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Title	Optimisation of railway vehicle operation and maintenance to maximise whole life value.
Abstract	<p>The concept of manufacturers providing services with their products in order to increase competitive advantage is not new. Recently there has been much interest in the concept of manufacturers moving towards offering greater levels of service provision with their core product - in a move termed "servitization". In recent years, growing academic and industry interest in this topic has resulted in a significant expansion of the servitization literature, however, much of this is largely descriptive and takes a report role of the impact of servitization on a few manufacturers. Limitations in the current literature include</p> <ul style="list-style-type: none"> • the insufficient understanding of the role that customers play in determining a manufacturer's move towards servitization; • the limited use of theory to attempt to explain observed behaviour in servitization; and • the lack of advice, tool or techniques provided to practitioners faced with servitization. <p>The project aims to meet these limitations by using a systems approach to</p> <ul style="list-style-type: none"> • develop a tool to help Bombardier decide which services it should offer its customers now and in the future; and • understand what resources, competencies and capabilities Bombardier will need to develop in order to deliver the future services.