

Manufacturing Servitization Workshops

Manufacturers Are at a Turning Point

Servitization—the shift from product-only sales to integrated, value-added services—is redefining the aftermarket and creating sustainable, service-based revenue models.

Connected digital experiences, powered by IoT and AI, enable predictive maintenance, automated support, and deeper customer relationships across the asset lifecycle—transforming your aftermarket from a cost center into a profit engine.

Perficient Servitization Workshops

Our free workshops, offered in person or virtually, help you assess your servitization maturity and build a roadmap toward a connected asset service lifecycle.

These workshops take place over one to two business days and follow the same format:

- Initial call with the sponsor (30 minutes)
- Call with workshop attendees (30 minutes)
- On-site or virtual workshop (3-5 hours)
- Readback preparation (4-6 hours)
- Executive readback (1-2 hours)

Servitization Maturity Assessment

- Review current-state maturity phase
- Identify servitization strategy
- Develop two to three actionable use cases
- Assess business value
- Document a strategic roadmap

Aftermarket MVP Development

- Review current-state maturity phase
- Identify servitization strategy
- Develop two to three actionable use cases
- Assess business value
- Document a strategic roadmap

Agentic B2B Aftermarket

- Map to the servitization value chain
- Identify AI-driven agent opportunities
- Prioritize and scope one to three agents
- Define execution roadmap
- Propose implementation next steps

Ready to transform your aftermarket into a growth engine?

Request a workshop today and start building a servitization strategy that drives revenue, resilience, and customer loyalty.

Why Perficient

Perficient is the global AI-first consultancy. We're builders—obsessed with outcomes and powered by pragmatism—and through speed and agility, we help the world's most innovative companies and admired brands boldly advance business. For more information, visit www.perficient.com.



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