This paper is about how product-service systems (PSS) can help in preventing product piracy. Imitations of original products cause a wide range of threats for the industry such as losses in sales and profits. To meet these threats, protection measures have to be established. These measures complicate the development, manufacturing and selling of imitations. One promising measure is raising the product complexity. In this paper, it is investigated how PSS support companies in protecting their products from being imitated. PSS are in many cases a promising option for impeding the business model of imitators. In this paper, both the protection by PSS and the imitability of PSS is evaluated.

Stichworte: Product Piracy; Counterfeiting; Imitation; Protection Measures

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