

# **Winning In The Aftermarket Harvard Business Review**

**Walter Koch** 

#### Winning In The Aftermarket Harvard Business Review:

Zur Wertschöpfungstiefe von Unternehmen Walter Koch, 2008-10-10 Walter J Koch widerlegt die pauschale Annahme dass die vertikale Integration als Organisation der Wertsch pfungskette nicht mehr zeitgem ist und verdeutlicht dass diese These sich einseitig an den unterst tzenden Aktivit ten und der Produktion orientiert Unter Einbeziehung der gesamten Wertsch pfungskette strukturiert in Forschung Entwicklung Produktion Marketing Gro handel Einzelhandel und Kundendienst zeigt er auf dass die vertikale Integration nach wie vor sehr attraktiv ist Das Paradigma der vollst ndigen vertikalen Integration ersetzt er durch die partielle vertikale Integration Harvard Business Review ,2006

Servicestrukturen für die Industrie Felix Pütz,2009-07-14 Unternehmen der Investitionsg terbranche bauen zunehmend das Servicegesch ft aus H ufig bleibt in diesem Zusammenhang die Frage unbeantwortet wie die Serviceorganisation gestaltet sein sollte um den gewinschten Erfolg auf dem Weg vom Produzenten zum produzierenden Dienstleister zu erreichen Internationale Unternehmen betreiben auch das Servicegesch ft international aber die Serviceums tze in vom Heimatland fernen M rkten bleiben h ufig hinter den Erwartungen der Firmen zur ck Deswegen liegt im Aufbau von tragkr ftigen Servicestrukturen in den lokalen Organisationen eine weitere Schwierigkeit die durch die zentrale Serviceorganisation gesteuert werden muss Die vorliegende Arbeit befasst sich mit der Frage wie erfolgversprechende internationale Serviceorganisationen zu gestalten sind Die Untersuchung st tzt sich auf sieben Fallstudien f nf Mini Cases und weitere Beispiele aus der Praxis Die sieben Fallstudien werden anhand eines aus relevanter Literatur abgeleiteten Analyserasters mit den Merkmalsgruppen Service Strategie Service Portfolio Service Organisation und Service Management analysiert Darauf aufbauend entsteht ein Erkl rungsmodell das Typen zentraler und lokaler Serviceorganisationen beinhaltet und diese zu vier typischen Konfigurationen internationaler Serviceorganisationen kombiniert Der Service Exporter verfolgt einen integrierten ethnozentrisch ausgerichteten Ansatz in der Serviceorganisation der Service Multinational einen integrierten polyzentrischen Ansatz der Global Service Player charakterisiert sich durch eine integrierte geozentrisch ausgerichtete Organisation und der International Service Pro durch eine separate Serviceorganisation mit regiozentrischer Ausrichtung Neben der Frage nach m glichen Konfigurationen der internationalen Serviceorganisation sind fr Unternehmen auf dem Weg der Transformationslinie vom Produzenten zum produzierenden Dienstleister insbesondere Ver nderungsprozesse in der Serviceorganisation von Bedeutung Ein Gestaltungsmodell liefert fr den bergang von einem zum n chsten internationalen Organisationstyp einen schrittweisen Ansatz der auf f nf Mini Cases und Successful Practice Beispielen basiert Die Gestaltung der internationalen Serviceorganisation erklicht aus Anpassungen in der zentralen Serviceorganisation und in der lokalen Serviceorganisation Die Handlungsempfehlungen zu Ver nderungsprozessen in der Serviceorganisation umfassen wichtige Massnahmen zur L sung von aufkommenden Schwierigkeiten und Konflikten in den Bereichen Service Strategie und Service Portfolio Service Organisation und Service Management Somit dient diese Arbeit

neben der Erweiterung der Theorie auch der Praxis als Leitfaden zum Auf und Ausbau internationaler Serviceorganisationen Produkte als Dienstleistung verstehen Felix Wortmann, Heiko Gebauer, Claudio Lamprecht, Elgar Fleisch, 2023-10-11 Europa ist ber hmt fr seine Hardware Produkte es versorgt die Welt mit Maschinen und Autos Auf allen Mrkten weltweit ist Made in Europe ein Qualit tssiegel zumindest solange es um Hardware geht Den Kampf um die besten Software L sungen hat Europa dagegen l ngst gegen die USA und China verloren Es ist also h chste Zeit die Aufholjagd zu beginnen Das Internet der Dinge ist die beste Gelegenheit daf r bietet es die M glichkeit Produkte mit Software L sungen verschmelzen zu lassen Welche innovativen Produkte Services und Gesch ftsmodelle dabei entstehen k nnen zeigen die Autoren an 66 Produkt Service Mustern Praxisorientierte Ergebnisse aus der Forschungsarbeit des Bosch IoT Lab inspirieren zum Weiterdenken

