

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





1900





1913



2012

TAXI

TAXI

TAXI

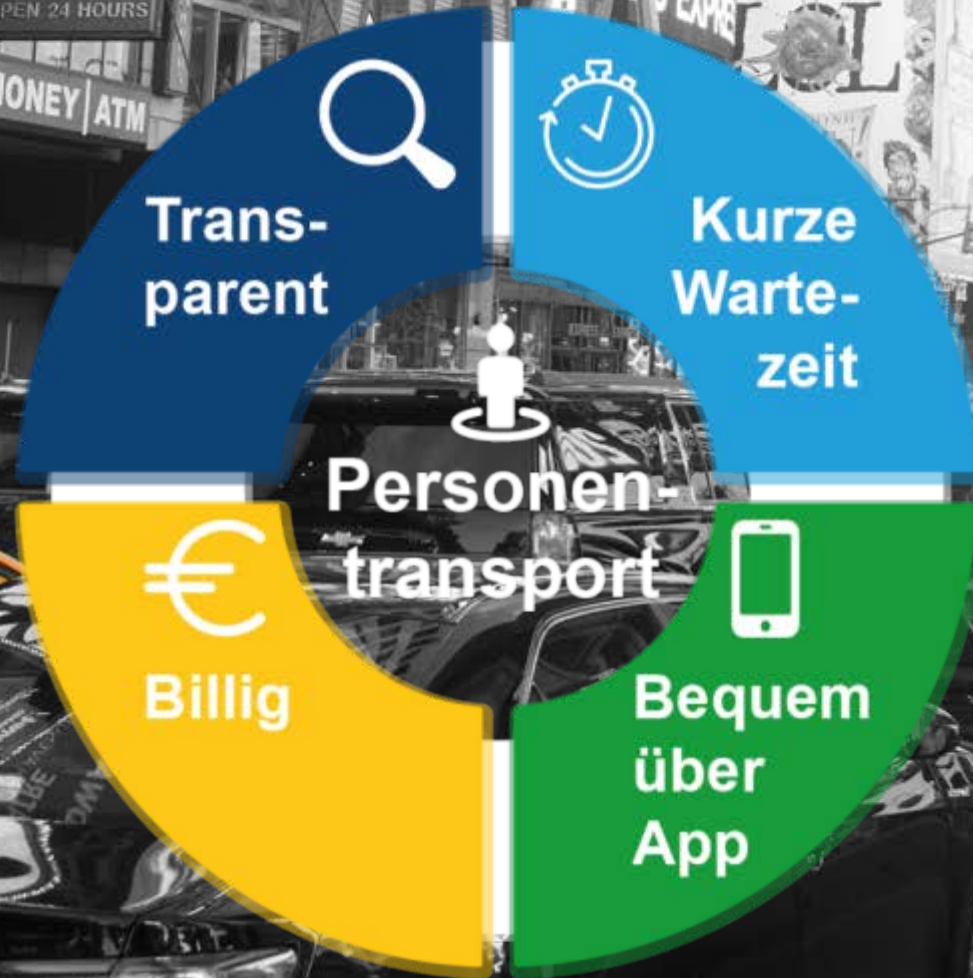
