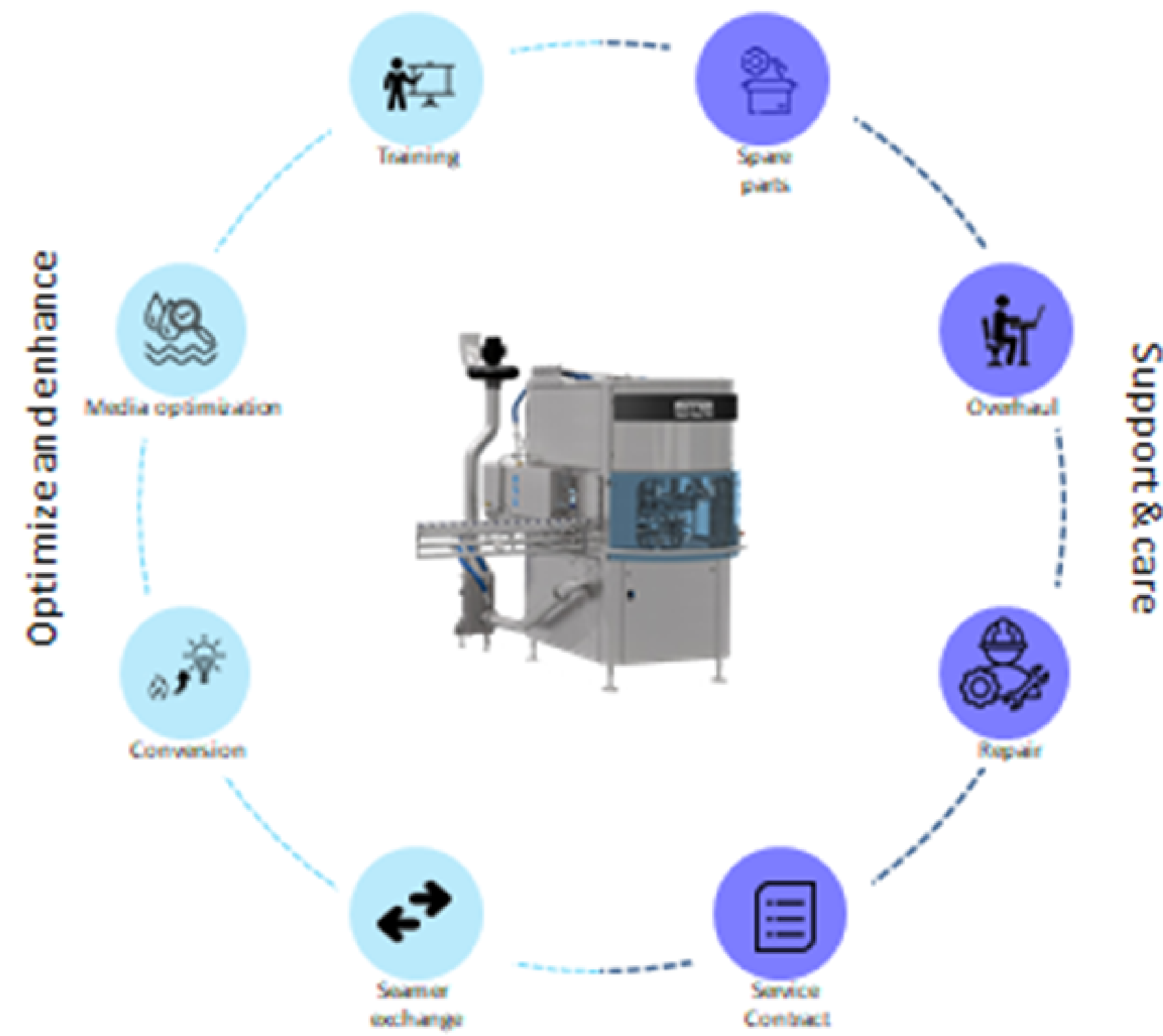


Value-driven service contracts in the beverage can industry

Revenue stream per seam – transform the beverage can industry with Ferrum Packaging AG



Turnkey solution service contract of line integrator is active

Ferrum Packaging AG provides services to line integrator and end customer



Turnkey solution service contract of line integrator is not active

Ferrum Packaging AG provides value driven service contracts for end customers

Aftersales offering of Ferrum Packaging AG considering turnkey solution SC of line integrators

Ferrum Packaging AG is an innovative company and produces the most reliable seamers of all competitors in the beverage can industry. Both strengths paired with their neutrality towards all line integrators in the networked production system contribute to the market leadership of the company. As the industry will become more competitive, the service business is expanded accordingly.

With the shifted focus on services, new challenges arise. Although Ferrum Packaging AG has certain offers for the after sales market, various are without demand, among others service contracts. Thereby various services are categorized into packages, which hardly bring additional value with increasing number of bundled services. Thus, the thesis shall identify and increase the perceived value of services and introduce a modular service system by considering opportunities and threads of the supply chain and customer needs.

A prototype was established to identify the perceived value of existing services and the current service system approach. Interviews were conducted to identify customer needs, access qualitative feedback of competitors service contracts and identify opportunities within the networked production system. This built the foundation for an internal workshop evaluating potential solutions.

Results highlight positive service quality of Ferrum Packaging AG. Challenges are identified in the turnkey solution service contracts by line integrators to end customers, as they hinder the introduction of Ferrum Packaging AG's service contracts. Despite both companies recognizing increased perceived value for end customers, adjustments to turnkey solution contracts are resisted due to concerns about higher effort and reduced margins.

Service modules of the introduced service contract prototype are adapted to improve

value quantification for end customers. New modules are based on customer needs and synergies among service modules are exploited to increase value. This modular approach is anticipated to improve the willingness to pay and thus result in a higher monetization.

Jonas Ledermann

Hauptbetreuer:
Prof. Dr. Patrick Link

Experte:
Andreas Bittig

Kooperationspartner:
Ferrum Packaging AG

