

**HENKELHAUSEN.**  
IHR MOTOR. IHRE ENERGIE.

# JOINT SERVICIZATION JOURNEY, LEADING TO ENGINE-AS-A-SERVICE

**SPATZ HEITMÜLLER**  
Motoreninstandsetzung

**NTC**  
NOTSTROM  
TECHNIK CLASEN

HENKELHAUSEN. Gruppe

HENKELHAUSEN. Partner



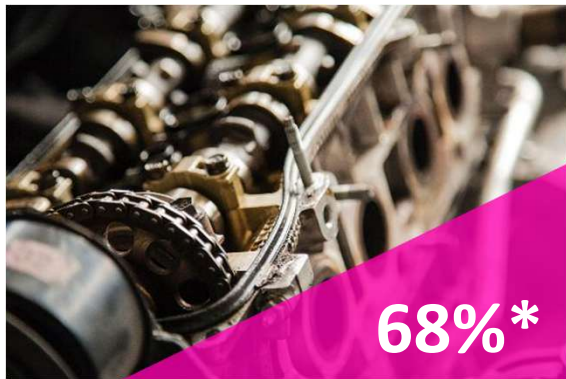
**VOLVO  
PENTA**



# THE ENGINE-AS-A-SERVICE PROJECT

Starting point of the project early 2025

We listened to our customers with the support of **Bridgemaker** —



Lack of expert knowledge about the engine



Lack of skills in error analysis



Time loss and cost pressure

**Volvo Penta Survey**

# 68%

of respondents expressing interest in new service models

- 31% clearly say "Yes"
- 37% want more information

## Objective:

- Bridge between new engine sales and service – establish recurring revenues and predictable value

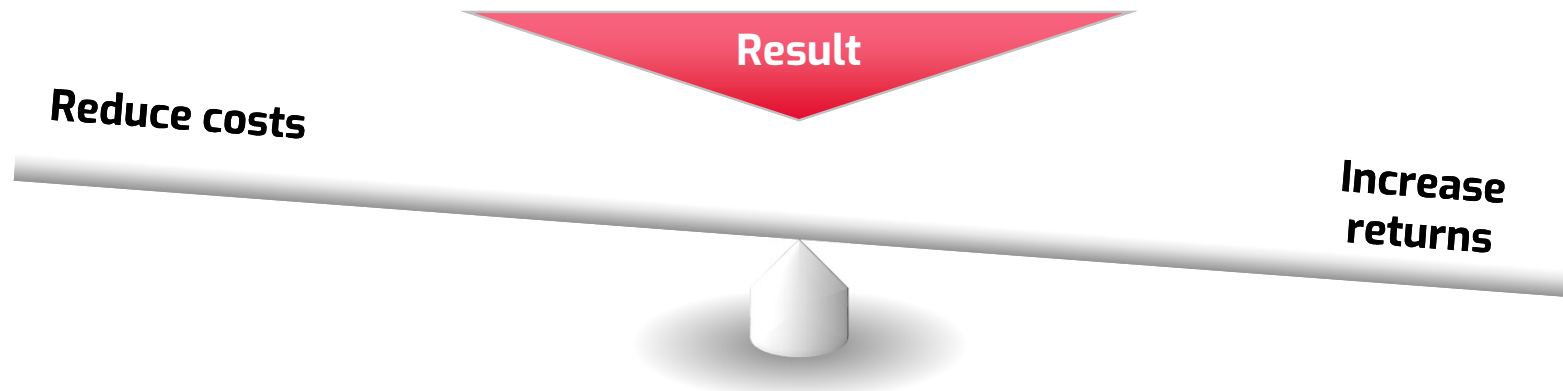
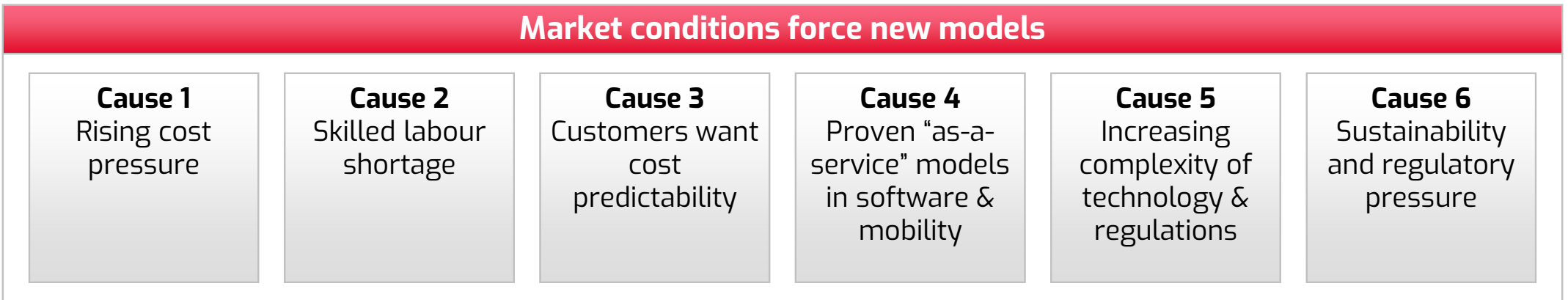