TAXI





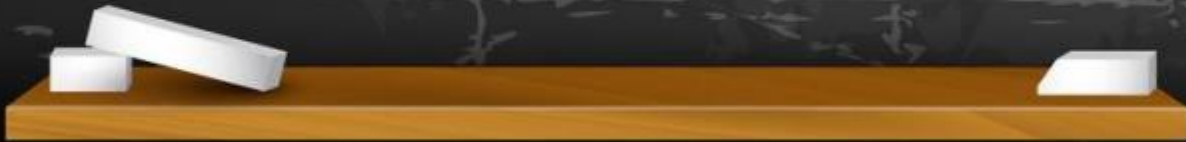
2017

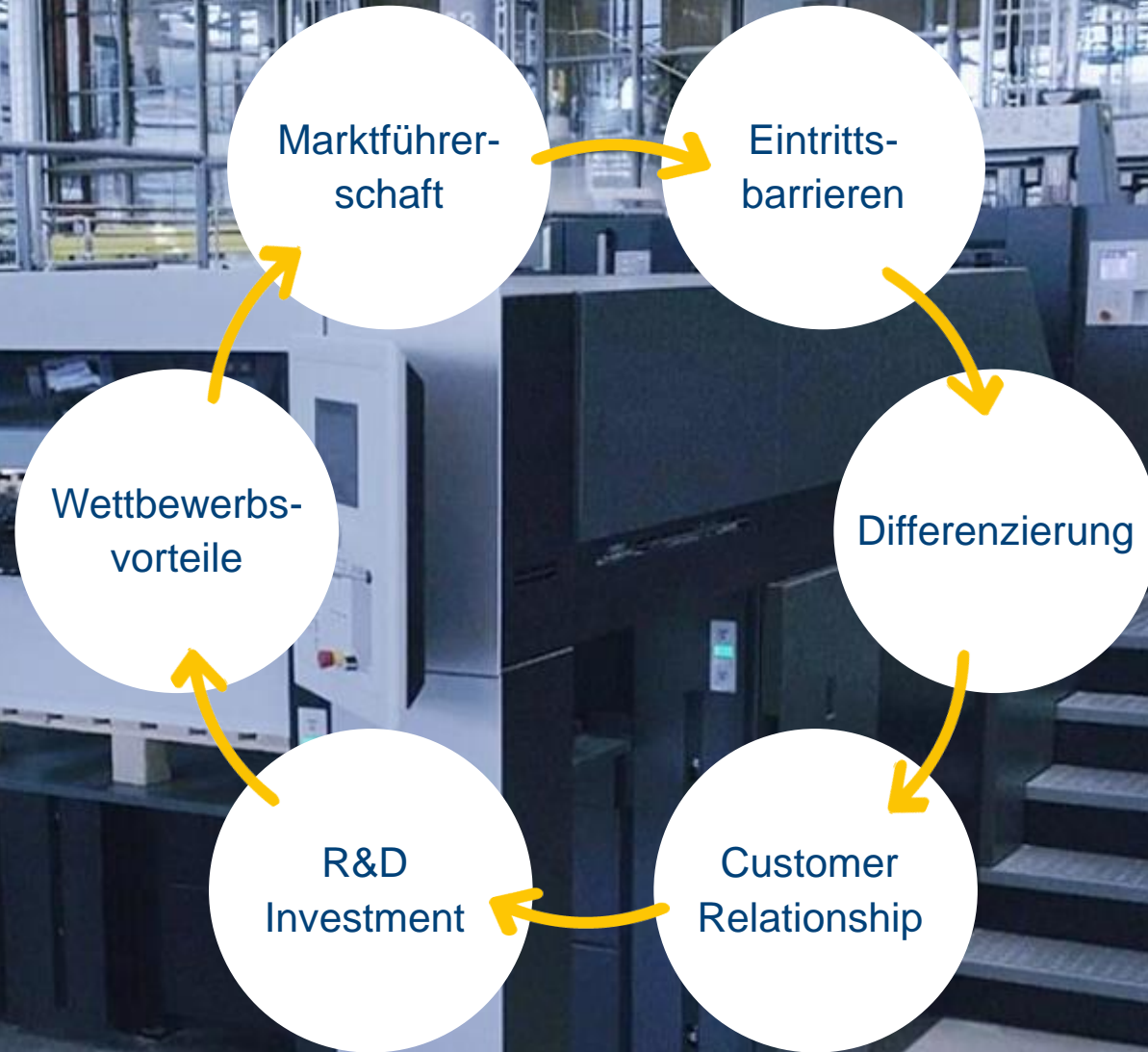
UBER UBER UBER





WHAT WE'VE
LEARNED...







