

**Innovative Geschäftsmodelle: Subscription  
für Druckmaschinen und Software.**  
Jürgen Grimm, Head of Software Solutions





1900





1913



2012

TAXI

TAXI

TAXI

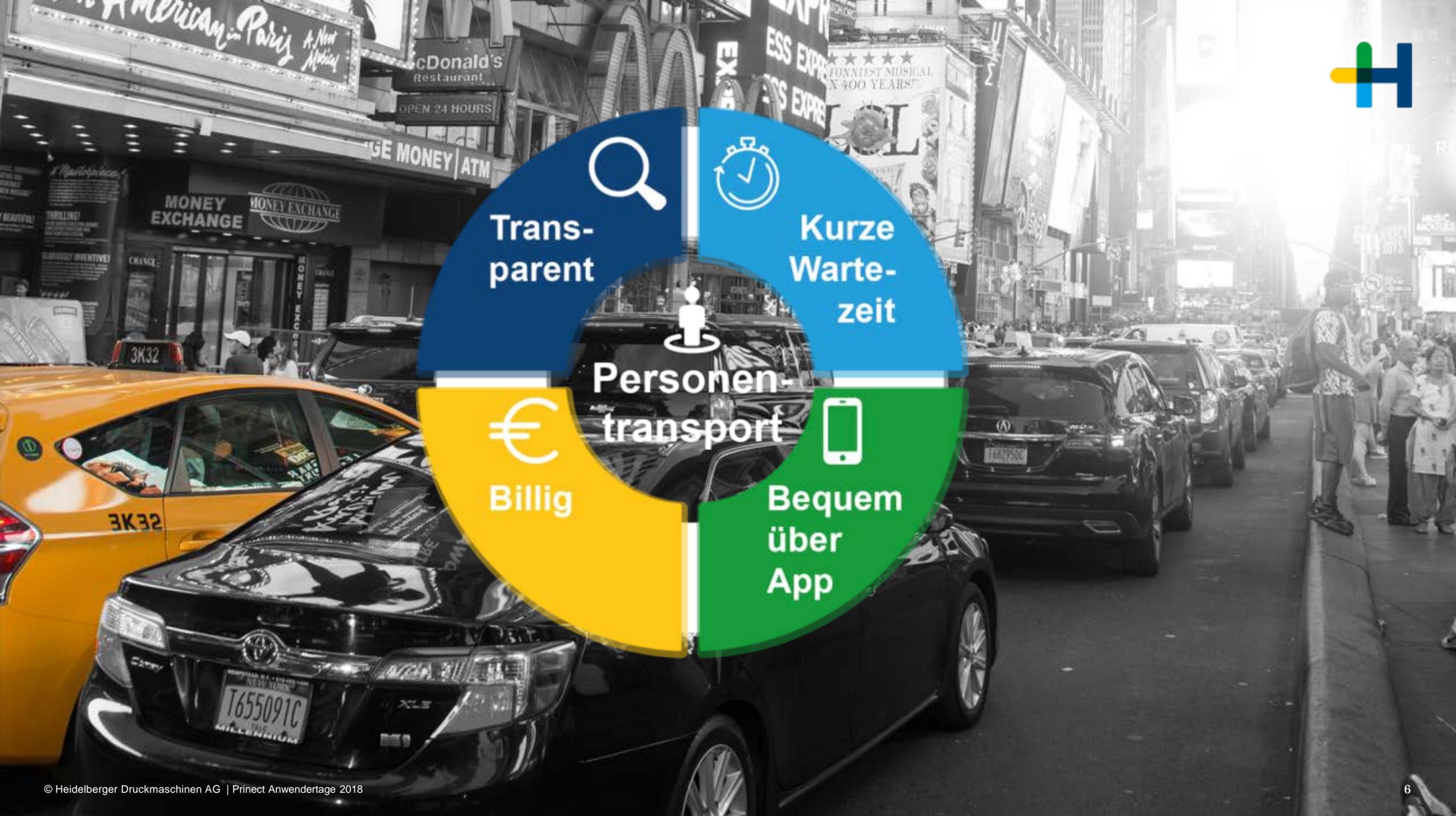
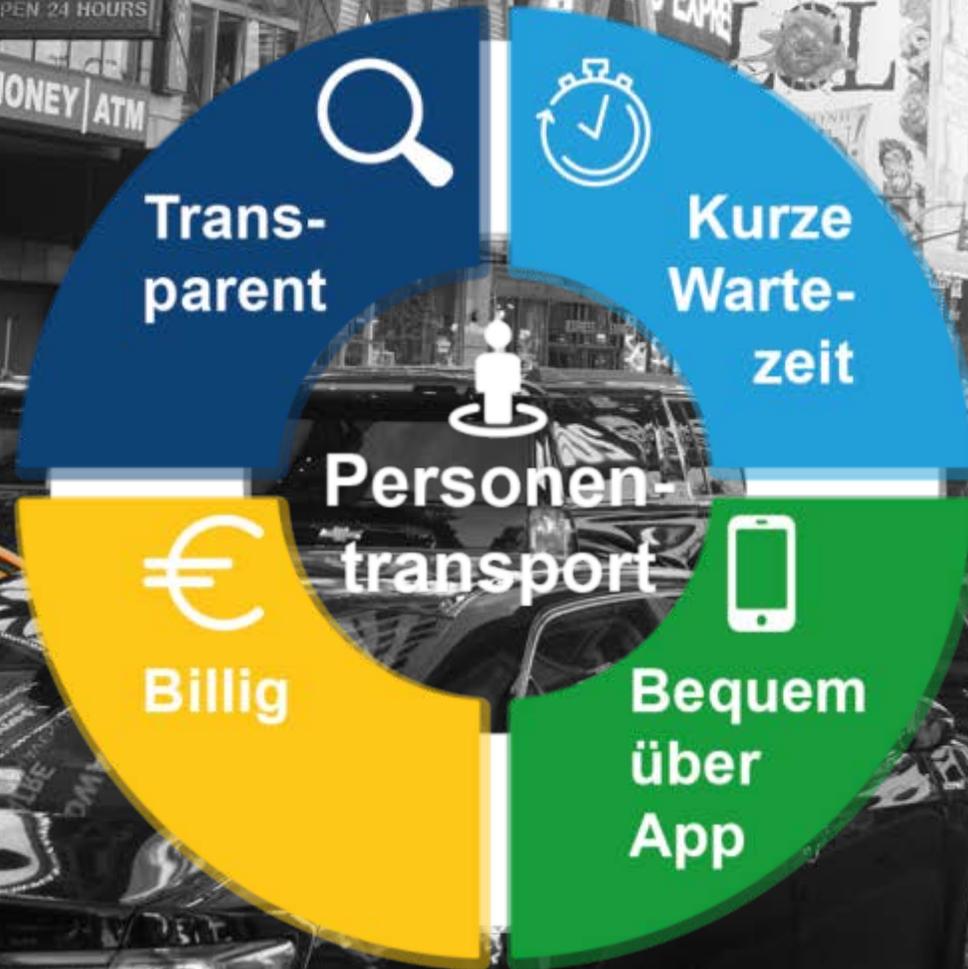
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2017

