

«Il valore creato ed estratto dalla servitizzazione industriale: opportunità e sfide»

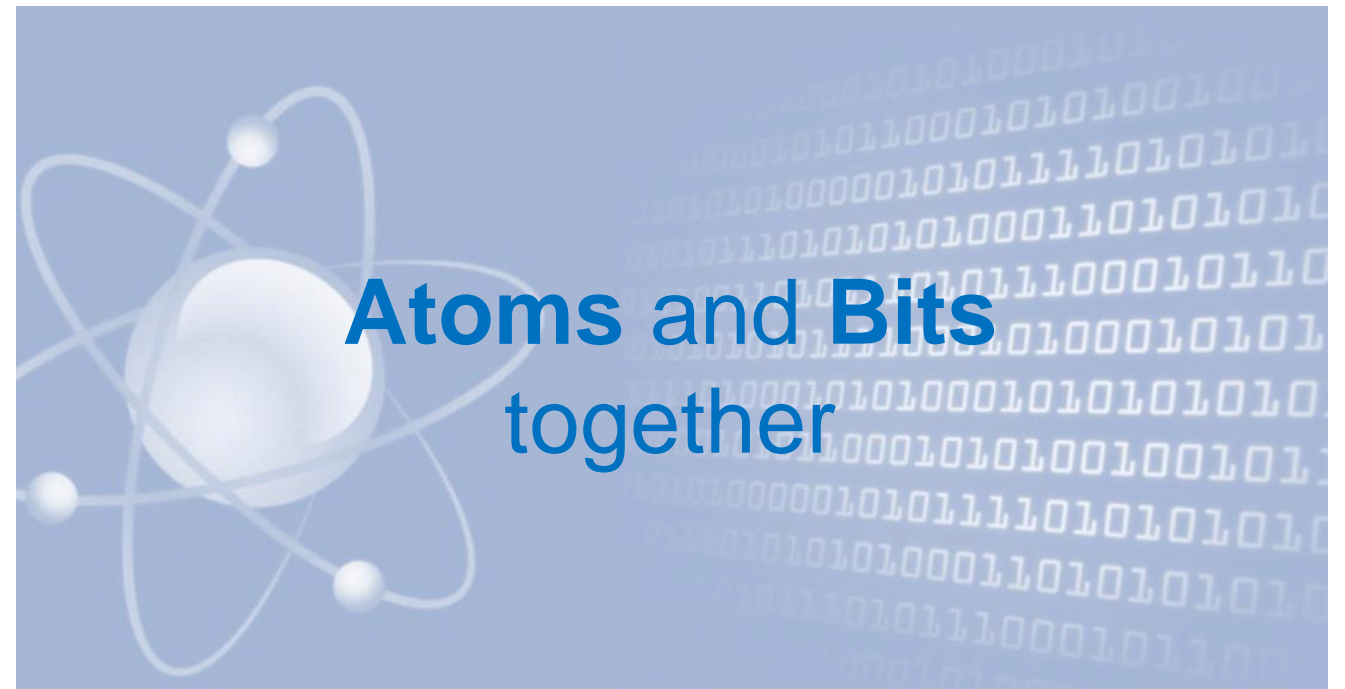
Antonio Parodi

Consigliere Delegato ANIE Automazione

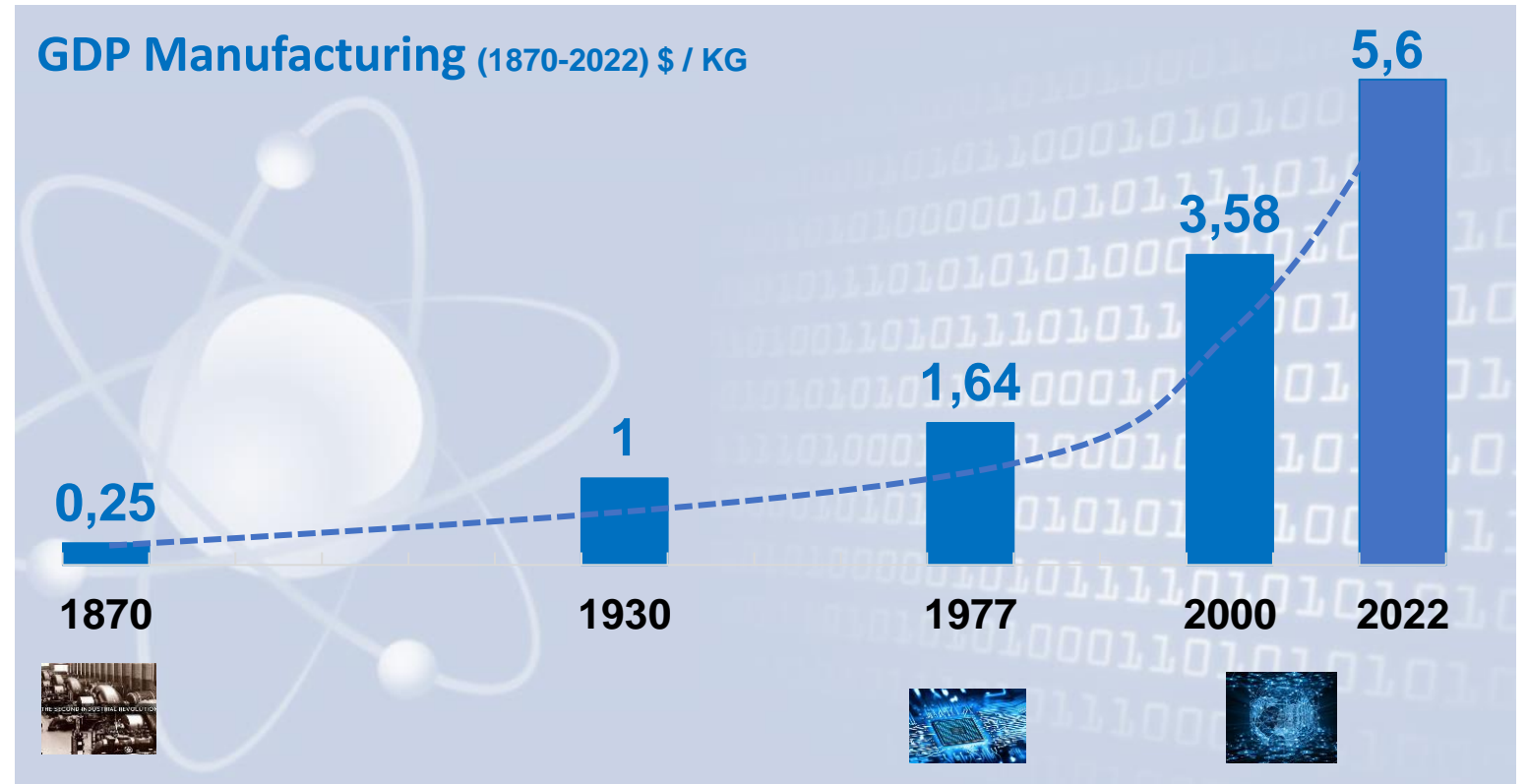
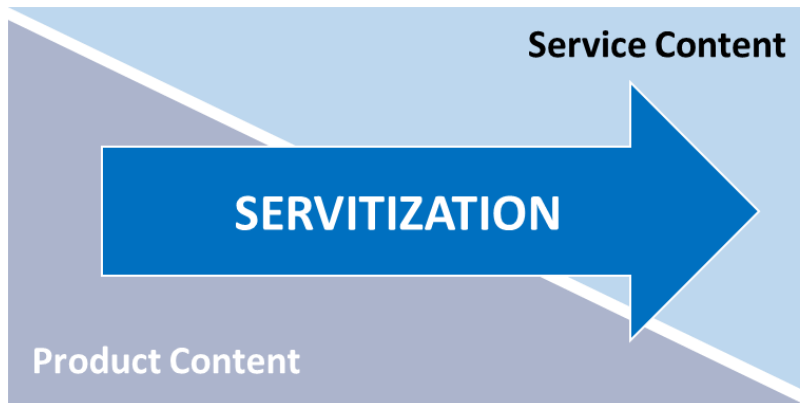
Servitizzazione Industriale: la nuova frontiera del Valore Aggiunto



