

**Innovative business models.
Subscription models for printing
machines and software.
Jürgen Grimm, Head of Software Solutions**





1900





1913



2012

TAXI



TAXI



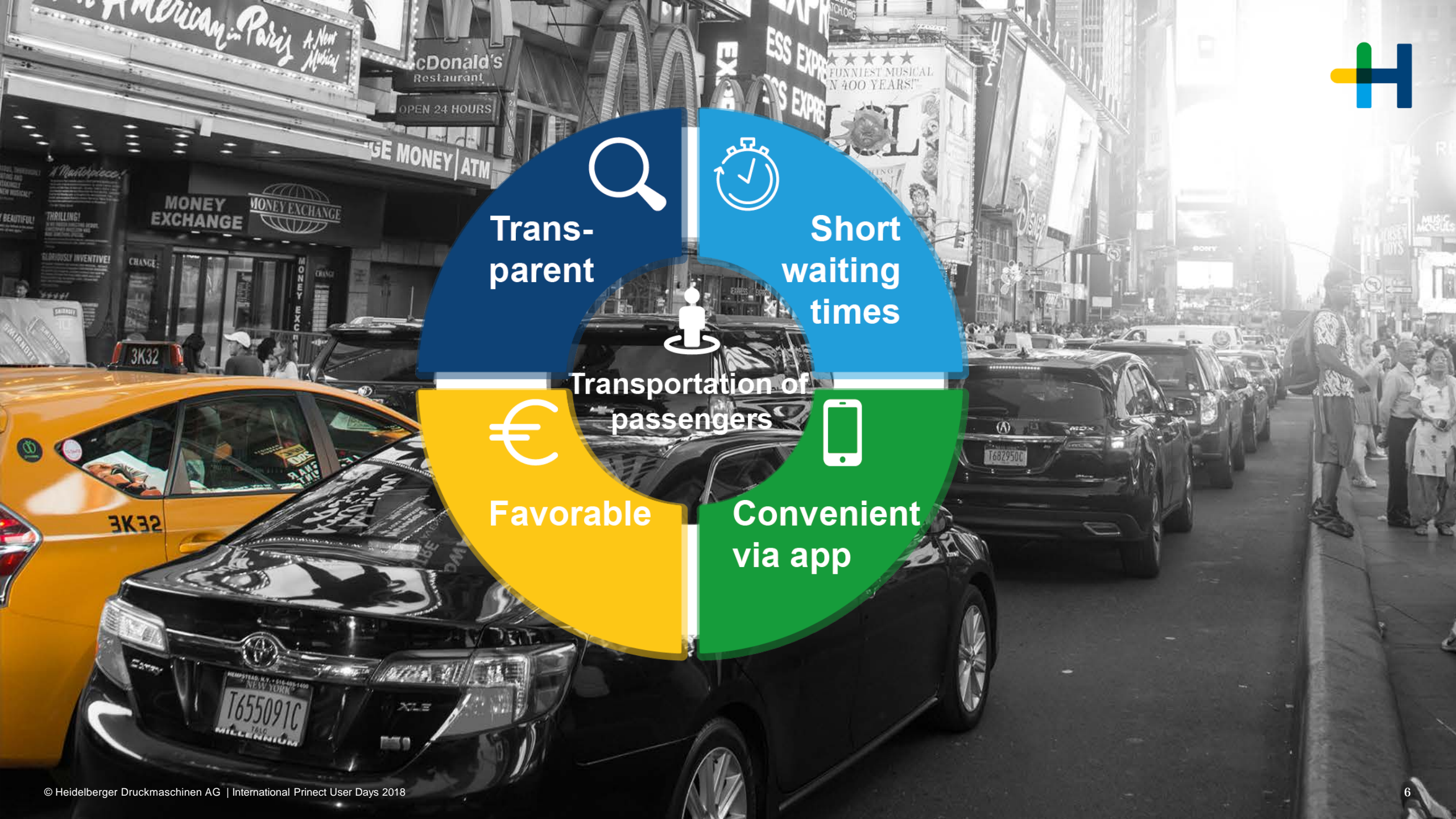
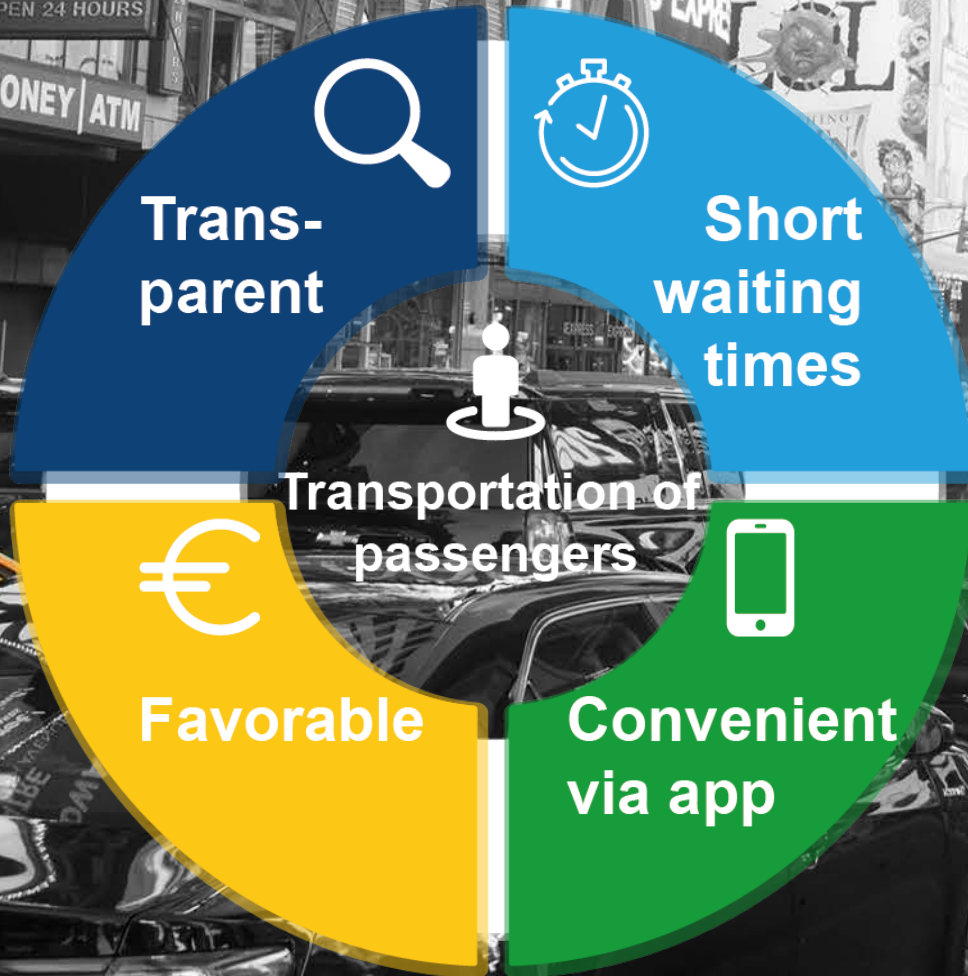
2017

