

# **Service transformation and Industry 4.0 in manufacturing companies: a new structured business model approach**

The main goal of this research project is to develop a complete useful business model approach in a service environment with service-specific aspect implemented in manufacturing companies. The results will help service research by fostering the understanding of how digital technologies change in actual business models of companies. Based on this knowledge, it is possible to create, shape and improve tools and methods to promote service innovation and the design of new service business models. Such models are a tool for the analysis and design of value creation and value capturing in companies. The theoretical basis of this research is enabled by an extensive review of the literature on servitization and business model innovation on manufacturing firms with a service-dominated culture affected by digital technologies. Moreover a series of case studies will be conducted to gain insights into the research problem and to identify prerequisites and needed actions to implement these business models successfully. A multi-country study (Italy, Germany, Switzerland and Greece) is aimed to be carried out and it will be supported from Fraunhofer.