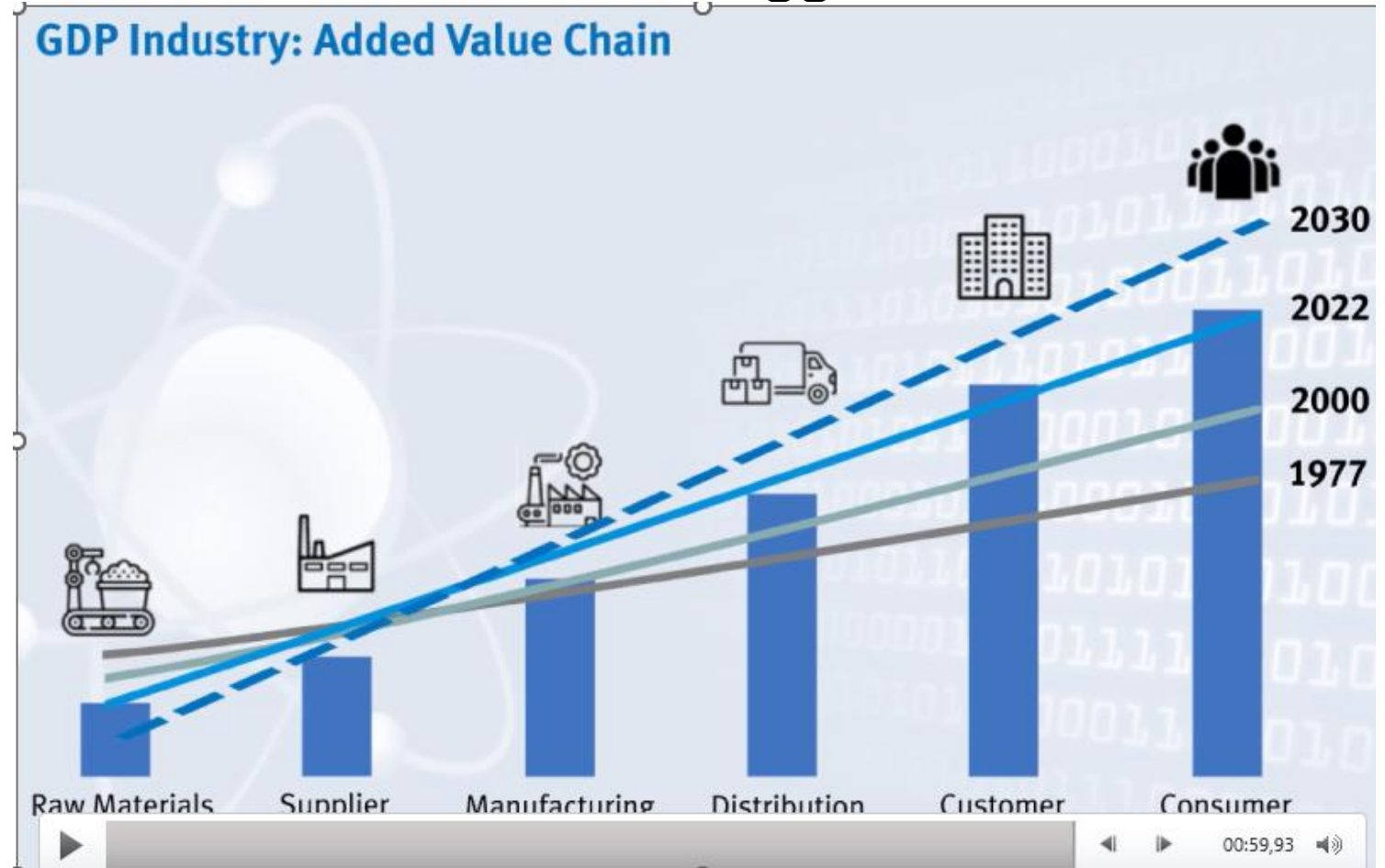
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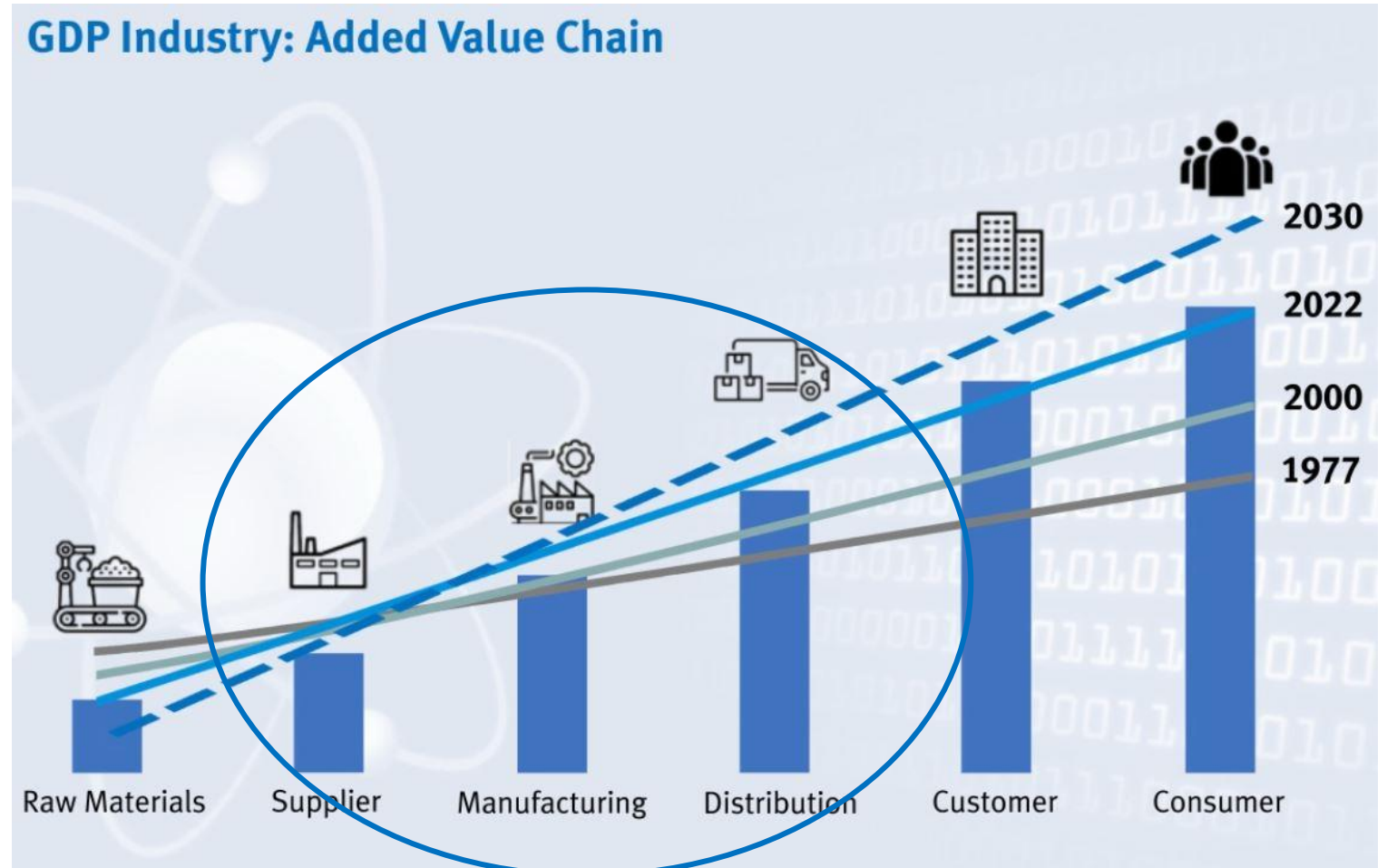