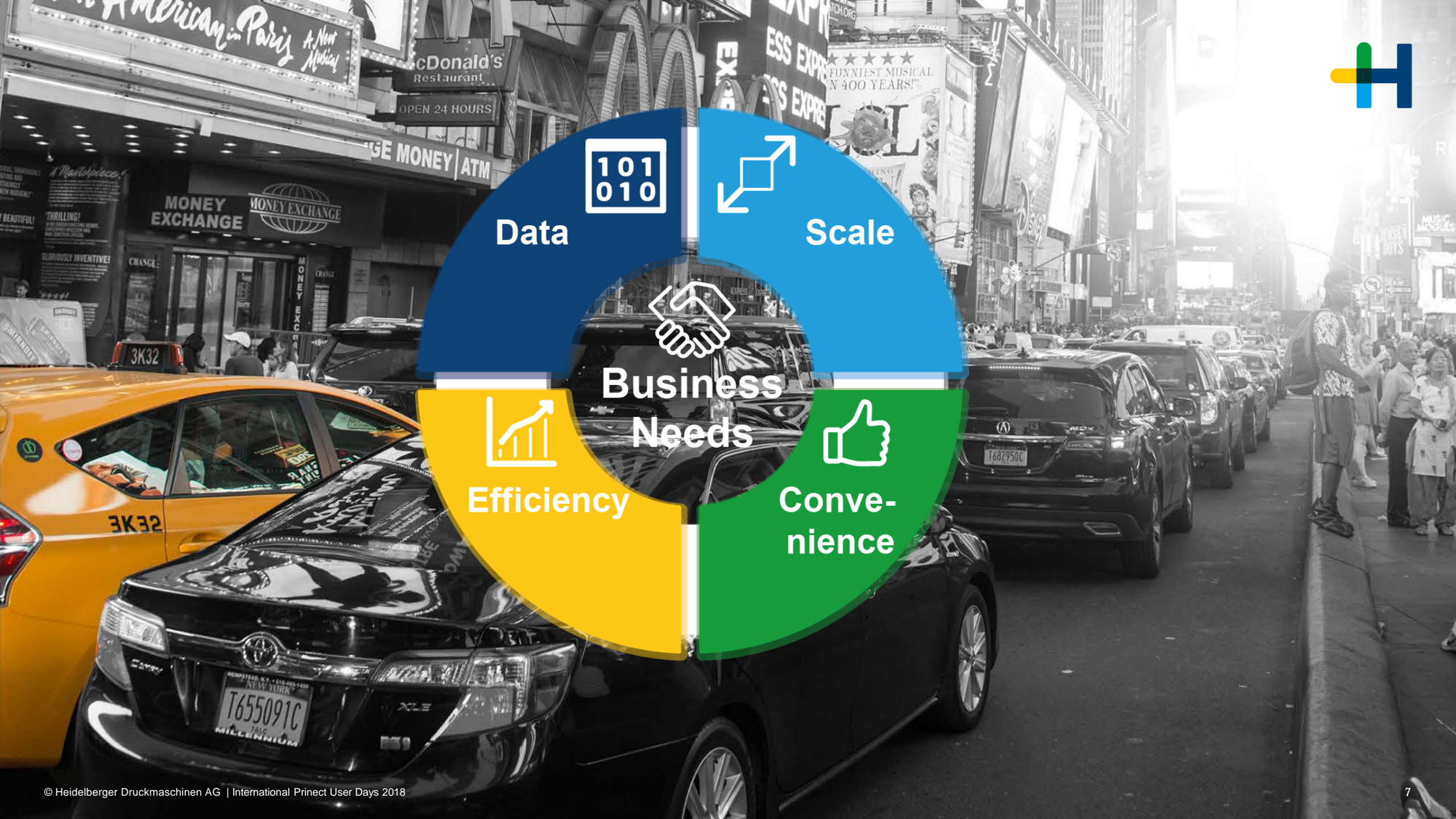
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