## FROM OWNERSHIP TO USERSHIP

Panasonic CONNECT



# BLECK WINCH

THE AS-A-SERVICE EXPERTS



## ARE YOU READY TO START THE AS A SERVICE JOURNEY?



### I USE AS A SERVICE FOR...

## 



### 

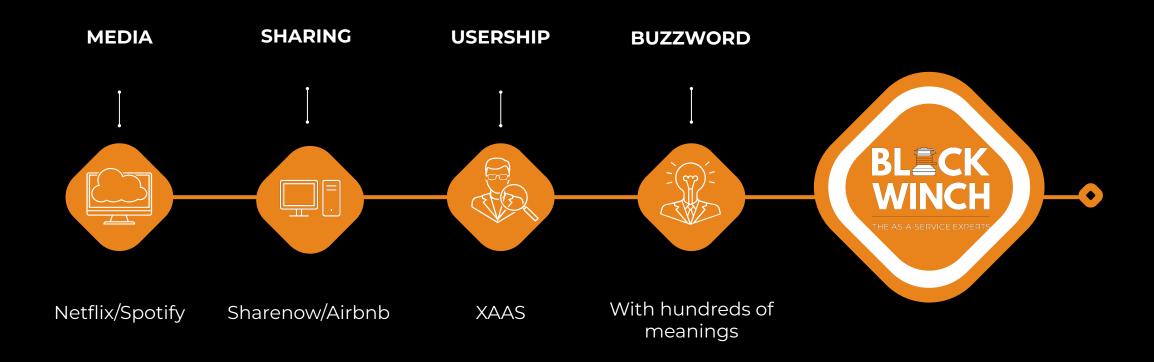
# 6 airbnb

## L'acin





#### **MARKET SHIFTS**



#### **AS-A-SERVICE?**

\$650bn (2020)

to **\$2.8tn** (2028)



Forecasted growth of the subscription / leasing economy market

One of the fastest-growing industries globally



**18%**Subscription economy's annual growth rate

x9 faster



Subscription businesses grow revenues 9 times faster than S&P500's

Main sectors embracing the subscription economy



IT . Industrials Energy . Healthcare Retail . Media

#### **DRIVING FORCES**



DIGITALIZATION AND DATA

IoT and connected sensors for data usage



ENVIRONMENTAL RESPONSIBILITY

EU Taxonomy, carbon footprint offset, eco-design directive etc.



UNCERTAIN ECONOMIC TIMES

Inflation boosts OPEX models







### BENEFITS FOR THE USERS



## RUNNING COSTS CASH



### PARTNER SUPPLIER



## SCALABLE A LA CARTE



## ONGOING UPGRADE PROJECT MODE

### BENEFITS FOR OEM AND CHANNEL



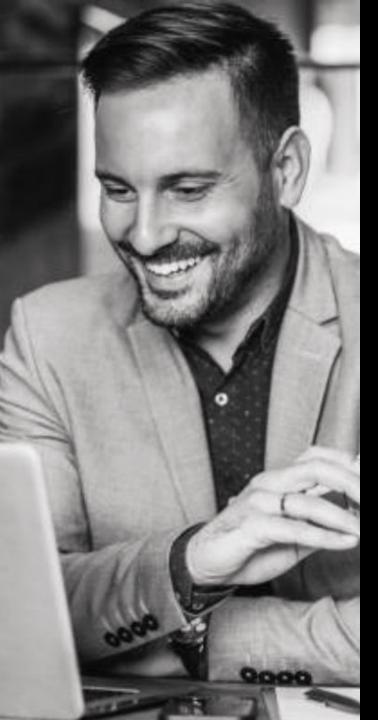
### CUSTOMERS USERS



#### PRODUCT EXPERIENCE



#### PROJECT PARTNERSHIP



### PURCHASE ORDER CLIC AND UPGRADE



**RUNNING COSTS** 







**PARTNER** 

**SCALABLE** 

**ONGOING UPGRADES** 







**EXPERIENCE** 



**PARTNERSHIP** 



**CLIC AND UPGRADE** 

357

76 69 5



#### PANASONIC CONNECT LAUNCHES MOBILE-IT-AS-A-SERVICE

**BREAKING NEWS** 

Panasonic CONNECT

TURN YOUR PRODUCT BASED BUSINESS INTO A SUBSCRIPTION MODEL

**YANN TOUTANT** 







With Yann Toutant

#### **BLACK WINCH'S EXPERTS**

#### **YANN TOUTANT**

Strategy Expert



Scan to connect with me



**PAUL DONKIN** 

Sales Expert



Scan to connect with me



## BLECK WINCH

THE AS-A-SERVICE EXPERTS