



**CENTER
SMART SERVICES**



Subscription Basic Course

Subscription in 3 Days

28. – 30. November 2023

Smart Logistics Cluster on RWTH Aachen Campus

Introduction



Prof. Dr. Wolfgang Boos,
Head of the Smart Logistics Cluster,
Managing Director of FIR e. V. at
RWTH Aachen University



Dr. Maximilian Schacht
Head of Center Smart Services

In the course of Industry 4.0, companies in the manufacturing industry have already been dealing with the digitalization of their supply chain activities for several years. Through service-driven, so-called subscription business models, companies have the opportunity for the first time to effectively monetize the additional potential created. The core of the new business model approach is to shift value creation in the direction of the customer's value creation processes through a comprehensive as-a-service offering in conjunction with the corresponding revenue mechanisms (e.g., pay-per-use). This reorientation leads to a sharing of risks and an alignment of interests. Through the technical data link to the customer, companies are also in a position to analyze usage behavior and thus to better anticipate actual customer needs.

This business model offers you new economic potential and you would like to start a transformation project? Are you lacking a point of reference to trigger the right processes to initiate the new business model in a targeted manner? Would you like to learn about best practices and real industry examples of successful subscription business models? Then we are pleased to offer the new Subscription Basic Course, which addresses precisely these questions.

Based on our approach to introducing new subscription business models, the aim of this basic course is to provide course participants within three days with all the knowledge they need to successfully launch a subscription project. In addition, you will learn valuable methods that will support you in practical implementation and lead you step by step to the new business model. Experts from research and industry share their experience and teach you what is important in business model transformation. The knowledge is deepened by suitable exercises and intensive exchange with other participants. This not only gives you the opportunity to build up new knowledge, but also to expand your personal subscription network with valuable contacts.

Hoping to have aroused your interest, we look forward to your participation!

Prof. Dr. Wolfgang Boos

Dr. Maximilian chacht

Course Overview

What is a Basic Course?

Basic courses form part of the extensive range of training courses offered by the Cluster Academy at the RWTH Aachen Campus. They are part of a training program for industry partners and experts on various current research topics. The course takes place in a three-day attendance module and thus allows participants to exchange ideas on site with the speakers and other course participants. The successful participation in a certificate course not only signals your competence to the outside world, but also gives you the opportunity to share your experiences in an exclusive network and to establish valuable contacts with other companies and researchers.

Objective

In our Subscription Basic Course, you will gain valuable knowledge on the topic of subscription through a series of lectures by experts from industry and research. Special emphasis is placed on the implementation of service-oriented business models in the field of mechanical and plant engineering. You will learn about the relevant areas in the implementation of subscription

business models and at the same time receive the necessary tools to actively encourage service-oriented business models in your company in the future. After attending the course, you will be able to better evaluate the potential of subscription business models and introduce implementation measures accordingly. Furthermore, you will have learned how to develop a targeted digitization strategy and how to design a sustainable business model. You will also understand the relevant connections between central core processes in relation to the offering of an integrated solution and be able to better assess its potential through application-based practical examples. The Subscription Basic Course helps you to

- get to know necessary core processes in the realization of an integrated service offer,
- lead organizations and areas to deliver new business models competently,
- recognize the value of data and be able to implement it through a systematic approach for your customers as well as your company.

Overview:

Certificate	Certificate ‚Subscription-Expert‘		
Start	28. – 30. November 2023		
Duration	3 days		
Fee	Regular:	1.999 €	Prices do not include VAT.
	Early-bird discount:	1.599 € (until 17.10.2023)	
	Center Smart Services members:	1.399 €	

