

# DRIVING THE DIGITAL FUTURE

## Cross-Boundary Innovation Culture

### Serviceization



**YOSHIO TANAKA**  
**Tokyo University of Science**



National Institute of **Advanced Industrial  
Science & Technology**

# SERVICIZATION



Manufacturing Efficiency/Strengthen was Fundamental Factor in Japan



Required System architecture development for future industry



Combined Product/Service system by ICT Based Service system for Worldwide in Internet ERA



New Scheme

# Servicization and Innovation

Devaluation of things

VS

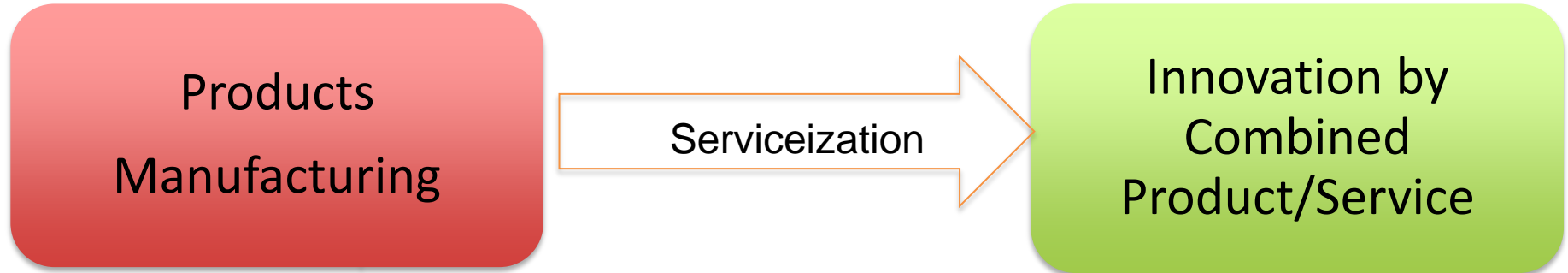
DNA of Manufacturing

Innovation

Service Design

- Nature of Serviceization = Innovation
- Hard to sell hardware by differentiation
- Required offering 'service design with value add'