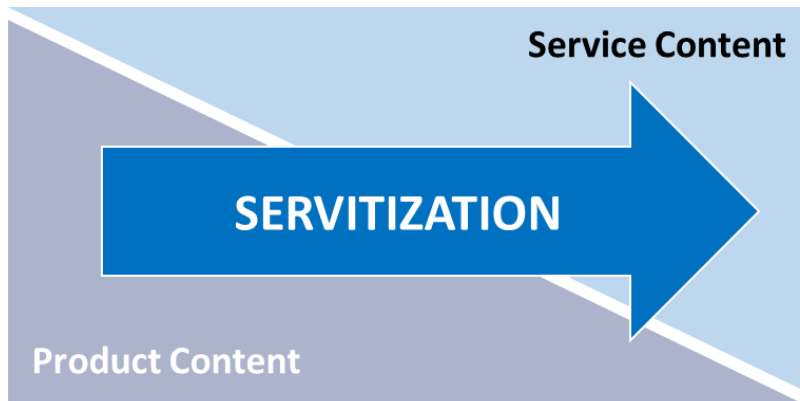
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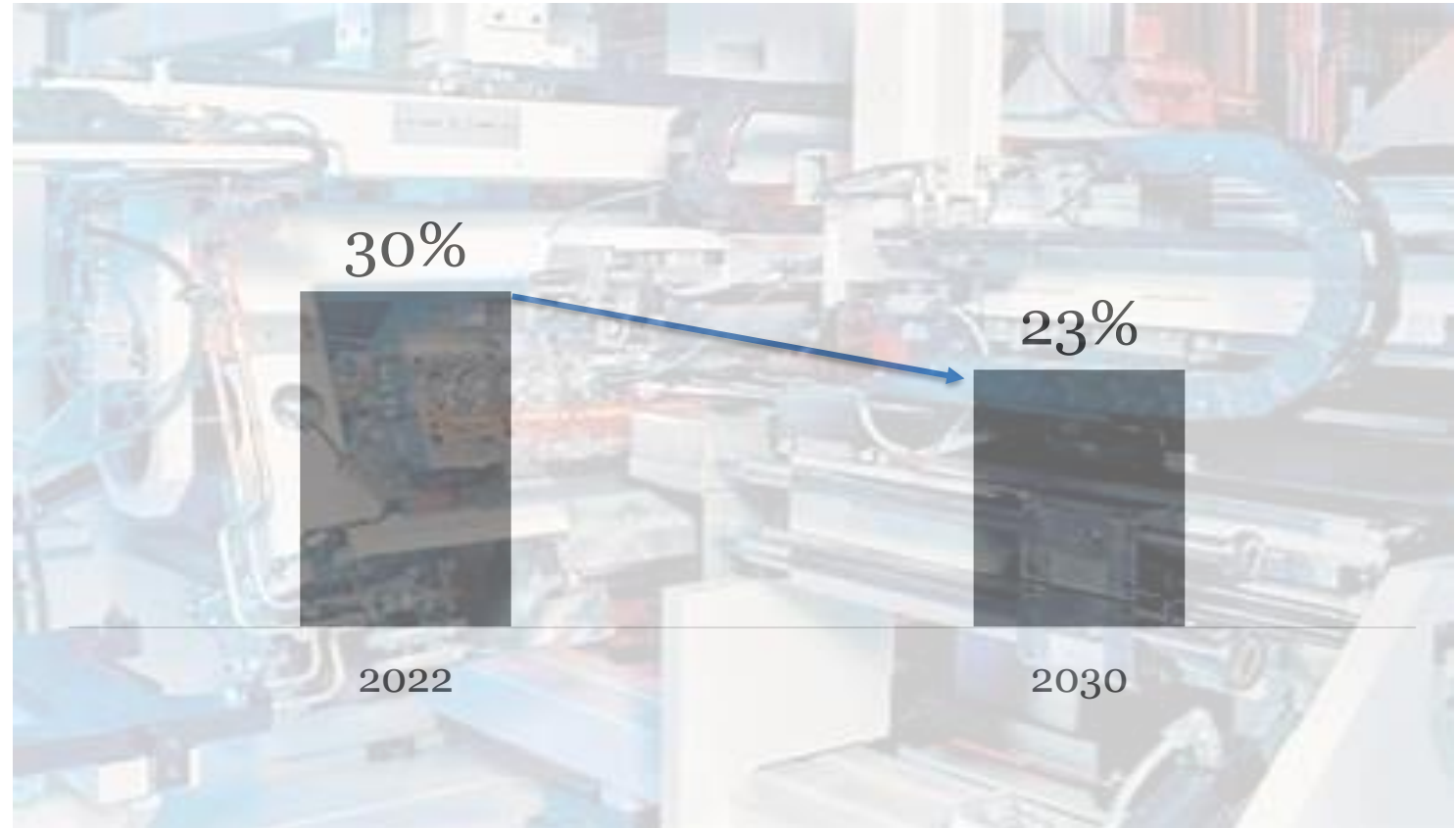