Programm

7. – 9. Februar 2023

Dienstag, 07.02.2023	Mittwoch, 08.02.2023	Donnerstag, 09.02.2023
Start 9:00 Uhr	Start 9:00 Uhr	Start 8:00 Uhr
Einführung Subscription & Einordnung in den strategischen Kontext Dr.-Ing. Lennard Holst, FIR e. V. an der RWTH Aachen	Komponenten des Subscription-Leistungsangebots Christian Holper, FIR e. V. an der RWTH Aachen	Erforderlicher Wandel in Organisation, Prozessen & Kultur Christian Holper & Lukas Bruhns, FIR e. V. an der RWTH Aachen
Networking	Networking	Networking
Kunden- & Marktanalyse relevanter Subscription-Segmente Daniela Greven, FIR e. V. an der RWTH Aachen	Risikotransfer als Geschäftsmodell Manuel Zimmermann, Funk Gruppe	Markteinführung & Vertrieb des Subscription-Geschäftsmodells Daniela Greven & Calvin Rix, FIR e. V. an der RWTH Aachen
Business Lunch	Business Lunch	Business Lunch
Finanzierungsmodelle im Kontext von Subscription Calvin Rix, FIR e. V. an der RWTH Aachen; Julius Klemkow, Findustrial GmbH	Pricing & Billing der Subscription-Leistung Lukas Bruhns, FIR e. V. an der RWTH Aachen	Mein Subscription Projekt planen Lukas Bruhns, Daniela Greven, Christian Holper & Calvin Rix, FIR e. V. an der RWTH Aachen
Ende: 16:00 Uhr	Ende: 16:00 Uhr	Ende: 15:00 Uhr
Ab 19.30 Uhr Social Event – Abendessen mit allen Teilnehmer:innen		

Weitere Informationen unter:

center-smart-services.com/veranstaltungen/

[subscription-grundlagenkurs](#)

Änderungen des Programms sind vorbehalten.



Social Events

Um Ihnen ein offenes und effizientes Lernumfeld bieten zu können, fördern wir aktiv den Austausch zwischen den Teilnehmenden und den Referent:innen. Es werden dazu besondere Veranstaltungen angeboten, die es ermöglichen, die weiteren Kursteilnehmenden kennenzulernen, wichtige Kontakte zu knüpfen und mit den Organisator:innen sowie Referent:innen in Dialog zu treten.

Center Smart Services: Engineering Digital Business

The subjects Digital Transformation and Smart Services have been growing increasingly in all industry areas for a few years now – more and more companies are recognizing the enormous value of data for their development and success. For this reason, research and industry worldwide are working on bringing the idea of Industrie 4.0 from theory to reality. The Center Smart Services has also committed itself to this idea – in a unique alliance of international, renowned partners from science and practice.

Since our establishment in 2015, we have not only successfully developed and optimized data-based services for the manufacturing industry but have also helped numerous companies in this sector to gain insights from available data and specify recommendations for action. Moreover, we have grown into a large network, whose strength and wealth of ideas provides a benefit to every member.

The Center Smart Services is responsible for the conception and organization of the Subscription Basic Course.



Aachener Subscription Business



In order to provide sustainable support for manufacturing companies in the implementation of their subscription business models, we have developed our own innovative process model: The Process Model for the Aachen Subscription Business. The individual elements focus on the relevant topics that need to be considered for a successful implementation and at the same time represent the regulatory framework of the Subscription Basic Course.

The first module of the course provides a practical introduction to the topic of industrial subscription and presents the regulatory framework and first strategic fundamentals. Then the topic of customer and market analysis is addressed with regard to the identification of potential customers and their needs. The Financing unit supports you in creating a business case forecast and defining suitable goals for a successful subscription business. The Service Offer unit provides fundamental information on the design of your subscription service offer and which

service modules are relevant for which customers. Finally, the Risks unit focuses on the risks assumed by the customer.

The second module is rounded off by the Pricing & Billing unit, which gives you an overview of existing pricing models and supports you in defining price points. The third day starts with the topic Organization, Processes & Culture. Here you will learn how to set up your organization accordingly and which roles within your organizational structure play a central role in the new business models. In addition, you will learn how to deal with cultural change and which methods will help you motivate your employees. Following on from this, the unit on market launch & sales will teach you important sales indicators and ways of motivating your sales force in a targeted manner. Finally, you will learn important project management basics so that you can apply the knowledge you have gained directly in your own company for your particular use case.

Organizer/Partner



Center Smart Services

The Center Smart Services establishes digital business models for the manufacturing industry using data and modern methods of data analysis. By using the special development approach “Smart Service Engineering” as well as the unique infrastructure at the Smart Logistics Cluster, digital business models can be brought to market maturity much faster and more successfully.