Entwicklung von prozessorientierten Informationssystemen fuer die industrielle Dienstleistungsbeschaffung
Herfurth, Maik, 2014-11-27 Entwicklungsperspektiven der Unternehmensführung und ihrer Berichterstattung Jürgen
Banzhaf, Stefan Wiedmann, 2007-11-18 Rund 20 Expertinnen und Experten aus Wissenschaft und betrieblicher Praxis
beschreiben die Entwicklungsperspektiven verschiedener betriebswirtschaftlicher Themenbereiche Sie zeigen welche Trends
im Mittelpunkt der wirtschaftswissenschaftlichen Forschung stehen und mit welchen Strategien die Unternehmensf hrung
den aktuellen Ver nderungen am besten Rechnung tragen kann Performance Based Logistics Michael Eßig, Andreas
Glas, 2013-10-23 Performance Based Logistics ist ein Ansatz dessen Kern eine an messbaren Ergebnissen orientierte
Lebenszyklus Beschaffung darstellt wobei monet re Anreizsysteme die Optimierung der Wirtschaftlichkeit ber den gesamten
Nutzungszeitraum sicherstellen Dieses Buch reflektiert die aktuelle Diskussion in Forschung und Praxis wobei Best Practice
Beispiele einen Austausch von Erfahrung und Wissen unterschiedlicher auch internationaler Projekte erm glichen

Einführung in die Wirtschaftsinformatik Jan Marco Leimeister,2015-09-07 Das Buch gibt eine fundierte und praxisbezogene Einf hrung in das Gesamtgebiet der Wirtschaftsinformatik Aufbauend auf den bew hrten Vorg ngerauflagen von Stahlknecht und Hasenkamp wurde die 12 Auflage komplett berarbeitet strukturell weiterentwickelt und aktualisiert Die Schwerpunkte umfassen u a Systemplattformen Hardware Betriebssysteme Kommunikationssysteme Datenbanken Systementwicklung IT Anwendungssysteme IT Management und Digital Business Architecting Fail-Safe Supply Networks Shabnam Rezapour, Amirhossein Khosrojerdi, Golnoosh Rasoulifar, Janet K. Allen, Jitesh H. Panchal, Ramakrishnan S. Srinivasan, Jeffrey D. Tew, Farrokh Mistree, 2018-09-06 A fail safe supply network is designed to mitigate the impact of variations and disruptions on people and corporations This is achieved by 1 developing a network structure to mitigate the impact of disruptions that distort the network structure and 2 planning flow through the network to neutralize the effects of variations In this monograph we propose a framework develop mathematical models and provide examples of fail safe supply network design We show that contrary to current thinking as embodied in the supply network literature disruption management decisions made at the strategic network design level are not independent from variation management decisions

made at the operational level Accordingly we suggest that it is beneficial to manage disruptions and variations concurrently in supply networks This is achieved by architecting fail safe supply networks which are characterized by the following elements reliability robustness flexibility structural controllability and resilience Organizations can use the framework presented in this monograph to manage variations and disruptions Managers can select the best operational management strategies for their supply networks considering variations in supply and demand and identify the best network restoration strategies including facility fortification backup inventory flexible production capacity flexible inventory and transportation route reconfiguration The framework is generalizable to other complex engineered networks Advances in Production Management Systems: New Challenges, New Approaches Bruno Vallespir, Thècle Alix, 2010-10-19 The present economic and social environment has given rise to new situations within which companies must operate As a first example the globalization of the economy and the need for performance has led companies to outsource and then to operate inside networks of enterprises such as supply chains or virtual enterprises A second instance is related to environmental issues The statement about the impact of ind trial activities on the environment has led companies to revise processes to save ergy to optimize transportation A last example relates to knowledge Knowledge is considered today to be one of the main assets of a company How to capitalize to manage to reuse it for the benefit of the company is an important current issue The three examples above have no direct links However each of them constitutes a challenge that companies have to face today This book brings together the opinions of several leading researchers from all around the world Together they try to develop new approaches and find answers to those challenges Through the individual ch ters of this book the authors present their understanding of the different challenges the concepts on which they are working the approaches they are developing and the tools they propose The book is composed of six parts each one focuses on a specific theme and is subdivided into subtopics

