Key Partners	Key Activities	Value Proposition		Customer Relationships		Customer Segments
Cloud Providers	Manufacturing and Production	Product as a Service  It allows to control remotely the product and		Co-creation value Assistance		Customers interested in the product and the
App developers	Data Analytics					
		to reduce the				additional features related with the service
	Key Resources	integrated with sensors that interact between		Channels		added to the product
	Big Data	them		E-commerce		Companies interested in the data produced by the users
			High Customization  Remote monitoring		es	
		Cost reduction	9	App Store		Multi-sided Ecosystem
			Direct Sales		_	
Cost Structure			Revenue Streams			
Manufacturing and warehousing costs			Direct sell of the product/service		Subscription for additional features	
R&D Investment				It can be used diffe		
Cybersecurity			strategies such based pricing of based pricing			

Business Model Canvas per il campo di applicazione "Servitization"