

The Advanced Services Partnership

AN EXCLUSIVE NETWORK OF LIKE-
MINDED EXECUTIVES ADOPTING
LEADING PRACTICES





About us

Aston Business School

Aston Business School is one of the largest business schools in Europe. Part of Aston University, it is situated in the centre of Birmingham, England.

It has been conducting pioneering research into modern business and management issues for over 60 years, making it one of the longest-established research-based business schools in the UK. The school is committed to generating research that makes a sustainable difference to people, organisations and economies.

It is one of only 1% of business schools globally to have been granted triple accreditation and one of only three business schools in the UK to be awarded a Small Business Charter Gold Award for its role in helping to support enterprise.

The Advanced Services Group

The Advanced Services Group is a centre of excellence within Aston Business School specialising in servitization and, in particular, advanced services. It delivers education, training and research to help global manufacturers and technology innovators to develop services-led strategies.

The research centre comprises over twenty specialists in servitization, including some of the world's most renowned researchers on servitization and a number of honorary professors and industrial fellows with decades of experience in manufacturing businesses.

Advanced Services

We are passionate about helping manufacturers to implement services strategies that deliver economic growth and sustainability. We are especially interested in advanced services, which are a special case in servitization and feature:

▶ Enhanced customer intimacy, delivering capabilities and outcomes rather than transactional sale of products

▶ Improved gross profit and revenues

▶ Business model innovation, organisational transformation and the adoption of new technology



The Partnership

The partnership's mission is to accelerate the adoption of advanced services within business by bringing together like-minded senior executives, from non-competing companies, who share the same goal.

The benefits to our partners include:

- ▶ A better understanding of advanced services, from the perspective of both providers and customers, that can help them in their business immediately
- ▶ Introduction to, and guidance on, the application of critically important tools and techniques that foster better management decisions
- ▶ Engagement in a network of like-minded individuals who can provide support and guidance
- ▶ Regular independent benchmarking of business performance in the adoption of advanced services

The partnership comprises larger manufacturing organisations that are traditionally production-focused, and now in the earlier stages of exploring, developing and deploying advanced services.

It sustains a nurturing environment comprised of one-to-one support and roundtables that are structured so that experiences can be shared openly and constructively.

Partners are drawn from across Europe and the USA.





How the Partnership Works

One-to-one engagement

Partners receive regular phone calls with a dedicated relationship manager to explore their progress and work through challenges. They also have an annual workshop with specialists and researchers from our team, to help with a specific challenge in their advanced services transformation.

These activities allow for regular tracking of progress and understanding of challenges in the company's service transformation, which is fed back into the centre's research agenda.

Research

The Advanced Services Group is home to over twenty research staff and practitioners

They provide research to support the partnership by investigating the challenges businesses encounter as they adopt advanced services. They also record the transformations made by the partners to build a roadmap for servitization and carry out horizon scanning and translation and application of research.

Partners have access to the latest research and resources such as tools, handbooks, articles, interviews and presentations through an online repository.

Partnership network engagements

There are three roundtables a year, held on-site with an industry host and incorporating site visits, workshops, benchmarking, research updates, leading practice case studies and discussion of challenges.

Membership of the Partnership

On-site one-to-one workshops with the Advanced Services Group's practitioners really helped Nederman in setting the direction with servitization. Moreover the roundtables have been great opportunities to meet and learn from other companies on the "servitization journey" – some of which have come quite far and others who are still struggling to set the direction and get organizational backing. Partnering with ASG practitioners to drive customer workshops has proved very beneficial in a number of customer engagements.

Christian Holm
VP IoT Platform and Services, Nederman

The recruitment of new partners is a carefully selective process. Non-competition between partners is critical to the community and all partners have a right to veto. Prospective partners have the opportunity to experience the partnership before joining by attending a roundtable event to ensure that the partnership fits with their need and expectations. The Advanced Services Group will also run a one-day workshop

with a group of executives from your company after which membership can be discussed.

There is an annual fee for membership, which is used entirely to cover the costs of managing the partnership, creating resources, delivering support to partners and running roundtables.



Professor Tim Baines, Partnership Co-Chair

Tim is a leading international authority on servitization and spends much of his time working with both global and local manufacturing companies to understand servitization in practice and help to transform businesses.



Jim Euchner, Honorary Professor & Partnership Co-Chair

Jim was previously Vice President of Global Innovation at Goodyear Tire & Rubber Company, where he led the development of new businesses and helped launch businesses on three continents.



Eleanor Musson, Senior Partnerships Manager

Eleanor manages the partnership; the research and development of resources and tools, the recruitment of new partners and the Relationship Managers.



Ian Machan, Relationship Manager

Ian's areas of expertise, developed throughout his 30 years working within manufacturing businesses, are in strategy, operations and supply chain and continuous improvement. He provides coaching calls, workshops, executive education and commissioned projects to partners.



Neil Tumber, Relationship Manager

Neil began his career as an engineer in the Royal Navy before holding a series of management positions in the utilities, hydropower, electric motors and pumps and agribusiness industries. He provides coaching calls, workshops, executive education and commissioned projects to partners.



advancedservicesgroup.co.uk

**For more information, or to
enquire about joining the
partnership, please contact
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