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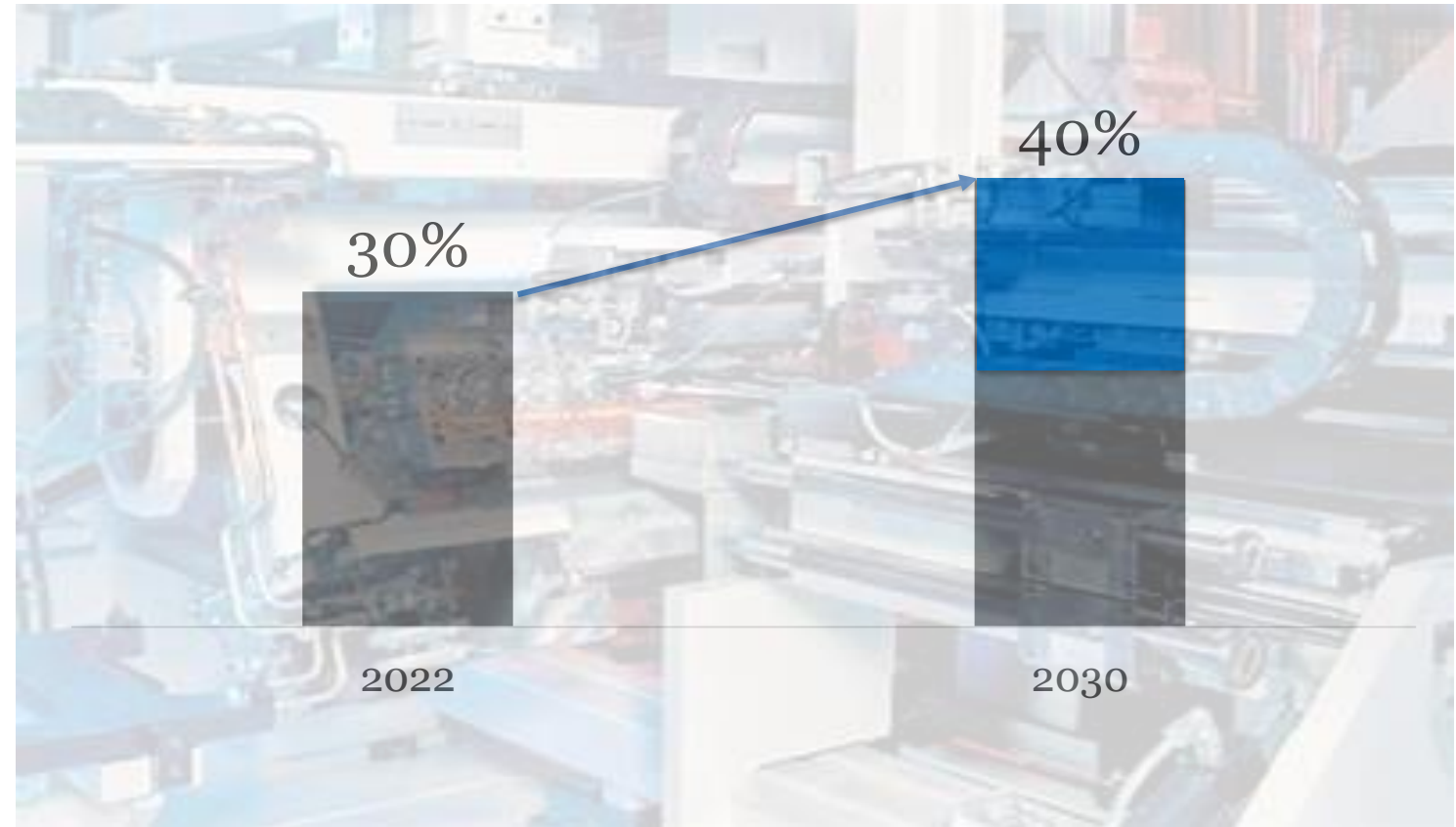


