

Strategic Characteristics	Variation A	Variation B	Variation C	Variation D	Variation E	Your variations
Benefit is oriented towards:	Ownership of the physical product	Use of the product	Results of the use of the product	Consumption of the product	...	...
Transfer of ownership	After delivery	After installation	Returns to company at end of life	Is never transferred - owned by the company throughout its life	...	...
Responsibility during use	Customer has full responsibility	Company is responsible for installing	Company installs, maintains and takes back	Company has full responsibility for the use of the product	...	...
Management of life cycle activities	Company manages all before and included installation	Company manages the operation and maintenance	Company manages upgrading	Company manages continuous improvements	...	...
Availability of offering	Always present at the customer	Present at the customer when needed (serial use)	Present at the company when needed	...	...	...
Expansion of benefits	Core benefit alone	Multiple benefits aggregated together	Multiple benefits integrated with each other	...	...	...
Economical value based on	Transfer of ownership	Value based on per use	Value of the management activities	Value of taking responsibility of the use	Value of the result of use	...
Your characteristics	...	...	...	...	...	...