



Rolls-Royce Corporate Care

Hybrid Offering	
Brief description	CorporateCare® is a simple, flexible and comprehensive cost per flight hour service designed to provide complete engine management tailored to individual corporate customers.
Hybrid offering's industry	Power systems and services (civil airline; marine)
Company details	
Rolls-Royce plc www.rolls-royce.com	Rolls-Royce is a world-leading provider of power systems and services for use on land, at sea, and in the air, and operates in four global markets - civil aerospace, defence aerospace, marine, and energy. The company is headquartered in London, UK.
Company's industry	Power systems and services
Country of origin	UK
Dimensions	
Product dimension	Through CorporateCare, Rolls-Royce provides complete engine management, covering the entire spectrum from line maintenance parts to full engine overhauls. Offerings range from the traditional operator to fractional ownership programmes. CorporateCare applies to Rolls-Royce engine types BR710, Tay, and AE3007.
Service dimension	As part of the CorporateCare program, customer-tailored solutions are developed, ranging from conventional maintenance provision to Total Care Packages. Total Care Packages provide comprehensive, integrated menu of aftermarket services which shift the focus from providing engine support towards providing availability of power.
Other links	http://www.rolls-royce.com/service/marine/downloads/id8_support.pdf
Other Crucial Dimensions	
Hybrid orientation	
Community as service	No
Target market	B2B
Revenue model	Target cost based prices for engine availability, related to the number of running hours (e.g. flight hour agreements for aircraft); fractional ownership (rent) schemes

Images

Product dimension



Service Dimension

