

# SDI19MX



## Service Value Chain in Tesla Products

Dr. Mauricio Corona



# The Service Value System (SVS)

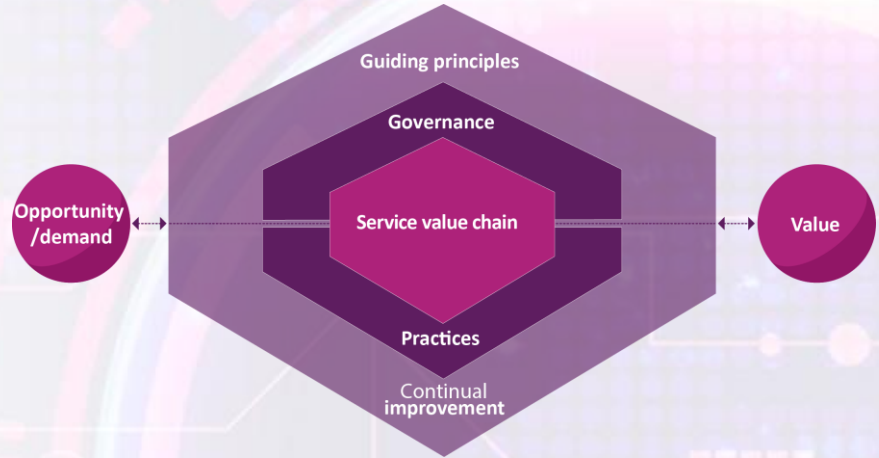
Replaces the service lifecycle. Demonstrates how opportunity/demand is turned into value.

The service value system (**SVS**) represents how the various **components and activities of the organization work together** to facilitate value creation through IT-enabled services.

The SVS facilitates this integration and coordination and provides a strong, unified, value-focused direction for the organization.

Core components:

- Service value chain (SVC)
- 34 ITIL practices
- ITIL Guiding principles
- Governance
- CSI

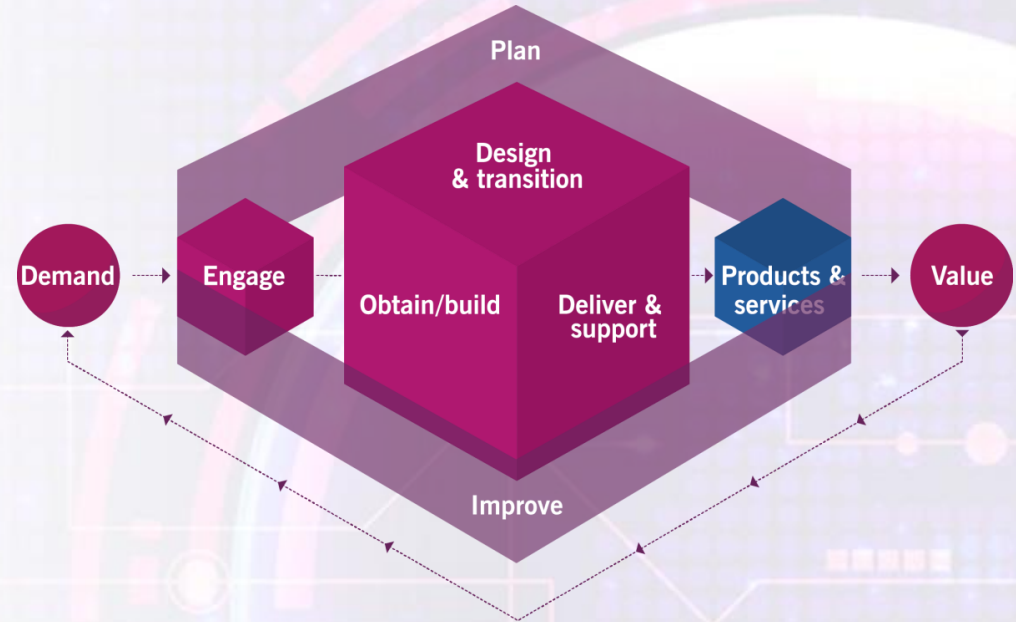


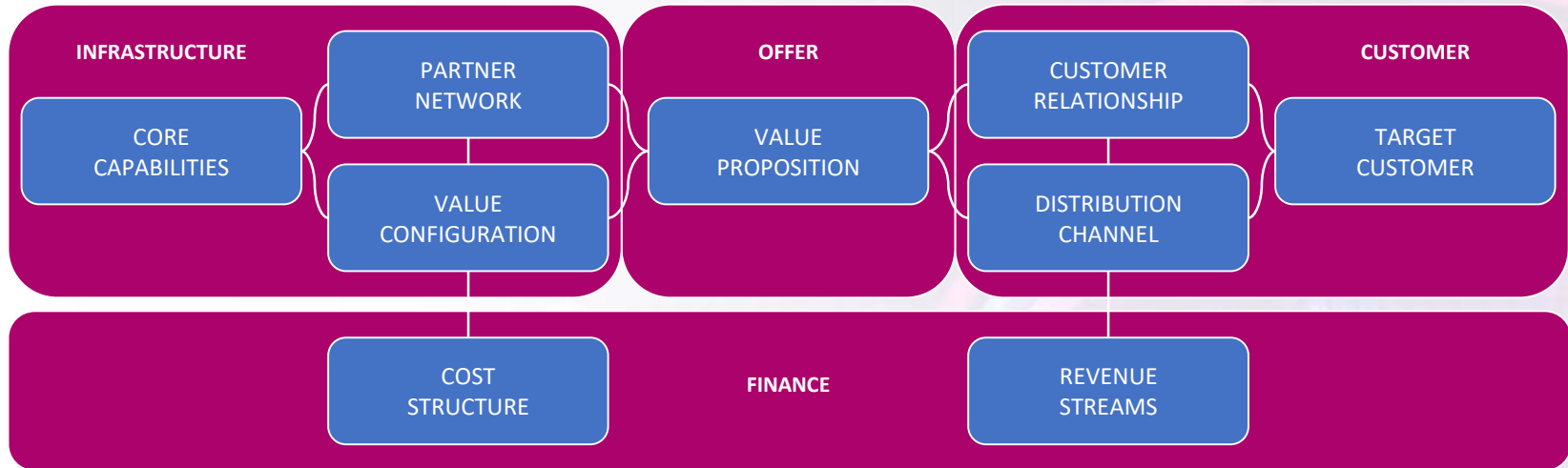
# The Service Value Chain (SVC)

The ITIL service value chain (SVC) provides an **operating model for the creation, delivery and continual improvement** of services.

It is a flexible model that defines **six key activities** that can be combined in many ways, forming multiple value streams.

SVC represents what in previous versions were considered as processes or elements of service lifecycle.