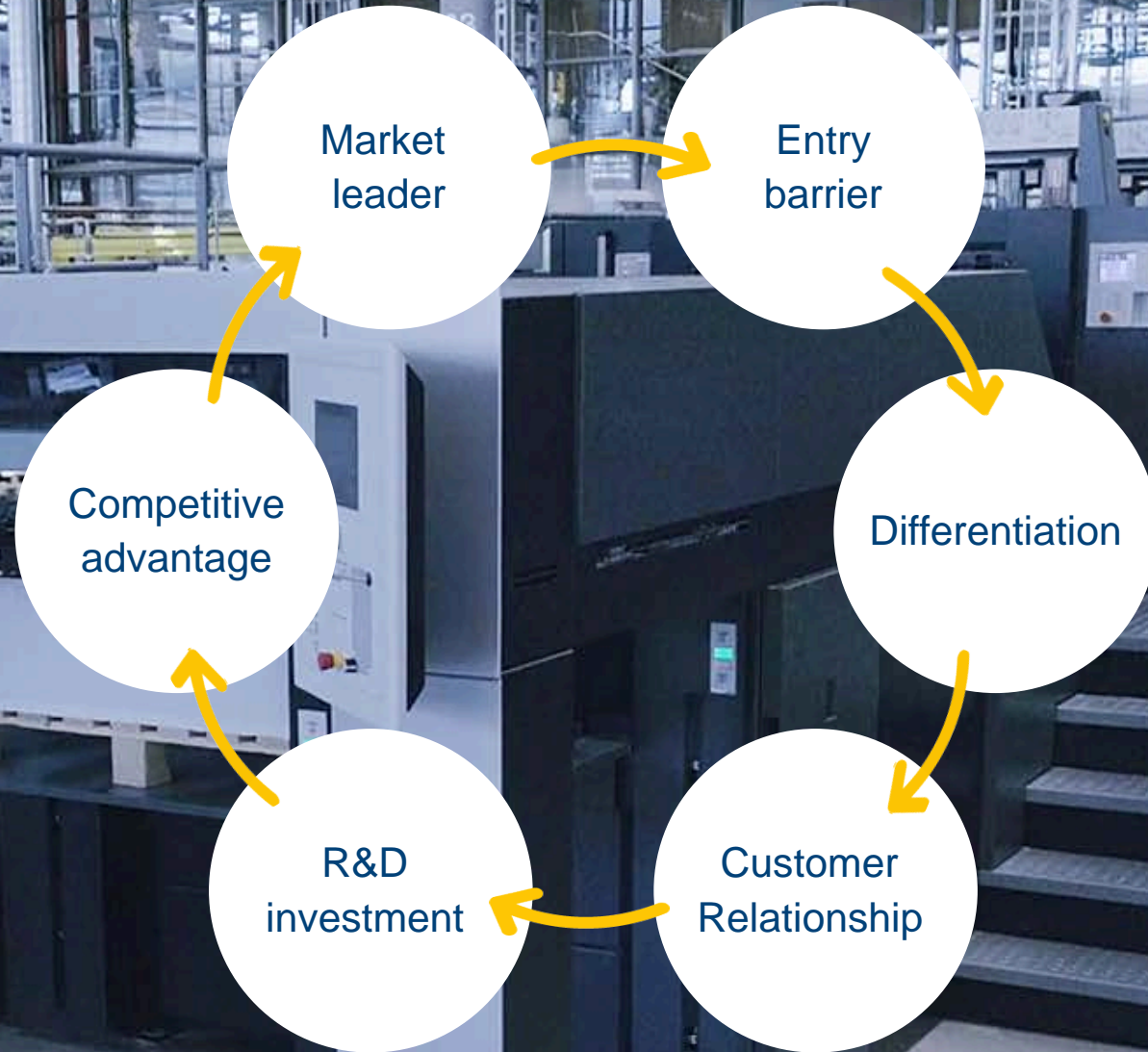
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WHAT WE'VE
LEARNED...







