

BEAMIT: EXPANDING FROM SUPPLIER TO FULL SUPPLY CHAIN SUPPORT IN ADDITIVE MANUFACTURING

Knowledge Dimension:
Business Model Development

Advanced Teaching Case
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This case was developed solely as the basis for class discussion. Cases are not intended to serve as endorsement, sources of primary data or illustrations of effective or ineffective management.

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Implementing advanced manufacturing technologies and, more precisely, additive manufacturing solutions is not only zeitgeisty, but can also lead to considerable improvements in efficiency. However, many firms struggle to effectively implement additive manufacturing technologies in their production processes because they lack the knowledge and competences to do so. Moreover, 3D printing is a production process that has to be integrated with other special manufacturing processes and it is rare to find them all in a one-stop shop. Who could be more suitable to adequately cover this demand than the owner of Europe's biggest additive manufacturing machine park - BEAMIT? The company complemented its existing offerings with two unique and individualised services supporting manufacturing firms with technology transfer and supply chain coordination that help them in exploiting additive manufacturing and special processes-based component supply. In this way, BEAMIT killed two birds with one stone: not only are they able to serve a promising market niche and its high-tech applications like aviation, but also do they reinvent their existing business model by adding new services.

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