



Swiss Alliance for
Data-Intensive Services

Zürcher Hochschule
für Angewandte Wissenschaften



Digitalisierung: Neue Perspektiven mit neuen Service-Modellen

Idee Seetal, 5. November 2019

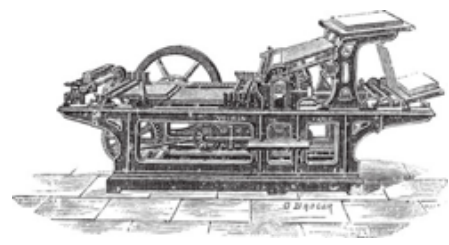
Ausblick

- **Teil 1: Kurzer Einblick Digitalisierung in der Industrie**
- **Teil 2: Digitale Service Transformation in der Industrie**
- **Teil 3: Neue Geschäftsmodelle und Transformation**

Teil 1: Digitalisierung in der Industrie



The fourth Industrial „Revolution“



1st Industrial Revolution:
 - Mechanical factories
 - Water / steam energy

18th century



2nd Industrial Revolution:
 - Mass production
 - electricity

19th century



3rd Industrial Revolution:
 - Automation
 - ICT

20th century



Industry 4.0
4th Industrial Revolution:
 - Cyberphysical systems
 - Internet @ Factory

