

1-Day Product-as-a-Service Concept Workshop

by P2S Management Consulting

Who this is for

In one day, we educate and align your leadership on whether – and how – **Product-as-a-Service, Pay-per-Use and Subscription** models fit your business, delivering concepts and a clear action plan. This workshop is for manufacturers or distributors with (1) a sizeable installed base, (2) assets that can be monitored or serviced remotely, and (3) appetite to test within 3 months.

Agenda – 1-day, 2 working sessions

Session 1 – Foundations:

- PaaS competitive landscape and winning patterns
- Case references in your industry
- Customer/provider benefits, failure patterns to avoid
- Market benchmarks
- P2S Subscription Action Plan™
- P2S Subscription Experts Ecosystem™

Session 2 – Design & Decisions:

- Scope choices (installed base vs. new sales)
- Scope choices (product portfolio, software, spares, consumables)
- Target customers & jobs-to-be-done
- Value proposition and service levels (SLA)
- Pricing options & risk-sharing levers
- Go-to-market & channel partners
- Financing structures (operating lease, SPV, third-party funders; pros/cons)
- Culture, eligibility & capability implications

Outcome – What you will leave with

- ✓ Clear view of your PaaS competitive landscape
- ✓ Initial concepts (scope, target segment, value prop, service levels)
- ✓ Business case with key assumptions to stress-test viability
- ✓ Risk & dependency map with go/no-go criteria and success metrics
- ✓ Executive debrief pack for internal alignment
- ✓ Step-by-step action plan and roadmap with owners and milestones

Logistics

- Duration: 1 day
- Location: onsite (your office or ours)
- Participants: 6-12 cross-functional leaders
- Language: EN, FR or DE
- Price upon request

Why P2S Management Consulting

- ✓ Specialists in Product-as-a-Service and Subscription model transformations for OEMs
- ✓ Pragmatic frameworks built for execution
- ✓ Have seen up to 2x revenue and 4x margin increase with clients
- ✓ 35+ clients in 15 countries and 10+ industries
- ✓ Access to partner ecosystem (financing, insurance, legal, IoT)
- ✓ We often take equity in projects – you win, we win