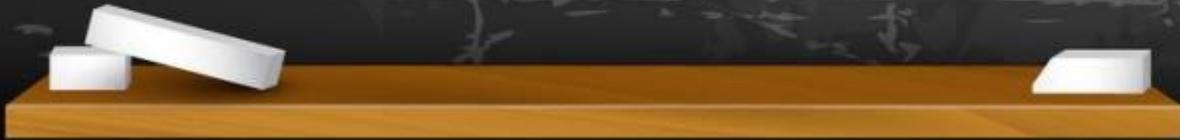
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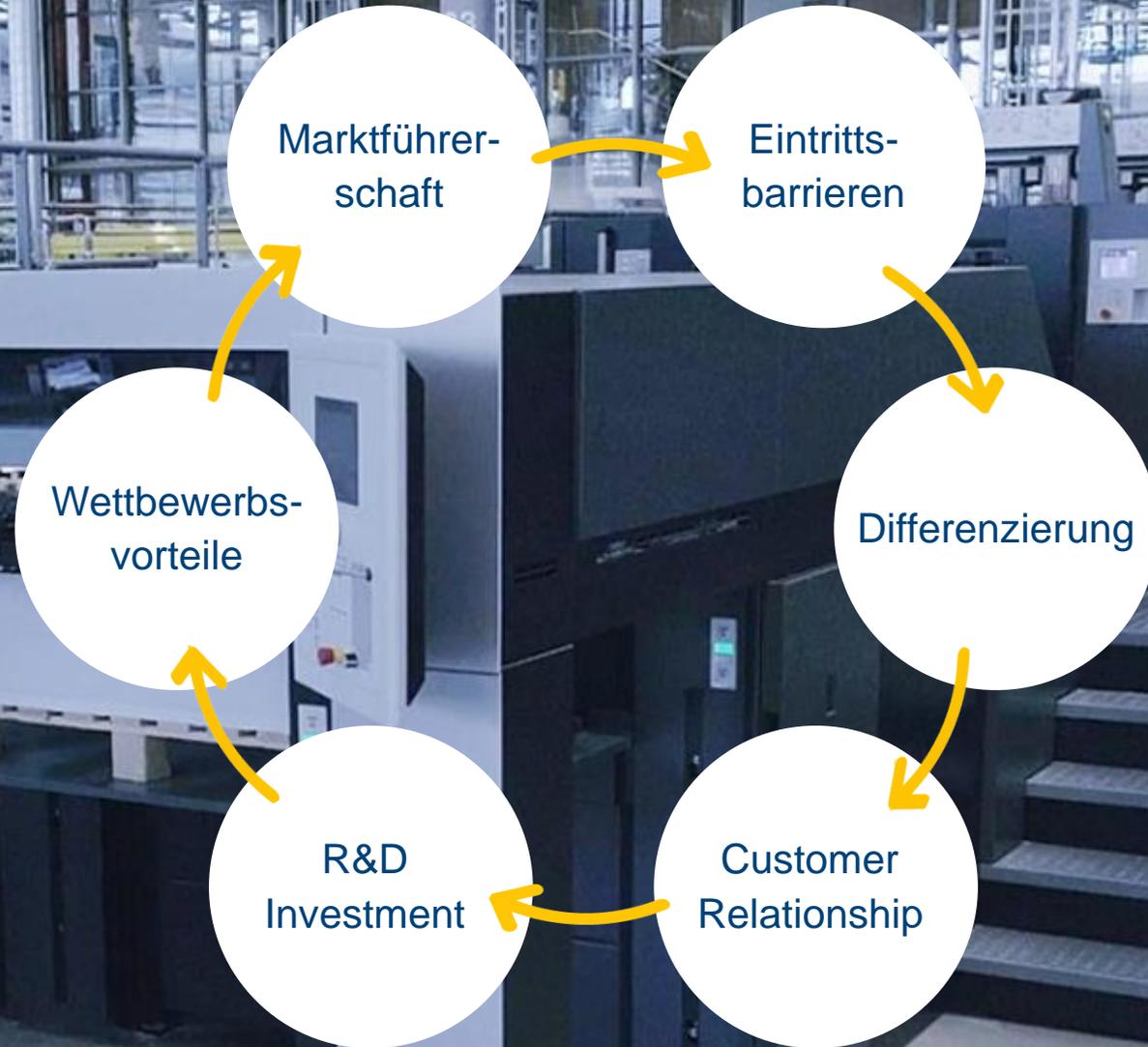






