Current situation
Unclear on options for problem solving. No clear orchestration. Limited awareness that many problems can be solved by quick and simple actions.

Horizon 1: 2019
Direct access for users to a safe and reliable Philips environment.

Horizon 2: 2022
b. IoT: Optimizing service and guidance flow for malfunction.

Horizon 3: 2027
More repairs possible, tertiary repairs included. Unique and personal support experience.

Future vision
All Senseos and other consumer electronics are less vulnerable and are being repaired. Repair is the new social norm.

The utopian vision is that all problems with Senseo can be solved by anyone, and Senseo has unlimited life extension.