BUSINESS MODEL DISRUPTION





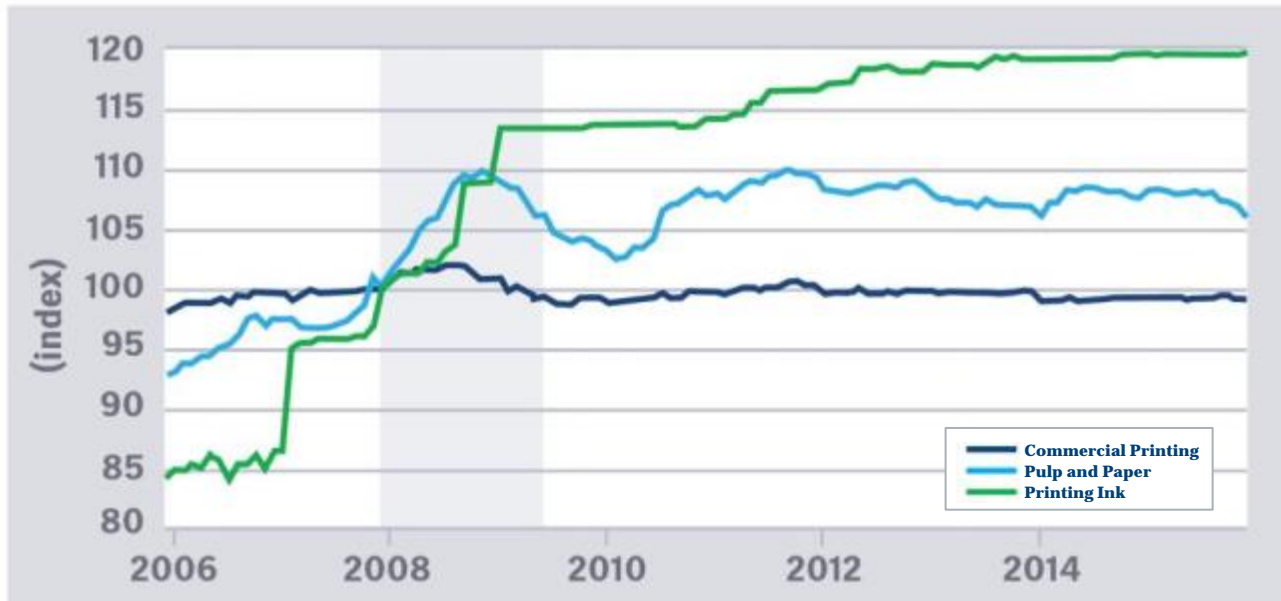


BUSINESS MODEL DISRUPTION



Die Herausforderung.
Die Zukunft planen.