The Smart Service Engineering approach is based on agile development principles and enables quick learning effects by trying ideas out at an early stage, allowing you to test them under real conditions. As a result, relevant questions can be answered, such as the selection of the right data, data analysis processes and the design of a user interface. Companies that use this approach place digital business models on the market up to six times faster.

www.center-smart-services.com



FIR at RWTH Aachen University

FIR at RWTH Aachen University is one of the leading institutes for applied research in the field of business organization and corporate development. For over 60 years, the institute has been focusing on topics related to increasing competitiveness, entering new markets and securing and creating new jobs. Activities focus on the areas business transformation, services, information and production management as well as Smart Work. In addition to this, the FIR offers professionals and managers additional qualifications in various subject areas on an academic level and prepares participants for positions in senior management.

www.fir.rwth-aachen.de/en

Speakers

**Lukas Bruhns**

Project Manager
Subscription-Business Management
in the Business Unit Service Management
FIR e. V. at RWTH Aachen University

**Christian Holper**

Project Manager
Subscription-Business Management
in the Business Unit Service Management
FIR e. V. at RWTH Aachen University

**Daniela Greven**

Project Manager
Subscription-Business Management
in the Business Unit Service Management
FIR e. V. at RWTH Aachen University

**Calvin Rix**

Project Manager
Head of Subscription-Business-Management
in the Business Unit Service Management
FIR e. V. at RWTH Aachen University

**Julius Klemkow**

Head of Product & Partnerships
Findustrial GmbH

**Manuel Zimmermann**

Funk Gruppe

**Dr. Lennard Holst**

Head of Service Management
FIR e. V. at RWTH Aachen University

Organization

Date

28. – 30. November 2023

Organizer

Center Smart Services
EiCe Aachen GmbH
Phone +49 241 47705-606

Venue

Smart Logistics Cluster on RWTH Aachen Campus
Campus-Boulevard 55
52074 Aachen
Germany
Phone +49 241 47705-606

Contact



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Registration

You can register for this course via fax (see attachment) or online. We recommend the simple and quick online registration on our website at:



<https://center-smart-services.com/veranstaltungen/subscription-grundlagenkurs/>

Withdrawal/Cancellation policy

All participants have the option of appointing a replacement participant before the event starts. There is no fee for this change. Cancellations must be made in writing by letter, fax or E-Mail. If a registration is canceled later than four weeks in advance of the event, a fee of 50 % of the participation fee is due. If the organizer receives a cancellation later than two weeks before the start of the event, the full participation fee must be paid.

It is possible to reserve a spot in one of our courses via telephone. If we do not receive your written registration up to four weeks after this reservation, we reserve the right to give your temporarily reserved space to another interested party.

Sources

Titel: AdobeStock, iStock
p. 5: David Wilms

Registration

**Certificate Course ,Subscription Basic Course' | Cluster Smart Logistics at RWTH Aachen Campus,
Campus-Boulevard 55, 52074 Aachen, Germany**

Course fee: 1.999 € (Regular) | 1.599 € (Early bird until 17.10.2023) | 1.399 € (Enrolled members)

Prices do not include VAT.

I hereby register to participate.

- Yes, I am an enrolled member of the Center Smart Services.
 No, I am not an enrolled member of the Center Smart Services.
 28. – 30. November 2023

Name*	Surname*	Titel
Company*	Department	
Street / Postbox*	Postcode / Area*	Country
Phone number*	Fax	Email*
Signature	Date	

*Mandatory details

Please return the completed form to the Center Smart Services, ElCe Aachen GmbH, Campus-Boulevard 55, 52074 Aachen
or online via: <https://center-smart-services.com/veranstaltungen/subscription-grundlagenkurs/>

I agree that my name and business address will be included in the list of participants and will be processed and stored using IT technology for the purposes of event organization.

Data protection information: We will use your data to provide you with similar offerings (see our terms and conditions for details). Please let us know if you want us to send you event information via email as well via email only

You can object to the use of your data for the purpose of advertising by mail or email at any time.

Contact

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