaFuturo in Bologna (IT) – Federico Adrodegari presentation (Univ. of Brescia)
- Cambridge Service Week academic conference (UK) – Nicola Saccani presentation (Univ. of Brescia)
- ASAP Service Management Forum in Bergamo (IT) – Federico Adrodegari presentation (Univ. of Brescia)
- 3rd International Servitization Conference 2014 at Bilbao (ES) – Oscar Revilla paper (IK4-TEKNIKER)



T-REX Consortium partners meeting at IAO, Stuttgart (DE)

Coming soon...

T-REX project Mid-Term Review Meeting in Turin (IT) – Mar.2015

Collaborative Working Group of Continuous Maintenance at Paris (FR) – Feb.2015

CEN TC 319 WG 13 meeting at Eppelheim (DE) about maintenance process – Mar.2015

Issue 3 of T-REX Newsletter released – Apr.2015

COORDINATOR



RESEARCHERS



UNIVERSITÀ DEGLI STUDI DI BRESCIA



CONTACT
MORE INFORMATION

INDUSTRIAL PARTNERS



Project Coordinator:
Aitor Arnaiz (IK4-TEKNIKER)
aitor.arnaiz@tekniker.es

Dissemination Manager:
Daniele Panarese (FIDIA)
d.panarese@fidia.it