## ENGINE-AS-A-SERVICE: THE FUTURE OF INDUSTRIAL POWER

In the future, customers will not buy engines – they will buy performance and availability

# FROM ENGINES TO UPTIMES

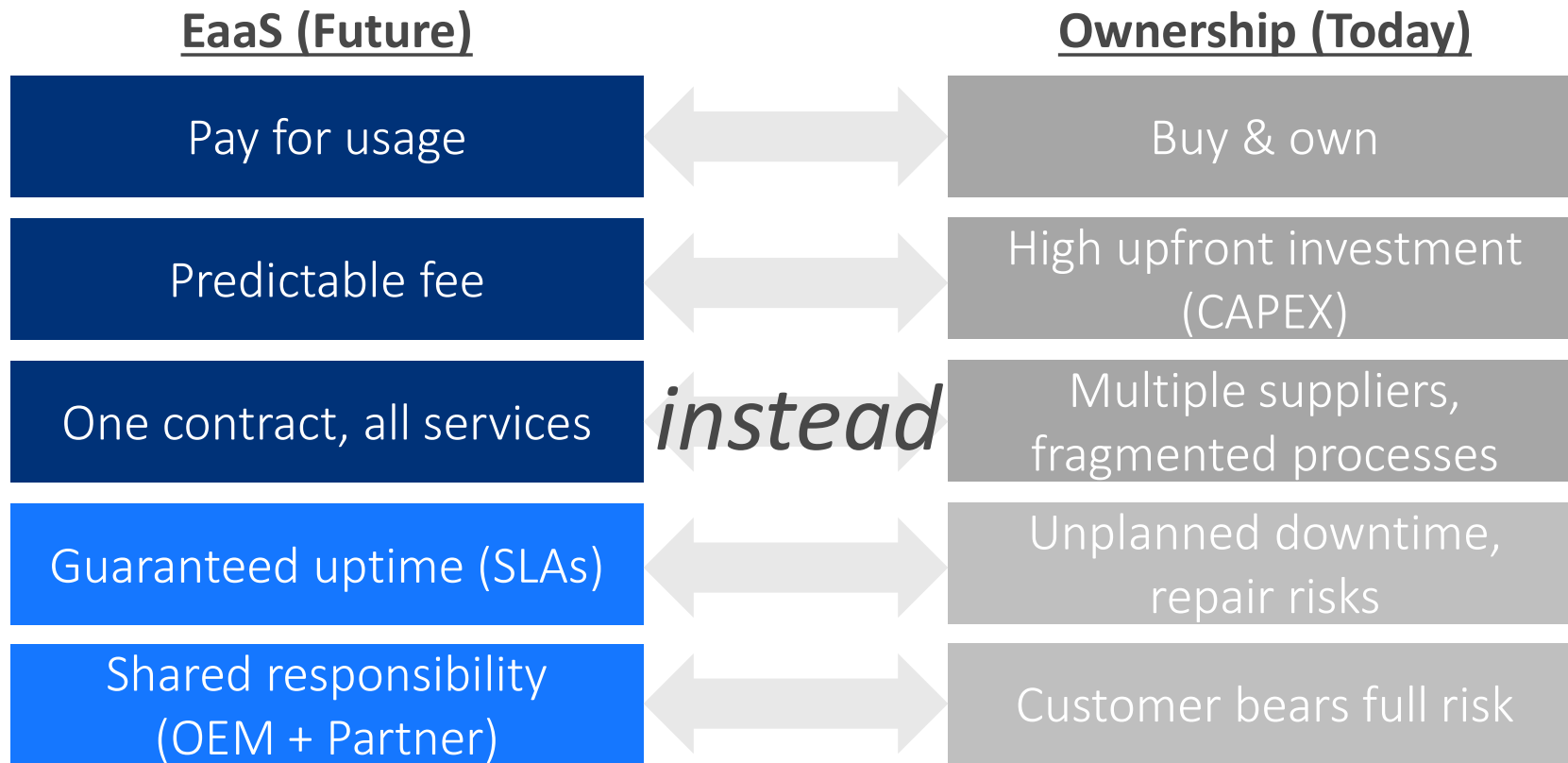
Why the timing is right



The next logical step: **engines provided as-a-service.**

# THE ENGINE-AS-A-SERVICE VISION

Pay for usage, not for ownership – a predictable all-in-one solution



# DEVELOPED TOGETHER WITH VOLVO PENTA

OEM expertise meets service integration