WHAT WE'VE  
LEARNED...







# BUSINESS MODEL DISRUPTION





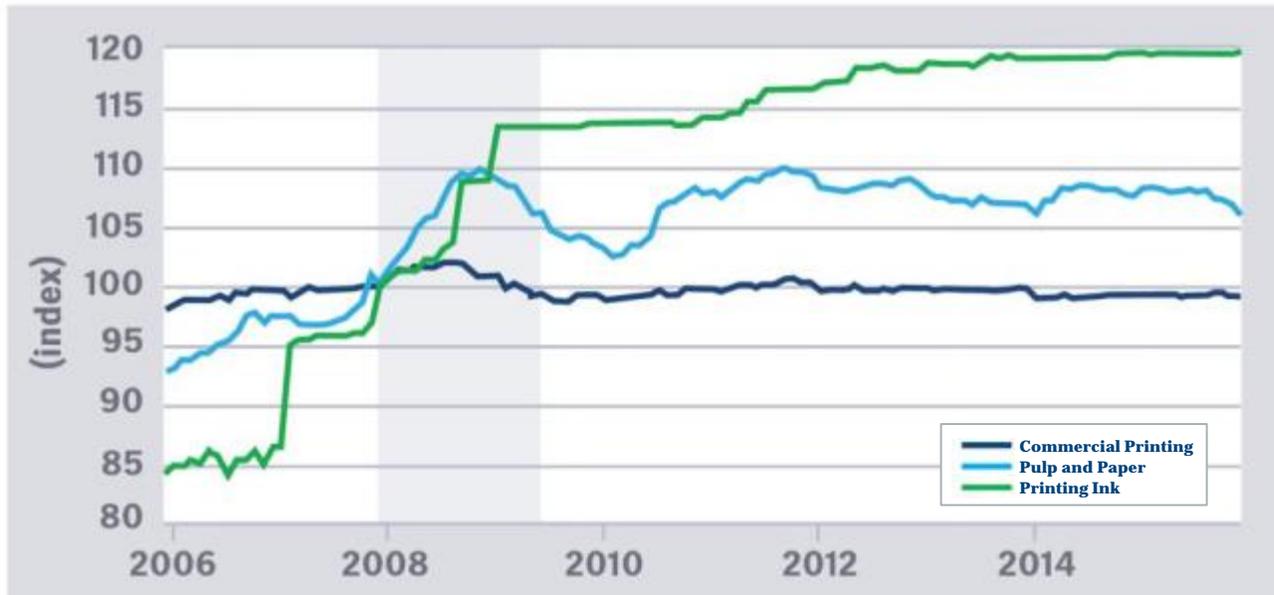


# BUSINESS MODEL DISRUPTION



Die Herausforderung.  
