

## MSEI Discovery Event “Mastering the Subscription Economy”

### 1. INSEAD Marketing and Sales Excellence Initiative

The Marketing and Sales Excellence Initiative (MSEI) is INSEAD’s platform where executives, academics and experts meet in a safe space to share and learn for advancing competences and skills in Marketing and Sales.

For further information on MSEI, and on our next Discovery Event “When CEOs Make Sales Calls” (24th June 2021), please go to our MSEI website:

<https://www.insead.edu/centres/marketing-and-sales-excellence>

Or, read our press release: <https://www.insead.edu/newsroom/2021-insead-launches-marketing-and-sales-excellence-initiative-msei>.

### 2. Summary of Discovery Event Held on 22 April 2021

We are delighted to report that the MSEI organized its first Discovery Event, Mastering the Subscription Economy, on April 22, 2021.

B2B companies today seek top-line revenue growth through data-driven services based on recurring revenue models, and the Subscription Economy has been described by many as the next big business tsunami across industries. Against this backdrop, Michael Mansard (The Subscribed Institute and ZUORA) and Wolfgang Ulaga (INSEAD) discussed why, when and how firms can best profit from subscription-based business models, shared best practice examples of companies achieving profitable subscription-based recurring revenue growth in B2B and B2C industries and laid out a framework and roadmap for mastering a company’s strategic subscription journey.

A Big Thank You to the participants of our 10 MSEI Member Companies: GetAccept, Konica Minolta Business Solutions Europe GmbH, KYC Spider AG, A.P. Moller - Maersk, Schindler Group, Sidel, Thales, WMF Professional Coffee Machines, WACKER, and Zuora, as well to our invited guests, who engaged in a lively discussion and exchange of ideas on experiences and insights gained on how to best profit from subscription-based business models.

### 3. INSEAD Knowledge Articles

For further information on Marketing and Sales Excellence, please refer to our INSEAD Knowledge Articles:

<https://knowledge.insead.edu/blog/insead-blog/recession-proofing-the-subscription-economy-14951>

<https://knowledge.insead.edu/blog/insead-blog/can-the-subscription-economy-save-financial-services-15996>.