Servitizzazione Industriale: Machinery Profit from HW

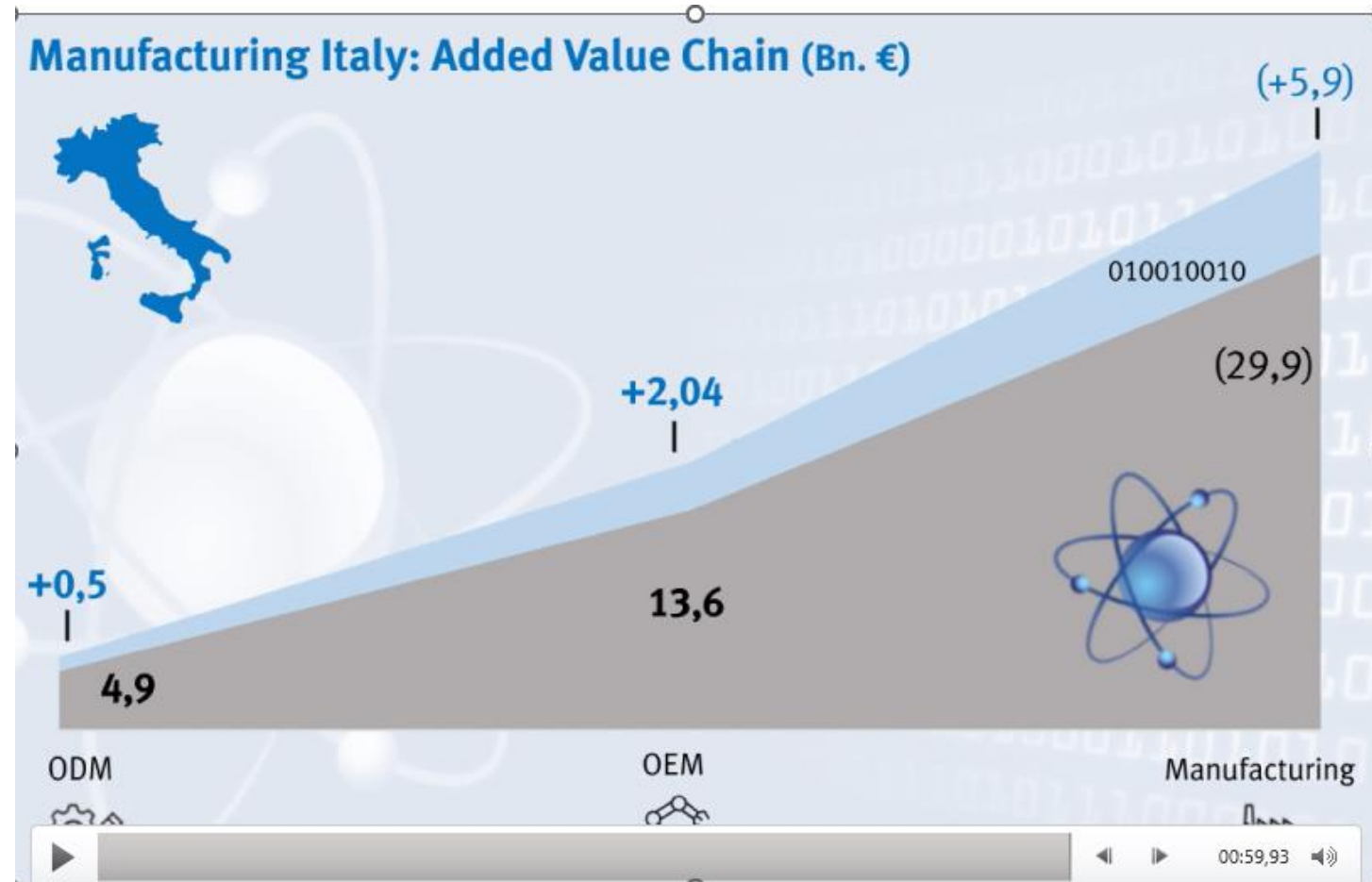
- **Growing global Competition**
- **Slowing Device Centric Innovation**



