

# **Technology Services Europe 2010**

## **3-5 February, 2010**

### **Hilton Diagonal Mar Barcelona**

#### ***Services in the New Tech Landscape***

## **General Information**

### **Conference Web site:**

**<http://www.technologyserviceseurope.com/index.php>**

### **About Technology Services Europe (TSE) 2010 – *Services in the New Tech Landscape*:**

Technology companies are examining their portfolios for growth and profitability opportunities, and are reappraising the merits of a vastly larger move toward services. Recently even companies like HP, Dell, and Xerox—once thought of as product centric companies—have all placed significant bets on the role of technology services by acquiring independent service companies. This move is changing the go to market landscape for all technology product and service providers. These companies are but a few of the growing number of companies in enterprise, consumer and SMB markets that are re-thinking the strategic role of services.

In addition, customers everywhere are struggling to realize the full potential of their technology purchases. The avalanche of complexity in today's highly advanced, highly integrated product world threatens to overwhelm customers and slow their adoption of future technology. To offset this challenge, enterprises are turning to new service-based consumption models such as cloud computing, virtual datacenters, and virtual desktops. They are also demanding new types of help from their technology providers. These new demands are creating an entirely new set of service requirements in the technology industry.

What do these cross-currents mean for the delivery of technology services in Europe in the next five years? How will partnering relationships change? What kinds of new service offerings will emerge to serve the European customer base? What opportunities does the rise of technology services create for incumbent players?

At TSE 2010 Barcelona you will learn why and how technology services are responding to these significant shifts in the market landscape. You will hear how leading companies are integrating more proactive, value-added services into their current offerings and building new ones. You will also hear about how companies are optimizing their people, process and technology to defend and optimize current service revenues as well as preparing themselves for the value-added services world that is coming.

**Date:**

Wednesday February 3 through Friday February 5

**Location:**

Hilton Diagonal Mar Barcelona  
Passeig del Taulat 262-264, Barcelona, Spain 08019  
Tel: 34-93-507-0707 Fax: 34-93-507-0700

**Registration:**

For full details about TSE conference registration and to register online go to  
<http://www.technologyserviceseurope.com/winter2010/register.php>.

**Registration Price:** Member €1,499 / Non Member €1,699

**Current Registration Promotion:** 2 for 1 conference registration – Now through 18 December!

For questions regarding registration, contact Susie Hiner at [susie.hiner@tsia.com](mailto:susie.hiner@tsia.com) or +1-858-674-5491.

**Hotel and Travel:**

Visit <http://www.technologyserviceseurope.com/winter2010/travel.php> to make hotel reservations at the Hilton Diagonal Mar Barcelona, the TSE headquarters hotel, and for details about transportation.

**Current Hotel Promotion:** €170/night – Now through 18 December!

**Networking:**

We take extra care to ensure there are numerous opportunities for peer-to-peer interactions during the conference where you can meet like-minded professionals, share tried-and-true solutions to real-world challenges, and discuss new directions for future success. Each day includes breaks between sessions to allow attendees to converse and get to know one another.

**Optional networking dinners** - To help you maximize your networking opportunities, a series of small group (8 people) networking dinners will take place on Wednesday and Thursday evening after the networking receptions. Located at dining venues near the Hotel Diagonal Mar, these intimate gatherings will allow you to make new contacts or spend quality time with your colleagues. Sign-up sheets will be located at the registration desk at the conference or you can pre-register online at [http://www.technologyserviceseurope.com/winter2010/networking\\_dinners.php](http://www.technologyserviceseurope.com/winter2010/networking_dinners.php). Please note that the cost to participate in these networking dinners is not included in the conference fees. Participants will be required to pay their own expenses at the time of the meal.

