



CRADLE-TO-GRAVE: EQUIPMENT LIFE-CYCLE ANALYSIS

Course Descriptions

This workshop is based on the use of a total cost of ownership model that considers, in the main, the operational life of the equipment and the services that are needed to keep the equipment operational and relevant to the owner/operator of the equipment. The assumption is that around the business' requirements (or mission) for equipment changes over time and that the technology around the equipment also changes. Using an avatar for the equipment and its cradle-to-grave life-cycle is built up. Within this model issues such as change of ownership are considered with the implications that it then creates.

From the cradle-to-grave equipment life-cycle, you will build up a total cost of an ownership model based on the tasks that the owner/operator has to perform to keep the asset 'productive'. The tasks or jobs are initially not allocated – the assumption is that they need to be delivered to keep the machine productive. Value propositions will be created for each job and a visual life-cycle created. From the life-cycle you will then learn more about how you can use the model to maintain a valuable cash flow from the equipment over its total operational life.

Learning Outcomes

- You will be able to build a detailed total cost of ownership model for both new and existing products.
- To be able to create a value proposition that is applicable to all of the jobs that are identified over the cradle-to-grave life-cycle.
- To learn how to use the model on a strategic marketing basis.
- To learn how you can support your firm on a tactical basis.

Who Should Attend?

- Managers and leaders who are responsible for service delivery, service design and after sales.
- Managers and leaders in new product development and business development.

Course Rates

Rate: 800 CHF

Duration

1 day

Delivered By



Shaun West

Shaun West has worked for over 18 years in the aftermarket for GE Energy Services (Italy), Sulzer Rotating Equipment Services (Switzerland) and RWE (UK) before moving to into his academic role in the Hochschule Luzern. In each of the roles pricing has always been an important aspect, from estimating value creation, to M&A transactions and service contracts. Today in his academic role

his is bring together his industrial experience with academic rigour to investigate and disseminate key issues associated with product-services systems primarily in an industrial setting.