## Vision

- Turning EaaS into a scalable innovation

## Partnership

- Volvo Penta: engine supply & OEM know-how
- Henkelhausen: service delivery & customer integration
- Joint warranty handling & shared responsibility



## Technology Enablers

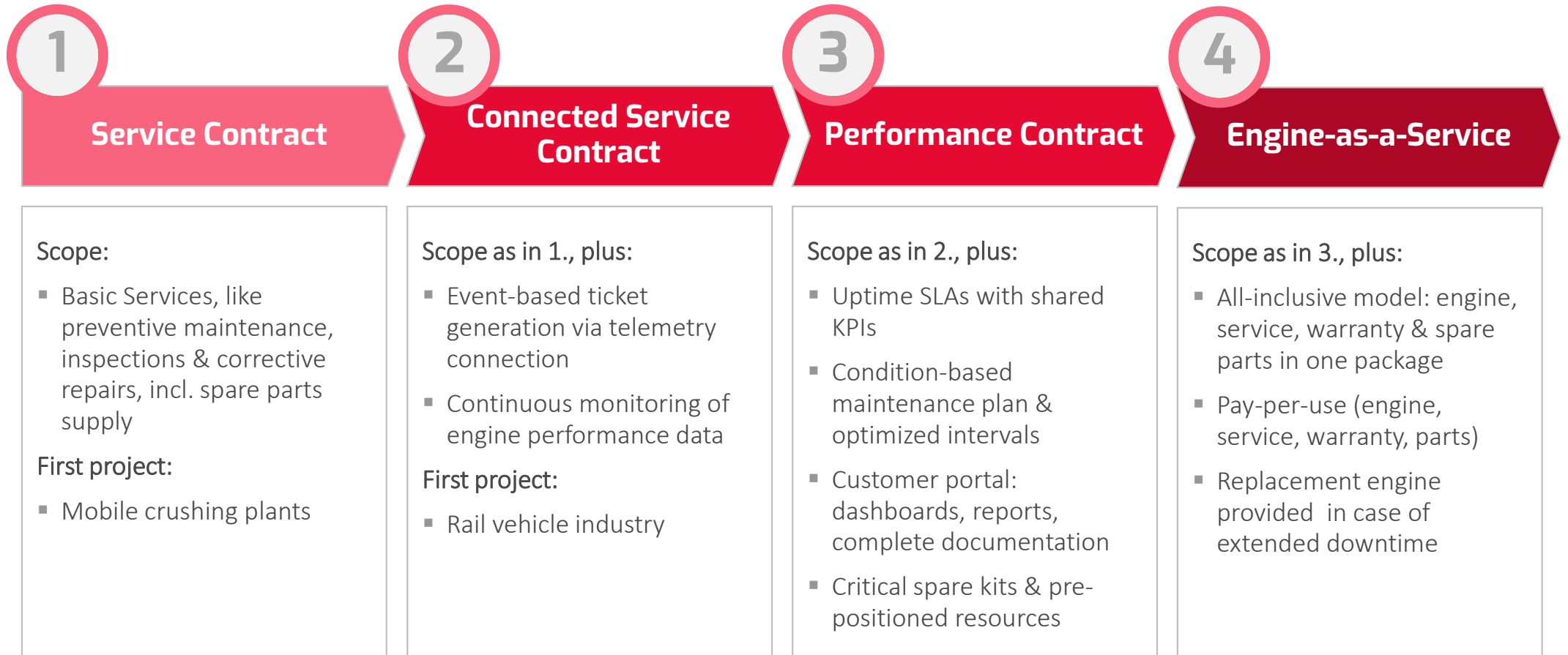
- IoT & telemetry for continuous monitoring
- Predictive maintenance prevents downtime
- Remote support & shared digital platforms

