

CIRA in the laundring business

Currently hugely scaled laundering businesses are getting more and more profitable. Profitability is driven by total-care, leasing or pay-as-you-use business models, which are based on data on products with customers: The laundry knows more on the customer specific lifecycle data than the customer himself. With this big knowledge advantage over the customers the scaled laundries can build very profitable business models based on superior knowledge than competition, but also on a good negotiation positions.

Implications:

- **Massive information gap between laundry and customer**
 - The laundry has detailed information on the lifecycle (location, state, history) **and can do** data science on the data of the products of customer
 - The customer in most cases has only the billing information and has very little information to verify and **can not do data science** on their own data.
 - Information which would allow cost reductions or better understanding of the business are not accessible to the customer. This prevents a better negotiation position and better decisions on the customer side (e.g. on average usability of products) to bring down costs
 - The laundry hands-out billing information on a regular basis - the customer does neither have time nor access to the main data to verify it.
- **Undesirable partner binding**
 - Changing the laundry is a major project, which means a lot of IT investment to analyse the data and convert to the format of the new laundry partner.
 - This makes changing the laundry partner a very painful process, putting a huge barrier to this endeavor.
- **Bad ecological footprint due to lacking interoperability**
 - As data is only with one laundry partner and the partner in most cases refuse to interoperate, customers can not mix laundry partners.
 - Regional approaches, which would mean less logistics between the huge laundry sites and the decentral sites of customers, are blocked. This means that customers are incurred a larger ecological footprint. Exceptions are only possible with a major IT effort on the customer side.
- **In-compliance with data privacy regulations**
 - The laundry in most cases has name and location of wearing persons of the customer. This is irresponsible and at least problematic with DS-GVO / nDSG regulations, as unwanted profiling of the customer's staff is possible.

All these issues are resolved with a b-op based life cycle management as ZUGSEIL offers. The data is fully kept on the customers side and the laundries (multiple allowed) are just getting information as they request permissions to deliver their service. As each of these services are authorized by the customer (automatically), purchase orders are issued for each service. Through this the entire process of servicing/maintenance becomes fully transparent to the customer, which is no longer bound to a single laundry.

See also

- [ZUGSEIL CIRA](#)