



Highlights:

- Align your service business model and capability maturity levels
- Identify critical, service-related capability gaps
- Build a prioritized roadmap for addressing those service capability gaps
- Identify service investment needs and sequencing

Service Lifecycle Management- Assessment & Roadmap

Manufacturers have been so focused on designing, manufacturing and selling products that many of them overlook a hidden opportunity: services. Increasingly, companies are starting to consider services as the key to satisfy customer needs, differentiate from competition, optimize cost structure, and achieve profitable growth. But services are new and complex, leading to mixed outcomes. Profiting from services requires manufacturers to take a comprehensive assessment of their strategy, capabilities and operations.

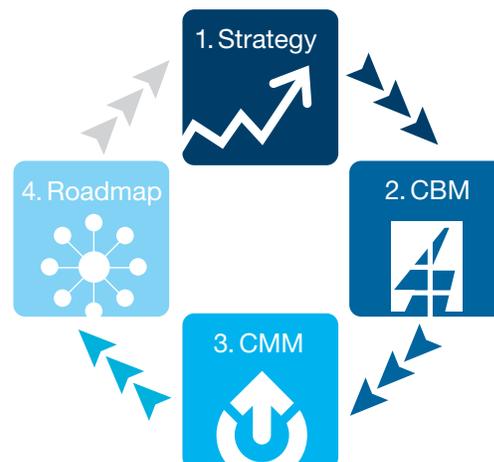
Our Approach

Service Lifecycle Management Capabilities Assessment and Roadmapping offering is designed to assess your service function with the use of IBM's proprietary Component Business Model (CBM) and Capability Maturity Model (CMM) for service management.

First, we validate your strategic intent and help you identify top-level opportunities for boosting service revenue, improving service quality, reducing service cost, and strengthening competitive advantages.

We then leverage the Component Business Model to identify the core business capabilities and prioritize the ones that require further analysis. The assessment covers main service areas, such as Service Revenue Growth, Service Planning, Customer Care, Remote, Field and Depot Service Delivery, Service Parts and Logistics.

Once the service capabilities are prioritized, we rely on the Capability Maturity Model to identify capability gaps. To help you address the gaps, we recommend a wide range of initiatives based on IBM's experience and other companies' leading practices. The initiatives are then scheduled into an actionable transformation roadmap that maximizes business impact.



Expected Benefits

- Clarify strategic objectives and top-level performance indicators
- Align service business model and capability maturity levels (or realization of non-existence)
- Identify critical service related capability gaps
- Create roadmap for addressing service capability gaps
- Develop service investment needs and sequencing

Why IBM?

- IBM Global Services is the world's largest information technology services provider with professionals serving customers in 160 countries.
- Engagement of experienced and skilled personnel with demonstrated ability and proven methodologies to facilitate the assessment and prioritize improvement opportunities
- Access to the global capabilities of IBM, including subject matter expertise, research, integrated technology services, application management services, strategic outsourcing, learning services, and global financing

About IBM Strategy & Transformation

IBM Strategy & Transformation represents the management consulting capability within IBM. Our practice enables client success through executable strategies focused on business and technology-enabled transformation – from strategy to implementation – and increased efficiency in cross-functional collaboration.

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