

TechnoGym



Hybrid Offering

Brief description	The product-service system consists of Technogym's training equipment as well as training services which enhance the training experience of users.
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Hybrid offering's industry	Preventive healthcare
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Company details

Technogym http://www.technogym.com	Technogym SpA is a global provider of fitness equipment for private homes, fitness clubs, hotels, spas, rehabilitation centers, corporate gyms, universities, and professional sports facilities.
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Company's industry	Gym equipment
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Country of origin	Italy
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Dimensions

Product dimension	Technogym's product portfolio includes various cardiovascular, strength, movement and wellness equipment and tools. Products are available for home and commercial fitness.
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Service dimension	With the help of a trainer, the Wellness System can be programmed to store a user's workout routines and training plans. Users can then view training results and messages from instructors at the Wellness Expert kiosk. Private members of the Technogym Wellness Club also have free access to Wellness Wizard, a web-based training program. The Wellness Wizard offers users a purpose-made training diary and allows them to save and display their results or edit their personalised file with updated targets. Users can also arrange to begin a fitness training program with a professional trainer (Wellness Trainer) at their preferred location (e.g. home, office, club, outdoors) and time (from 6 am to 10 pm, 365 days a year).
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Other links	
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Other Crucial Dimensions

Hybrid orientation	Product oriented, service oriented
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Community as service	No
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Target market	B2B, B2C
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Revenue model	Initial investment + Yearly subscription
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Images

Product dimension



Service Dimension

