

Digitalization & Outcome As-a-service model

Development of 2030 strategy based on digitalization offerings and as-a-service model



Quick overview

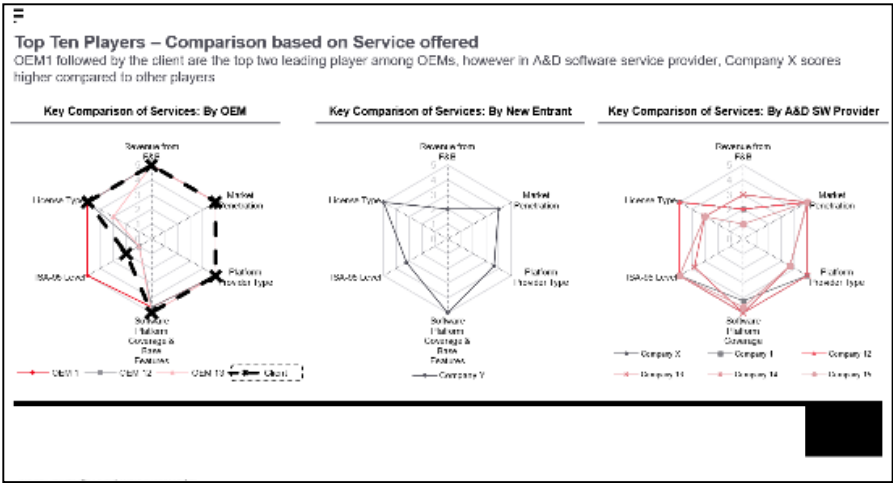
A global leader in food packaging and processing wanted to develop a robust 2030 strategy of ‘integrating & optimizing customer operations’ and offer ‘comprehensive outcome -based solutions’ to their customers. The objective was to gain insights on Digital services & solutions available in the market & its offerings by different providers

Client success details

The engagement helped the client to develop a robust 2030 strategy of optimizing customer operations’ and offer ‘comprehensive outcome -based solutions’ to their customers. Following questions were answered during the engagement:

“Digital OEE and Outcome-As-a-service models are likely to be the way forward in the industrial equipment sector. First movers offering these services are expected to gain a sustainable competitive edge

- What is the current landscape of subscription model offerings in the F&B sector?
- Who are offering these models and at what prices are they offered to the customers?
- What are the current & future needs of the customers w.r.t subscription & outcome-based model?
- What are the opportunities for the client in offering outcome-based services to their customers?



FutureBridge conducted extensive primary interviews (300+ interviews) and secondary research to gather data from digital service providers. customers and experts. This data was analyzed to provide strategic recommendations. The output included

- Offerings and pricing strategy for Digital OEE solutions and outcome-as-a-service solutions by competition
- Customer’s expectation with regards to digitalization and as-a-service business models

Client was able to understand the current and expected customer needs. The outcome also helped the client to identify the specific customer needs that may have a potential impact on the client’s business, thereby framing their future strategy

FutureBridge’ insights further helped the client in evaluating the competition and understanding their USPs.

About FutureBridge

FutureBridge tracks and advises on the future of industries from a 1-to-25 year perspective.

We keep you ahead on the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.