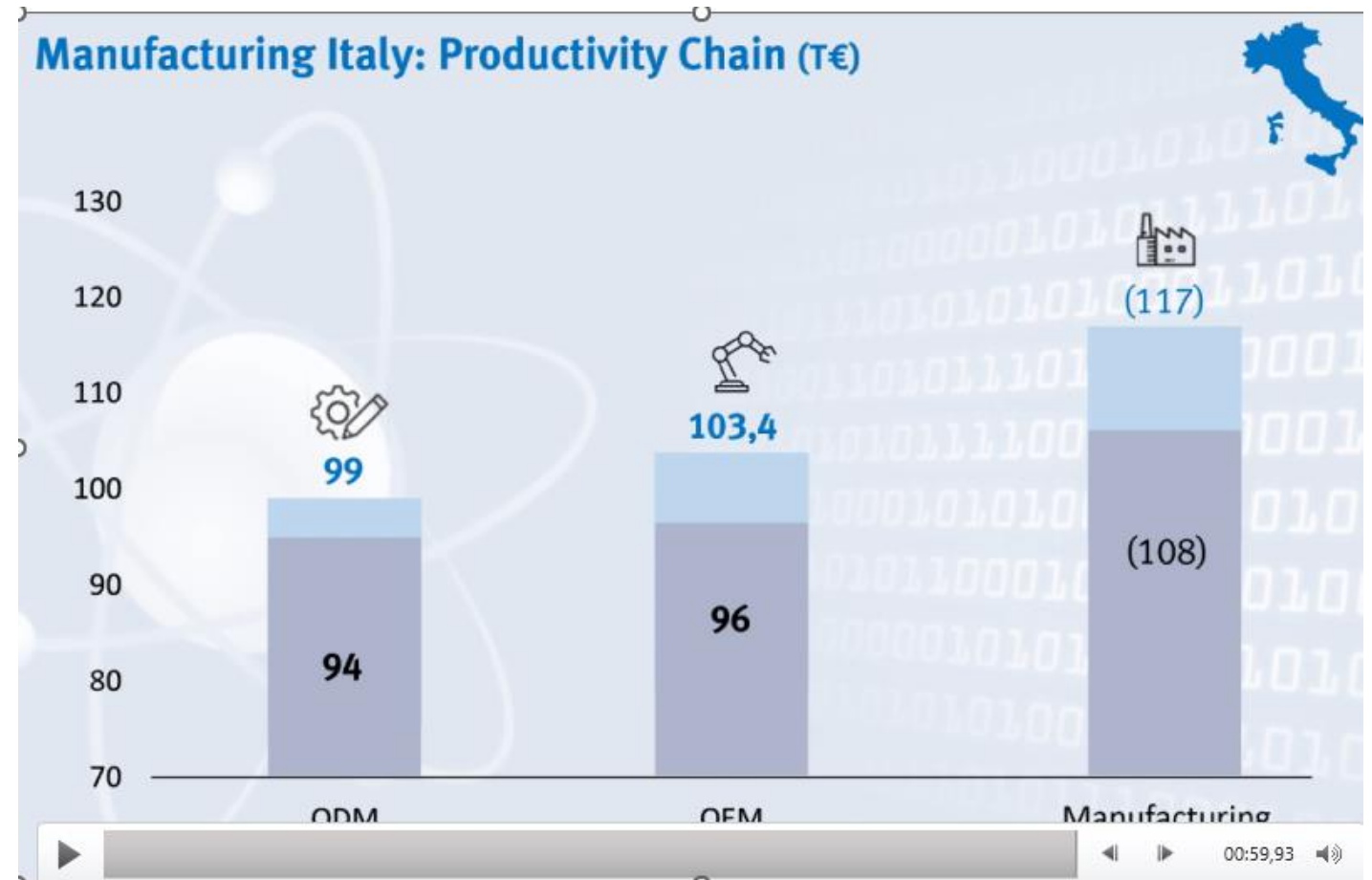
Servitizzazione Industriale: Machinery Profit from HW and Services



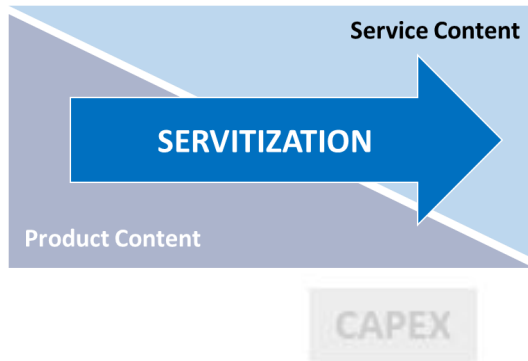
Servitizzazione Industriale: Valore aggiunto nel Manifatturiero



Servitizzazione Industriale: Valore Aggiunto pro capite da HW & Services



Servitizzazione Industriale: an ecosystem from Ownership to Use



Contract
OEE Contract
MME Contract
Advanced Maintenance Contract
Data Processing Contract
Discrete payment

