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The literature, however, is surprisingly sparse in describing to what extent services should be integrated, how this integration should be carried out, or in detailing the challenges inherent in the transition to services. Reports on a study of 11 capital equipment

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Some routinely claim that the 'evolution from products through services to solutions' is inevitable.

Others think that manufacturing is being outsourced to China and India while American or European teenagers face a career in hamburger

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stalls. The truth is much more fascinating. To succeed in a service business, most functions of a product company need to change. Operations, management...

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range of product companies throughout
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companies throughout the Western
economies have considered moving
into or setting up service businesses.
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Enterprise Businesses ...

As the purchase, support, and operation of products increasingly occurs online, companies must take advantage of new forms of interaction with customers to gather requirements and insights, for example through consumer reviews and social-media

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conversations. And as more software is integrated into products, the R&D team capabilities must evolve.

Making product development as digital as tomorrow's products

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Telefonica, a European telco, has

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been actively leveraging its customer data and insights to develop new IoT (Internet of Things), digital content, and healthcare services.

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