

FLEXIPOWER

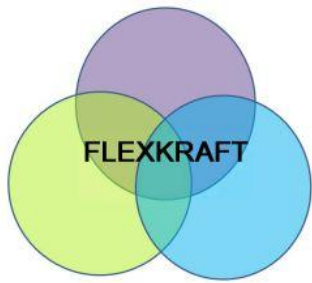
Flexible business models for sustainable competitiveness

The project aims at supporting the development of your offerings and your business, by providing concrete tools, models and processes concerning flexibility, service development and business models. The project ultimately intends to increase your customers' perceived value and thus the competitiveness of your companies.

Project start: March 2010

Duration: approximately 3 years.





Value for participating companies

- **Access to a network of leading companies with similar interests**

Participating companies benefit from getting access to other companies with relevant knowledge and experience in this specific area. They will be able to share their thoughts and questions, gain new ideas and solutions to problems in a confidential environment.

- **Support in the development of services, and in particular of process oriented offerings ***

You get theoretical and experience based input to your business and projects, supporting the development of your offering, processes, and organizations.

- **Pilot project support**

Pilot projects where new ideas are tested and evaluated will provide concrete experiences and knowledge, with your direct input, as well as a more thorough analysis by the academic presence in the project. This provides a solid basis and learning's to apply in your own projects.

- **Implementing results to gain competitiveness**

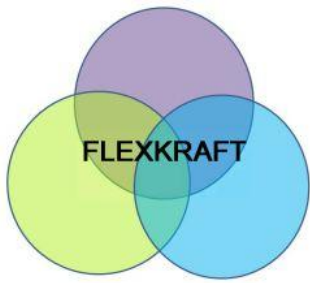
The project will offer support on how to adopt changes and new offerings in-house, with the ultimate aim to increase your companies competitiveness in your market.

- **Access to academic excellence, both in a broad and profound context.**

Since there are several Universities and internationally renowned researchers participating in the project, you will gain a comprehensive oversight of relevant theories and models in this area.

** Process oriented offerings is an offering focused on, and originating from the user's or customer's process/value/activity.*





Methods that will be used

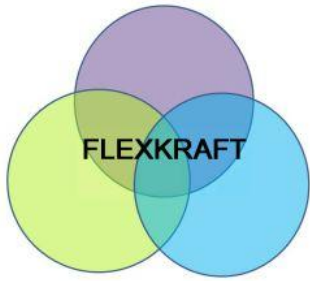
- **Action learning**

Based on current company projects in the field of process oriented offerings, different pilot projects will be formed and tested in “real life”. Results will be analyzed, put in to context and implemented in the companies’ business models.

- **Field research or Action research**

The goal for the researcher is to contribute to solutions in real life situations.





Input performance from participating companies

The project is financed by VINNOVA. The input from participating companies, regulated by a signed agreement, can best be described as a commitment to the project. There is a demand on each participating company to contribute with time, distributed over; project participating, internal workshops, implementing knowledge into in-house projects et c.

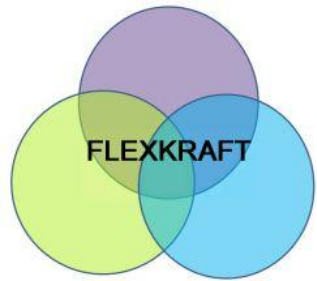
The input will lead to:

New insight and knowledge which will lead to a foundation for new development in the field of business models for process oriented offerings.

The participants in the project will gain new knowledge and insight that will contribute to their professional development.

The network that will be formed, within the project, will be of substantial value for continuous development.





The project is administered by the **Marketing Technology Foundation** (MTC Stiftelsen) who's manager **Eva Nilsson** has extensive project-management experiences.

In order to achieve academic excellence there are three Universities involved:

Stockholm University (SU), Department of Marketing represented by:

Associate Professor **Fredrik Nordin**, active within the field of marketing, especially interested in industrial marketing strategy and development.

Linköping Technical University (LiTH), Department of Industrial Marketing represented by:

Professor **Staffan Brege** who's research mainly focuses upon issues within the areas of B2B marketing and business development, including topics such as relationship marketing, value added strategies, industrial services, outsourcing and functional sales.

Assistant Professor **Daniel Kindström**, focusing on the development of industrial offering, in a combination of product and service.

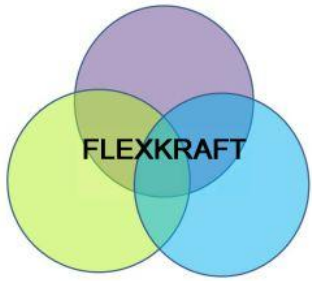
Assistant Professor **Christian Kowalkowski**, researching the field of industrial service-strategies, business innovations and value creation.

University of Karlstad (CTF), Service Research Center, represented by:

Professor **Bo Edvardsson**, whos research can be divided into five main areas: Service Management and Marketing, Service Quality, Customer Relationship Dynamics (focusing on Critical Incident & Directive Incident studies), New Service Development, and Service Culture and Service Strategy.

Assistant Professor **Peter Magnusson**, focusing mainly on "Customer-Oriented Product Development: Experiments involving users in service innovation.





Participating companies



A Member of
The Linde Group

