**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:** |  [x] Micro, Small & Medium Enterprises (MSMEs)[x] Employees of MSMEs [ ] The EU VET ecosystem[x] 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

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