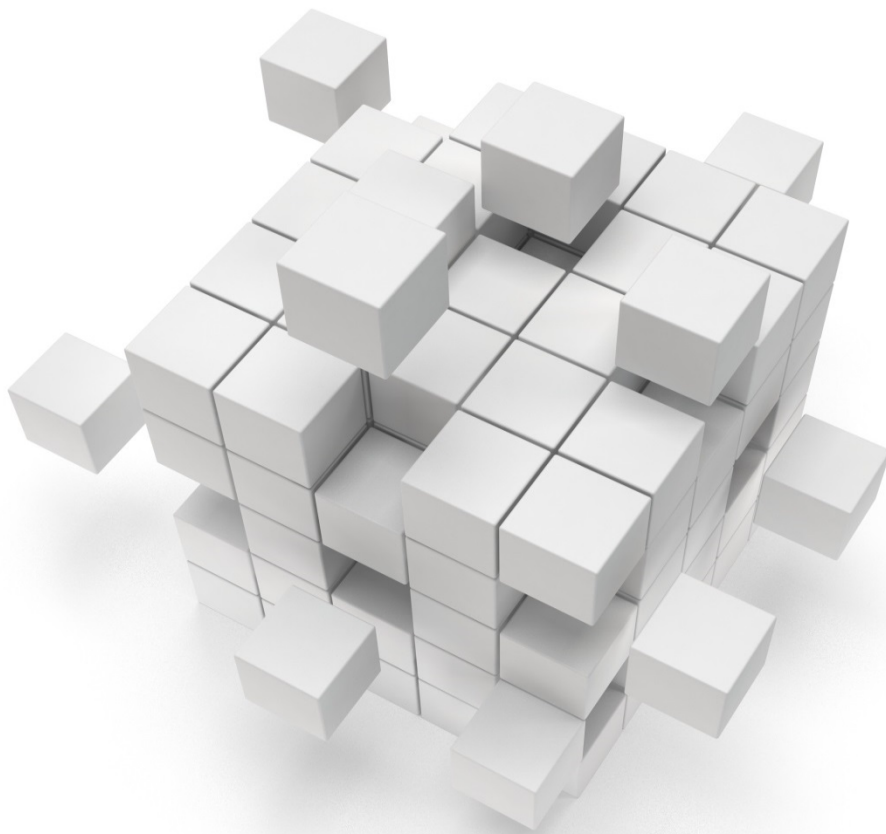


SEMINAR INVITATION, 12 JUNE 2017

PRICING OF MARINE PRODUCTS AND SERVICES IN THE MODULAR AGE



CBS MARITIME

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Blue
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MARITIME FOND

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INTRODUCTION

THIS OPEN SEMINAR INTRODUCES THE MODULAR PRICING FOR PRODUCT-SERVICE SYSTEMS AND ITS IMPLICATION FOR THE MARINE EQUIPMENT INDUSTRY.

The competitive parameters for the marine equipment industry have changed in recent years as the consequences of global shift to low-cost locations. As a result, marine suppliers have strategically increased their service orientation in order to realize differentiation and boost revenue. In parallel to this development, suppliers are increasingly confronted with difficulties in pricing their products and services appropriately. Pricing can be particularly complex when customers can choose from a wide variety of services and make their own combinations, or when customers look for a reliable solution but do not necessarily require the product itself.

This challenge can be overcome by applying the modular pricing, where each product or service is offered as a module, so suppliers can either set different prices for each module, or offer a bundle of modules at a set price. Modular pricing is also an efficient way to balance the tradeoff between customization and standardization in pricing, thus creating a potential win-win situation.

The following key issues will be addressed and discussed in this seminar:

- The servitization through modularization
- The modular pricing for product-service systems
- The implication of modular pricing for marine suppliers

The seminar is part of the dissemination of the Blue INNOship Project No. 15 'Servitization: Creating the market by understanding the price, cost, contracts and financing'. The project is part of the Danish societal partnership, Blue INNOship and partly funded by Innovation Fund Denmark (IFD), as well as the Danish Maritime Fund and Orient's Fond. In attendance will be Blue INNOship project partners, maritime business professionals and researchers.

Copenhagen Business School and Danish Maritime invite you to this pricing seminar and look forward to your participation.

PROGRAM

DATE AND TIME: 12 JUNE 2017

VENUE: AUGUSTINUS FONDEN MEETING ROOM (D4), SOLBJERG PLADS 3, 2000 FREDERIKSBERG

- 09:15-09:30 Registration & Coffee
- 09:30-09:40 Welcome and introduction to the Blue INNOship Project No. 15
Carsten Ørts Hansen, Head of Department/Project Manager, Copenhagen Business School
- 09:40-10:10 Presentation: Managing servitization through modularization
Juliana Hsuan, Professor MSO, Copenhagen Business School
- 10:10-10:40 Presentation: Pricing of marine products and services through modules and bundles
Liping Jiang, Associate Professor, Copenhagen Business School
- 10:40-11:10 Discussion:
▪ The implication of modular pricing for marine suppliers
▪ How this project could be relevant for your organization in terms of pricing
Facilitate by Liping Jiang, Associate Professor, Copenhagen Business School
- 11:10-11:15 Closing remarks

Please register by sending an email to Associate Professor Liping Jiang (lji.om@cbs.dk) by 6 June 2017.
The seminar is free of charge.

4 BACKGROUND

PROJECT BACKGROUND

As part of the Blue INNOship, Copenhagen Business School together with Danish Maritime carries out the project 'Servitization - Creating the market by understanding performance, price, cost, contracts and financing'. Focusing on the critical success factor in servitization, the project aims to advance the dialogue between the Danish equipment manufacturers/service providers and ship owners. In particular, the project looks at the pricing strategy and cost management of product-service solutions, design of service contracts, and financing of servitized solutions. Read more about the seminar and project on the CBS Maritime Webpage <http://www.cbs.dk/en/knowledge-society/business-in-society/cbs-maritime/research/research-projects>.

PROJECT SEMINARS

1. Target costing as a strategic tool to commercialize the product and service innovation (3 Oct 2016, Finalized)
 2. Pricing management and strategy for the marine equipment suppliers (14 Dec 2016)
 3. Optimization and handling of risks and cost within contracts (1 Mar 2017)
 4. Pricing of marine products and services in the modular age (12 June 2017)
 5. Financing of new business models that can promote business and sales within the maritime industry – general (20 Sep 2017)
 6. Financing of new business models that can promote business and sales within the maritime industry – cases (6 Dec 2017)
 7. Negotiation and collaboration through international contracts (22 Mar 2018)
 8. Final Conference (14 June 2018)
- Optional: Marine equipment leasing (6 Feb 2018)

Note: The project partners reserve the right to adjust the themes and timing of the remaining seminars

PROJECT CONTACTS

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AT COPENHAGEN BUSINESS SCHOOL

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