21st century

↑ complexity

DATA

Customers

Products

Web

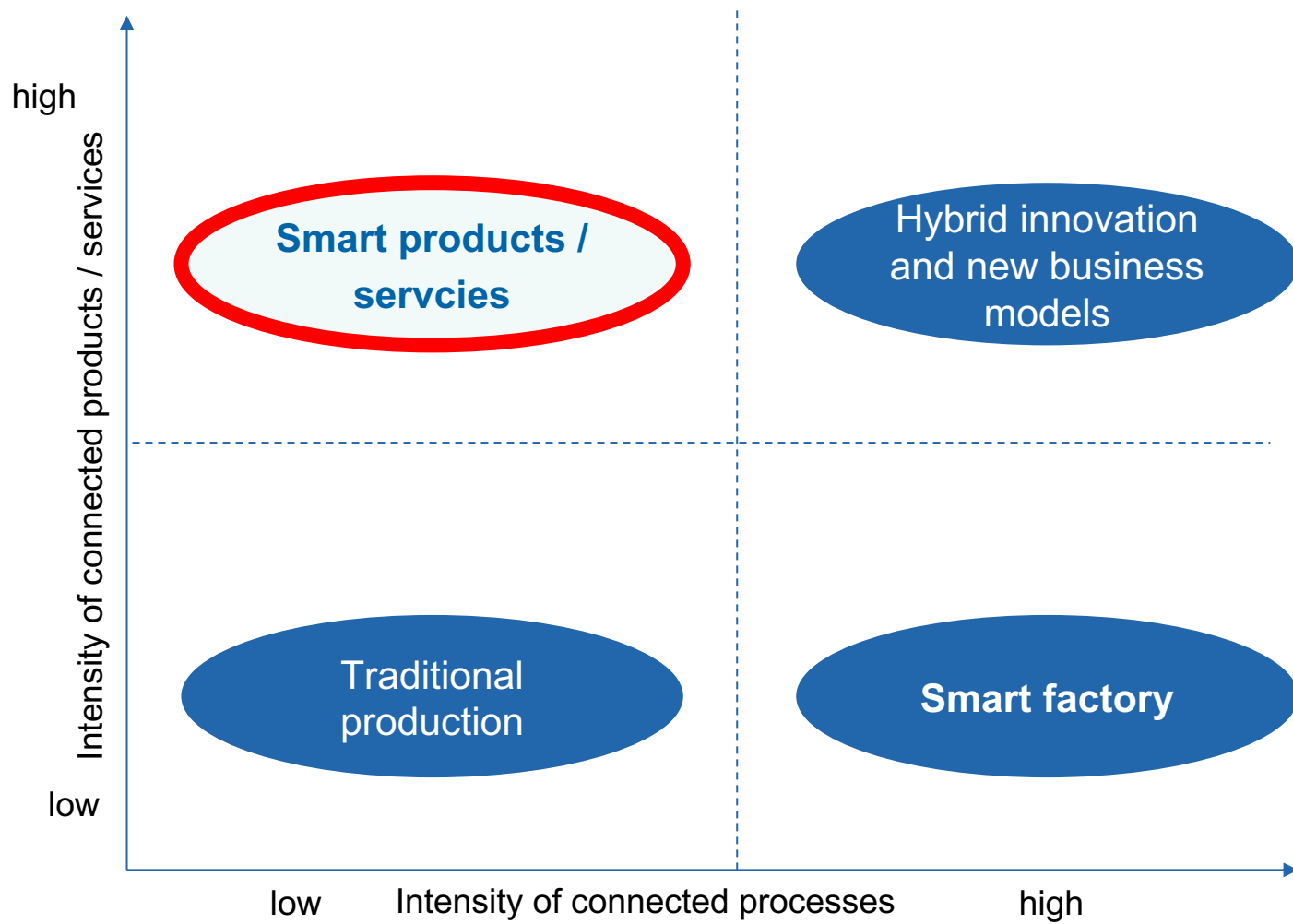
Social
Media

Processes

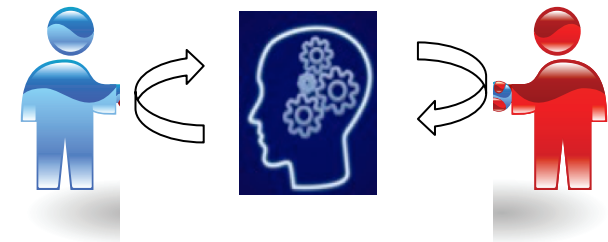
Open
Data

IoT

Dimensions of Industry 4.0 / Digitalisation



Teil 2: Digitale Service Transformation in der Industrie



Verschiebung zu neuen Dienstleistungstypen

Data-specific Challenges!

Neue Service-Modelle

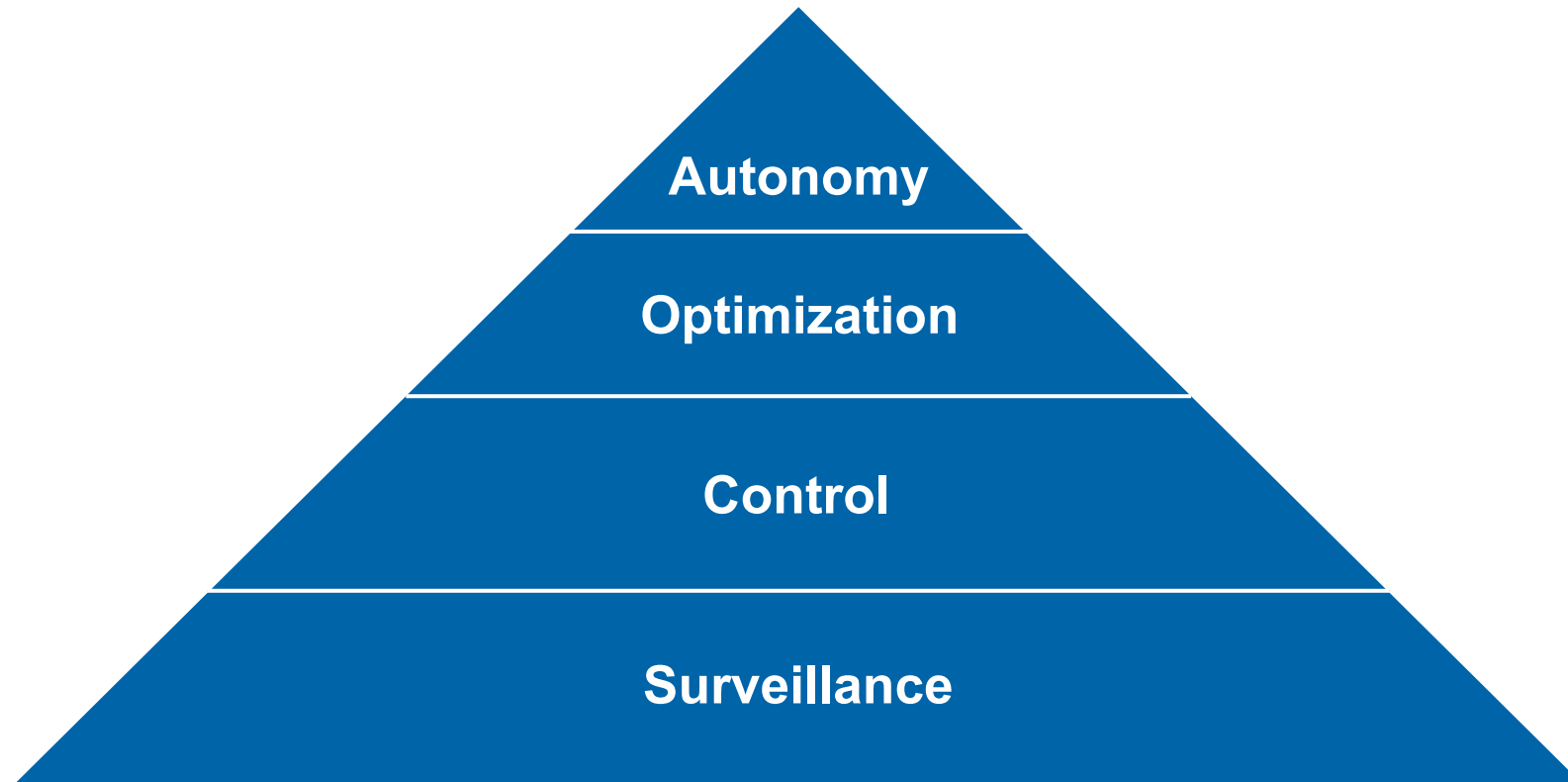
Beratung, Individualisierung, Condition Monitoring, Predictive Maintenance, Performance Optimierung