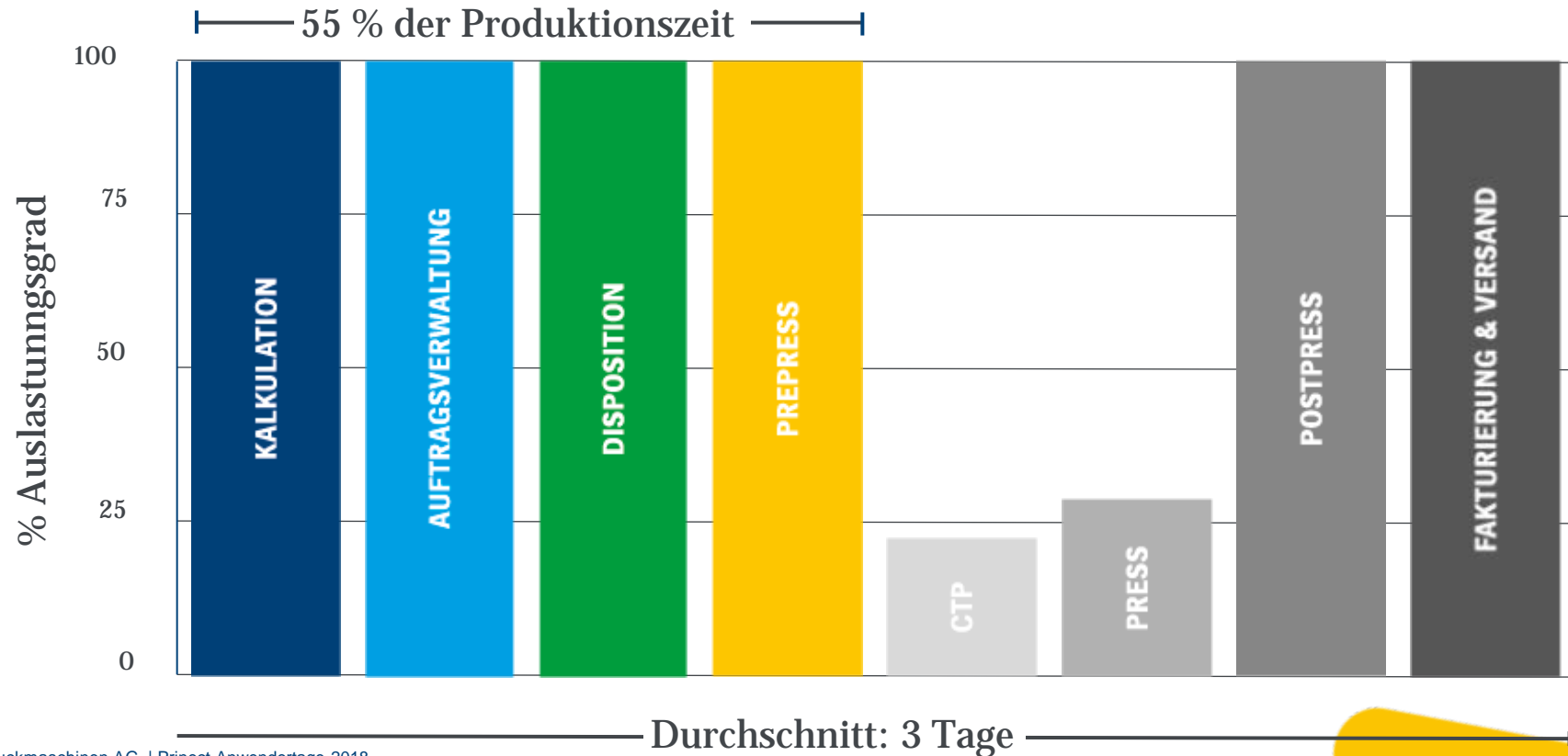
1 PREIS PRO JOB





Die Herausforderung.
Die Zukunft planen.