## Agenda

### Wednesday, 3 February

13:00 — 18:30 Registration and Information

16:00 — 17:00 Plenary/General Session - Complexity Avalanche: Overcoming the Threat to Technology Adoption

J.B. Wood, President and CEO, TSIA

17:00 — 18:00 Plenary/General Session - Executive Panel

J.B. Wood, President and CEO, TSIA

Johan Vanoverbeke, Hewlett Packard

Ricardo Berrio, Europe Customer Services Operations Director, Xerox

18:00 — 20:00 Networking Reception in the Exhibition

20:30 — 23:00 Optional Networking Dinners

### Thursday, 4 February

08:30 — 09:30 Breakfast and Networking, Indigo Restaurant

09:30 — 18:45 Registration and Information

10:00 — 11:00 Plenary/General Session

Thomas Lah, Executive Director, TSIA

11:00 — 11:15 Refreshment Break

11:15 — 12:15 Concurrent Syndicate/Breakout Sessions

Innovative Service Technology (Co-Presented by Partners and Their Customers) -

OpenAir and Customer to be Announced

Customer Speaker to be Announced

Morris Panner, CEO, OpenAir

Member Case Study - Enabling Your Partners, as An Extension of Your Team

David Perrault, Technical Support Senior Manager, EMC

Service Science Case Study - Service Resource Planning and Optimization in Product Service Systems

Dr.-Ing. Gerhard Gudergan, Research Institute for Operations Management at RWTH Aachen University

12:30 — 14:00 Lunch Buffet in the Exhibition

14:15 — 15:15 Plenary/General Session

Prof. Dr. Florian von Wangenheim, Professor of Service & Technology Marketing,  
Technische Universitaet Muenchen Business School

15:15 — 15:30 Refreshment Break

15:30 — 16:30 Concurrent Syndicate/Breakout Sessions

Innovative Service Technology (Co-Presented by Partners and Their Customers) - Title to  
be Announced

Speakers to be Announced, Customer & Partner Companies to be Announced

Research Case Study - Drag or Drive for New Service Development - New Findings on the  
Contentious Relationships of Service Organizations with Their Corporate IT Departments  
Wilhelm Taurel, Taurel Service Management Consultants

Tilo Böhmann, Professor of Service Management, ISS International Business School of  
Service Management

Member Case Study - Paradigm Shifts in Services: From Transactional to  
Transformational Business Models

Christopher Ranger, Vice President and General Manager, Services EMEA, Motorola

16:30 — 16:45 Moving Break

16:45 — 17:45 Concurrent Syndicate/Breakout Sessions

Innovative Service Technology (Co-Presented by Partners and Their Customers) - Title to  
be Announced

Speakers to be Announced, Customer & Partner Companies to be Announced

Member Case Study - Administration Overhead: In-house or Remote?

Hendrik Wacker, EMEA Services Marketig Manager, Hitachi Data Systems

Member Case Study - Developing Best-in-Class Consumer Services for the European  
Market

Luigi Lenguito, EMEA Consumer Services Business Development, Dell

17:45 — 19:15 Networking Reception in the Exhibition

20:30 — 23:00 Optional Networking Dinners

## **Friday, 5 February**

08:30 — 09:30 Breakfast and Networking, Indigo Restaurant

09:30 — 14:30 Registration and Information

10:00 — 11:00 Concurrent Syndicate/Breakout Sessions

Member Case Study - Crossing Borders: Influencing Headquarters Remotely  
Tania Escudero, Services & Support Group Manager, Microsoft

TSIA

17065 Camino San Bernardo, Suite 200, San Diego, CA 92127, USA

Tel. +1-858-674-5491

Member Case Study - Relations, Repeatability and Revenue  
Frank Seignette, Senior Business Planning Manager, Genesys Telecommunications  
Laboratories

Service Science Case Study - How to Create Perceived Value of Customer Solutions?  
Entering into a Dialog with the customer Is the Answer!  
Prof. Dr. Gertrud Schmitz, Professor of Service Management and Retailing, Mercator  
School of Management/University of Duisburg-Essen

11:15 — 11:30 Refreshment Break

11:15 — 12:15 Concurrent Syndicate/Breakout Sessions  
Member Case Study - Joining Voices: Understanding and Leveraging Multinational  
Customer Feedback for Strategic Business Intelligence  
Nancy Porte, Vice President, Customer Experience, Vovici