After-sales Service of Engineering Industrial Assets Vicente González-Prida Díaz, Adolfo Crespo Márquez, 2014-01-10 This book explores the practical implementation of an advanced after sales management framework devoted to warranty management. The framework is intended for companies producing either standardized or customized products and such a management tool will facilitate organizational improvement and support innovative decision making processes for technical assistance in after sales services. After sales Service of Engineering Industrial Assets comprises a proposal for a warranty management framework with an account of the different methods that can be used to improve decision making in the different stages of the after sales service management process and strategies for strengthening the structure and foundations of the framework A review of the fundamental issues and current research topics in warranty management and after sales services is also provided which is exemplified by a case study. This book is intended for postgraduates researchers and engineers who are interested in after sales management assets engineering and warranty management. The Philosopher's Stone for Sustainability Yoshiki Shimomura, Koji Kimita, 2012-09-26 Industrial Product Service Systems IPS2

which is defined as an integrated industrial product and service offering that delivers value in use has expanded rapidly over the last decade IPS2 has allowed us to achieve both high added value and high productivity and has enriched our QOL by improving the performance of products and services We are now struggling with many awkward issues related to sustainability but IPS2 is expected to be the philosopher's stone for solving these issues Following the pattern of conferences held in Cranfield in 2009 Link ping in 2010 and Braunschweig in 2011 the fourth International CIRP Conference on Industrial Product Service Systems held on November 8 9 2012 in Tokyo will cover various aspects of IPS2 Topics planned for this year s conference reflect the latest IPS2 information in both the natural sciences and humanities and include case studies from various industries IPS2 is still a relatively new field so it is important to keep track of the entire context in order to promote more cross sectional cooperation between multimodal fields and disciplines The fourth International CIRP Conference on Industrial Product Service Systems will serve as a vital platform for such collaborations and the discussion of new scientific ideas Transdisciplinary Engineering: Crossing Boundaries M. Borsato, N. Wognum, M. Peruzzini, 2016-10-13 The Concurrent Engineering CE approach was developed in the 1980s based on the concept that different phases of a product life cycle should be conducted concurrently and initiated as early as possible within the Product Creation Process PCP CE concepts have matured and become the foundation of many new ideas methodologies initiatives approaches and tools This book contains the proceedings from the 23rd ISPE Inc International Conference on Transdisciplinary formerly Concurrent Engineering held in Curitiba Parana Brazil in October 2016 The conference entitled Transdisciplinary Engineering Crossing Boundaries provides an important forum for international scientific exchange on Concurrent Engineering and collaborative enterprises and attracts the participation of researchers industry experts and students as well as government representatives The 108 peer reviewed papers and keynote speech included here range from theoretical and conceptual to strongly pragmatic works which are organized into 17 sections including Concurrent Engineering and knowledge exchange engineering for sustainability multidisciplinary project management collaborative design and engineering optimization of engineering operations and data analytics and multidisciplinary design optimization among others The book gives an overview of the latest research advancements and applications in the field and will be of interest to researchers design practitioners and educators Servitization Strategy and Managerial Control Anna Pistoni, Lucrezia Songini, 2017-11-29 This book intends to present and discuss the main challenges that companies interested in servitization strategies have to overcome with a particular focus on the design of managerial control systems. The book can represent a useful tool for companies interested developing successful servitization strategies Servitization of Industrial Enterprises through Acquisitions Laura Johanna Oberle, 2019-12-03 To make the service integration a success story despite the many challenges L I Oberle argues that management understanding is necessary to address the key success factors in the individual strategic approaches These approaches concern either the core business or an explore business unit and vary in their integration

