



We started a newsletter for manufacturing companies that have a complicated sales process!

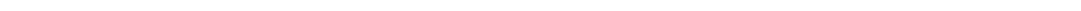
Why? Because we think we can help you double your sales, and in this newsletter we are going to try our best to share information and insights along those lines.

We won't fill your mailbox, we aim for four newsletters a year. And if you have any feedback we would love to hear it so we can adjust and make our newsletter more valuable to you.

A word of warning, though. Don't expect smoothly arranged information—our goal is to stretch it and you in different ways, all the time with software involvement. But it won't be a stretch into the far future, it's going to be about the here and now and cover topics we believe are relevant to you and your business.



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Article

Don't hesitate to embrace the softness of software!

Taking any product to market is complex as humans bring the unpredictability of behaviors, preferences, and expectations. But here's the good news: software is soft.

Unlike your hard industrial products—which must adhere to strict physical constraints—software can adapt, evolve, and be reshaped to meet changing needs and opportunities. However, to succeed you must refrain from applying the same production logic to software as you've done to your industrial products!

[Read Per's insights about digitalization](#)



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Article

What if software could triple your revenue?

Twelve years ago the multinational industrial company Roxtec International AB decided to solve one of its most pressing customer needs with custom software. Since then, turnover has tripled and software as a subscription service has become an additional revenue stream.

Curious how they did it? Mats Åhman, Head of Digital Solutions at Roxtec, shares their journey and his best advice for other companies facing the same challenges.

[Read Roxtec's success story](#)

Tip! If you follow factor10 on LinkedIn you can click the 🔔 to make sure you don't miss any insights from us and our consultants.

factor10 on
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Video

Need some inspiration for your manufacturing and product thinking?

Professor Jan Bosch's talk at last year's myConf, *Stop Wasting Your R&D Budget! Start Modeling Value and Experiment!*, was packed with just that. But don't take our word for it, check out the passage between 7:15 and 17:36 and see for yourself!

In the suggested passage you'll get a mix of research and experience regarding aspects such as:

- How to shorten value delivery
- What makes a company digital
- Typical business evolution

All very relevant and important for manufacturing companies with strong product thinking.

Watch Jan Bosch's talk at myConf



Reserve your seat at myConf 2025!

Did you know we also host a conference? It is called myConf and the next one will take place in Varberg on May 26-27, 2025!

If you are unfamiliar with the concept, myConf is a lunch-to-lunch single-track conference with eight world-class speakers. We can promise 24 hours of inspiration, learning, and thought-provoking discussions about business and software development that make the world a better place.

We hope to see you in Varberg!

[I want to know more! Take me to myConf.io](https://myconf.io)



Offer

Turbo insight: Find your sales bottleneck!

Can you leverage outstanding software to commercialize your industrial products? We believe so, and here is one simple way to find out.

In a one-day workshop, we combine our software expertise and experience from similar companies with your business and domain knowledge to mine for insight into your sales funnel. What's the ambition, what's standing in the way, and how could software help?

Email Jimmy to find out more



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