



# MANUFACTURING SERVICES AWARD JUDGING CRITERIA

*This document provides an overview of the statements included within the Manufacturing Services category. The full statements, complete with maturity levels and guidance, can be found within the Entry Login tab of the website.*

Manufacturers are increasingly developing integrated product and service offerings that provide greater value to the customer. These offerings range from basic add-ons such as repair services and spare parts provisioning, to more advanced offerings including availability and outcome-based contracts.

This award will go to the manufacturing company that, in the opinion of the judges, best demonstrates how it has transformed its business model to provide a holistic solution to the customer, rather than just engaging in a single transaction through the sale of a physical product.

Judges will look for evidence of how this service-led approach has engaged customers over the longer term, helping to build closer ties and mutually-beneficial relationships; as well as improving competitiveness; creating new and resilient revenue streams; and encouraging product improvement.

- 1: We market ourselves based on our advanced services
- 2: We build our business around solving the customer's broader problem
- 3: We help our customers to manage risk
- 4: We work to performance measures that are focused on delivery of advanced services
- 5: We have excellent customer- focused staff
- 6: Our organisation is aligned to service delivery
- 7: We collect data about our products and use ICT to enable advanced services
- 8: We have a process that enables us to use in-service product data to influence our product development activities
- 9: We understand the importance of developing strategic partnerships with our suppliers to deliver superior value for customers
- 10: We operate sophisticated finance and ownership models

DEADLINE FOR ENTRIES:  
**TUESDAY 30 JUNE 2015**

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