Member Case Study: Siemens Switzerland, Industrial Automation and Drives  
Technologies: Attractive Services Won't Happen Accidentally – They Need to be  
Designed!  
Ronny Weinig, Head of Global Services Industries, Siemens  
Dr. Adrienne Schäfer, University of Applied Sciences and Arts, Competence Center  
Services Management

12:30 — 14:00 Keynote - Lunch and Closing Plenary/General Session - Sense and Simplicity = Services  
Hans van Grieken, Vice President Business Innovation, Capgemini Nederland B.V.

## Session Abstracts and Speaker Biographies

**Wednesday 16:00 - 17:00**

### **General/Plenary Session: *Complexity Avalanche – Overcoming the Threat to Technology Adoption***

J.B. Wood, President and CEO, TSIA

#### **Presentation Abstract:**

The inability of customers to successfully adopt complex technology is a major gating factor in the growth of tech industries. The rapid proliferation of digital features and integrated systems have created a complexity avalanche that is burying customers large and small. End user adoption as a percentage of available features is on the decline while, at the same time, customer frustration is rising. This growing consumption gap between what products are capable of doing and what users are able to actually achieve is threatening to upset conventional models of how to grow their product revenues.

- Product-based differentiation is happening above the level where customers are actually using the product.
- Product margins windows are rapidly closing.
- Customer re-purchases and upgrade frequencies rates are slowing.
- Stable systems are winning out over complex, risky, new product implementations.
- Customer's definition of product value is shifting away from cool features and toward end user adoptability.

Unfortunately, most technology companies – from consumer products to enterprise systems to medical devices to automotive manufacturers – lack a comprehensive strategy for addressing the complexity avalanche. While ease of use and standards could do the job, they haven't. Standards simply take too long to evolve and user interface design is not keeping up with features proliferation.

Services are a critical component in closing the adoption gap. Yet today's vendor service offerings are misaligned with this objective. We need new services, with a new mission, offered in new ways. Not only will these services address the complexity avalanche, they can also create new service revenue streams and help defend against the current erosion of the financially critical maintenance model.

In this provocative keynote, J.B. Wood will challenge almost every existing assumption surrounding the world of technology services. Throughout this session you will be challenged to re-think your company's entire long term approach not only to services, but how they link to your product strategy. You will hear radical new thoughts about how services will be structured, consumed, delivered and, most importantly, how that products sales process will change in the next 3-5 years. You will also hear about a powerful new way to measure the health of your customer base business. Based on the new book "Complexity Avalanche" this is guaranteed to change the way you view the future of services.

#### **About J.B. Wood :**

J.B. Wood is the president and CEO of the technology service industry's largest trade association—the Technology Services Industry Association (TSIA), formerly AFSMI, SSPA, and TPSA. Over the course of his career, Wood has counseled hundreds of leading companies, including Cisco, Microsoft, Oracle, and

IBM, on leveraging quantitative, verifiable metrics and improving products and services through a more concise understanding of their customer bases. A frequent speaker at key industry events, J.B. has been quoted in the business and technology press, including *The Wall Street Journal*, *Fortune*, *Business Week*, *CNET*, *Computerworld*, and *CRM Magazine*. Previously, Wood was a co-founder of InsightExpress, which pioneered the use of the Internet in market research applications. Prior to InsightExpress, he was president and CEO of Prognostics, one of the largest research and consulting companies in the IT industry.

