



# Unlocking new digital business models for production companies using **Servitization**

## DESCRIPTION

The cooperative and transparent use and linking of different machine and user data in a well-integrated ecosystem based on a standardized architecture enables the development of new solutions and business models using artificial intelligence.

In addition, new technologies enable manufacturing companies to offer complementary services to their products or even to realise completely service-oriented business models. This means that customers no longer buy machines, for example, but only pay for their actual use. These instruments can be used to “servitify” classic business areas and thus raise significant sales potential for medium-sized companies and strengthen customer loyalty.

The production of the future will predominantly take place in networked ecosystems and thus have new ecological and economic value creation logic and business models. Global data-based platforms will be complemented by local ecosystems and regional value generation. In his presentation, expert Prof. Bernhard Kölmel from the applied University of Pforzheim will provide an overview of the future of products and services in the manufacturing industry.

## TARGET GROUP

The workshop is addressed to business owners and representatives, production and technology managers of local and international manufacturing SMEs in automotive, machinery and equipment, food and textile, as well as innovative startups that want to unleash the power of data, AI and Blockchain in their companies.

## AGENDA

17:00 Welcome

17:05 Introduction: ReStartSMEs

17:10 Presentation: Servitization and digital business models – The future of products and services, *Prof. Bernhard Kölmel applied University of Pforzheim*


17:40 Q&A

17:50 online Networking for SIG KI members

THE FUTURE OF PRODUCTS  
AND SERVICES



**Prof. Bernhard Kölmel**  
applied University of Pforzheim

19.07.22  
17:00 - 18:00 CEST  
ONLINE  
Free of charge -   
Registrations

**ORGANIZER**

The workshop is organized as part of the European project ReSTART SMEs by its coordinator [bwcon](#).

**BEFORE THE EVENT**

Please register [HERE](#) to get your calendar invitation and participation link before the event.

Evaluate your Company's Digital Maturity [HERE](#) > Get a free assessment and find out how your SME can move towards Industry 5.0. Project experts will get back to you with a wholesome analysis of your strengths and weaknesses, and help you come up with an action plan.

If you need assistance do not hesitate to contact us.

**CONTACT**

Carla Marquez  
Consultant Business Development  
[marquez@bwcon.de](mailto:marquez@bwcon.de)  
+49 179 4366541



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