A business model describes **the value an organization offers to various customers and portrays the capabilities and partners required for creating, marketing, and delivering this value and relationship capital with the goal of generating profitable and sustainable revenue streams** (Dr. Osterwalder)

# The four dimensions of Service management

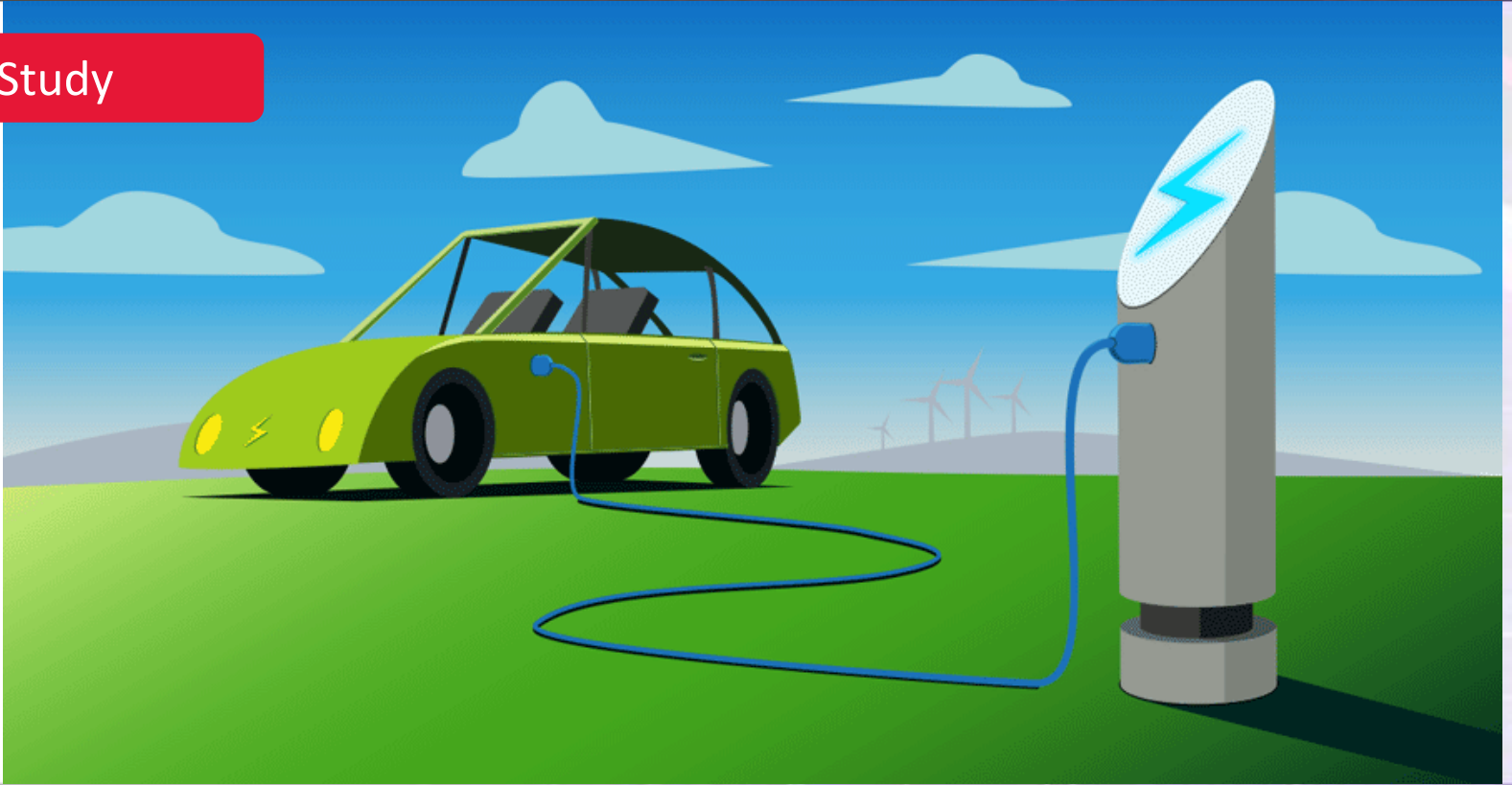


To ensure a **holistic approach** to service management, ITIL 4 also outlines **four dimensions of service management**, from which each component of the SVS should be considered.



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## Case Study



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You become the CEO of an EV company...



Describe **YOUR** EV's business model

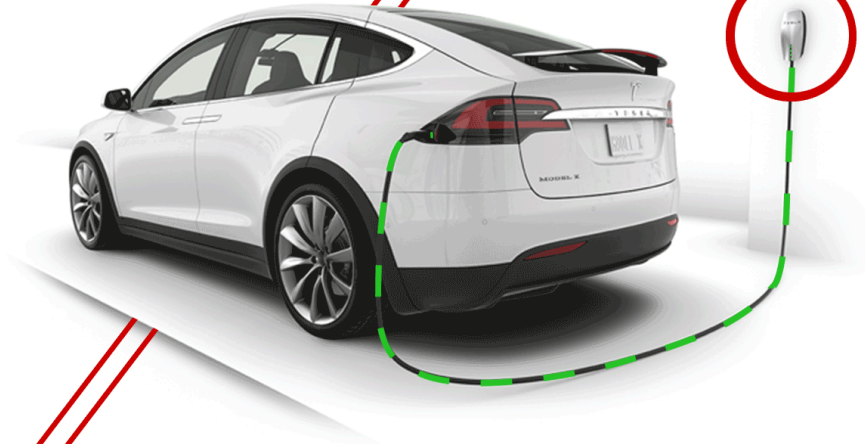


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What **value proposition** do you offer, **to** which customer segments?