---

## Wednesday 17:00 – 18:00

### General/Plenary Session: *Executive Panel*

Moderator: J.B. Wood, President and CEO, TSIA

Panel: Johan Vanoverbeke, Hewlett Packard

Ricardo Berrio, Europe Customer Services Operations Director, Xerox

#### Presentation Abstract:

With his keynote as prelude, TSIA President and CEO JB Wood will moderate a discussion among senior services executives around the major assertions in *Complexity Avalanche*. Panelists will discuss and debate Wood's central premise—that most technology companies lack a strategy for driving technology adoption all the way through to customer success, and that that will become the future role of technology services. The conversation will also turn to such questions as:

- Do you agree with the premise? What are the major roadblocks to realizing that vision? How can we overcome them? How long will it take to get there?
- Will services organizations (CS, PS, FS, ED) converge over time?
- Will there be a significant move away from the traditional maintenance agreement and toward project-based services?
- What are the prospects for a tighter integration between services and sales?
- When can we expect services to start pulling through product sales on a large scale, instead of vice versa?

#### About J.B. Wood:

J.B. Wood is the president and CEO of the technology service industry's largest trade association—the Technology Services Industry Association (TSIA), formerly AFSMI, SSPA, and TPSA. Over the course of his career, Wood has counseled hundreds of leading companies, including Cisco, Microsoft, Oracle, and IBM, on leveraging quantitative, verifiable metrics and improving products and services through a more concise understanding of their customer bases. A frequent speaker at key industry events, J.B. has been quoted in the business and technology press, including *The Wall Street Journal*, *Fortune*, *Business Week*, *CNET*, *Computerworld*, and *CRM Magazine*. Previously, Wood was a co-founder of InsightExpress, which pioneered the use of the Internet in market research applications. Prior to InsightExpress, he was president and CEO of Prognostics, one of the largest research and consulting companies in the IT industry.

#### About Johan Vanoverbeke:

Biography coming soon!

**About Ricardo Berrio:**

Biography coming soon!

---

**Thursday 10:00 - 11:00**

**General/Plenary Session**

Thomas Lah, Executive Director, TSIA

**Presentation Abstract:**

Coming soon!

**About Thomas Lah:**

Since 1996, Thomas Lah has helped a broad range of companies establish or improve their professional services organizations. Thomas is currently executive director for TSIA and was formerly the executive director and co-founder of TPSA. Prior to TPSA, he was founder and principal of Thomas Lah, Ltd., during which time he became recognized worldwide for his incisive analysis, strategic thinking, and creative solutions. Thomas' recent books include *Mastering Professional Services* and *Building Professional Services: The Sirens' Song*, which has been adopted by technology companies throughout the world, including China's Lenovo, which acquired IBM's PC business in early 2005. In 2004, Thomas was invited to Zhejiang University in China to lecture on the topic of building professional services. In his earlier career, he was director of solutions engineering at Silicon Graphics. Thomas received an undergraduate degree in information systems and holds an MBA from the Fisher College of Business at The Ohio State University.

---

**Thursday 11:15 - 12:15**

**Member Case Study: *Enabling Your Partners, as An Extension of Your Team***

David Perrault, Technical Support Senior Manager, EMC

**Learn:**

- A strategy to enable language support via partners
- How to select your partners to be successful
- How to manage the relationship and ensure quality of service

**Presentation Abstract:**

This presentation will provide an insight into how EMC addresses the challenges of supporting customers in their native languages for emerging markets in EMEA for our software product family. EMC's service delivery partners' strategy is based on the principle that its service partners should be considered as a true extension of EMC's support organisation. EMC has developed a comprehensive onboarding process to qualify both operational and business criteria used to carefully select key partners, a number of tools and programs that gives EMC partners access to adequate training and knowledge, and a compliancy process that allows EMC to periodically review the quality of the service provided by its partners, guaranteeing that EMC customers receive the service they deserve.

**About David Perrault:**

David Perrault is a professional with 11 years of experience in software engineering, technical support, and customer service. David currently leads the EMEA support organisation for the Content

Management & Archiving division at EMC which provides support services to more than 3,000 EMC EMEA customers from four main support centres in the UK, Ireland, Russia and Egypt, and generates significant revenues for EMC.

---

**Thursday 11:15 - 12:15**

**Innovative Service Technology (Co-Presented by Partners and Their Customers):  
*OpenAir and Customer to be Announced***

Customer Speaker to be Announced  
Morris Panner, CEO, OpenAir

**Presentation Abstract:**

Abstract and customer biography coming soon!

