

ENABLING YOUR FULL TRANSITION TO THE SERVITIZATION ECONOMY

We enable companies to embark on a Business Model Transformation journey to join the Servitization Economy and get to market faster while reducing technology risks and minimizing investments.

Join the Servitization Economy

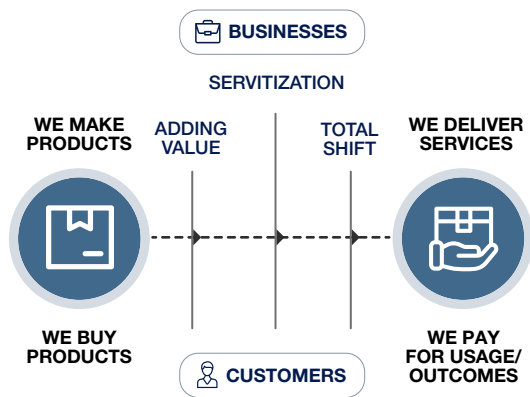
Taascom enables traditional transactional businesses to transform into an always-engaged, always-supportive services business where they can offer a subscription offering to customers while reducing churn, increasing engagement, and continuously delivering value.

Taascom enables your transformation

No matter what your product is, we have the technology, the experience, and the expertise to enable your full transformation. Transition from a transactional economy to a relationship economy, grow recurring revenue, nurture a dedicated customer base that competitors will find difficult to disrupt, increase your valuation, and become predictive instead of merely reactive.

The Rise of the Servitization Economy

Why B2B organizations need to transform their business model to succeed in the new Servitization Economy



The rise of the Servitization Economy—the widespread transformation of businesses from selling products to selling services—requires organizations to transform their business models, begin offering services instead of products, and shift from a transactional to a relationship mindset with their customers.

XaaS: as a Service Subscription Model

B2B companies need to transform from a product centric to a customer-centric business model — XaaS — “Your Product X” as a Service.

To initiate the transition to the servitization economy, you need to:



Pivot, transform, reinvent your business model



Focus on outcomes and not ownership



Build long-term relationships with customers



Grow recurring revenue and deliver ongoing value

XaaS Examples



Device as-a-Service

Transform from selling devices to offering your devices’ value as a service using either a usage-based model or an outcome-based model.



Auto-Replenishment as-a-Service

Supply equipment consumables using a Just-in-Time model — proactively, predictably, and with 360-degree visibility.

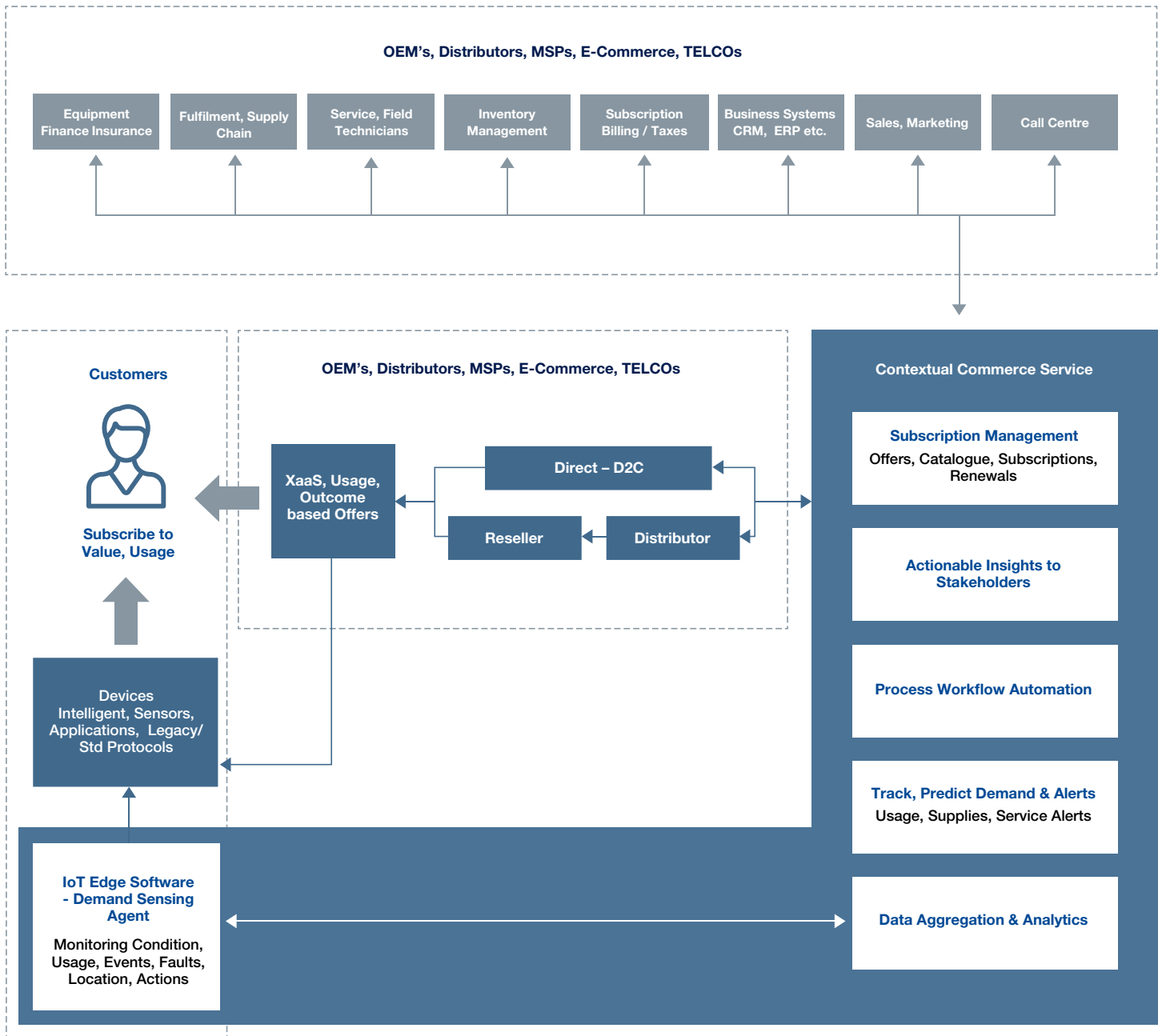


Uptime as-a-Service

Offer your customers the convenience, savings, and peace of mind that comes with guaranteed uptime.

Taascom's CCS platform is key to your full transition to the Servitization Economy

Our Contextual Commerce Service (CCS) platform orchestrates the XaaS Business Model — be it Device-as-a-Service, Auto-Replenishment-as-a-Service, or Uptime-as-a-Service — so you can transition to the Servitization Economy.



Our Technology Partnership Model Reduces Your Risk

We come in and enable your transformation, get things going, and then run and maintain the technology behind the new operation while sharing both your risk and success as your partner.



Reduced Time to Market




Shared Risk




Minimized Investment

We work with CXOs , P&L heads, Sales, Service and Marketing heads who are keen to reshape their offerings to customers. Together, we work as a tag team to take an offering to market, test and validate, apply lessons learned, and then scale and expand offerings.

Are you ready to kickstart your business model transformation?

 Taascom Inc. 177 Park Avenue Suite 200
San Jose, California 95113

 +1 (408)-539-7021

 info@taascom.com