**RANGE: 000 MILES**

**TIME: 00:00 MINS**



**11.5 KW**

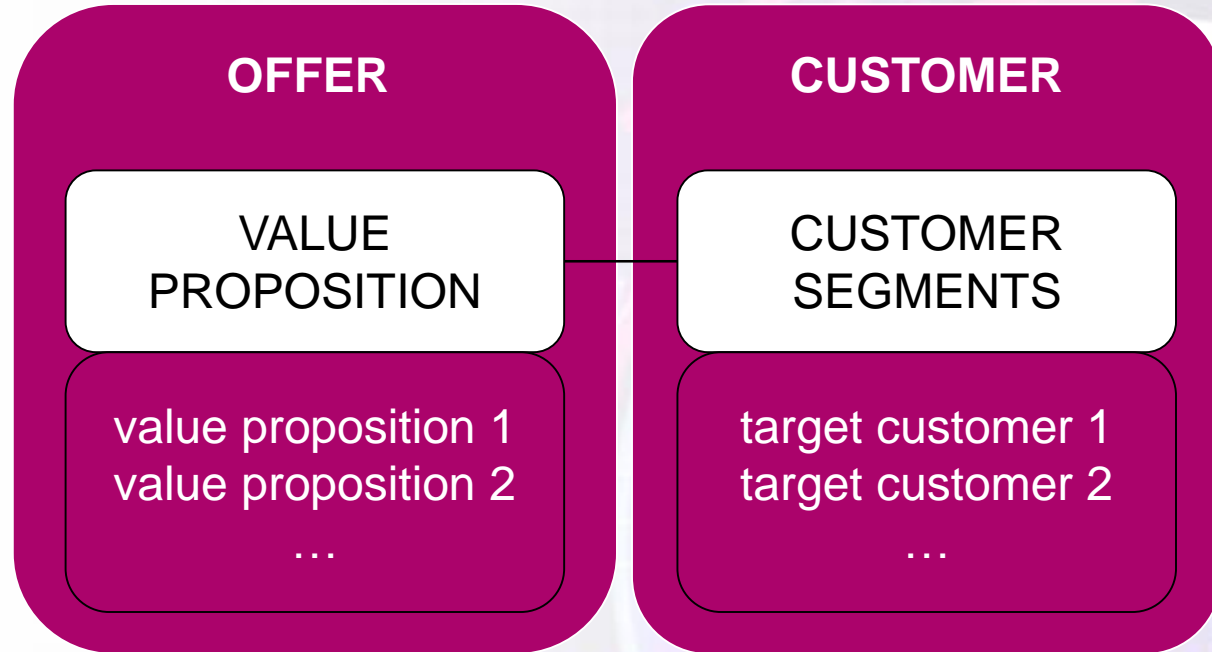
**TESLA MODEL S**



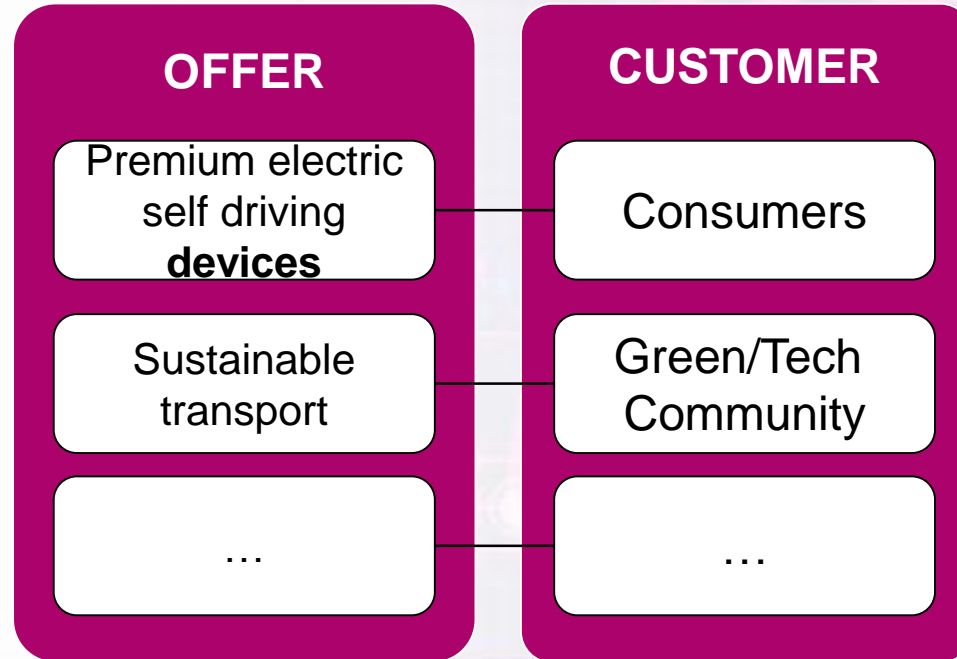
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What value proposition do you offer, to which customer segments? (model)



What value proposition do you offer, to which customer segments? (**model**)



# How do you reach your customers?

3. Interior

4. Autopilot

5. Payment



259mi  
Range

140mph  
Top Speed

4.2s  
0-60 mph

## Select Your Car

All cars have premium interior and sound.

\*Prices below include potential incentives and gas savings. [Learn More](#)

75D \$65,000\*

100D \$83,000\*

P100D \$122,000\*

### **i** Federal Tax Credit

Order by November 30th to ensure eligibility for the \$7,500 Federal Tax Credit. Tesla will expedite shipping for 2018 delivery.

CASH ▾

\$65,000  
After savings

\$78,000  
Before savings

Estimate Payment

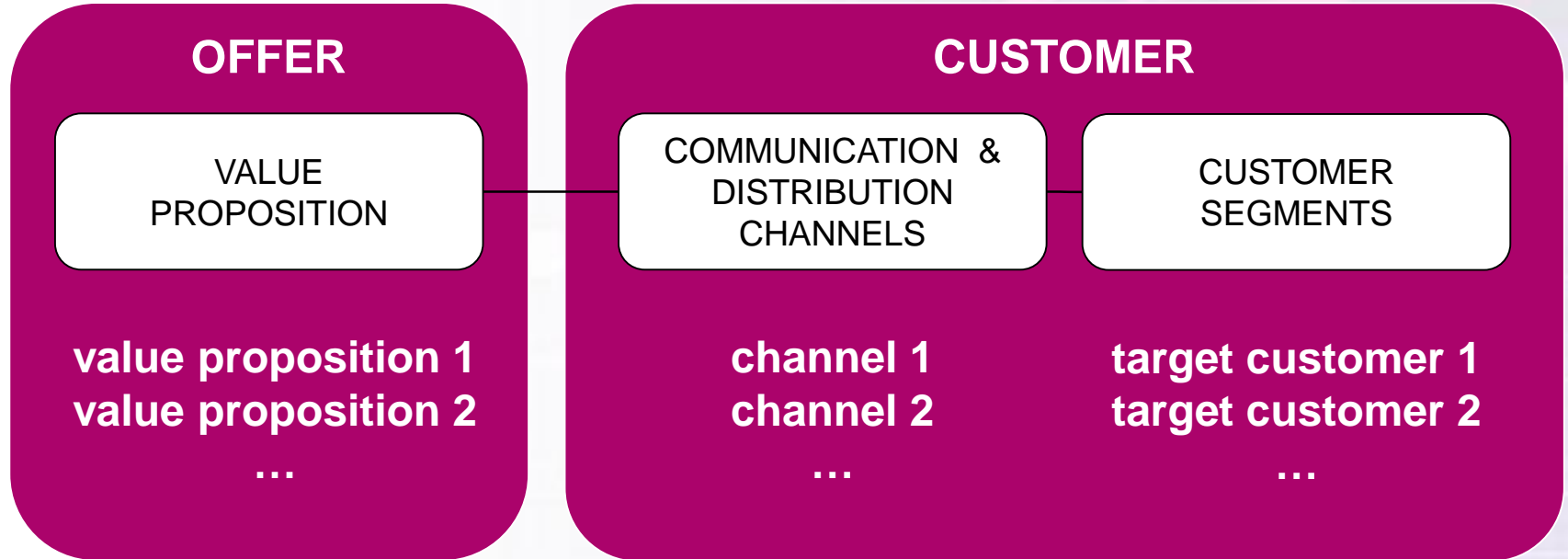
Estimated Delivery: December

NEXT

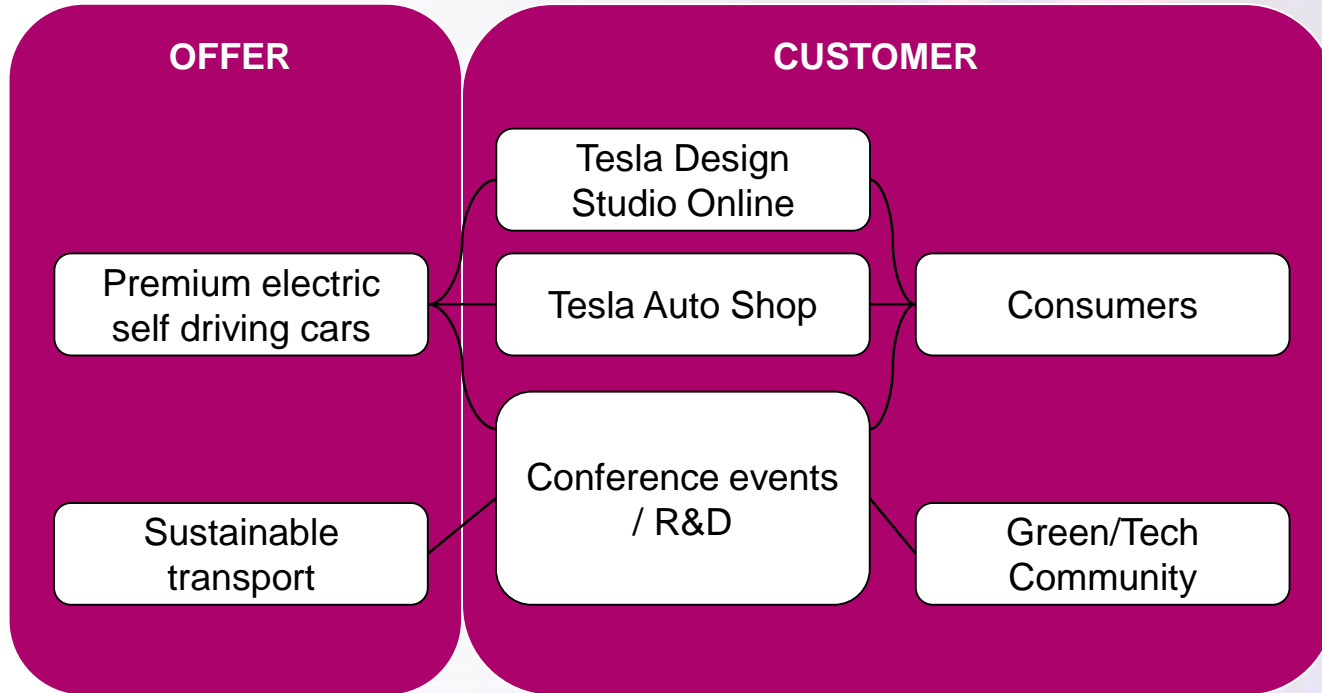


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# how do you reach your customers? (model)



