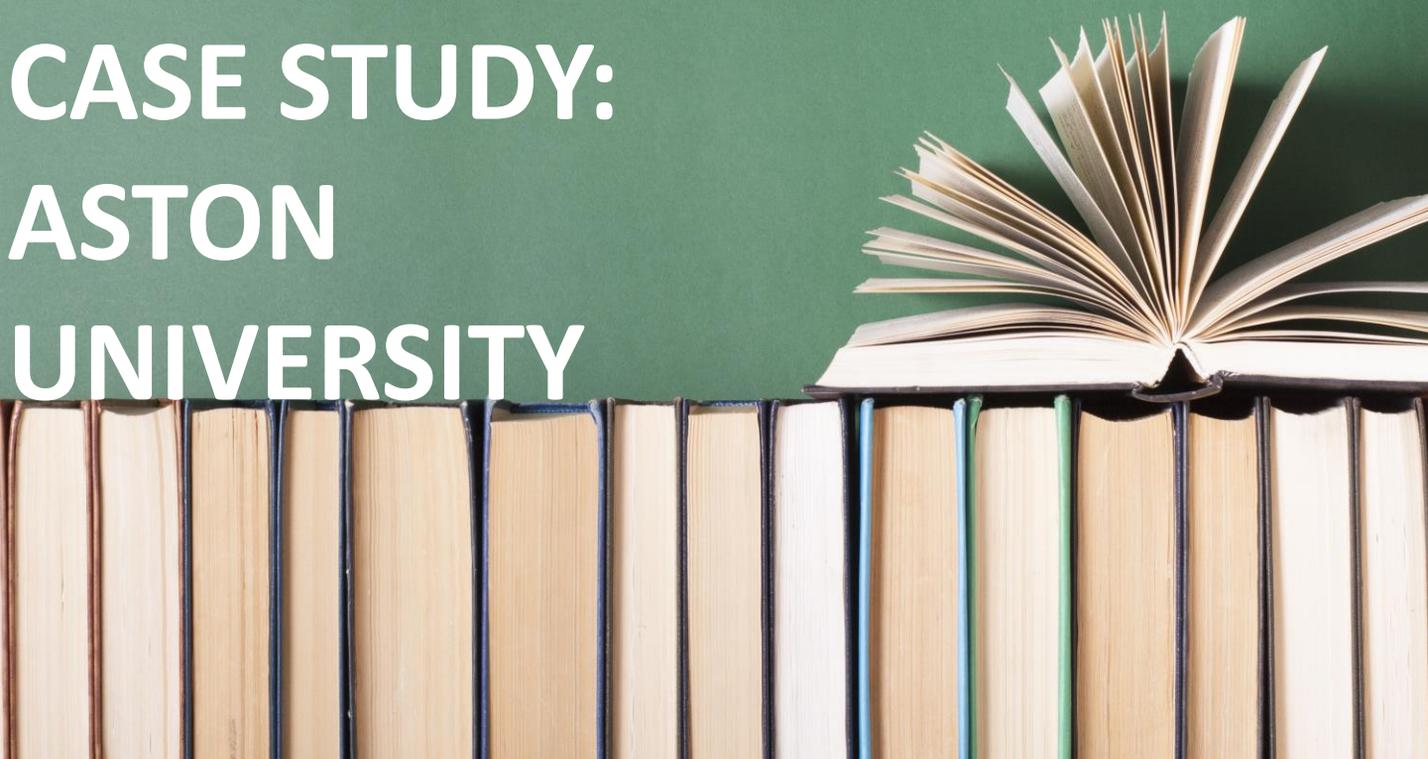


CASE STUDY: ASTON UNIVERSITY



**How we delivered a 100-page
servitization book project for Aston
University in record time**

CASE STUDY

We were recently commissioned to work on a book project, which involved pulling together 30 case studies about companies that had successfully completed a business strategy and growth programme (servitization) with [Aston University's Advanced Services Group \(ASG\)](#) which was targeted at manufacturing firms in the West Midlands.