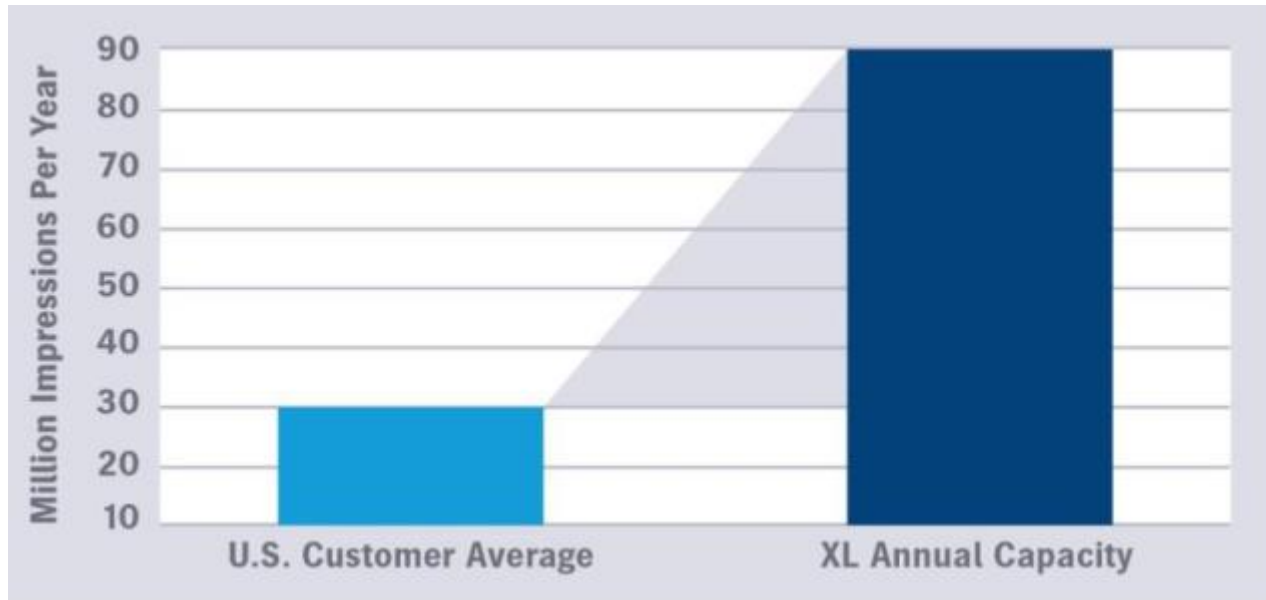
2 TOUCHPOINTS

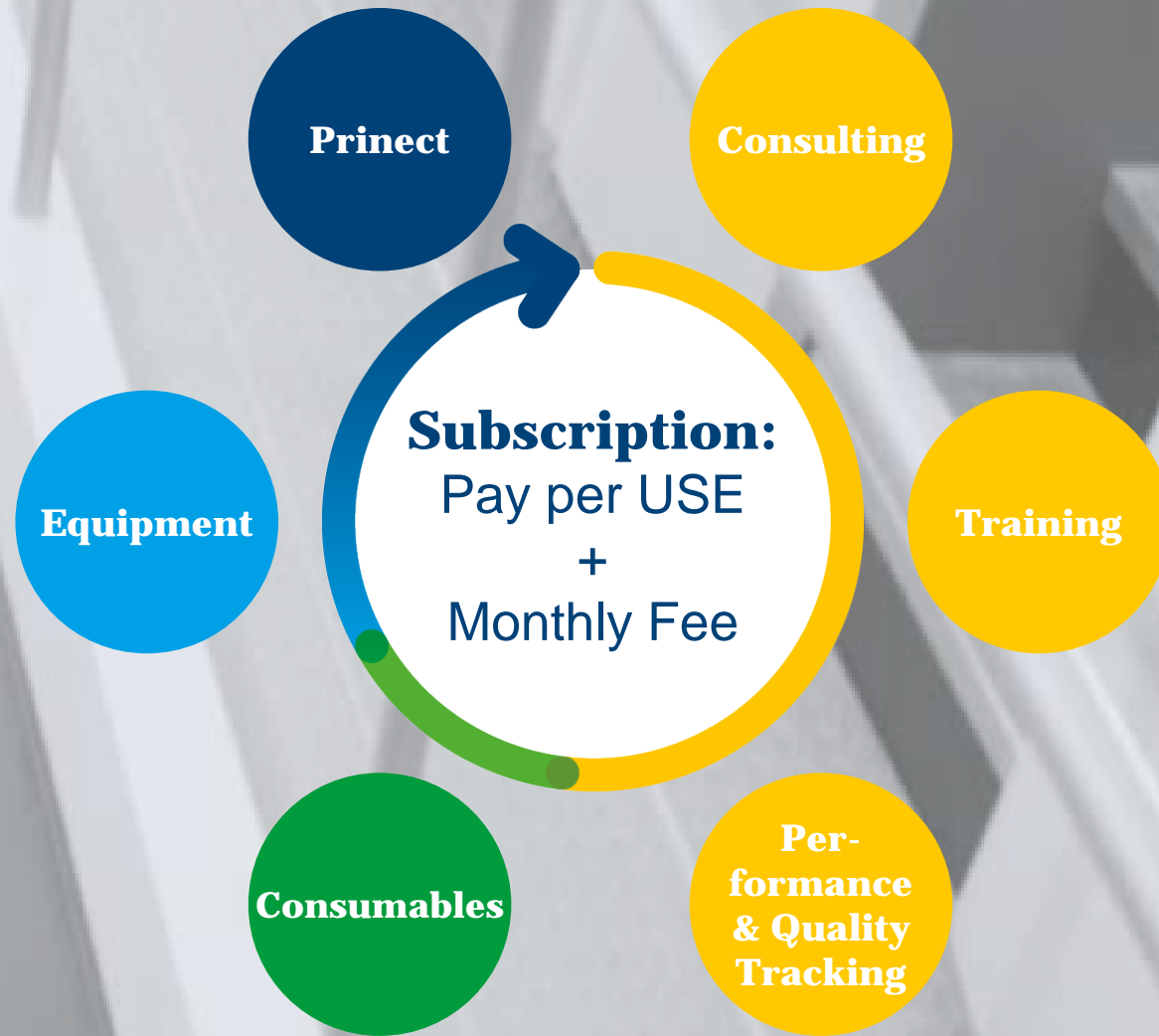




Die Herausforderung.
Die Zukunft planen.

