



**SERVICE  
PERFORMANCE  
CENTER**



Certificate Course

# Subscription Business Manager

# Introduction



Prof. Dr. Wolfgang Boos,  
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## The Certificate Course “Subscription Business Manager”

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 Schacht

# Course Overview

## Certificate courses on the RWTH Aachen Campus – Fit for the challenges of tomorrow

Our certificate courses are part of a certified continuing education program on the RWTH Aachen Campus. The courses take place in two three-day face-to-face modules and are sometimes supplemented by a module in which you work on a business case independently and from any location. Our certificate courses provide participants with extensive specialist knowledge in various subject areas.

Successful participation in a certificate course not only sends a competence signal, but also gives you the opportunity to exchange experiences in an exclusive network and to establish valuable contacts with other companies and researchers.

### Objective

In our 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 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 Business Manager"		
Dates	You can find all the dates and options on our website: <a href="https://spc-campus.com/further-education/subscription-business-manager">spc-campus.com/further-education/subscription-business-manager</a>		
Duration	3 days		
Fee	Regular:	1.999 €	Enrolled members of one center of the FIR Aachen GmbH: 1.799 €
	Early-bird discount: (until 6 weeks before)	1.599 €	Early-bird discount: (until 6 weeks before) 1.439 €
Course materials incl. examination fees, refreshments during breaks and lunch, the evening event as well as WLAN use and parking are included in the price.			

Prices do not include VAT.

# Service Performance Center: Design Solutions. Excite Customers.

We support industrial companies in the transformation from product manufacturer to a solution provider. In establishing and expanding a profitable service business, we see ourselves as a partner for innovation, development and market launch of new services, digital products and subscription business models. We bridge the gap between cutting-edge research and industry. In our community of industrial partners in production industry, you benefit from practical insights and expert knowledge. We develop results with which our partners take the next step.

The Service Performance Center is also committed to this idea – in a unique alliance of international, renowned partners

from science and practice. Since our founding in 2015, we have not only been able to successfully develop and optimize data-based services for the manufacturing industry, but also actively help numerous companies in this sector to gain concrete insights from available data and formulate recommendations for action. In addition, through intensive collaboration we have grown into an extensive network from whose strength and wealth of ideas all the center's partners benefit. The Service Performance Center is responsible for the conception and implementation of the certificate course "Subscription Business Manager".



# 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.

# Topics

## **Introduction Subscription & Placement in the Strategic Context**

This module introduces the course and first defines the industrial subscription concept. Based on this, the central potentials, challenges and strategic orientation of the subscription business are explained.

## **Customer & market analysis of relevant subscription segments**

In this module, the relevance of a customer-centric business model is explained. Then, the basics of identifying, segmenting and evaluating potential subscription customers are taught. In addition, the methods for needs analysis are applied.

## **Components of the subscription service offering**

Building on the identification of customer needs, this module covers the relevant fundamentals for selecting a customer-oriented subscription service offering. For this purpose, the central subscription value propositions are explained, and methods are taught that can be applied for needs-based service offer design.

## **Contract design for managing risks in a subscription business model**

This module first looks at the risks assumed by the subscription value proposition on the part of the provider. Following on from this, the fundamentals of risk analysis and assessment are taught so that these can be actively managed through appropriate contract design.

## **Pricing & Billing of Subscription offerings**

This module deals with the development of a customer value-oriented pricing and billing model. To this end, methods for determining benefits and value are explained at the beginning, pricing metrics are introduced, and finally different billing methods are discussed.

## **Necessary change in organization, processes & culture**

This module provides the basics for analyzing and designing the operational organization and processes within a subscription business model as well as approaches of cultural change management to support the change.

## **Market launch & sales of the subscription business model**

This module explains the special features and challenges of launching and selling subscription business models. In addition, insights into the requirements for the sales process and organization are provided. Finally, methods for preparing, planning and executing the market launch and scaling are covered.

## **Planning My Subscription Project**

This module concludes the course and once again aggregates all the knowledge gained from the previous modules using a real-life use case. The module provides an exemplary insight into which process steps are required to realize a subscription business model and which challenges they have encountered along the way.

### **More Information:**

[www.spc-campus.com/further-education/subscription-business-manager](http://www.spc-campus.com/further-education/subscription-business-manager)



## **Social Events**

In order to be able to offer you an open and efficient learning environment, we actively promote the exchange between the participants and the speakers. There are special events that make it possible to get to know the other course participants, to make important contacts and communicate with the course organizers and speakers.

# Organizer



## **Service Performance Center**

The Service Performance Center supports companies in their transformation from traditional product manufacturers to intelligent solution providers. The center's team sees itself as a partner for innovation, development and market launch of new services, digital products and subscription business models. The central pillars of the center's offering are cross-industry center projects and studies, as well as consulting and training services that bridge the gap between cutting-edge research and industry. Practical insights and expert knowledge from the strong community of industry partners in mechanical and plant engineering create practice-relevant knowledge that ensures the establishment and expansion of profitable service organizations.

[spc-campus.com/en](http://spc-campus.com/en)



## **FIR at RWTH Aachen University**

The FIR is a non-profit, cross-industry research and training institution at RWTH Aachen University in the field of business organization, information logistics and corporate IT with the aim of creating the organizational basis for the digitally networked industrial company of the future. By researching and transferring innovative solutions, the FIR contributes to increasing the competitiveness of companies. To this end, the institute taps into the potential of digitalization as a driver for innovative business processes with a particular focus on sustainability. The focus is on solutions for a value-enhancing circular economy that reconcile resource efficiency with the ecological and social responsibility of companies.

[fir.rwth-aachen.de/en](http://fir.rwth-aachen.de/en)

# Speakers



**Lukas Bruhns**  
Project Manager  
FIR e. V. at RWTH Aachen University



**Daniela Greven**  
Project Manager  
FIR e. V. at RWTH Aachen University



**Dr. Lennard Holst**  
Head of Department  
Department Service Management  
FIR e. V. at RWTH Aachen University



# Organization

## Organizer

Service Performance Center  
FIR Aachen GmbH  
Campus-Boulevard 55  
52074 Aachen, Germany  
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## Venue

Smart Logistics Cluster at the RWTH Aachen Campus  
Campus-Boulevard 55  
52074 Aachen, Germany

You can also follow us on Twitter, Xing or LinkedIn.

## Contact



Lea Wietschorke  
Lea.Wietschorke@spc-campus.com

## Registration

Register online via our website:



[www.spc-campus.com/further-education/  
subscription-business-manager](http://www.spc-campus.com/further-education/subscription-business-manager)

## 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.

## Sources

Titel: AdobeStock, iStock  
p. 5: David Wilms

**Service Performance Center**

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