**About Morris Panner:**

Since 2001, Morris Panner has been CEO of OpenAir, a global provider of SaaS project workflow solutions. OpenAir has been named a Fastest Growing Private Company in New England, a Deloitte & Touche Fast 500 Company, a Finalist for the SIIA CODiE awards, and a Top 25 Global Service Provider by ASP News. Prior to OpenAir, Morris was a Federal prosecutor and spent a year fighting narco-terrorism at the U.S. Embassy in Bogotá, Colombia. Morris is co-chair of the Board of the Software Division of the SIIA and has been featured in *The New York Times*, *Forbes*, and *Fast Company*.

---

**Thursday 11:15 - 12:15**

**Service Science Case Study: *Service Resource Planning and Optimization in  
Product Service Systems***

Dr.-Ing. Gerhard Gudergan, Research Institute for Operations Management at RWTH Aachen University

**Learn:**

- How to overcome the challenges of planning service resources to meet market demands
- An approach for better resource planning for PSS-based businesses
- How to professionalise your service business

**Presentation Abstract:**

Industrial companies face tremendous challenges to plan the service resources needed to meet market demands. The ongoing integration of product and service resources in complex product-service-systems (PSS) causes a higher complexity in resource structures and thereby in service resource planning. Better resource planning in PSS-based businesses requires an approach which enables companies to link their resources with their service offering. This session deals with a case study pointing out how a German machine tool manufacturer managed to optimize his middle-term service resource planning in a PSS-based business. The chosen approach contributes to better understanding the complexity in resource structures and elements in the PSS and helps to better understand and describe the structural integration of service resources in PSS. A qualitative and quantitative specification of service resource demand enables the company to optimize its service capacity by matching market demand scenarios with the bottleneck service resources. This case study helps companies in terms of professionalising their service business.

**About Dr.-Ing. Gerhard Gudergan:**

Biography coming soon!

---

**Thursday 14:15 - 15:15**

**General/Plenary Session**

Prof. Dr. Florian von Wangenheim, Professor of Service & Technology Marketing, Technische Universitaet Muenchen Business School

**Presentation Abstract:**

Coming soon!

**About Prof. Dr. Florian von Wangenheim:**

Florian Wangenheim studied business administration and sports management in Bayreuth, Germany and Barcelona, Spain. He received his doctoral degree from the University of Mainz, Germany, in 2002. Between 2003 and 2006, he was Assistant Professor of services management at the University of Dortmund, Germany. In 2006, he was visiting professor at the University of Passau, Germany. In October 2006, he took over as Professor and chair for Services and Technology Marketing at the Technische Universität München, Germany. Florian Wangenheims' main research fields are technology-intensive service management and value-based customer management. His doctoral dissertation received an award from the German Federal Ministry for Higher Education (BMBF) for "innovation in service research" and was a runner-up in the Mary Kay Doctoral Dissertation award by the Academy of Marketing Science. His research has been published in, e.g., the Journal of Marketing, the Journal of the Academy of Marketing Science, the Journal of International Business Studies, and the Journal of Service Research. He has received various awards for his research from the American Marketing Association, the Academy of Management and the German Association of Business Professors.

---

**Thursday 15:30 - 16:30**

**Member Case Study: *Paradigm Shifts in Services: From Transactional to Transformational Business Models***

Christopher Ranger, Vice President and General Manager, Services EMEA, Motorola

**Learn:**

- How to reposition services as a solution, as opposed to a traditional product
- How to help service businesses migrate from transactional to transformational business models
- Best practice from Motorola's global experience

**Presentation Abstract:**

In his presentation, Chris Ranger will address how businesses should realign their expectations of their service propositions, and in so doing show how organisations can reposition services as self-supporting, revenue-generating solutions, as opposed to seeing them in the traditionally accepted light, as a "product." By using examples from Motorola's global relationships with organisations such as IBM, BT, and Zebra Technologies, Chris will demonstrate how Motorola's own service business has made the transition from a transactional to a transformational business model. In this context, he will provide a range of ideas for other businesses on how they too can bring about a shift in focus and deliver exceptional results in terms of customer service and relationship-building. Chris will also show how a

focus on services can deliver real fiscal opportunities to many businesses, both in terms of organic growth and new business development. Chris is an evangelist for placing services at the heart of the business-development process, and he will deliver thoughts, ideas, and solutions that can be applied to a range of business circumstances.