Frühere Service-Modelle

Inbetriebnahme, Wartung und Reparatur, Ersatzteile

Hierarchy of Functionality of Data-driven Services



Based on: Michael E. Porter and James E. Heppelmann: "How Smart, Connected Products Are Transforming Competition", November 2014, Harvard Business Review

Der Suchpfad konvergiert

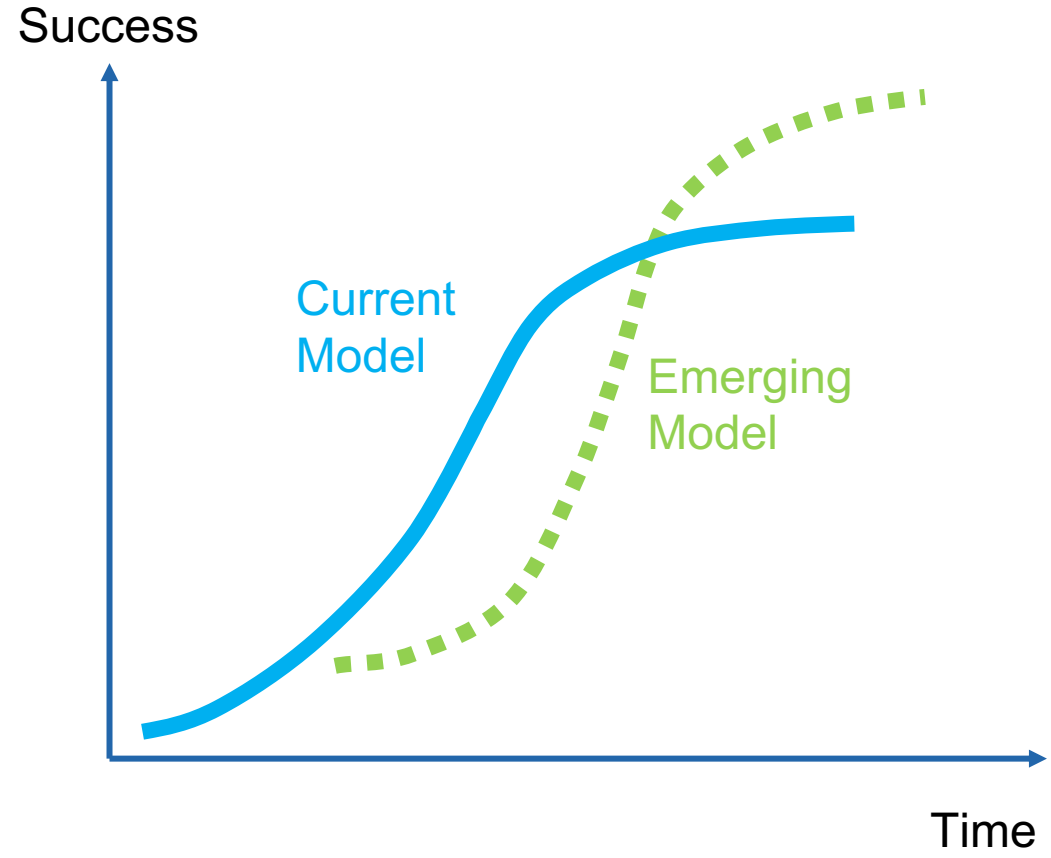


Based on Design Squiggle and Double Diamond

Teil 3: Neue Geschäftsmodelle und Transformation



Life Cycle of a Business Model



Where does innovation happen?



National Thematic Network



Swiss Alliance for
Data-Intensive Services

Supported by:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

<http://www.data-service-alliance.ch>

Contact



Jürg Meierhofer

Dr. sc. techn. ETH (PhD)
Executive MBA
ZHAW Platform Industry 4.0

Lecturer Service Engineering

Zurich University of Applied Sciences

School of Engineering

IDP Institute of Data Analysis and Process Design

Phone direct: +41 58 934 40 52
juerg.meierhofer@zhaw.ch
www.zhaw.ch/=meeo
www.zhaw.ch/idp
data-service-alliance.ch

Rosenstrasse 3, P.O. Box
8401 Winterthur, Switzerland