# how do you reach your customers? (example)



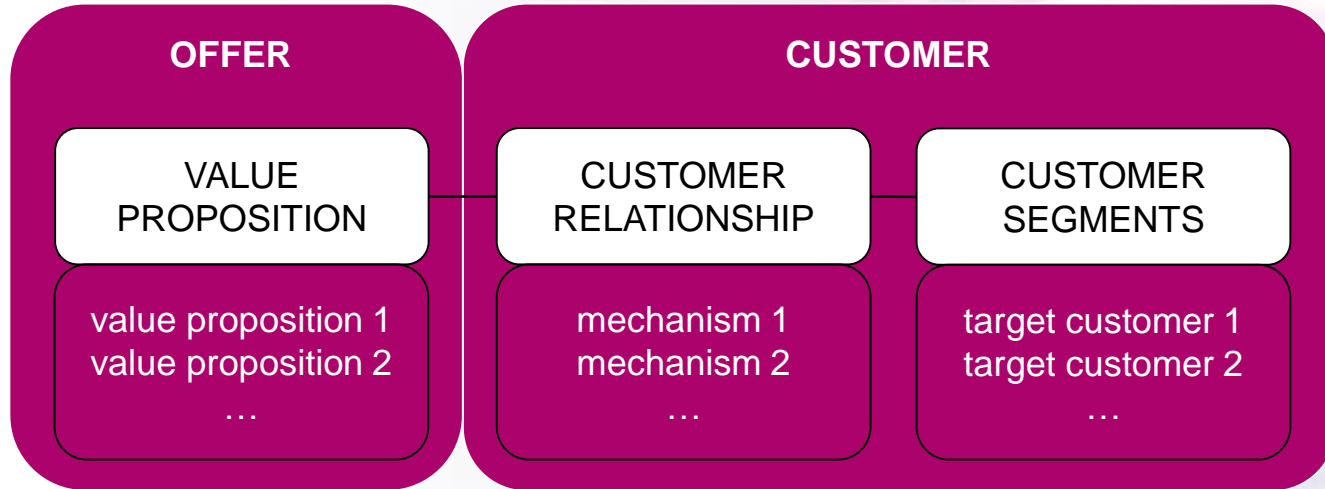


how do you build relationships?

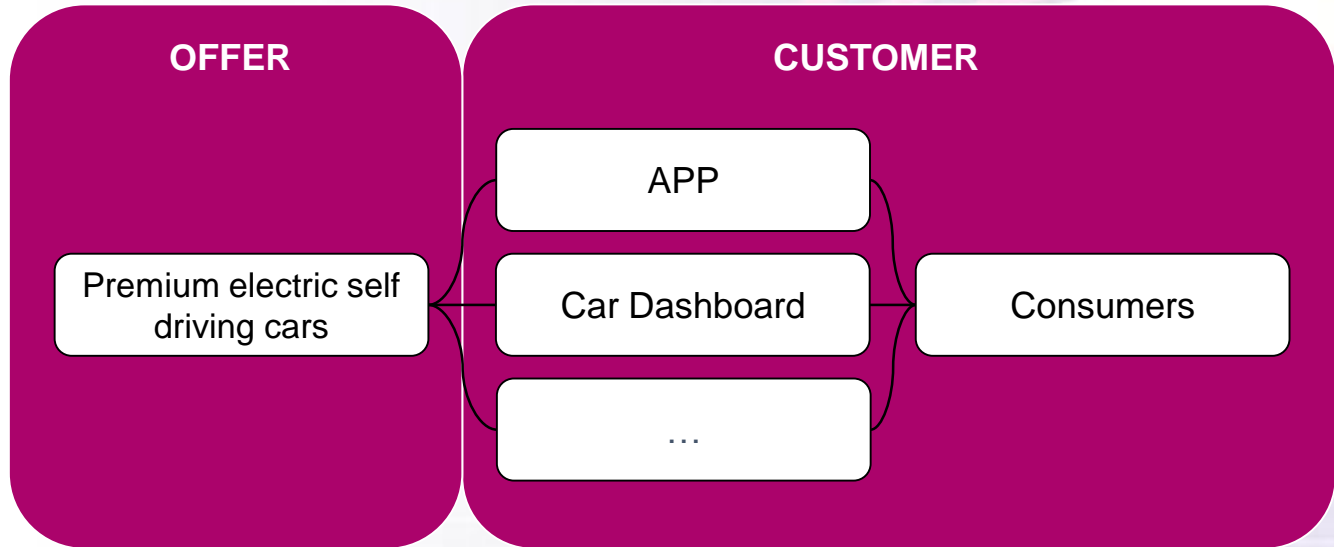


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how do you build relationships with your customers? (**model**)