BUSINESS MODEL DISRUPTION







BUSINESS MODEL DISRUPTION



The Challenge.
Planning for the future.

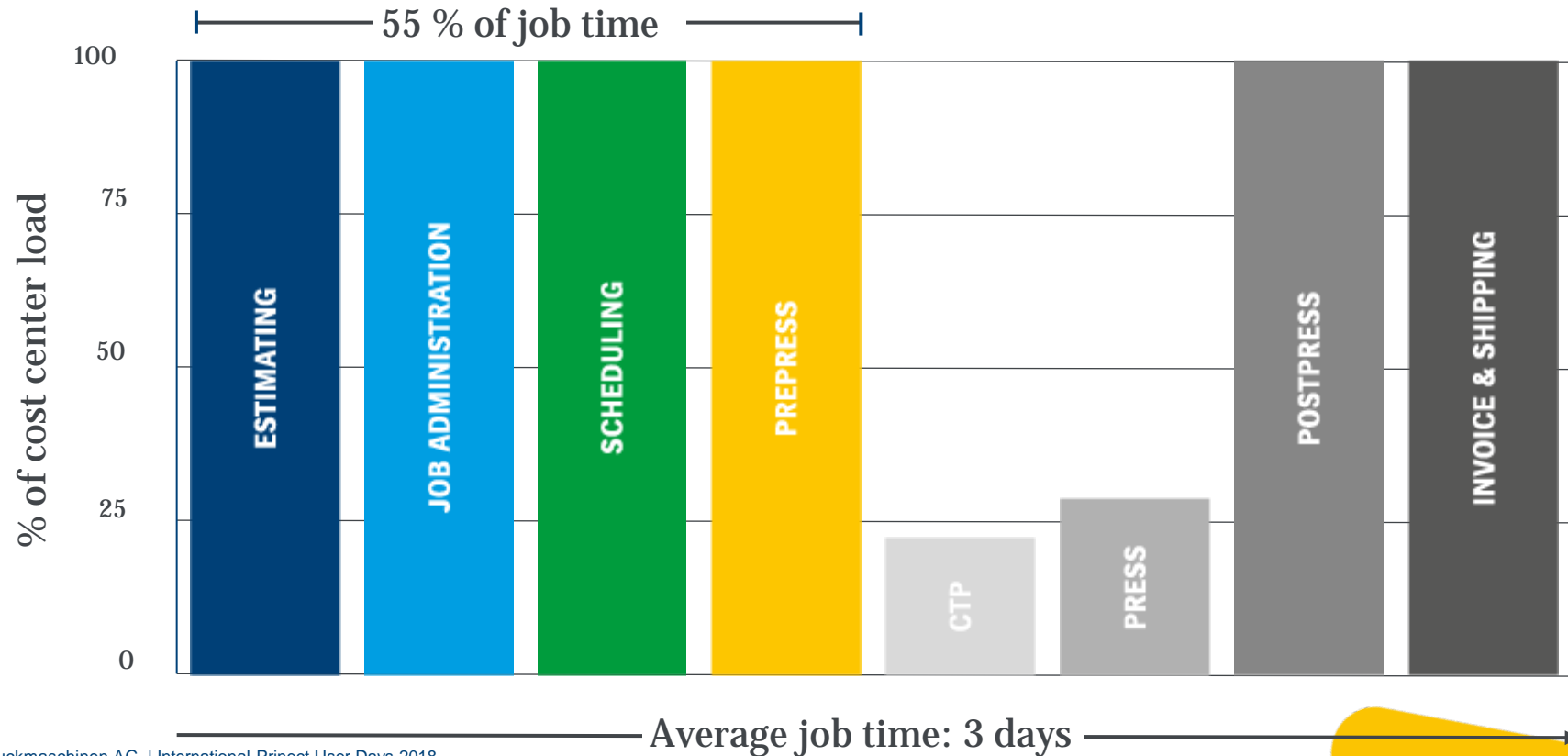
1 PRICE PER JOB





The Challenge.
Planning for the future.