**About Christopher Ranger:**

Chris joined Symbol Technologies in March 2005 with responsibility for the development of services business across EMEA. Symbol now forms part of Motorola Enterprise Mobility Solutions, and Chris is a member of the company's regional leadership team. Pioneering Motorola's "Service from the Start" offering, Chris has driven the establishment of a state-of-the art centralised repair operation in the Czech Republic. This provides a high level of service in support of 15,000 customer contracts. Prior to Motorola, Chris held various senior positions within the IT services marketplace, including roles with Colt Telecom, Siemens Business Services, and Stratus Technologies.

---

**Thursday 15:30 - 16:30**

**Innovative Service Technology (Co-Presented by Partners and Their Customers):**

***Title to be Announced***

Speakers to be Announced, Customer & Partner Companies to be Announced

**Presentation Abstract:**

Coming soon!

**About Speakers to be Announced:**

Biographies coming soon!

---

**Thursday 15:30 - 16:30**

**Research Case Study: *Drag or Drive for New Service Development - New Findings on the Contentious Relationships of Service Organizations with Their Corporate IT Departments***

Wilhelm Taurel, Taurel Service Management Consultants

Tilo Böhmann, Professor of Service Management, ISS International Business School of Service Management

**Learn:**

- Main causes for IT/Services-misalignment
- Key success factors for enabling service innovation with IT
- Insights into improved governance structures for IT for services

**Presentation Abstract:**

Service business units of system and product vendors are quite often the new kid on the block among the business units of a product vendor. As a result, IT requirements from the service business are given less priority, or are more costly and complex to implement in existing environments. This situation is aggravated by rising demand for IT to launch new service products or improve the efficiency of service operations. It becomes particularly evident that IT support is a key success factor for service innovation. We have analyzed in selected companies the relationship between service units and IT with respect to

the development of new service offerings through interviewing service managers as well as CIOs. We will present selected study findings and first indications where companies have to adjust for optimizing the alignment between Service and IT. The main part of the session is workshop-style. We will invite the audience to comment on the findings and share their experiences. Moreover, we will summarize recommendations from the floor to improve service-IT-relations. The summary will be shared with all attendees of the workshop. Moreover, we will use the feedback to finalize the research work on its way to a best practice guide for the subject.

**About Wilhelm Taurel:**

Wilhelm Taurel is vice president of AFSMI German Chapter since 2004 [www.afsmi.de](http://www.afsmi.de) and heads it's Center for Education and Research. The Chapter is one of the most active Chapters in Europe. It was recently awarded as the best Chapter worldwide of the AFSMI and has close cooperation with it's international sister Chapters. It's members represent Service Businesses in companies of various Hightech-Industries among them besides others Deutsche Telekom, Siemens, IBM, Microsoft, EADS and Bosch-Rexroth. Its Center for Education and Research consults universities in building Service Management study programs and fosters transfer of service research work into service management and operations practice. Wilhelm Taurel is Management Consultant with 100% specialization on Service Management based on his wide, international experience in Marketing, Sales and Management of Software- and Service-Business [www.taurel.de](http://www.taurel.de). Together with Technische Universität München he founded Münchener IT-Services Workshops [www.service-engineering.info](http://www.service-engineering.info) and lectures on Services Management at several universities.