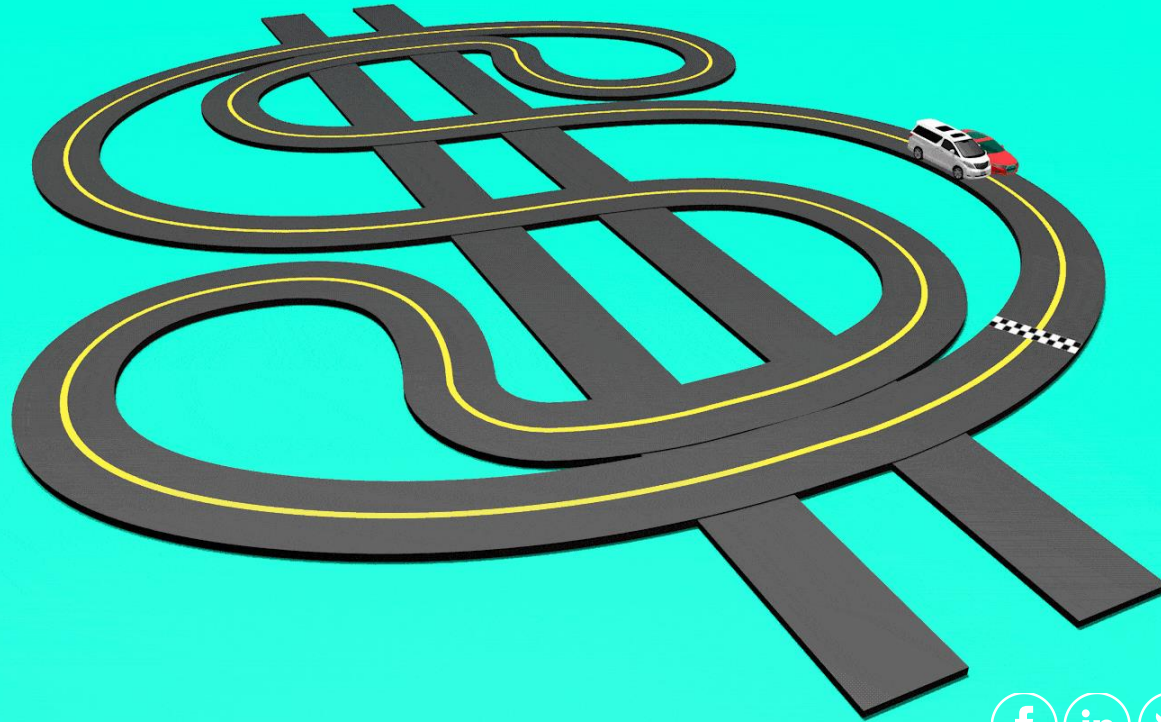


# how do you build relationships with your Consumers? (example)



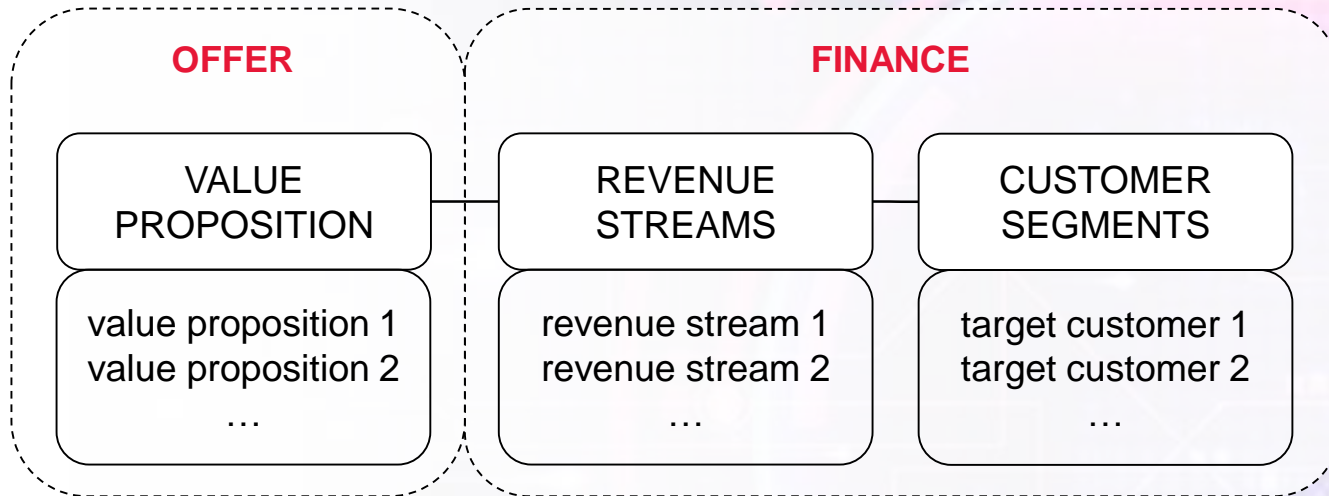


how do you **earn** your **money** with this business model?

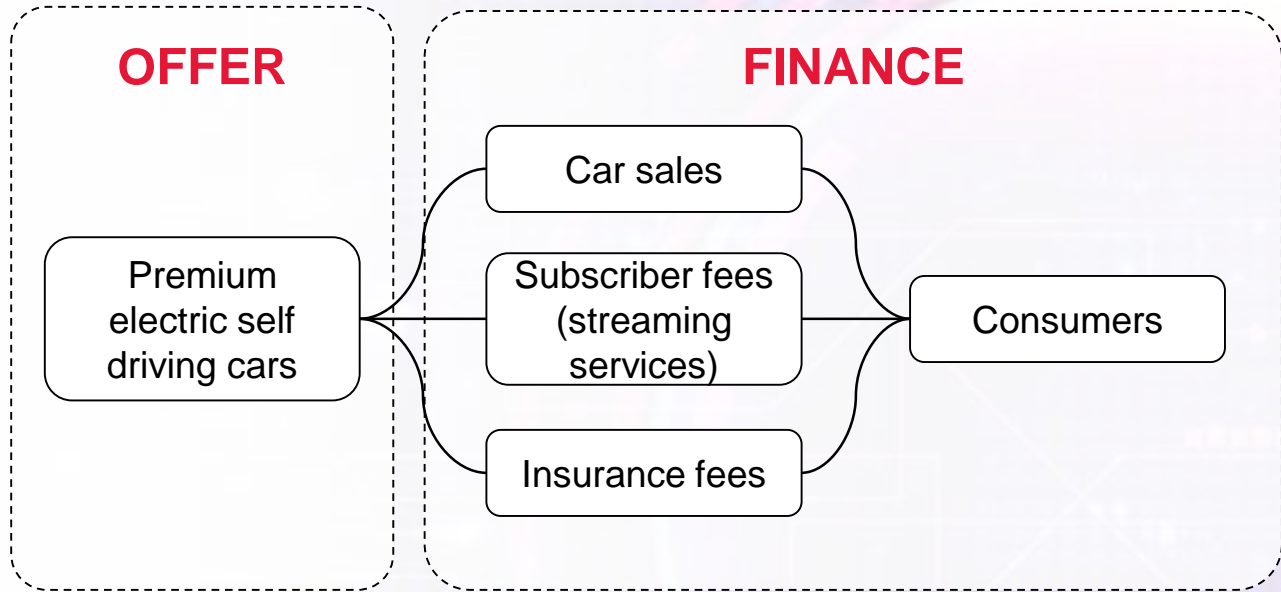


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how do you earn your money with this business model? (model)



how do you earn your money with this business model? (example)

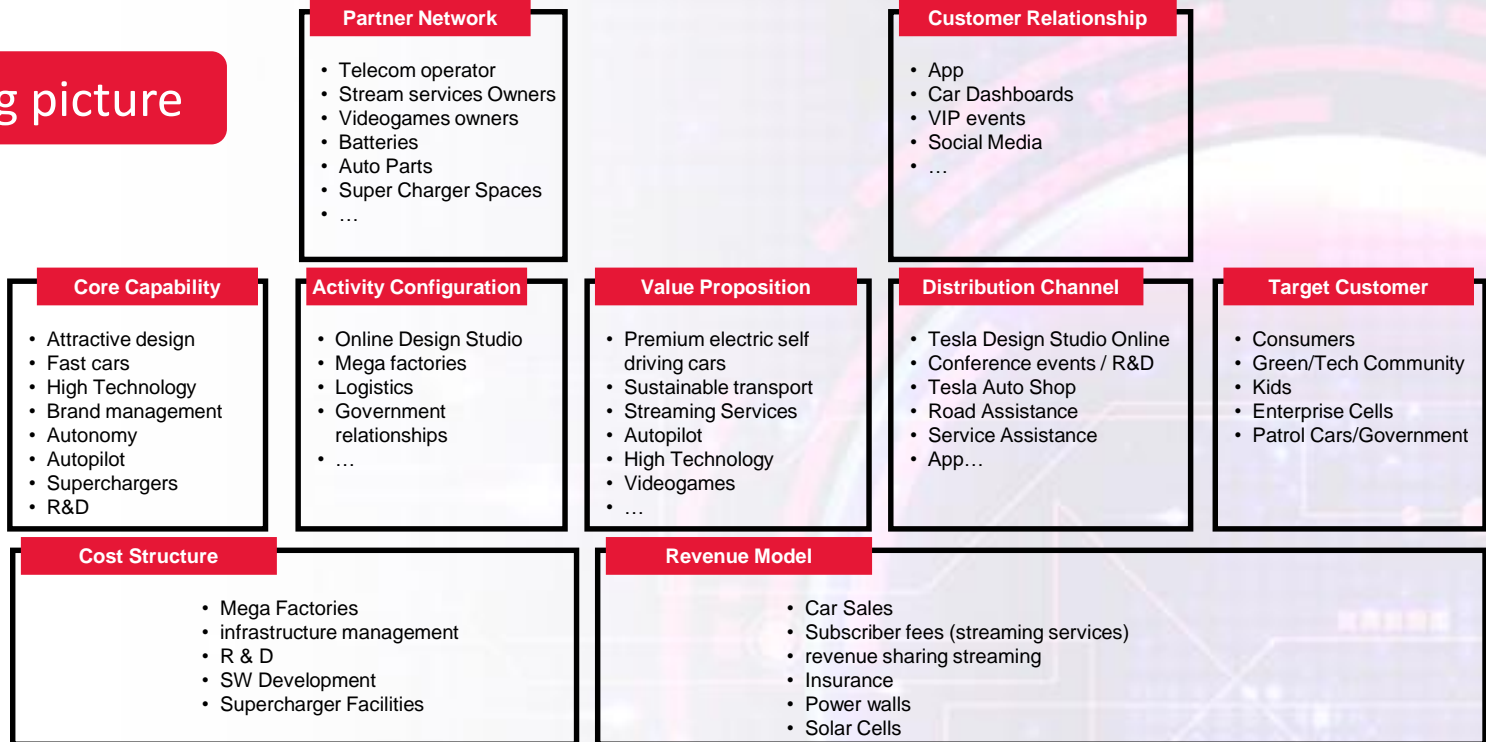


the big picture (business model)

