PACCT WEBINAR:
GOVERNANCE & OPERATIONS

19th of March 2024
HOW TO INTERACT & COMMUNICATE WITH US?

During the Webinar

Please ask your questions or comments in English

At the end of the Webinar

Please take 2 minutes to answer 4 questions, and help us improve your experience

After the Webinar

change@pacct-sustainability.org

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Re-Live our webinar on our website
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Director of Strategic Partnerships.
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ASTON BUSINESS SCHOOL
Yohann Bereziat
Healthy Fields business model Leader - France
XARVIO-BASF
Arnault Mercier
Segment Director Services & Solutions Business Line (SES) , MICHELIN

Tire-as-a-Service
50 years
All-Inclusive, Pay-Per-Use
400K vehicles

About me 😁
17 years in Michelin Marketing & Finance
Citizen of the world
Customer Value Proposition and Business Model (20min)
Services Staircase

- **Customer platform capability**: We guarantee the outcomes of a business platform
- **Customer process capability**: We guarantee the outcomes of business processes
- **Customer asset capability**: We guarantee the outcomes from products
- **Performance advisory**: We guide the capture of more value from products
- **Assured maintenance**: We guarantee our performance in restoring the condition of products
- **Product break/fix**: We restore the condition of products
- **Product spares**: We supply spare parts for products
- **Product**: We supply products

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Where Michelin & Xarvio position their business model on this staircase?
Key Elements of a Business Model

The Customer Value Proposition

THE CUSTOMER VALUE PROPOSITION
What the manufacturer will do for the customer and the outcome the customer will get

The Value Creation and Delivery System

THE VALUE CREATION AND DELIVERY SYSTEM
How the manufacturer will create it, and the resources and processes needed

The Customer Value Proposition

THE VALUE CAPTURE PROCESS
How the manufacturer will benefit from the process and derive value

The Value Creation and Delivery System

COMPETITIVE ADVANTAGE
How the manufacturer will be better than its competitors in the service provision
Michelin Tire-as-a Service value proposition: strengths and challenges

« Peace of Mind »

Value proposition

Delivery system

Complexity

Price Per KM

Value capture

Competitive advantage

Pioneer
Xarvio value proposition: strengths and challenges

**Job Simplification**
*Financial* Security
Better Farming Practices

**Automatization & Quality**
(Scale Up)

**Cooperation**
Risk Sharing

**Digital & Funding Capabilities**

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**THE CUSTOMER VALUE PROPOSITION**

**THE VALUE CREATION AND DELIVERY SYSTEM**

**THE VALUE CAPTURE PROCESS**

**COMPETITIVE ADVANTAGE**
Q&A on Value Proposition and Business model (5min)

Two possible ways to ask your questions

Raise your hand and you will interact by video directly with the speakers

Ask your questions in the chat
Understanding Value Networks and their role in PaaS (20min)
Value Network Model

**VALUE NETWORK MODEL**
Why are you creating this model? Define the purpose here:

- **SERVICE DESIGN**
  Stakeholders responsible for finalising the service design

- **SERVICE INSTALLATION**
  Stakeholders responsible for the installation process

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**Service Design**

**Service Installation**

**Service Decommission/Recommission**

**Service Delivery**

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**Company**

They are responsible for...

They are able to do this because...

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Value Network: the importance of intangible value

Service Design

Company
They are responsible for...
They are able to do this because...

Service Installation

Company
They are responsible for...
They are able to do this because...

Service Decommission

Company
They are responsible for...
They are able to do this because...

Service Delivery

Company
They are responsible for...
They are able to do this because...

Tangible Value

Intangible Value
Key players in the Xarvio’s offer

3 "partners" who cooperate to produce together...

**DISTRIBUTOR**
- Promotion & sales
- Technical monitoring hectares
- Product logistics

**Applicator**
- Spraying
- Traceability of treatments

**Contractor or Farmer**
- Field risk analysis
- Treatment guidelines
- Fungicides
- Financial guarantee

... hectares of healthy crops
Key players in the Michelin’s offer

Who are we executing our services with?

- 3,300 Service providers in Europe
- 500+ experts throughout Europe

What are the keys to success?

1. ALIGNMENT
2. CO-DESIGN
3. FACTS (safety, sustainability)
Two possible ways to ask your questions

Raise your hand and you will interact by video directly with the speakers

Ask your questions in the chat
Maturity & Organisation
Transformation Roadmap: to aid Governance & Operations
Maturity & organisation of the Michelin’s offer

50 YEARS
Start NEW CYCLE

Purpose
Clarify Strategic fit

DIGITAL
Double differentiation

<table>
<thead>
<tr>
<th>ORGANISATION</th>
<th>MARKET</th>
<th>NETWORK</th>
<th>TECHNOLOGY</th>
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Maturity & organisation of the Xarvio’s offer

BASF salesrep

XARVIO Regional sales manager (KAM)

DISTRIBUTOR

Distributor salesrep

Fungicides

Healthy Fields

FARMER

PACCT Presentation
Two possible ways to ask your questions

Raise your hand and you will interact by video directly with the speakers

Ask your questions in the chat
Q&A and conclusion (20min)
Q&A (15min)

Seq 1: Customer Value Propositions and Business Model

- Customer platform capability
- Customer process capability
- Customer asset capability
- Performance economy
- Assured maintenance
- Product services
- We supply spare parts for products
- We supply products

Seq 2: Understanding Value Networks and their role in PaaS

Service Design → Service Installation
Service Decommission/Recommission → Service Delivery

3 “partners” who cooperate to produce together:

- DISTRIBUTOR
- App licator Contractor or Farmer
- ZARVIO

Promotion & sales
Technical monitoring/hectares
Product logistics

Spraying
Traceability of treatments

Field risk analysis
Treatment guidelines
Pumps/spray
Financial guarantee

... hectares of healthy crops

Seq 3: Maturity & Organisation

- Purpose
- DIGITAL
- MARKET
- NETWORK
- TECHNOLOGY

Organisation

BASF sales rep
XARVIO Regional sales manager (KAM)

FARMER

3,200 Service providers in Europe
500+ experts throughout Europe

ALIGNMENT
CO-DESIGN
facts (data aggregation)

50 YEARS
Start new cycle
Purpose
Clarity strategic fit
DIGITAL
double differentiation

THE CUSTOMER VALUE PROPOSITION
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THE ADVANCED SERVICES GROUP

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How to reach us?

Our website
Replay & presentation in the “Program” section

Our LinkedIn page

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Your feedbacks

It will only take 2 minutes!

Thank you!