Die Zukunft planen.

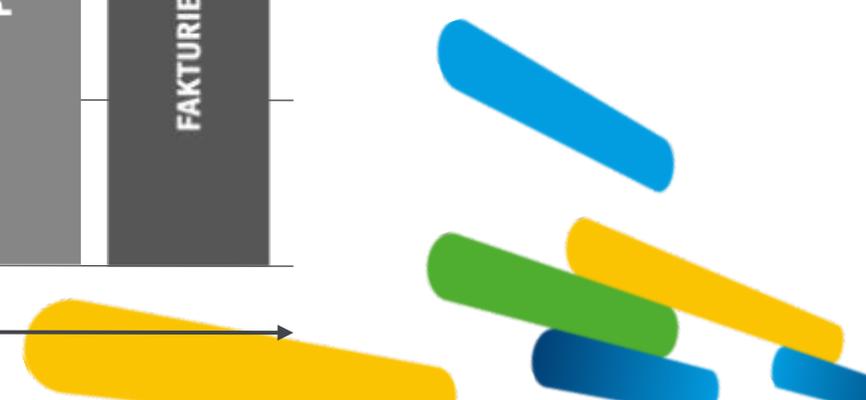
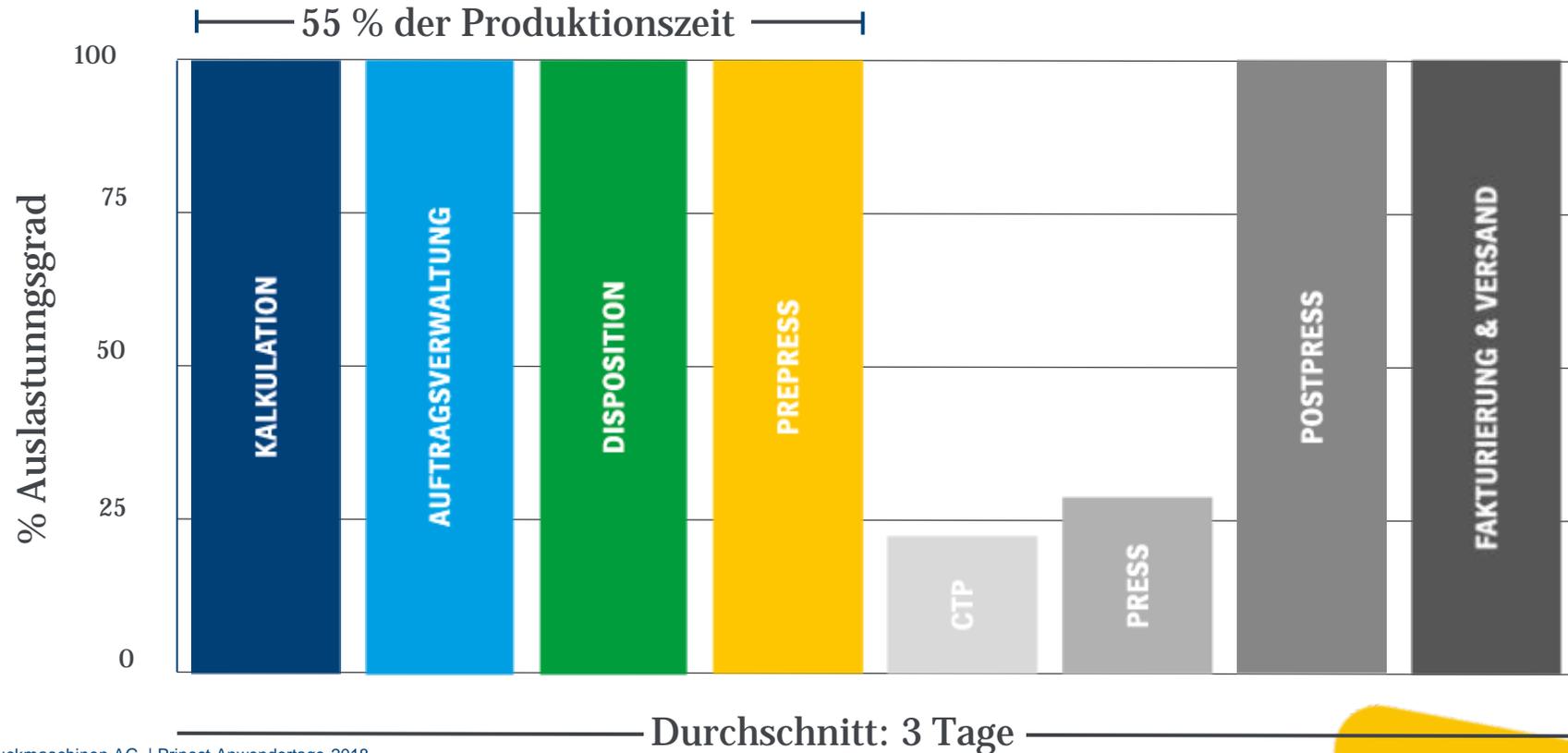
# 1 PREIS PRO JOB