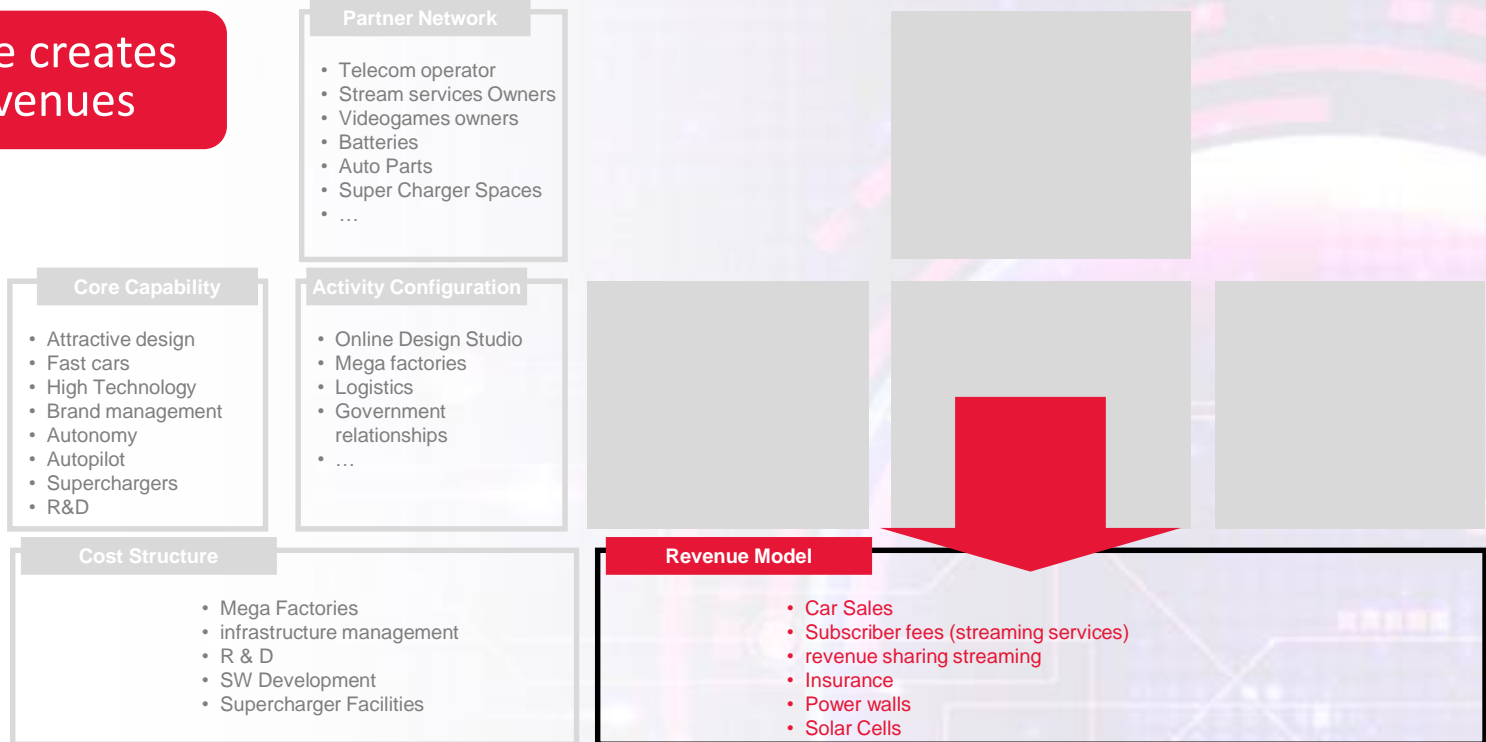


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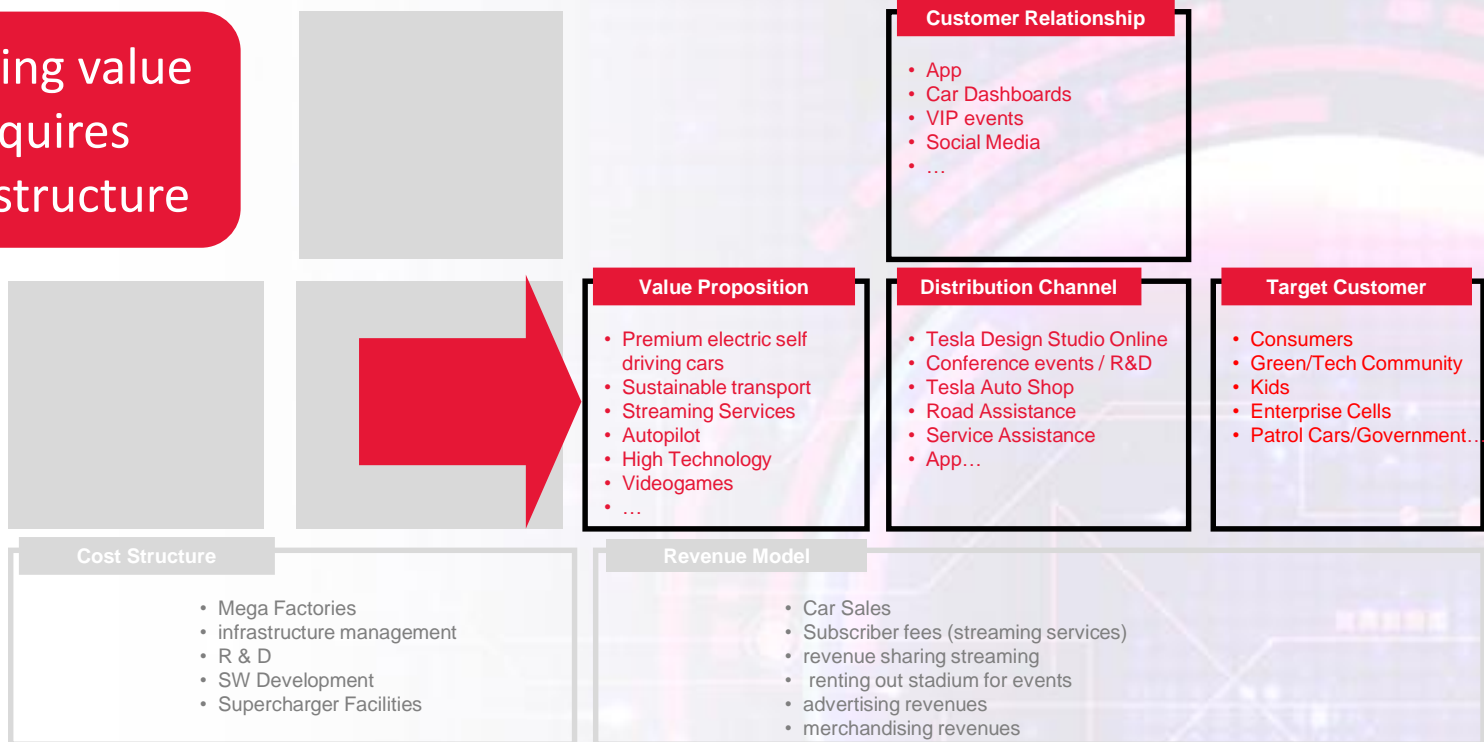
# the big picture



