

Providing Services to Global OEMs

Michael Barr, Principal, QDI Strategies, Inc.



Everyone is in the Service Business

It is possible to differentiate even a pure commodity like LP Gas

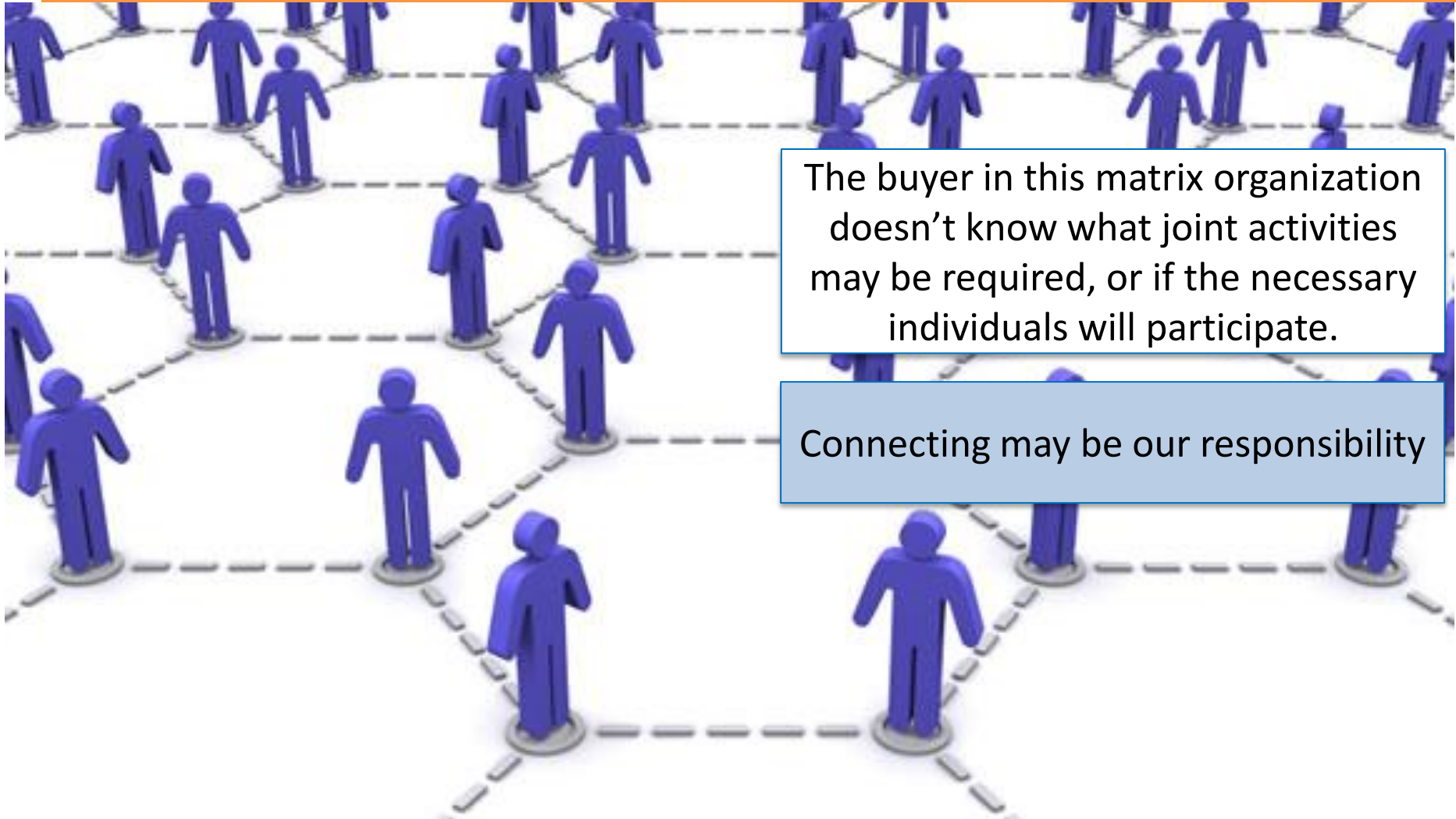
through services such as better delivery



Customers Participate in Creating the Service



Delivering Value to Global OEMs



The buyer in this matrix organization doesn't know what joint activities may be required, or if the necessary individuals will participate.

Connecting may be our responsibility

Regional Buyers

Big Business or Big Trouble



“What the customer buys and considers value is never just a product. It is always a utility, that is, what a product or service does for him.” Peter Drucker

Our guideline is that we must maintain the value the corporation expects

Global OEMs, Smarter Machines, and New Technologies



The future means even more opportunities to differentiate through services and an even greater shift to the vendor's role in creating value.