Objectives

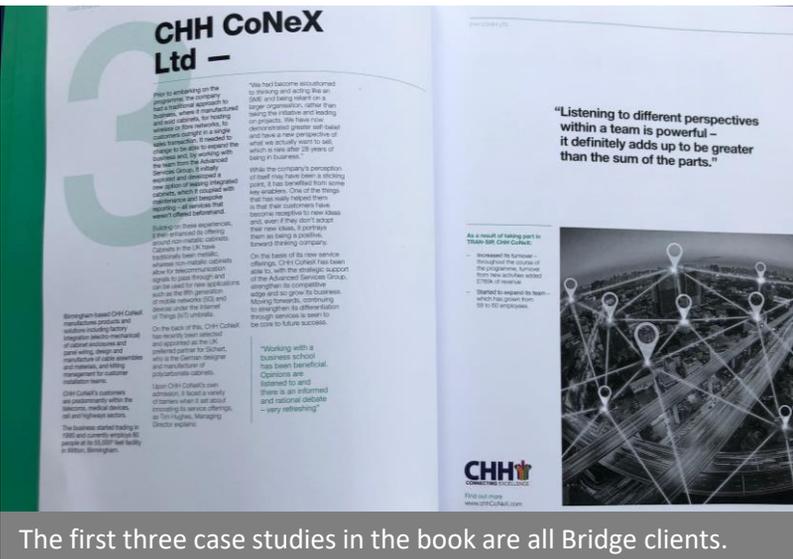
The main thrust of the book was to demonstrate the impact that ASG support has had on the individual participating companies, such as revenue generation, job creation and business growth through servitization. It was essential these elements were evident throughout the copy.

Other key themes that needed to be incorporated, included growth, gross value added, competitiveness, productivity, capacity building, achieving operational efficiencies and effectiveness, implementing innovation and adding value for customers.

Solution

We had just three months to produce the content for the 100-page book and we achieved it by:

- Working closely with Aston University's team that comprised Professor Tim Baines, Iain McKechnie and Jill Forrest.
- Being involved in the initial project scope meetings and agreeing the deadline.
- Pulling together a team of writers and account managers to draft the content and manage the information-sourcing, proofing and approval process.
- Liaising with the project team at Aston, as well as its design team in Leeds.



The first three case studies in the book are all Bridge clients.

CASE STUDY

Results

We successfully completed the project on time and handed the content over to the designers and Aston University within the tight timeframe.

We were able to deliver a vast amount of technical content in a short space of time due to our processes, which included:

- Agreeing the key concepts and themes that required a deeper understanding of servitization from the outset.
- Working closely with Aston's Advanced Services Group team to agree a project plan and then working with them closely to keep the project on track.
- Gathering the information that was required from Aston University and its participating companies. The Aston team gathered the initial information using a questionnaire survey. Bridge then followed up with more depth desk-based research as well as having contact with the participating companies.
- Using specially developed templates to provide the writing team with a clear and simple structure that would enable them to gather the correct information and communicate the key messages clearly and consistently.

Iain McKechnie, Director of Strategic Programmes at The Advanced Services Group said: *"One of the key reasons for selecting Denise and the team at Bridge PR for this editorial assignment was their understanding of the challenges faced by manufacturing firms and the empathy that they demonstrated with their own manufacturing clients – particularly when these clients are manufacturers looking to change their business model to create more value with their own customers. It was a pleasure to work with Denise and Ellie on this project."*

Following the book launch, Denise has identified other firms that could benefit from 'servitization' and her understanding of the concepts and business models that form the transformation towards 'advanced services' has significantly improved the value she can bring to new clients and to the work of the Advanced Services Group at Aston Business School.

I look forward to working with Denise, Ellie and the Bridge PR team on our new programmes for manufacturers across the West Midlands."

The book was successfully launched as a limited edition of 200 books and has been so well received that it is now on its second print run.

Servitization Applied

An insight into small and medium-sized businesses innovating their services strategies

01–30

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Iain McKechnie
Director of Strategic Programmes,
The Advanced Services Group

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