

TO PAAS OR NOT TO PAAS?

THE 5 BIGGEST CHALLENGES IN SCALING PRODUCT-AS-A-SERVICE

1

INTERNAL SELLING

Inside your company, different teams pull in opposite directions. Finance worries about risk, sales fears lost commission, service dreads added complexity.



2

CHANNEL ENABLEMENT

Many of your distributors still default to one-off product sales and often resist the shift to recurring, outcome-based models that require new ways of selling.



3

CUSTOMER EDUCATION

Customers hesitate to give up ownership, questioning why they should subscribe instead of buy, and often need reassurance about the real value of usership.



4

OPERATIONAL COMPLEXITY

Pilots may succeed locally, but scaling across markets, geographies, and product lines exposes weak processes, fragmented systems, and hidden inefficiencies.



5

FINANCIAL MODELLING

Your CFO views PaaS as financially risky, pointing to cash flow challenges, delayed revenue recognition, and uncertainty around long-term profitability.



Do you recognize yourself in any of these challenges?

You're not alone. Most manufacturers encounter the same roadblocks when scaling Product-as-a-Service.

At Black Winch, we help companies like yours overcome these barriers and successfully PaaS their business model.

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