



THE Momentum

IMPULSE SESSIONS

Helping forward-thinking leaders in manufacturing thrive in our rapidly changing world, full of new opportunities

HOW TO MONETISE SERVICES & DATA

Our next Momentum Impulse Session will be all about boosting revenue streams from Services and Data. In a full day, interactive session we'll focus on developing strategies for driving change to deliver increased margins and competitive advantage with real, tangible outputs and operating momentum.

This session will take place on Wednesday 15th May at Schiphol Airport in the Netherlands. It is ideal for Enterprise business leaders in the manufacturing sector who are experiencing pressure on growth, revenue and margins from commoditised products and services. If you are concerned about digital transformation and disruption from new business models, then you should attend this session.

Wednesday 15th May 2019,
Schiphol Airport, Netherlands

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THE CHALLENGE

The Manufacturing sector is continually changing. This presents many challenges for forward thinking leaders, with pressure on growth, revenue and margins from many products and services now being commoditised. Competition from lower cost alternatives are arising, but there are also many opportunities for business transformation and success with new technologies, value propositions and business models.

One of the important trends is that value propositions and offerings are becoming more data driven and service oriented. But, many manufacturers are product-driven businesses and do not fully appreciate the value service can have for their customers and also their own business performance.

At moreMomentum, we work with senior executives of both large enterprise businesses and SME manufacturers and their teams, helping them to accelerate their transformation from product-driven businesses to become more data driven and service oriented in the face of new digital technologies, disruptive business models and emerging value propositions.

THE MOMENTUM IMPULSE SESSION

In the continuous battle to win more business and justify higher prices, many manufacturers offer services free of charge, which results in a higher cost of sale and declining prices and market share. This approach is not sustainable any more, so the big question is,

How to monetise services and Data in order to grow in a disruptive world?

During a full day, interactive session with like-minded peers and experts, we will cover 3 crucial steps to delivering sustainable performance and the capability to boost revenue from services and IoT:

1. How to solve bigger customer problems and 'add value'
2. How to articulate and monetise the value from services delivered
3. How to build internal momentum for monetisation

TITLE: How to Monetise Services and Data

DATES: 15 May 2019

TIME: 09:00—17:00

VENUE: Schiphol Airport,
Netherlands

PRICE: €750 (approx. £650) +VAT

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info@moreMomentum.eu
www.moreMomentum.eu



Momentum IMPULSE SESSION

HOW TO MONETISE SERVICES & DATA

WHAT WE WILL COVER

The main trends and challenges for clients and how to successfully capture these insights

How to capture best practice for implementing new services without bias from traditional product focus

How to develop and articulate the value from new features and services which can be monetised without commoditisation or failure

Managing internal conflicts when monetising and growing new services

WHO SHOULD ATTEND

Regional and global leaders in large manufacturing organisations who are responsible for digital transformation and strategy. If you are concerned about commoditisation of your products, digital transformation and disruption from new business models, you should attend this event.

WHAT YOU WILL GET

An enhanced understanding of monetised services, best practices and pitfalls to avoid.

Actionable insights on how to execute a monetisation strategy, with guidance on how to overcome likely hurdles and dilemmas.

A short term action plan to increase impact in your organisation.

An opportunity to build your network of like-minded peers for ongoing support and ideas exchange.

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