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sign

DECADE OF SERVITIZATION

Customer experience is becoming more and more important to companies.

Forrester predictions 2020 states: " We expect innovative, customer-delighting experiences to come to market that combine technology, creativity, and deep customer understanding." More and more products will be part of customizable services and service ecosystems are formed to serve customers better.

CUSTOMER-DRIVEN SERVICES

Tech Trends 2019: Across industries, we are seeing how macro forces, working in concert, are driving digital transformation and giving rise to new strategic and operational opportunities. It also applies to customer-driven services.

BUSINESS ECOSYSTEMS RISING

According to The Myths and Realities of Business Ecosystems article at MIT Sloane review:
"Ecosystems are attractive partly because of the new possibilities they create for products and services spanning traditional boundaries — often using digital platforms, APIs, internet of things technology, and new tools for data gathering and analysis.
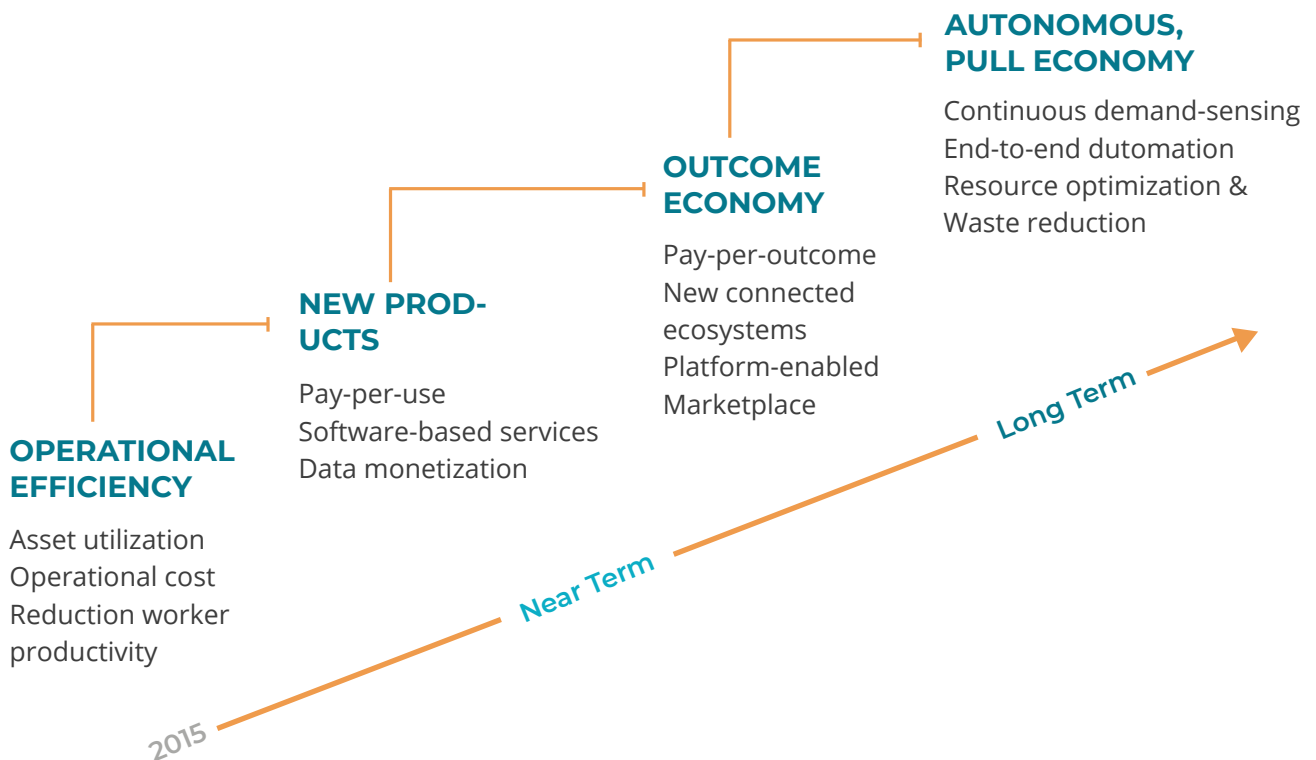The growing interest is also driven by necessity: Business environments are evolving more rapidly, requiring the rapid acquisition and coordination of diverse, novel capabilities."

FROM PRODUCT SALES TO SERVICE BUSINESS

Products will be part of customizable services. Value will be created in service ecosystems, which offer great customer experience by connecting services and products.

ON THE ROAD TO SERVICES

Recurring revenue, from service subscriptions and pay-per-use, is attractive to businesses across industries and in cross-industry ecosystems.

AUTONOMOUS, PULL ECONOMY

Continuous demand-sensing
End-to-end dutomation
Resource optimization &
Waste reduction

OUTCOME ECONOMY

Pay-per-outcome
New connected
ecosystems
Platform-enabled
Marketplace

NEW PRODUCTS

Pay-per-use
Software-based services
Data monetization

OPERATIONAL EFFICIENCY

Asset utilization
Operational cost
Reduction worker
productivity

Long Term

Near Term

2015

NEW CAPABILITIES REQUIRED

A paradigm shift in business model requires also a paradigm shift in processes and systems. Speed, flexibility and transparency will be embedded in the business models and business systems.

ASPECTS OF COMPETITIVE ADVANTAGE

01 AUTOMATION
Reduce the amount of manual operations

03 FLEXIBILITY
Ability to create customized services

05 SCALABILITY
Capability to grow efficiently

02 REAL-TIME
Enables new business models

04 TRANSPARENCY
Creates great customer experience

IN THE DIGITAL ERA

All products will have become services. The customer experience will be more important for the customers than the product or service itself.

2030

According to a World Economic Forum prediction, all products will have become services by 2030.
"I don't own anything. I don't own a car. I don't own a house. I don't own any appliances or any clothes,"

Old Way

PRODUCTS
Purchase the ownership of the product

New Way

SERVICES
Purchase the rights to use the product

PRICING, BILLING AND MONETIZATION

Good Sign Software helps modern service businesses automate pricing, billing, and monetization assuring no lost revenue unlike mere ERP suites or plain subscription billing systems. Our customers are international service businesses such as Fujitsu, Fortum, and Technopolis.
Stop the usual 5-10% service revenue leakage. Eliminate 90% of manual work. Strike 100% flexibility for new revenue models and pricing.

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