degree Thus knowing which strategy is pursued allows to determine the most relevant success factors which is the first step towards successful servitization and post merger integration Only if these factors are identified and addressed correctly M A is a promising approach to servitization for industrial companies as L J Oberle's findings from the analysis or 8 case studies and a total of 24 interviews prove The Author Laura Johanna Oberle currently does a doctorate on business process management in service operations and servitization at the Chair of Service Operations Management at the University of Mannheim in cooperation with a German consultancy specialized in post merger integration projects Dienstleistungsmanagement Hans Corsten, Stefan Roth, 2016-12-19 Das Dienstleistungsmanagement hat sich in den letzten Jahrzehnten zu einer eigenst ndigen Disziplin entwickelt Die Anf nge dieser Entwicklung liegen zun chst im angels chsischen Raum Beitr ge aus dem deutschsprachigen Raum haben aber in den vergangenen vier Jahrzehnten stark an Bedeutung gewonnen Dies ist auch darauf zur ckzuf hren dass die verschiedenen Problemstellungen und Themenfelder denen sich das Dienstleistungsmanagement widmet aus der Perspektive recht unterschiedlicher Disziplinen beleuchtet und analysiert werden k nnen Dieser Pluralismus findet sich auch in diesem Handbuch wider Die Herausgeber legen einen Sammelband vor mit dem sie die theoretische Fundierung des Dienstleistungsmanagements und aktuelle Entwicklungen in der Dienstleistungsforschung aufzeigen Es ist ein forschungsorientiertes Handbuch entstanden das in sechs Kapitel gegliedert ist A Grundlagen des Dienstleistungsmanagements B Strategisches Dienstleistungsmanagement C Wertgenerierung D Preismanagement E Leistungsgestaltung F Relationship Marketing Jedem Kapitel ist ein kurzer einleitender Beitrag vorangestellt dem die Aufgabe obliegt eine kurze historische und oder konzeptionelle Einf hrung zu geben und die Beitr ge inhaltlich einzuordnen Informationsversorgung in Dienstleistungsorganisationen André Minkus, 2011-01-22 Andr Minkus zeigt wie Unternehmen ihre Informationsversorgung gestalten k nnen und stellt ein Phasenmodell vor mit dem der Leser Schritt f r Schritt die f r sein Unternehmen geeigneten Werkzeuge identifizieren kann **Advances in Digital** Manufacturing Systems R. K. Amit, Kulwant S. Pawar, R. P. Sundarraj, Svetan Ratchev, 2023-01-01 This book contains contemporary discussions on technology business models and the adoption of digital manufacturing systems The book s initial chapters cover technological details underpinning the digital manufacturing systems for example cyber physical systems and digital twins Next the book discusses how organizations modify their business models using concepts such as servitization and platforms to leverage digital manufacturing The latter chapters focus on how a country's unique economic and infrastructural context influences digital manufacturing adoption in terms of technology and business models and frameworks to evaluate readiness for digital manufacturing With perspectives from different continents the book appeals to academic researchers and industry alike **Order Expediting in Supply Chains** Raik Özsen, 2014 In the world of business management most inventory models assume that open orders arrive after a lead time that cannot be controlled by the inventory manager However in many real world situations inventory managers have the option to expedite open orders Due

to the lack of appropriate models they often have to rely on sub optimal heuristics to make expediting decisions This book incorporates an expediting level policy in a periodic review base stock inventory model and shows how the optimal solution can be computed The approaches can be implemented easily and are capable of solving large problems efficiently While the book is mathematically rigorous it presents important managerial insights gained from scenario analyses using data from the service division of a global equipment manufacturer Series Writings on Business Management Practice Schriften zur betriebswirtschaftlichen Praxis Vol 7 Subject Business Management Economics Reliability Engineering and Services Tongdan Jin, 2019-03-11 Offers a holistic approach to guiding product design manufacturing and after sales support as the manufacturing industry transitions from a product oriented model to service oriented paradigm This book provides fundamental knowledge and best industry practices in reliability modelling maintenance optimization and service parts logistics planning It aims to develop an integrated product service system IPSS synthesizing design for reliability performance based maintenance and spare parts inventory It also presents a lifecycle reliability inventory optimization framework where reliability redundancy maintenance and service parts are jointly coordinated Additionally the book aims to report the latest advances in reliability growth planning maintenance contracting and spares inventory logistics under non stationary demand condition Reliability Engineering and Service provides in depth chapter coverage of topics such as Reliability Concepts and Models Mean and Variance of Reliability Estimates Design for Reliability Reliability Growth Planning Accelerated Life Testing and Its Economics Renewal Theory and Superimposed Renewals Maintenance and Performance Based Logistics Warranty Service Models Basic Spare Parts Inventory Models Repairable Inventory Systems Integrated Product Service Systems IPPS and Resilience Modeling and Planning Guides engineers to design reliable products at a low cost Assists service engineers in providing superior after sales support Enables managers to respond to the changing market and customer needs Uses end of chapter case studies to illustrate industry best practice Lifecycle approach to reliability maintenance and spares provisioning Reliability Engineering and Service is an important book for graduate engineering students researchers and industry based reliability practitioners and consultants

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