Die Herausforderung.  
Die Zukunft planen.

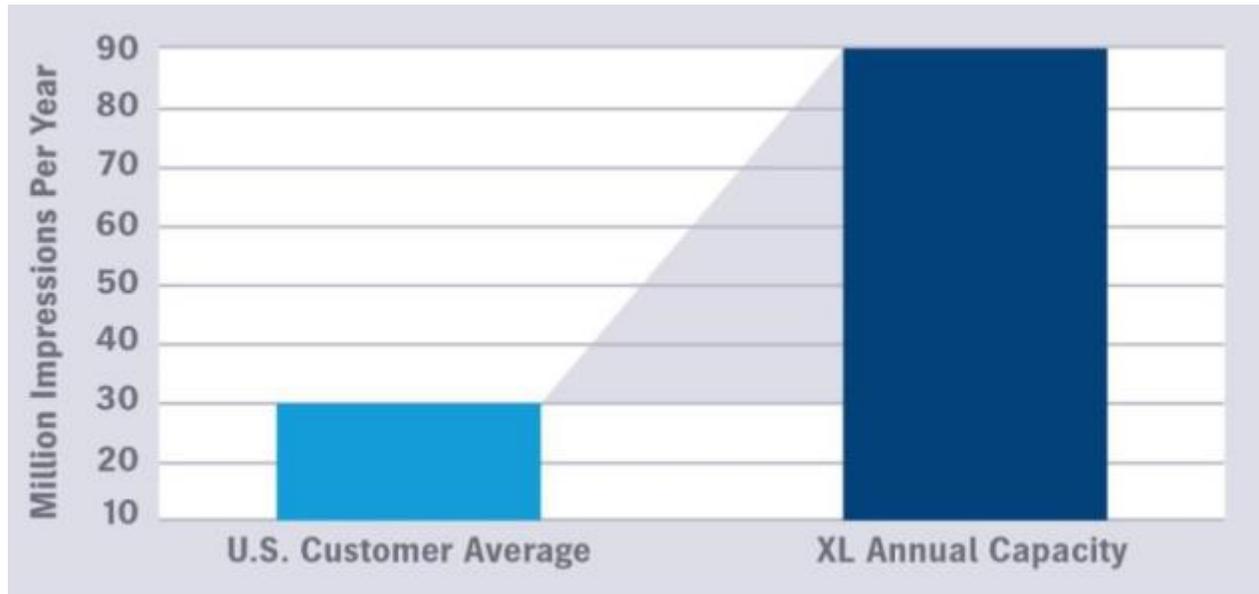
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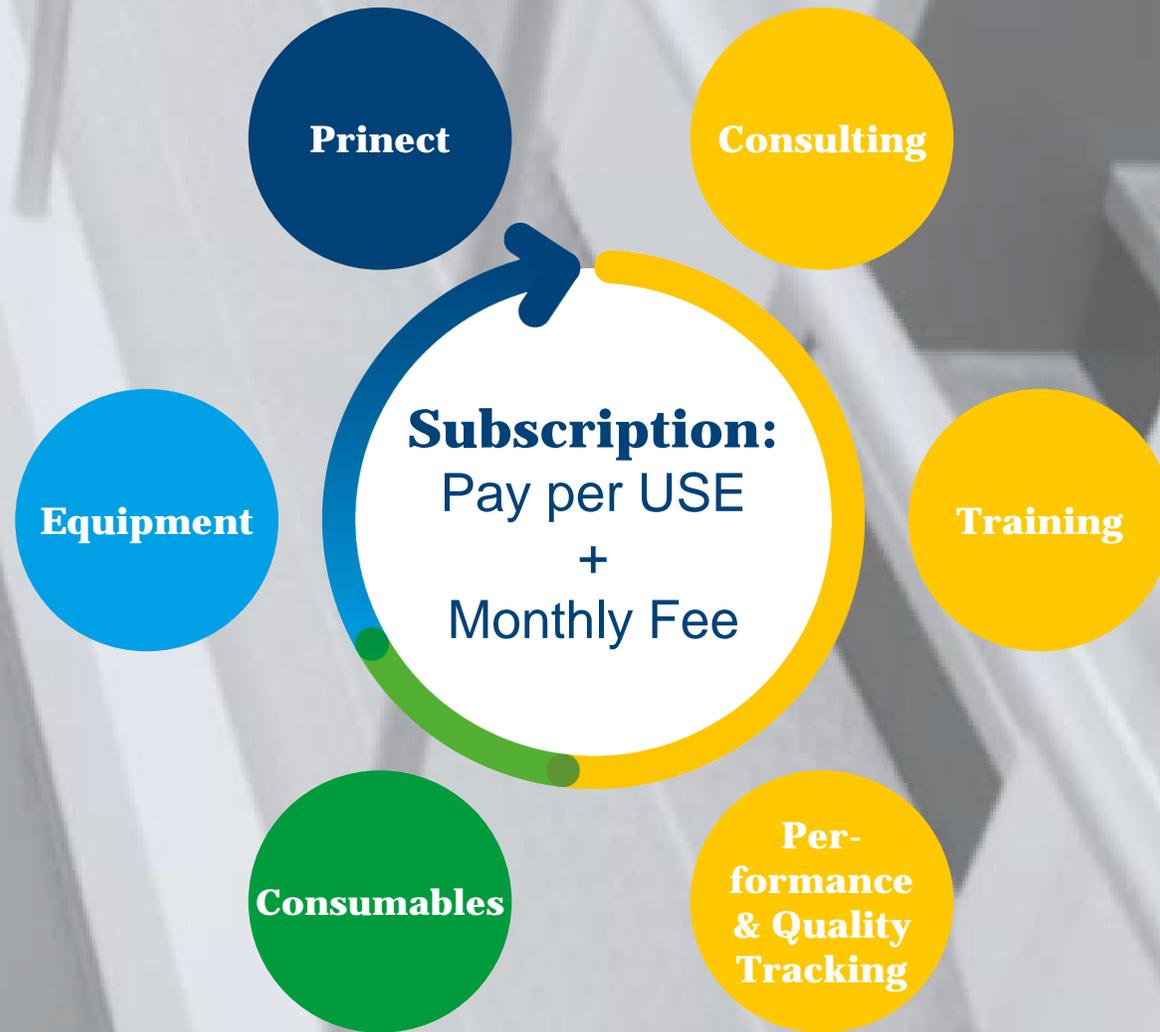




Die Herausforderung.  
Die Zukunft planen.

