

ADOPTING A PLATFORM APPROACH IN  
SERVITIZATION: LEVERAGING THE VALUE  
OF DIGITALIZATION

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THE VALUE OF DIGITALIZATION**

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**Abstract**

This study explores how a platform approach facilitates the implementation of advanced service offerings in manufacturing firms. Understanding servitization through a platform approach is important because many manufacturing firms fail to manage the service paradox, that is, the challenge of simultaneously enriching the value proposition by adding services while maintaining cost levels. This study focuses on how adopting a platform approach leverages the

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