

# Steering your organization towards circularity

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## The journey towards circularity - why and how?

Adoption of business models such as ‘product as a service’ (PaaS) provides the potential for you as a manufacturer to steer your company towards circularity, while ensuring improved economic and market performance. PaaS can allow you to sell the functionality of your products, while retaining their ownership and maintaining their value with appropriately designed services across multiple lifecycles. Such business models can also offer you increased opportunities for innovation and to create value for your customers, while minimizing the environmental impacts.

## Challenges on your journey to circularity

Despite its envisioned potential, the implementation of PaaS is widely reported to be problematic for manufacturing companies. Such problems are often attributed to the lack of availability of appropriately designed systems that can effectively deploy such a business model. The design of such systems can be challenging for the following three reasons.

### Challenge 1

Unfamiliar domain of designing PaaS offerings.



### Challenge 2

Expanded design problem space – more design requirements.



### Challenge 3

Identifying and integrating inter-dependent product and services.



## Three steps to circularity

### Step 1: Adopt a dedicated PaaS design process.

Effectively navigate the unfamiliar process of designing PaaS offerings using a dedicated PaaS design process.



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### Step 2: Narrow down your PaaS design problem space.

Identify and link the important environmental and customer requirements with the functionalities of your product and service components from a systems and a lifecycle perspective.



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### Step 3: Manage the complexity of your PaaS design solution space.

Identify and integrate inter-dependent product and service components from a systems and a lifecycle perspective.



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