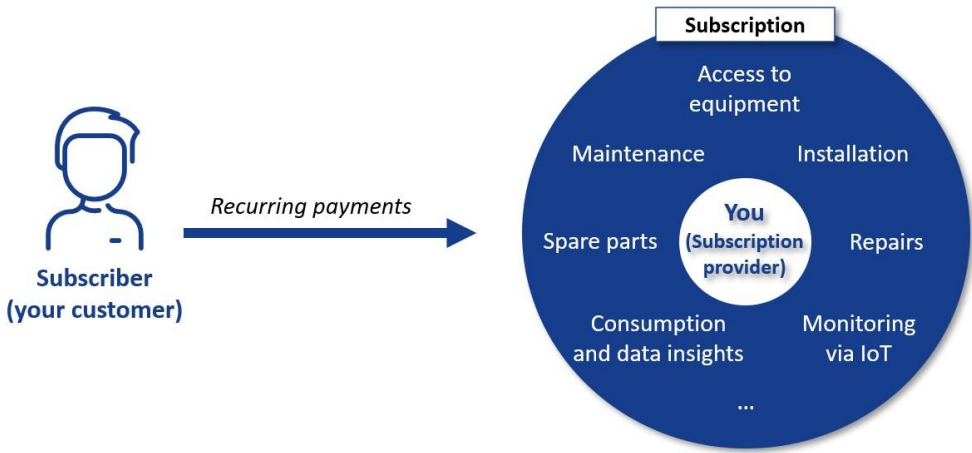


Start offering your products ‘as-a-Service’, via a subscription model.

Provide a **complete solution** to your customers by bundling your products and complementary services (installation, maintenance, software, etc.) into a **subscription** offering.

In exchange, your customers pay a recurring fee over time. You capture **recurring revenues** and build **deeper customer relationships**.



Subscriptions offer advantages. For you, your customers and our planet. Win-win-win.

Provider (you):	Customers:	Planet:
Recurring , predictable revenue streams.	Reduced investment hurdles: small payments vs one big payment .	Incentive to prolong lifetime of products.
Deeper customer insights and increased customer loyalty .	Transforming CapEx to OpEx (tax deductible).	Incentive to increase product utilisation .
Higher margins thanks to more services.	Outsourced operational risk of equipment.	Incentive to design easily repairable products .

Market leaders in every industry already offer subscriptions. What about you?



We help you design, launch, and grow your subscription business.

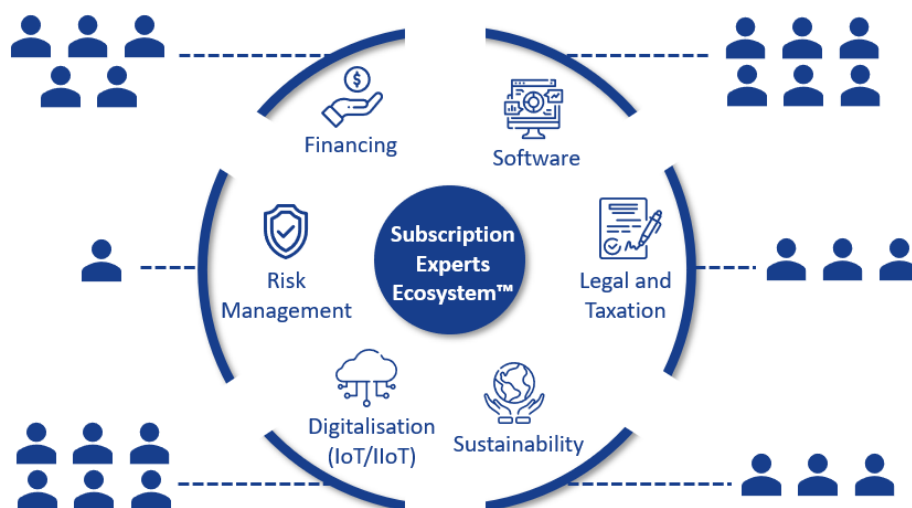
We are specialised in **guiding** companies through their **subscription business model transformation**, from **conceptualisation** to **implementation**.

We analysed 30+ subscription transformations.
We know about the **best practices** and the **dos and don'ts**.

Subscription Transformation Action Plan™: a series of workshops and models that help you build your subscription business step by step.



Subscription Experts Ecosystem™: Includes 20+ companies with the right expertise that facilitate your subscription transformation even further.



Our clients' success is our success.

HVAC

"With P2S' methodological approach, we managed to launch the project in a very short time."

— Juan Baldo
(Executive Director
@ Detandt-Simon)

Manufacturing tools

"P2S impressed us by their expertise, big-picture view and solution-oriented approach in a series of domains."

— René Schulz
(CEO @ 2L - Rothenberger Group)

Industrial machinery

"P2S successfully guided and steered the project from conceptualisation to implementation."

— Jean Aznar
(CEO @ Sanel)