## Target

- Shared goal: maximum uptime & customer value

# STEP BY STEP TOWARDS EAAS

From contracts to data-driven partnerships



# THE ENGINE-AS-A-SERVICE CONCEPT

Everything included for maximum uptime

## What's included?

### Engine-as-a-Service – All-in-one Service Scope

Engine supply – (data) ownership stays with Volvo Penta

Spare parts & consumables covered

Preventive maintenance, repairs, fully included

Telemetry monitoring with automatic ticket generation

24/7 remote support & on-site service interventions

Lifecycle management incl. overhauls & software updates

Engine replacement in case of extended downtime

Joint warranty management with Volvo Penta

Payment scheme – transparent & predictable

### Next Steps

Sourcing next customer  
(ferry provider, airports,  
harbours, industrial).

# THE ENGINE-AS-A-SERVICE PROJECT

From concept to AI-driven validation



## Content & Status:

- Business model design, service packages & pricing models – concept definition phase
- Supported by AI tool from Bridgemaker (Tautiom<sup>AI</sup>)
  - Task: Analysis and evaluation of the Engine-as-a-Service business model
  - Output: Business Plan, incl. key assumptions, red flags, market evaluation, competitor and target customer analysis
  - Up to 20 hypothesis are generated by the AI, which are evaluated by AI generated persons that are created from real data
- Outcome of analysis is the basis for the next steps

# VALUE FOR OPERATORS, VOLVO PENTA & PARTNERS

Predictable costs, uptime, reduced effort



## Operator Benefits

- Predictable monthly costs instead of repair surprises.
- Guaranteed uptime through proactive maintenance.
- Increased productivity via fewer breakdowns.
- Simplicity: one partner, one contract, one invoice.
- Risk reduction: OEM and service partner share responsibility.



## Volvo Penta & Partner Benefits

- Increased population control
- From one-off sales to recurring revenues.
- Stronger customer loyalty and long-term relationships.
- Usage data enables innovation and product development.
- Differentiation: from supplying engines to providing results.

# FROM PILOT TO FUTURE STANDARD

Shaping the next step in industrial power together



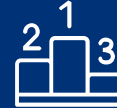
Iterative, adaptive process →  
Step-by-step development



Fast feedback loops →  
Integrating customer experience



Small, cross-functional teams  
→ Henkelhausen, Volvo Penta,  
customer.



Delivering incremental solutions  
→ Building trust and value  
quickly



Scalability as a goal → From  
pilots to standardized service  
packages



Transparency across all  
stakeholders → Joint decision-  
making

“From engines to uptime – shaping the future together.”



**HENKELHAUSEN** ■  
IHR MOTOR. IHRE ENERGIE.

Wir halten  
das tägliche Leben  
**in Bewegung.**