

Provide and bill digital services

# MedTech Provide & Monetize



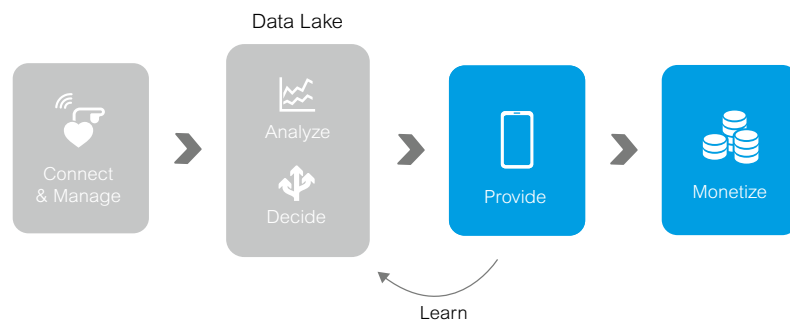
Scaling via MedTech device sales is finite – customer relationships often end after purchase. That's why billable digital services are giving companies a significant competitive advantage. It's important to start creating the technical basis and processes to systematically deepen your customer relationships and expand them profitably in the long term.

## Do the following challenges sound familiar?

- > You want to evolve from being a manufacturer and supplier of medical devices to become a holistic provider of software-based products and services.
- > You're interested in offering new and additional functions for your devices to increase the attractiveness of your products and clearly differentiate your company from the competition.
- > You'd like to be able to offer new functions or extend the scope of functions based on usage even after your devices have been delivered.
- > Your aim is to generate recurring revenue with your products in order to establish reliable, long-term customer relationships.

## Your benefits from Provide & Monetize: Provision and billing of Services for MedTech

- > More attractive products thanks to provisioned, application-optimised device functions (#SoftwareDefinedMedTech).
- > Enabling of recurring revenue thanks to greater flexibility in terms of service and usage contract terms.
- > Option of extending and updating the device functions even after delivery (during the current product lifecycle).
- > Shorter development cycle and time-to-market thanks to downstream delivery of additional and special functions.
- > Lower operating costs thanks to convenient additional functions (over-the-air updates, remote access).
- > Optimised functions thanks to user experience information gained from service and customer feedback.
- > Attractive reduction of CapEx (investment) for end customers.



**Jochen Herdrich**  
MedTech Consultant  
+49 170 373 0653

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doubleSlash Net-Business GmbH  
[business@doubleslash.de](mailto:business@doubleslash.de)  
[doubleslash.de](http://doubleslash.de)

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## MedTech Provide & Monetize



Subscription use case: Functions on demand for imaging systems



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A medical technology company manufactures sophisticated imaging systems for medical institutes. The following functions are offered through subscription services:

- **Basic service:**  
Basic standard functions are used for a fixed monthly subscription fee.
- **Functions on demand:**  
Extended functions which the customer doesn't need all the time can be used 'on demand' through a separate subscription.
- **Upgrade:**  
Functions used by the customer on a regular basis are added as a fixed subscription.
- **Updates and support:**  
Subscription for regular software updates and technical remote support.
- **Attractive cost structure for customers:**  
Customers only pay for the functions they use.
- **Flexibility:**  
Easy access to the latest imaging technologies and tailoring to individual customer requirements.



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[doubleslash.de](https://doubleslash.de)