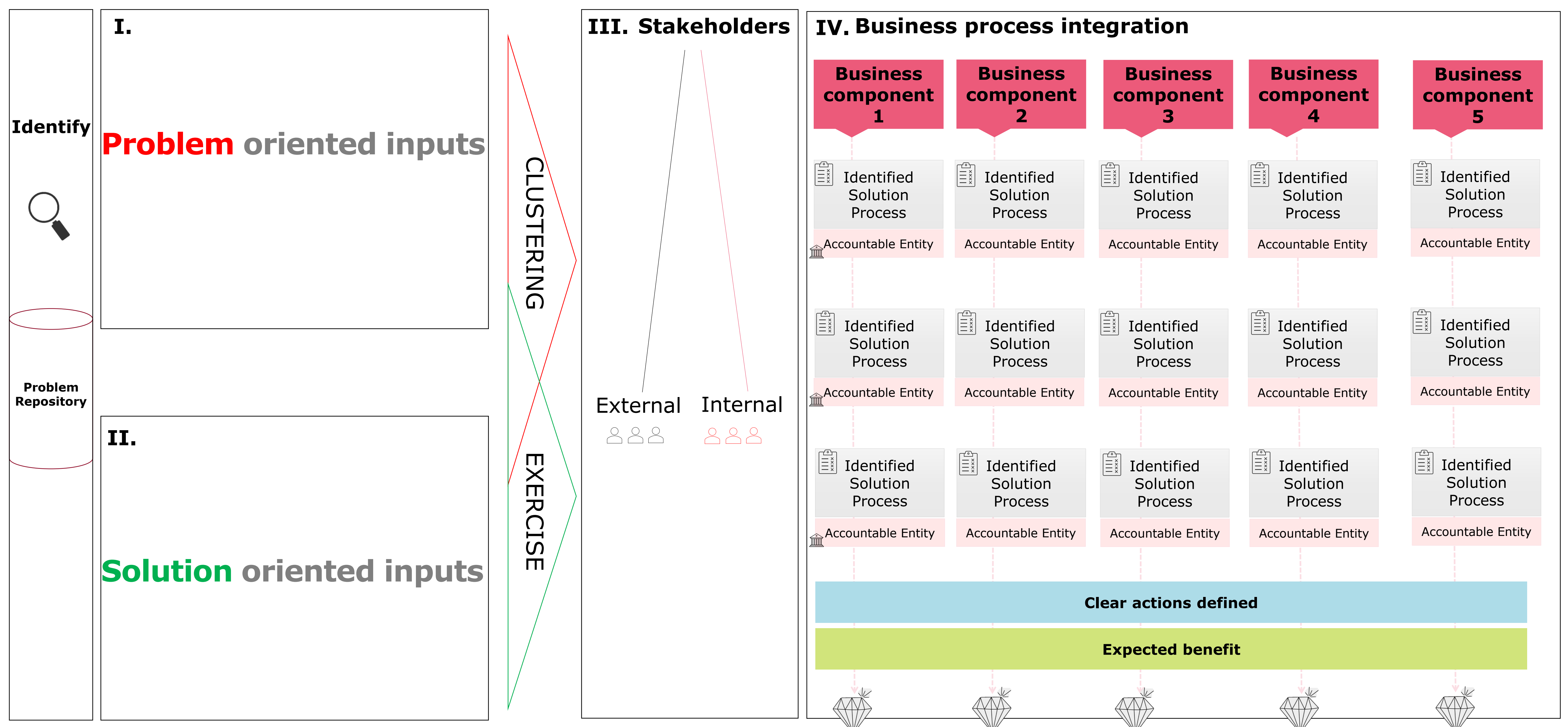


Value proposition for offering digital services for manufacturing companies based on a case study of digital platform at Schindler

Inputs

Digital service blueprint



Problem statement

During the last decade, manufacturing enterprises faced many challenging transformations, which changed in a remarkable way the way companies do business with customers and how products and services are developed, manufactured and delivered. This research focuses thereby on the Swiss Company that belongs to manufacturing industry and aims to answer following research question: How do manufacturing company such as Schindler can offer a clear value proposition to digital services, based on case study of digital platform?

Methods

The scientific objective of this thesis was to discover, define, develop, and deliver a framework for implementing solution that enable a clear and compelling value proposition for digital services that are enabled through digital platform.

The project begins in the **Discover** phase, where a baseline is established through literature reviews, unstructured interviews, and brainstorming workshops to gather initial insights. In the **Define** phase, stakeholder involvement refines the problem through profiling, benchmarking, targeted expert interviews, and a problem selection matrix, narrowing findings to a key issue with solution ideas. The **Develop** phase focuses on generating solutions through validation workshop and designing a framework for delivering value using expert insights and practical examples. Finally, the **Deliver** phase validates the solution and explains its application.

Results

Based on the research of this topic, it has been found that there is no single input or action that will provide good value proposition as the topic needs to be taken holistically because the best outcome can be achieved only when entire system is healed. Therefore, as the result the focus was on looking into holistic lifecycle for the digital service development.

The thesis concludes that effectively communicating a clear value proposition for digital services at Schindler requires comprehensive coverage of all business component elements. These processes must be identified, implemented by accountable entities with well-defined actions and expected benefit and harmonized to ensure they are consistently fulfilled.

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