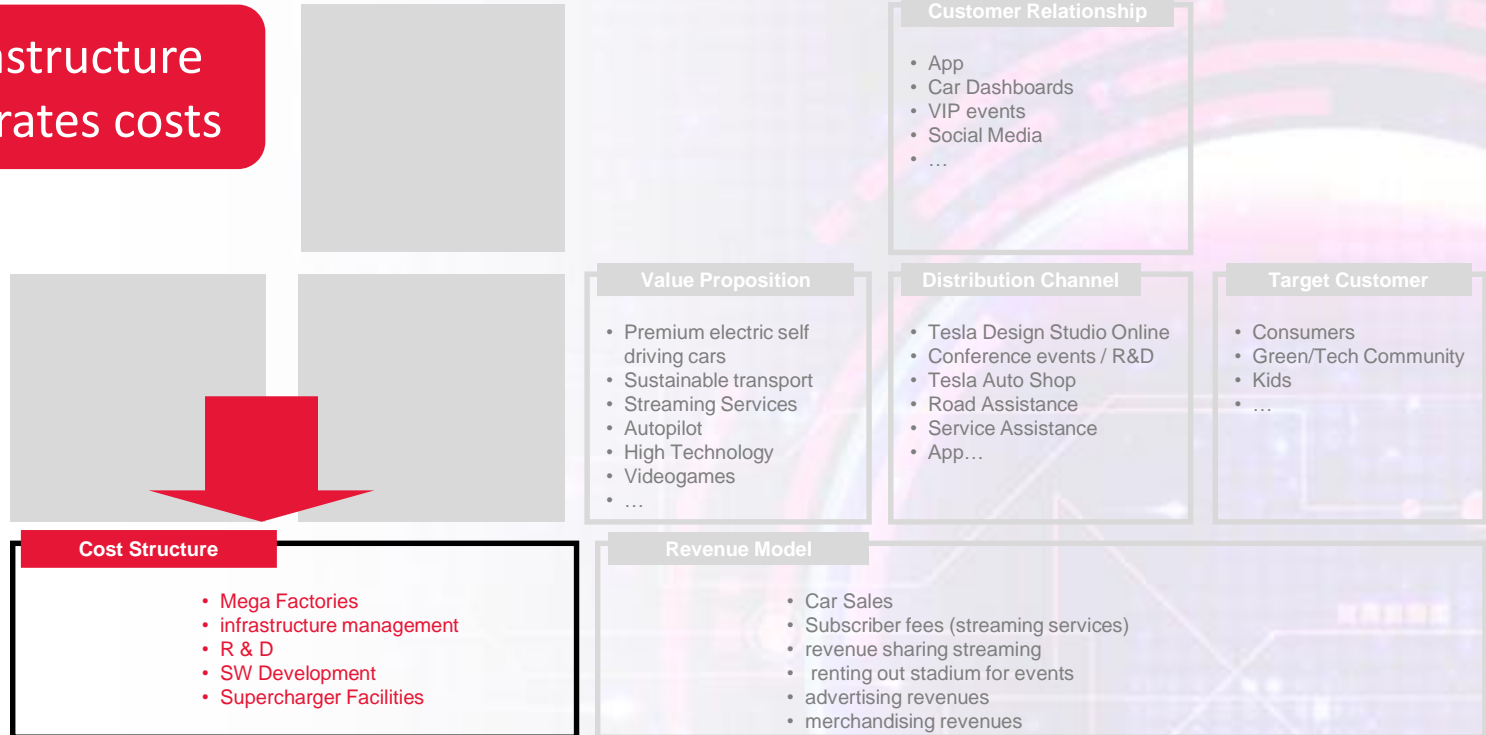
# value creates revenues



creating value  
requires  
infrastructure



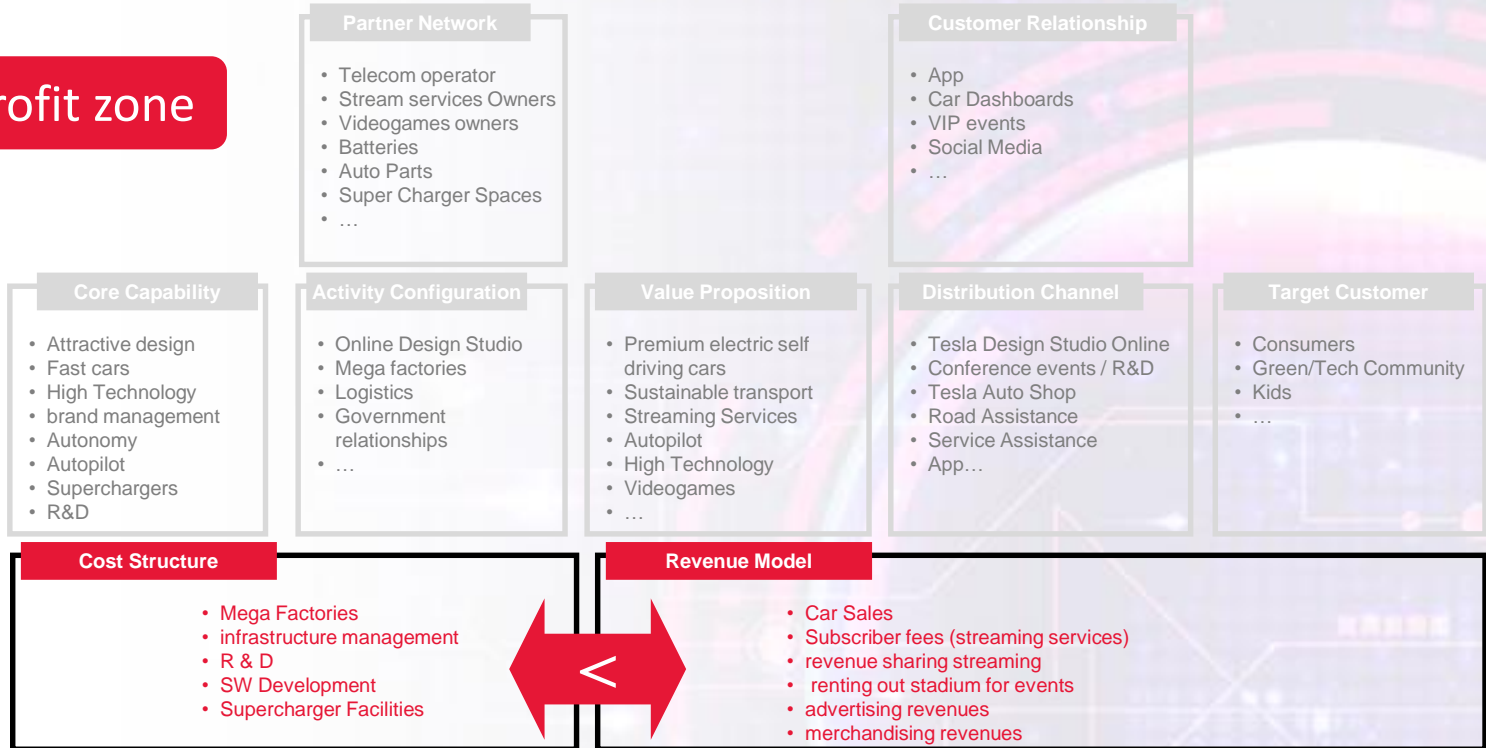
infrastructure  
generates costs



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# the profit zone



Introducing  
'Carcachin'



