New value streams: what could they look like?

The drive towards digitalisation and Industry 4.0 in the manufacturing sector is redefining the relationship between customers and OEMs.

Machines-as-a-service

With digitalisation, customers no longer pay for a one-off product sale then disappear. They're charged according to factors such as usage, runtime, performance and more. This transforms machines into a flexible source of potential new value for the OEM and the customer.

Machines as a service provide the foundation for long-term, win-win beneficial relationships, which in turn, create yet more opportunities.

TrakRap is equipped and ready to identify, address and profit from new value streams and markets.

To capitalise on their machine’s success, TrakRap developed new versions of their sustainable packaging system which were capable of wrapping different products.

By using Siemens’ digital twin technology, rather than a physical prototype, TrakRap have reduced their time-to-market by 40 percent and development costs by 45 percent. Digitalisation is also transforming not just the way TrakRap monitors machinery, but also how it supports customers. This, ultimately, means new markets made easy.

To underscore the power of digitalisation, Siemens has recently launched a new suite of services under the brand name of Siemens Digital Industries.

Machines-as-a-service offers a win-win for OEMs and customers. Siemens Digital Industries will help customers to identify potential new markets, new business models and new revenue streams.

We think of our machines not so much as a physical entity but as a flexible software platform that can adapt to different types of environment, product and set up, enabling customers to predict quality, throughput and timelines.

Costs and maintenance will only need to be ordered as and when they're required. This will avoid disruption or downtime. Work can be planned around production schedules to plan for repairs, routine maintenance and upgrades. Depending on maintenance history, some warranties can be extended beyond the initial period.

Performance benchmarking as a service

Digital simulations provide evidence of the potential new markets that can be unlocked, by simulating product development and delivery. This, ultimately, means cost-effective packages.

OEMs can use their suite of digital tools – from analytics to digital twins and cost-effective packages – to identify new, potentially valuable, geographic markets demand.

The OEM can then be on hand to advise and collaborate on product and service development in new markets.

New markets made easy

Our inclusive approach to digitalisation means that every company, every organisation and every industry is welcome to participate.

The power of the relationship

We have transformed from hardware to software-enabled, intelligent machines which:

- Are transforming from standalone hardware into software-enabled, intelligent machines which:

  - Cost-effective packages.
  - Minimise the cost of carrying excess inventory as parts are only purchased as and when they're required.
  - Minimise the risk of over or underestimating the volume of products.
  - Minimise the risk of over or underestimating the volume of products.

- Predictive maintenance.

- Performance benchmarking as a service

- Expanding into new markets

- Tailored pricing

- Profiting from reduced risk

- Better together: working in partnership

- Peace of mind pays

- Fast, effective product development

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