# 3 PRODUKTIVITÄT & AUSLASTUNGSGRAD

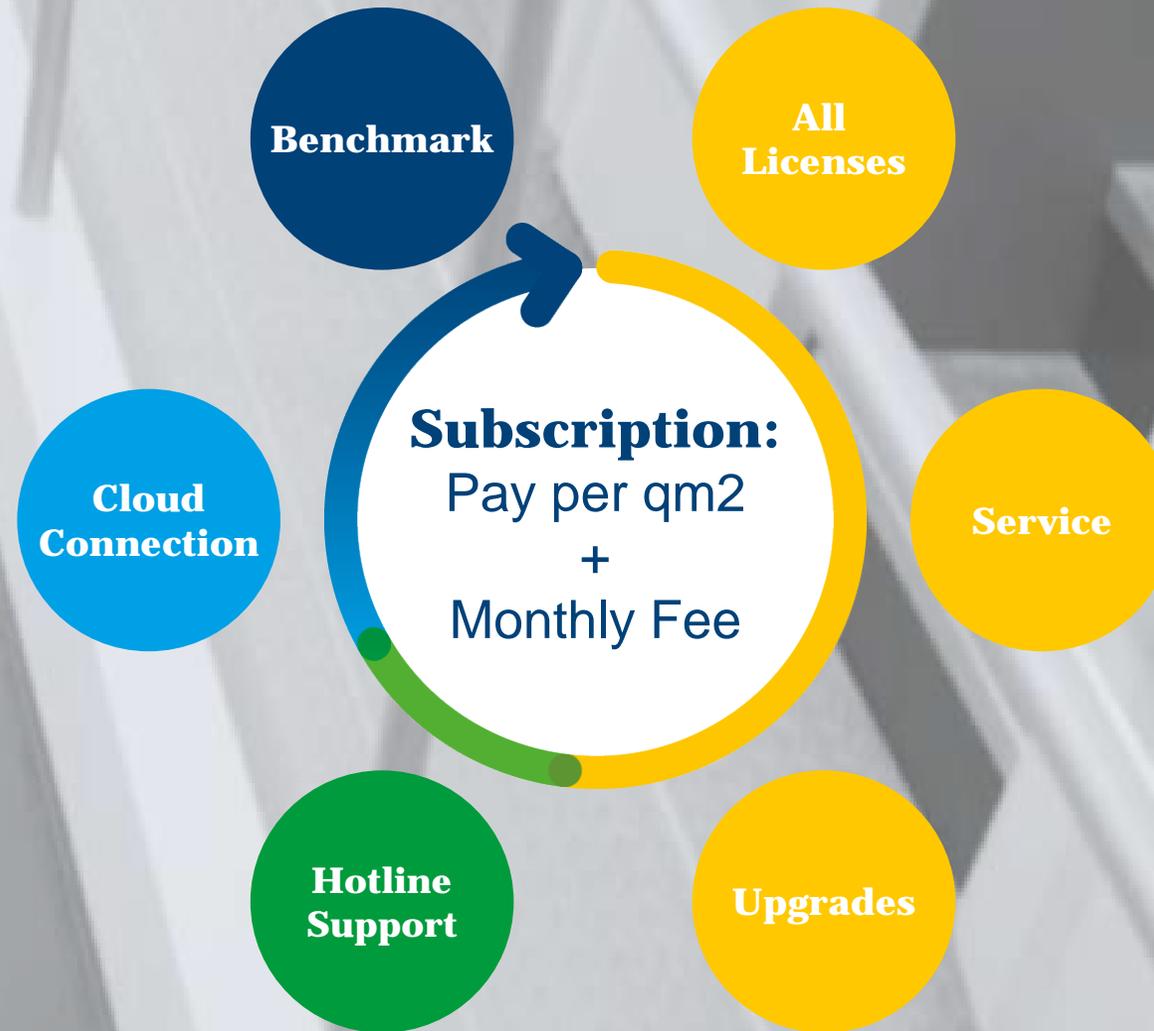








# BUSINESS MODEL DISRUPTION





Vielen Dank für Ihre Aufmerksamkeit.  
Ich freue mich auf Ihre Fragen.