

# BLACK WINCH

THE AS-A-SERVICE EXPERTS

## 10 STEPS TO DEPLOY YOUR IN-HOUSE AS-A-SERVICE SOLUTION

# 1

### SERVICES SELECTION

Identify added-value services currently available in a fragmented way and combine them to create a compelling full package solution.



# 2

### IN-HOUSE OR PARTNERSHIPS

Based on the services you selected, decide if you will deliver everything on your own or team up with best in class partners.



# 3

### HARDWARE

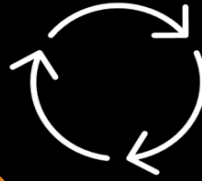
Select which hardware to include in your As-A-Service offer. The assets need to be central to your customer's core business and mobile enough to be collected at the end of the As-A-Service contract.



# 4

### OBSOLESCENCE RISK

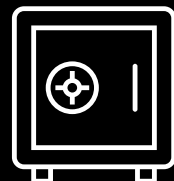
Address the obsolescence risk by monitoring new technology roadmap, have a clear upgradeability plan and carefully define the future value of the assets.



# 5

### SOLVENCY RISK

Is your target customer solvent or do they have a high-risk profile? The lower the solvency risk, the faster you will grow your As-A-Service business. Alternatively, you can transfer this risk to a partner.



# 6

## SECOND-HAND MARKET

Are you ready to own a large fleet of assets and manage their second life? Which second-hand market will you easily be able to access when the kit is returned at the end of the contract?



# 7

## DATA

Data is the new oil! Find ways to collect data and thus gain valuable insights into customer behaviour and enhance the user experience.



# 8

## PAY PER WHAT

What are your customers looking for? The freedom to stop the contract whenever they want (opt in / opt out)? Are they happy to commit for 3 years? Do they want to pay per month? Per hour? etc.



# 9

## EARLY EVANGELIST

Find a loyal customer willing to switch to As-A-Service. You can even co-build the offer with them to ensure relevance. Once signed, capitalise on this success and the next deals will be easier to close.



# 10

## DO IT YOURSELF OR VIA EXPERTS

The shift to a As-A-Service is complex and requires strong expertise. You can do it yourself or find a partner like Black Winch to bring the project to the finish line faster. What's best for you?



## BLACK WINCH IS THE WORLD'S EXCLUSIVE AUTHORITY IN AS-A-SERVICE SOLUTIONS

Our hands-on experts will guide you through our unique methodology from strategy and funding to sales, marketing and back-office to reach your As-A-Service ambitions.

GET STARTED