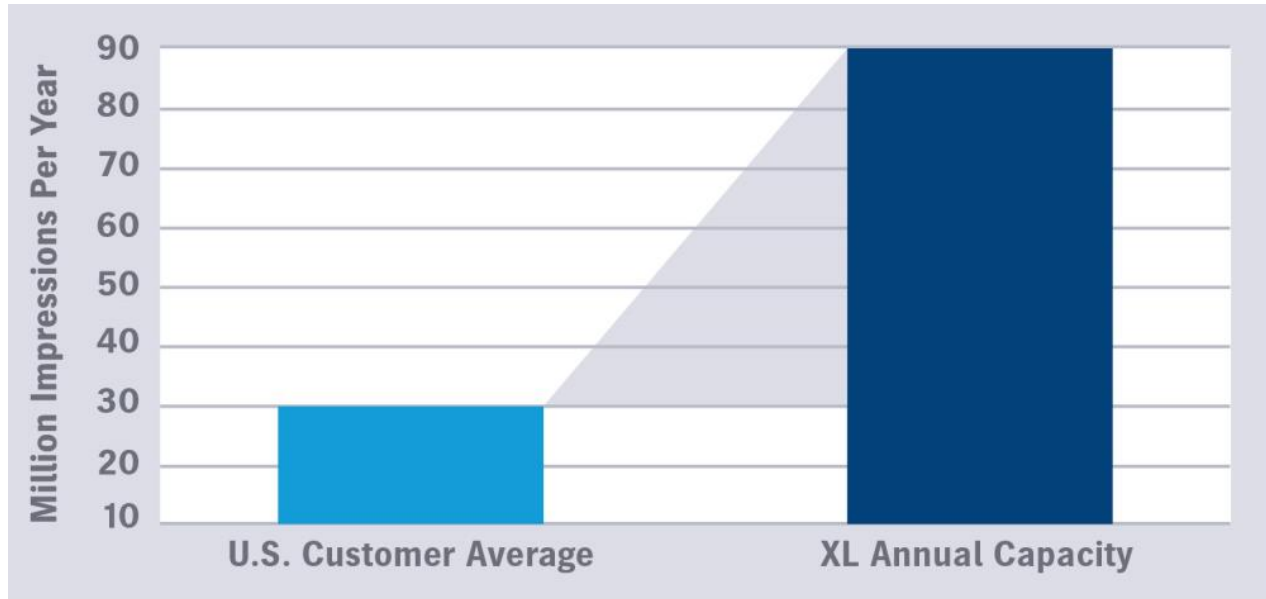
2 TOUCHPOINTS

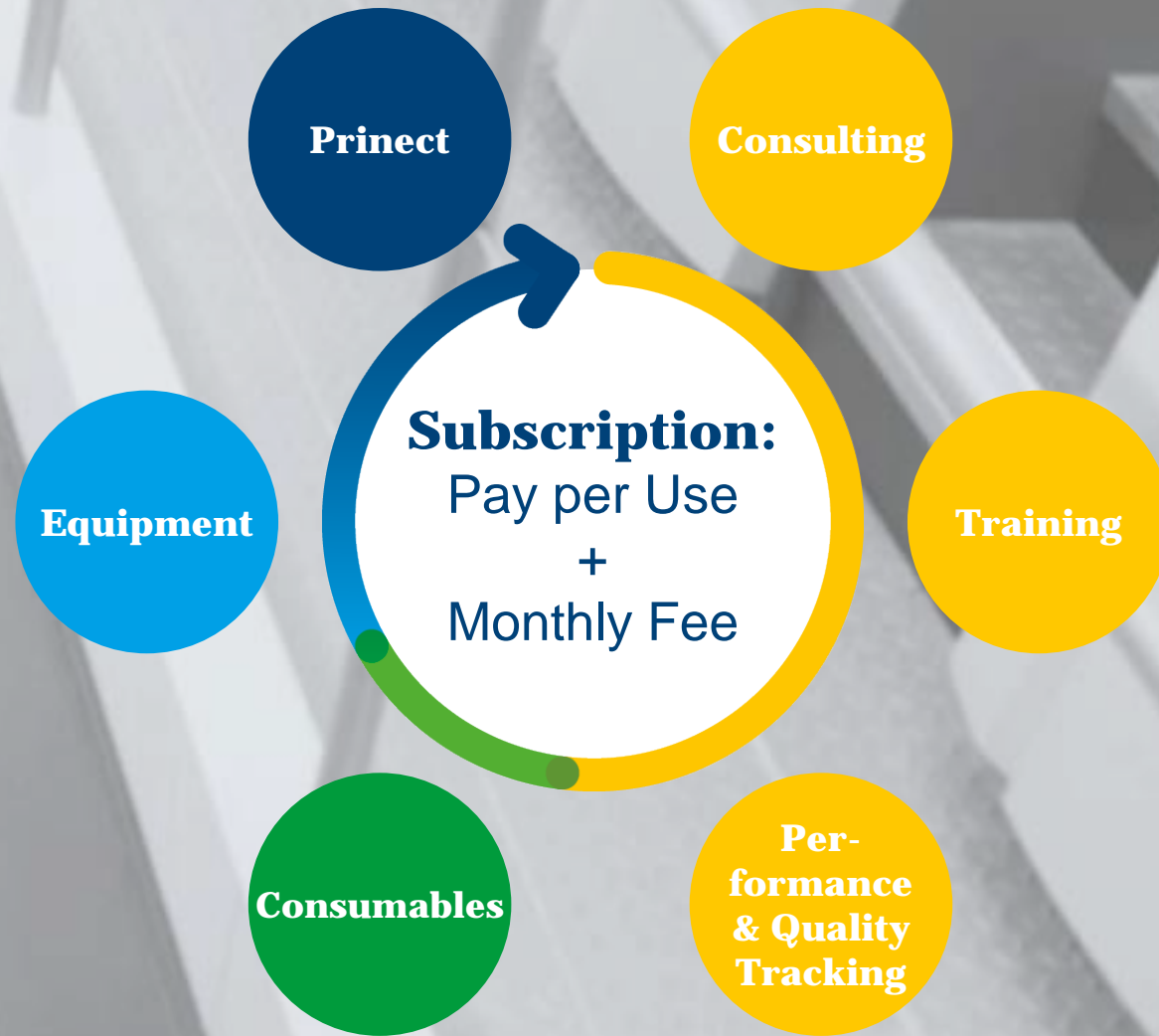




The Challenge.
Planning for the future.