**About Tilo Böhmann:**

Dr. Tilo Böhmann is professor of service management at the International Business School of Service Management (ISS) in Hamburg, Germany and visiting professor to the Center of Service Research at Karlstad University, Sweden. His main teaching and research interests are service strategy, service engineering, and IT support for service management as well as strategic information management. At ISS, he is building the school's new Service Management Research Group and leads the school's MBA program after holding an appointment as research group leader and assistant professor at the Technische University München. Böhmann holds a habilitation from Technische Universität München, a PhD from Hohenheim University (Stuttgart, Germany), and a master of science from the London School of Economics and Political Science.

---

**Thursday 16:45 - 17:45**

**Innovative Service Technology (Co-Presented by Partners and Their Customers):**

***Title to be Announced***

Speakers to be Announced, Customer & Partner Companies to be Announced

**Presentation Abstract:**

Coming soon!

**About Speakers to be Announced:**

Biographies coming soon!

---

**Thursday 16:45 - 17:45**

**Member Case Study: *Administration Overhead: In-house or Remote?***

Hendrik Wacker, EMEA Services Marketig Manager, Hitachi Data Systems

**Learn:**

- Ways to overcome the upward trend of administrative costs
- The parameters that drive overhead costs
- How to use outsourcing, in-house service delivery, remote management, and automated reporting to control costs

**Presentation Abstract:**

Over the last 10 years, IT administration has seen a global trend of rising costs as part of the TCO, which is now at over five times the cost of infrastructure. This presentation will present strategies to deal with these costs in overhead by analysing the parameters that drive it: Skill diversification and shortages, resources for basic provisioning, resources for configuration management, and training. The outcome will be a set of options that deal with these parameters through the use of outsourcing, in-house service delivery, remote management, and automated reporting.

**About Hendrik Wacker:**

Prior to joining Hitachi Data Systems, Hendrik Wacker spent over five years in the health care IT industry as global services marketing manager for Agfa HealthCare. Before that he worked for 15 years in international marketing and sales management positions for IT networking and storage companies in Germany (adcomp), the U.S. (Cogent and Adaptec), the U.K. (Ramp Networks), and Belgium (Hydraweb, JNI and Storagetek). Hendrik is a German citizen and is based in Brussels, Belgium.

---

**Thursday 16:45 - 17:45**

**Member Case Study: *Developing Best-in-Class Consumer Services for the European Market***

Luigi Lenguito, EMEA Consumer Services Business Development, Dell

**Learn:**

- Cost-effective, multi-language support models
- Success strategies in a fixed-price market
- How to develop effective relationships with U.S.-based corporate headquarters

**Presentation Abstract:**

This session will cover how to turnaround a "cost-reduction" program in a "revenue-generating" process. It is the story of making customer service a profit center.

**About Luigi Lenguito:**

Luigi Lenguito has 10 years of experience in customer service, from front-line agent support to developing strategy for EMEA market consumer services. Lenguito is recognized for market knowledge and innovation leadership.

**Friday 10:00 - 11:00**

**Member Case Study: *Crossing Borders: Influencing Headquarters Remotely***

Tania Escudero, Services & Support Group Manager, Microsoft

**Learn:**

- The risks in not addressing challenges in developing effective relationships between a subsidiary and corporate HQ
- The role of a subsidiary office in enabling effective relationships with corporate HQ
- Practical techniques that can be used to build a stronger and more effective remote relationship

**Presentation Abstract:**

As more businesses go global, companies continue to open remote offices throughout the world. Working as a satellite to corporate HQ can present challenges in developing effective relationships leading to significant risks. Many factors can impact the nature and success of the relationship, including organizational setup, reporting lines and leadership, maturity and size of the company, and cultural differences. It would be easy to find yourself responsible for spiraling costs, decreasing customer satisfaction, and frustrated employees. You might tell yourself that bridging the relationship gap between HQ and your office is not your responsibility. You're wrong. It's everybody's responsibility! A remote office can choose to wait for corporate HQ to get it right or they can choose to help them along the way. Drawing from the experience of a leading global technology company with over 100 remote offices, this session will explore some practical techniques that can be used to build a stronger and more effective remote relationship.