# SERVICEIZATION



## What value generated ?

Cost saving by Sharing Infrastructure

Quick Start and Agility in Startup

Stress-free by less responsibility

Resource Consumption

Knowledge Sharing in Cost Reduction

Safety and Reliability

Participation in a community

Knowledge Sharing

Cost Reduction by CAPEX to OPEX

Data Governance

Cost

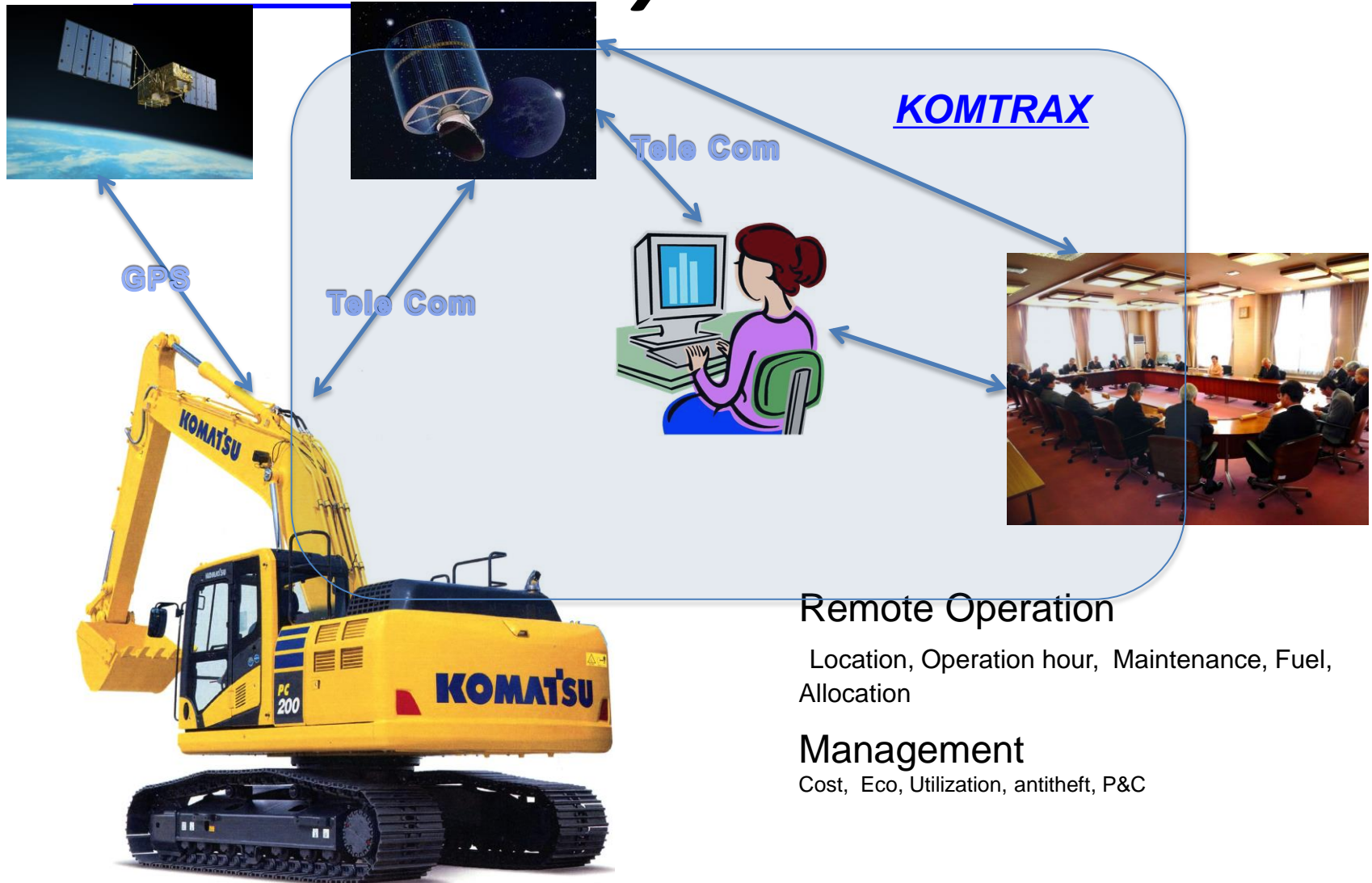
Usability

Satisfaction

Green

# Example

## ***KOMTRAX*** by ***KOMATSU*** Ltd.



### Remote Operation

Location, Operation hour, Maintenance, Fuel, Allocation

### Management

Cost, Eco, Utilization, antitheft, P&C

# "Servicization" in Industry

ICT

In-house

Manufacturing

Material Management, Stock Management, Facility Management, Production Management

"Fables"  
EMS  
OEM

XaaS

Production as a Service

R&D

Intellectual Properties, Patent Management, Innovation

Outsourced R&D  
"Crowdsourcing"

R&D as a Service

YAMAHA

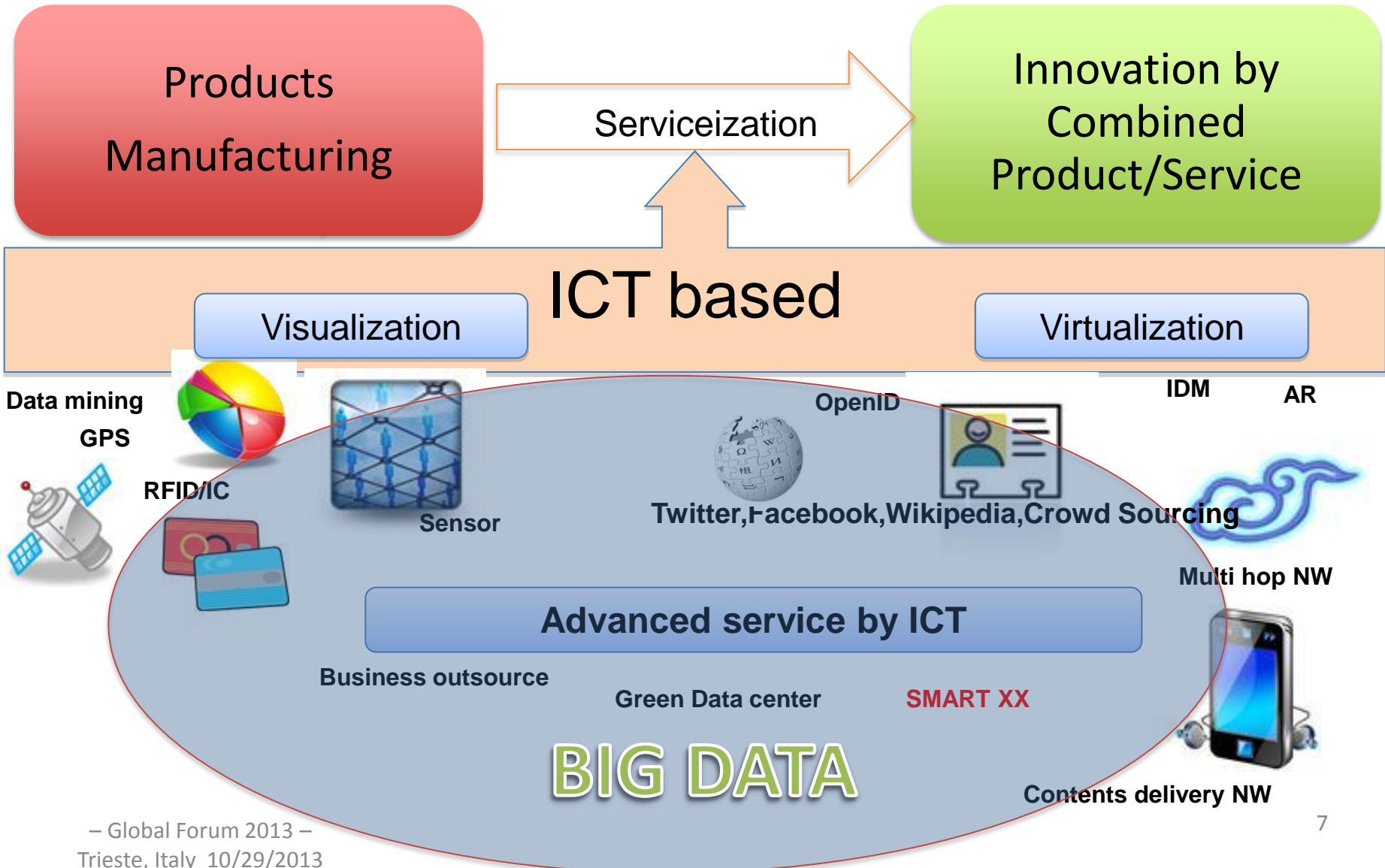
Sales and Marketing

Sales, Marketing, Logistics, Supply Chains

Shared Logistics  
Multi-tenant  
e-Commerce

Sales as a Service

# SERVICEIZATION



# Study Group

Prepared Study group

Member : Industry

Government Official

Consultant

Faculty

Professional

# Contact

[ytanaka@rs.kagu.tus.ac.jp](mailto:ytanaka@rs.kagu.tus.ac.jp)