Embracing Change
The Shift from Making Products to Selling Value

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Gemalto
VALUE
Selling value...a personal lesson.
The Concept of **Value**

Rethink conventional views and methods about value.

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**Value Creation**
Customer Value Proposition.
Increases the value of company offering

**Value Capture**
The “monetization” of value.
How to make money from the offering
The concept of value is DYNAMIC
The most powerful force ...will be the production and provision of products and services ever closer to the point of demand. This will destroy established supply chains and shift who captures value.

Robert Wolcott  
Professor at Kellogg School of Management
The **NOW** Economy

* A Dynamic Shift of the Value Chain

[Logos of Amazon Home Services, Airbnb, Uber, Netflix, SolarCity, and Gemalto Licensing Live! are displayed.]
Attributes of the NOW Economy

- Superior Customer Experience
- Flexible Consumption & Pricing Models
- Process Automation
- Value Chain Disruptive
- Adaptable Platforms
- Data Driven
- Near Instant Provisioning
- Connected Ecosystem
The **NOW** Economy

for

Business
The 4th Manufacturing Revolution

INDUSTRIAL REVOLUTION
1780 – Mid 1800s

MASS PRODUCTION
Early 1900s

MACHINE AUTOMATION
1960-70s

TECHNOLOGY & MANUFACTURING
Today & Beyond

Source: Olivier Scalabre, TedTalk, May 2016
The global market for IoT healthcare tech will top $400 billion in 2022. Source: Grand View Research

“It's all about real-time monitoring and I really think in the end as healthcare providers and hospitals, we really need to put our patients at the center of all of our thinking.”

John Romero, Philips Healthcare
"Farms are becoming more like factories: tightly controlled operations for turning out reliable products, immune as far as possible from the vagaries of nature."

The Future of Agriculture,
The Economist,
Technology Quarterly, June 2016
Software is Everywhere

- Devices
- Cloud Services
- Communication
- Data
- End User Applications
Software Monetization in the NOW Economy

- Customer Experience
- Business Model Flexibility
- Operational Automation
- Data Driven Intelligence
- Security & Protection
EMBRACING CHANGE

Next Generation Monetization Strategies for Embracing the NOW Economy
You should wake up every morning drenched in sweat but not because you are afraid of your competitors. Be afraid of your customers because they are the ones who have the money.

Jeff Bezos
Founder and CEO amazon
Thank You!