3 PRODUCTIVITY & UTILIZATION OF ASSETS

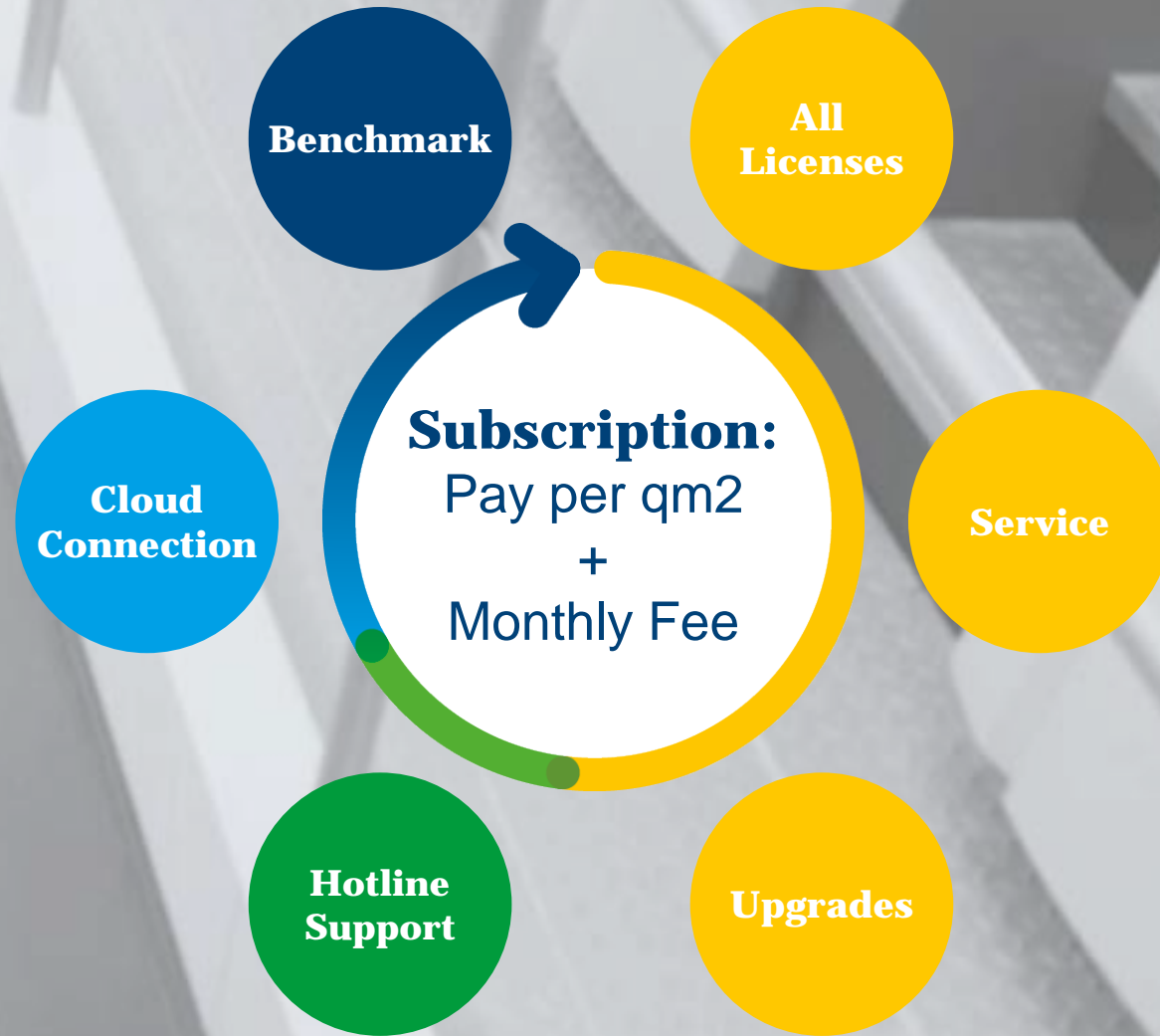








BUSINESS MODEL DISRUPTION





Thank you very much for your attention.
I am happy to answer your questions.