3 PRODUKTIVITÄT & AUSLASTUNGSGRAD

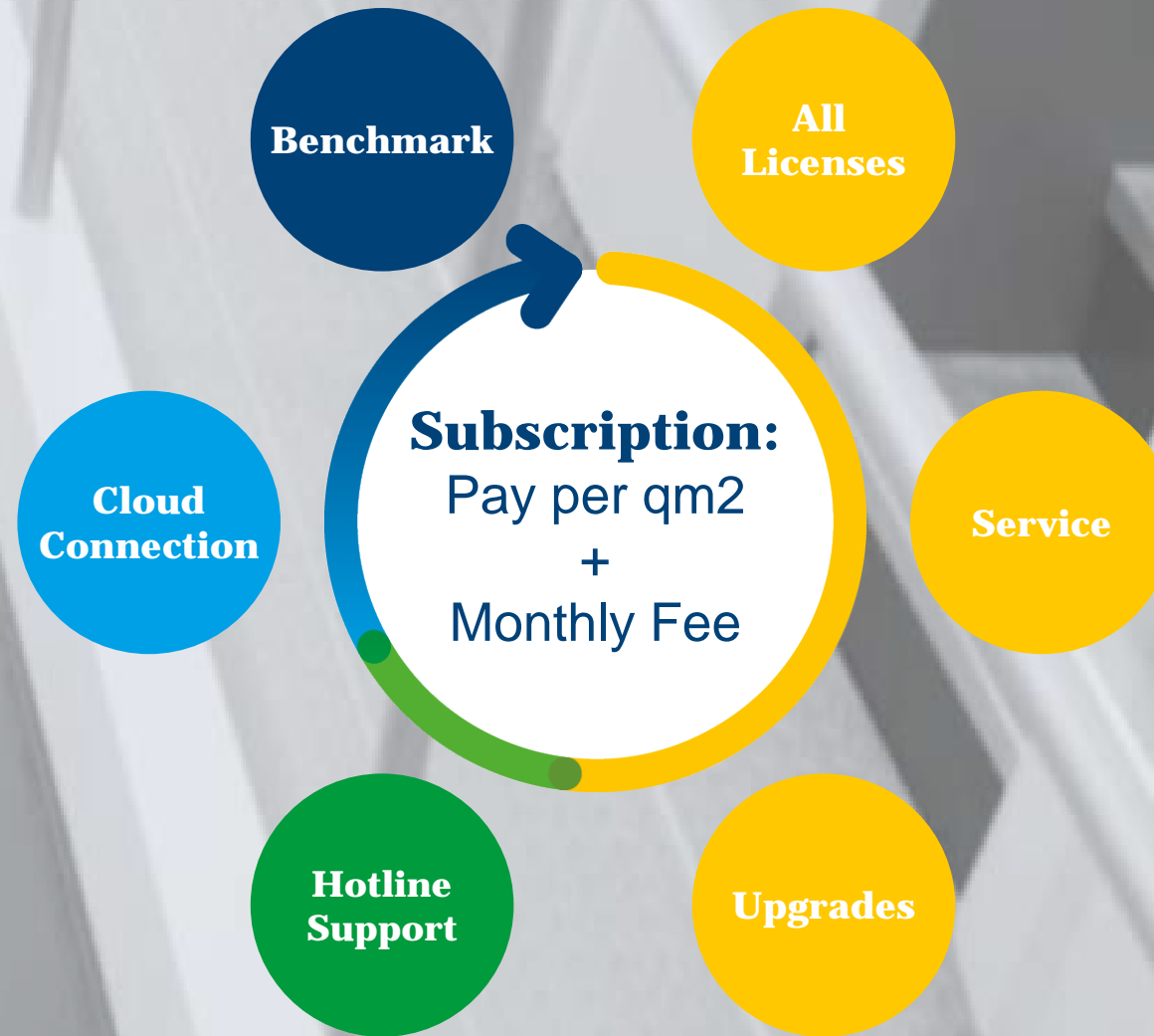








BUSINESS MODEL DISRUPTION





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