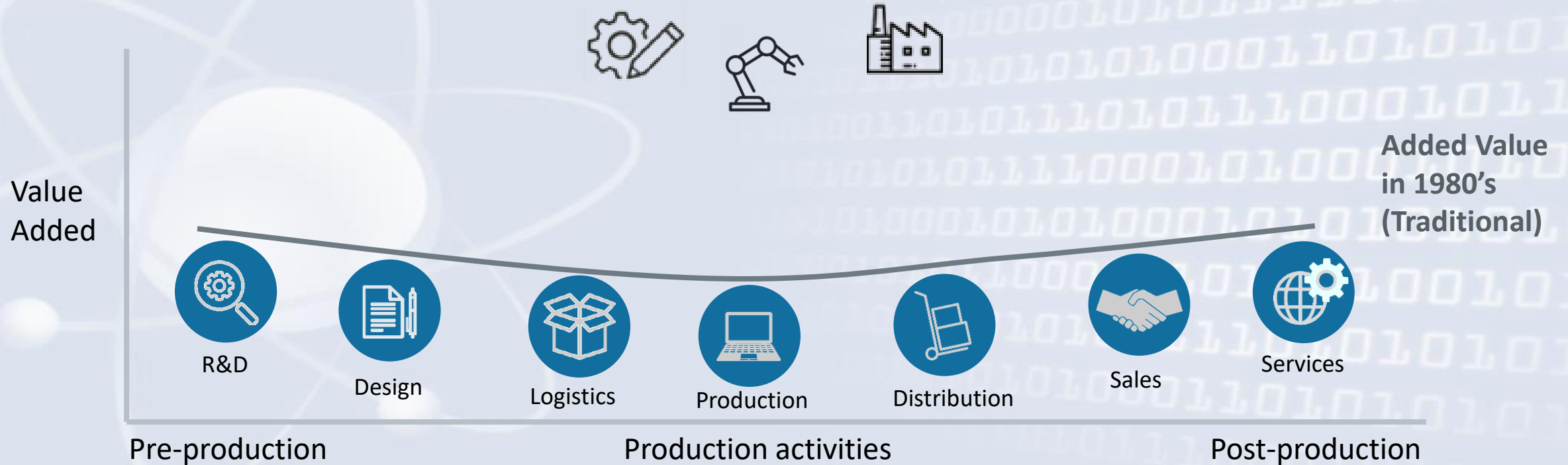
Core Benefits:

1. Additional Space of Value Creation and Extraction
2. Productivity Gain (Revenues & Profit)
3. Closer customer ties and relationship
4. Hard and Distinctive Competitive Advantage
5. Planning Security in the financing of capital equipment
6. Environmental sustainability

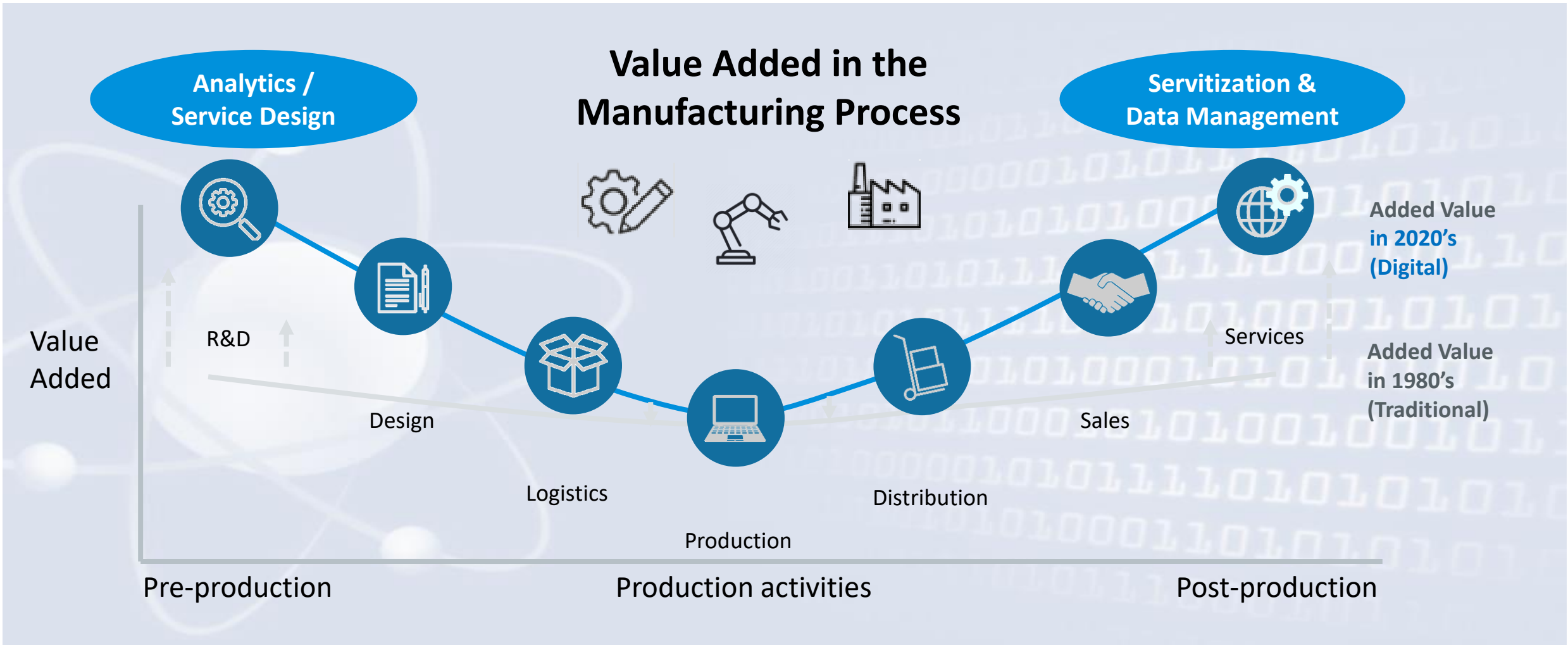


Servitizzazione Industriale: an ecosystem from Ownership to Use

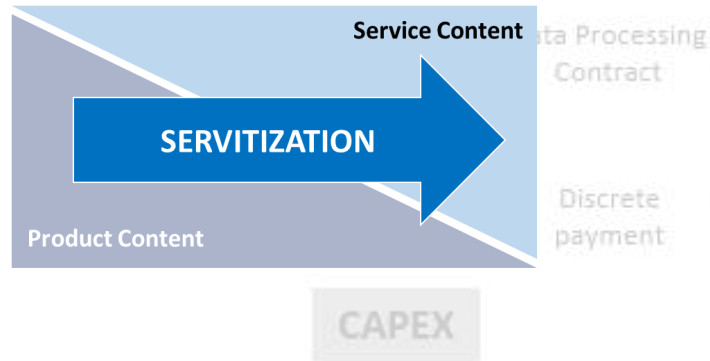
Value Added in the Manufacturing Process