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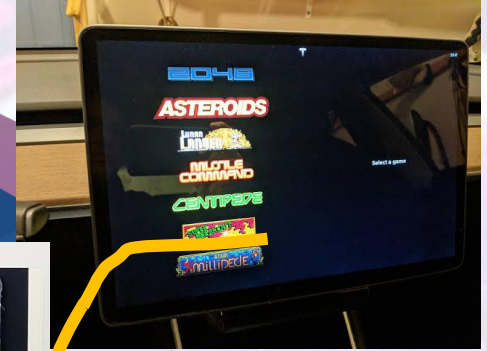
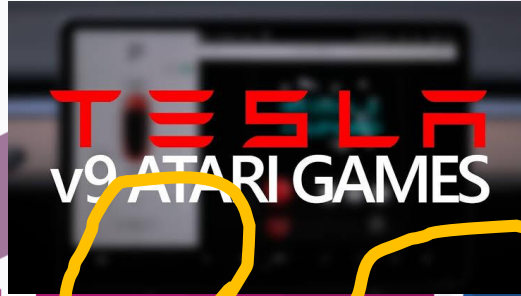
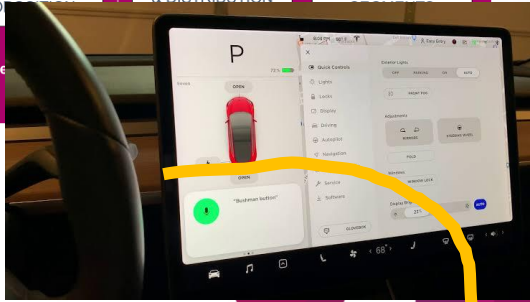
# Consumers wants Videogames

VALUE PROPOSITION

COMMUNICATION & DISTRIBUTION

CUSTOMER

Video



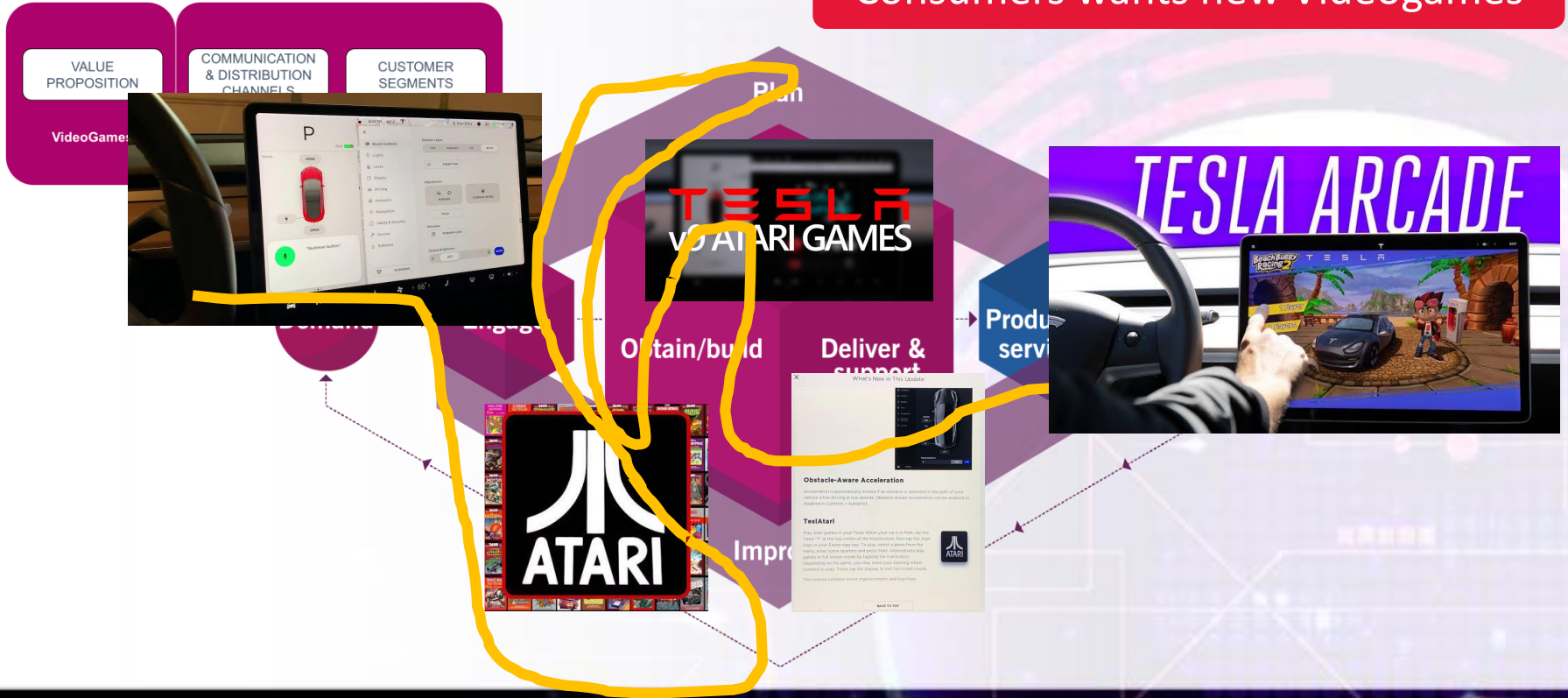
Obtain/build

Improve



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# Consumers wants new Videogames



Consumers wants new Controlers



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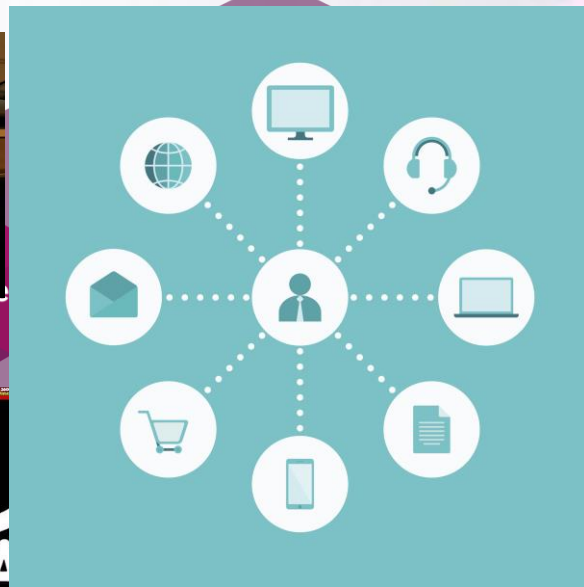
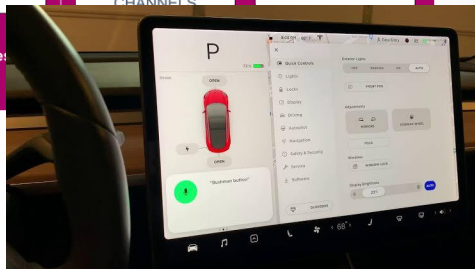
# Omnichannel Service Desk Strategy

VALUE  
PROPOSITION

COMMUNICATION  
& DISTRIBUTION  
CHANNELS

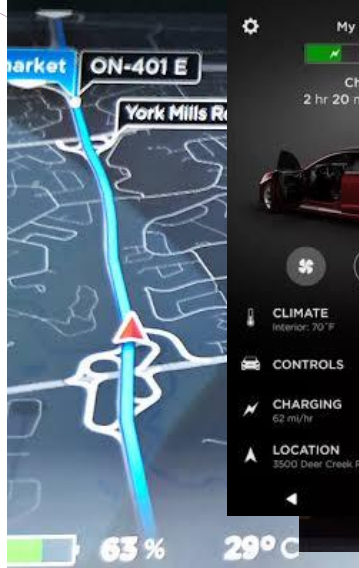
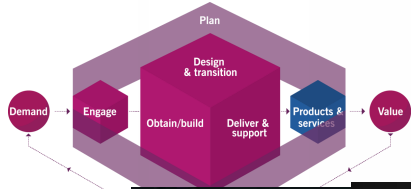
CUSTOMER  
SEGMENTS

VideoGames



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# Another Value stream?



# Questions?

[m.corona@bpgurus.com](mailto:m.corona@bpgurus.com)  
[MauricioC@sdi-e.com](mailto:MauricioC@sdi-e.com)



@Mauricio Corona