**RESTART: Resilience and Training for SMEs**

**Case study template**

**(Project Result 3 - Task 3.1. & Task 3.2)**

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| **Author of the case study:** | *STEP RI Science and technology park of the University of Rijeka* |
| **Name of the module to which the case study is assigned:** | *Module 6: Servitization – transforming products into services* |
| **Title of the case study:** | *Philips – Light as a service* |
| **Description of the case study:** | *The offer of lighting services by Philips to Schiphol Airport is a great example of servitization, which is the process of shifting from selling physical products to offering services or solutions that provide added value to the customer.*  *In this case, Philips partnered with Schiphol Airport to upgrade its lighting system, which included replacing more than 100,000 traditional fluorescent lights with energy-efficient LED lights. Philips didn't just sell the lights to the airport; instead, it offered a comprehensive lighting service package that included installation, maintenance, and ongoing support.*  *The service package included a range of features, such as remote monitoring and control, predictive maintenance, and automatic fault detection. Philips also provided an on-site team of technicians to ensure that the lighting system was always running at peak performance.*  *By offering a comprehensive lighting service package, Philips was able to provide Schiphol Airport with a range of benefits, including:*   1. *Reduced energy consumption: The LED lights used in the new lighting system were significantly more energy-efficient than the old fluorescent lights, which resulted in a reduction in energy consumption by up to 50%.* 2. *Lower maintenance costs: The predictive maintenance features of the service package helped to identify potential issues before they became major problems, reducing the need for costly repairs and minimizing downtime.* 3. *Improved lighting quality: The new LED lights provided better quality lighting than the old fluorescent lights, which improved the passenger experience and reduced eye strain for airport staff.*   *Overall, this example of product-service bundle offered by Philips to Schiphol Airport is an interesting case of providing a range of benefits for the customer that went beyond just the lights themselves, and helped to build a long-term relationship based on trust and mutual benefit.* |
| **Link for further information:** | [*https://www.signify.com/global/our-company/news/press-release-archive/2015/20150416-philips-provides-light-as-a-service-to-schiphol-airport*](https://www.signify.com/global/our-company/news/press-release-archive/2015/20150416-philips-provides-light-as-a-service-to-schiphol-airport) |
| **Target group of the case study:** | Micro, Small & Medium Enterprises (MSMEs)  Employees of MSMEs  The EU VET ecosystem  Business support organizations |
| **ESCO competencies and skills** | |
| * Transversal skills and competences * Social and emotional skills * Critical thinking * Analytical thinking * Problem-solving * Self-management * Business management * Adaptability * Resilience * Creativity * Networking * Initiative * Flexibility * Openness * Understanding complexity * Cooperation * Empathy * Innovation * Leadership      * Skills * Technological skills * Product marketing * Digital marketing * Digital skills * Communication * Cooperation * Emotional intelligence      * Knowledge * Business management * Online learning and training * Advertising * Cloud computing * Big data * E-commerce * Artificial intelligence * IoT * Digital literacy * Cybersecurity * Data mining and analysis * Sustainability * Well-being * Climate change * Social media management | |