Servitizzazione Industriale: an ecosystem from Ownership to Use

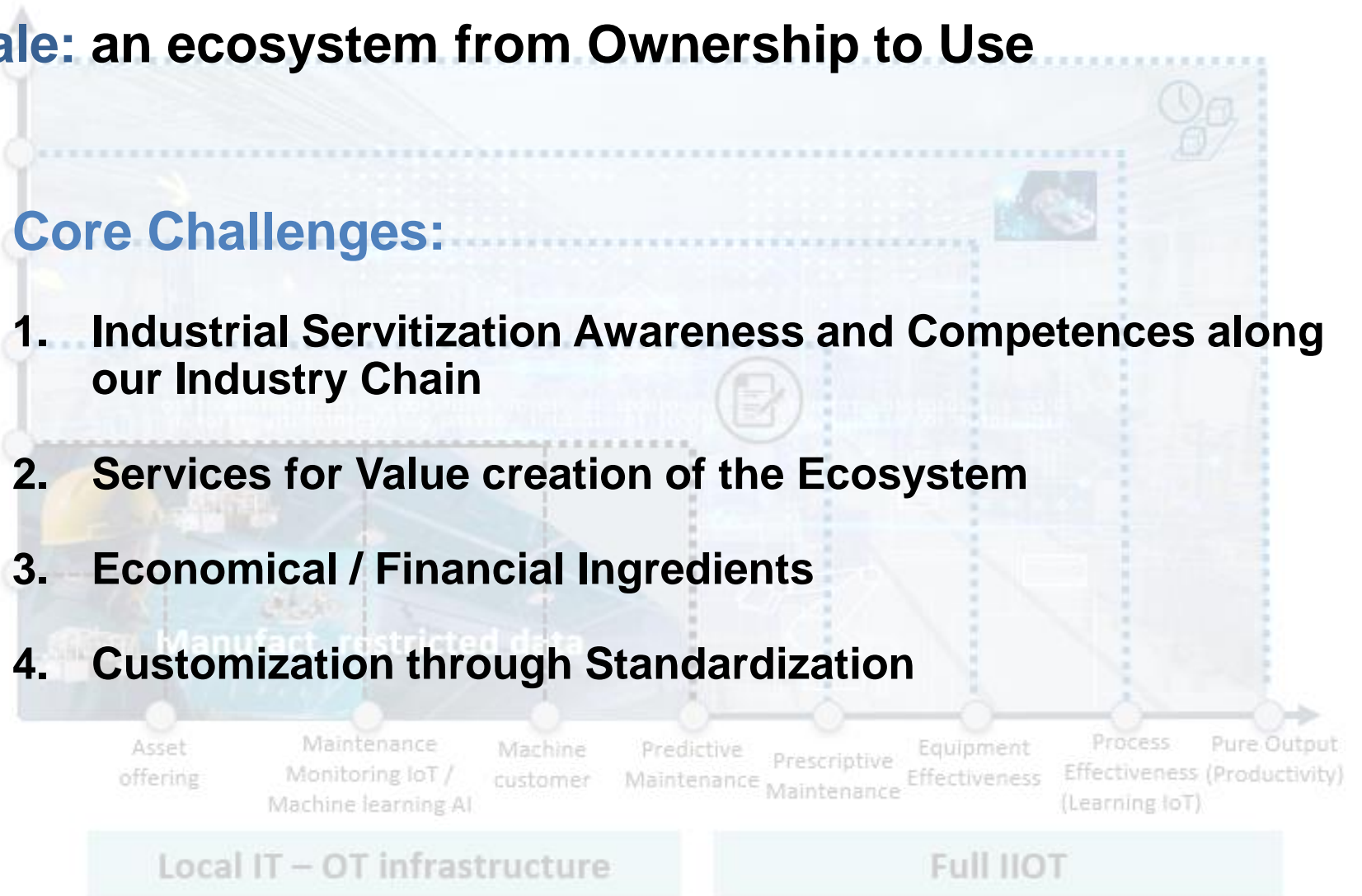


Servitizzazione Industriale: an ecosystem from Ownership to Use



Core Challenges:

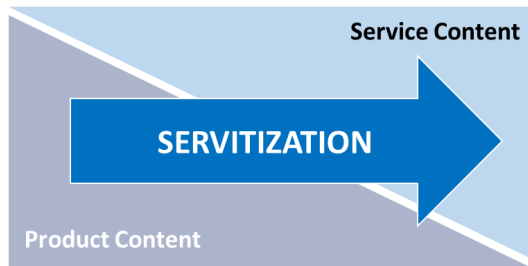
1. Industrial Servitization Awareness and Competences along our Industry Chain
2. Services for Value creation of the Ecosystem
3. Economical / Financial Ingredients
4. Customization through Standardization



Servitizzazione Industriale: an ecosystem from Ownership to Use

Prossimi interventi

- **La servitizzazione nel Machinery** | [Gian Paolo Crasta](#)
- **L'adozione dell'equipment as a service nella manifattura** | [Paolo Starda e Alessandro Bellante](#)
- **Servizi a valore aggiunto e infrastruttura digitale** | [Marina Stefanon](#)
- **La strategicità del dato nell'ecosistema della servitizzazione** | [Davide Borghi](#)
- **Da macchine e impianti all'ecosistema dei loro servizi** | [Emilio Cavazzini](#)
- **Gli effetti fiscali ed economico-finanziari per la manifattura ed I costruttori di impianti** | [Piera Penna](#)
- **Condivisione del dato e intermediazione finanziaria per la relazione OEM-EU** | [Michele Turrisi](#)
- **Il paradigma della customizzazione di impianti attraverso la standardizzazione** | [Vito Lazazzera](#)



Local IT – OT infrastructure

Full IIOT