**About Tania Escudero:**

Tania Escudero is a group manager for Microsoft's EMEA regional offices based in London. She is responsible for managing service and support teams for Microsoft Advertising across five European markets. She works closely with HQ, U.S., and APAC to deliver scalable and efficient solutions to meet customer needs. Prior to her four years working in London, she worked for digital advertising agency Razorfish (AvenueA) as group account manager, managing the online campaign account team for Microsoft in the U.S. Tania is from Mexico and graduated from the University of Washington Business School with a focus on marketing and information systems in 1999.

---

**Friday 10:00 - 11:00**

**Service Science Case Study: *How to Create Perceived Value of Customer Solutions? Entering into a Dialog with the Customer Is the Answer!***

Prof. Dr. Gertrud Schmitz, Professor of Service Management and Retailing, Mercator School of Management/University of Duisburg-Essen

**Learn:**

- Identify value contributions of marketing communication and to point out the requirements that have to be met
- How dialog gives consideration to the identified challenges of marketing communication and thereby to shed insights in the role of dialog in enhancing perceived value of customer solutions

- How to develop a framework for the effective management of dialog that works well for customer solutions and present practical experiences from the implementation of one of our industry partners

**Presentation Abstract:**

Today, many companies consider customer solutions—seen as a customized and integrated combination of goods and services designed to solve a particular customer problem—as an opportunity for achieving competitive advantage. In order to ensure that the customer solution creates a competitive advantage, companies have to make certain that the solution delivers high value to customers. Therefore, it is critical for companies to understand the customer’s perception of solution value and find ways to enhance it. Providing highly valued customer solutions implies the participation of the customer, which is usually referred to as “co-creation of value” or “interactive value creation.” Communication between customer and supplier is a promising instrument to manage the interactive value-creation process. This presentation will show how perceived customer value can be enhanced by marketing communication based on an existent conceptualization of perceived customer value. It also will demonstrate that this dialog can be used to create customer solutions that provide high customer value.

**About Prof. Dr. Gertrud Schmitz:**

Gertrud Schmitz has been a Professor of Service Management and Retailing since 2004 at the “Mercator School of Management” of the University Duisburg-Essen (Germany). Before that she represented the Chair of Marketing and Marketing Research at the University of Cologne for one year. She holds a degree in Business Administration from the RWTH Aachen, where she also received her Ph.D. in 1996 and completed her post-doctoral teaching qualification in 2002. She gathered work experience in service management in a number of research and consulting projects, and by participating in the implementation of central administration processes at the faculties. Her research interest and research experiences both are gathered around various aspects of service management. An important part of her work consists in empirical studies, whereby based on a solid theoretical analysis, hypotheses are developed and evaluated using qualitative and quantitative methods. She is also very committed to the acquisition and the mentoring of third-party funds projects and is always interested in working with industry partners. Today, she is involved into the project “HyProDesign” that deals with the integrated development and marketing of customer solutions.

---

**Friday 10:00 - 11:00**

**Member Case Study: *Relations, Repeatability and Revenue***

Frank Seignette, Senior Business Planning Manager, Genesys Telecommunications Laboratories

**Learn:**

- A balanced process for the development and deployment of service solutions that better enables predictability in quality, execution, and ROI
- A process for discovering and harvesting some of the work completed for one customer can grow to repeatable solutions and reduce cost and time
- How cross-functional teams can be used to develop and validate the service concept, leading to a more robust, globally accepted offering that is ready to be sold

**Presentation Abstract:**

Demonstrating business value from a services group doesn't need to come after a deployment has been successful. By empowering a small team to develop a services portfolio and lifecycle process that intimately link the service, product, and marketing teams, business value is provided before the first customer meeting. With this, driving a service portfolio with repeatable offerings and solutions to market provides predictability, higher utilization and, ultimately, healthier margins. This presentation will discuss the process Genesys has developed and the success that they have experienced with this new initiative.

**About Frank Seignette:**

Frank Seignette is a senior manager of services business planning at Genesys and is focused on driving service offerings and assets to market that are aligned with corporate and product strategies. Prior to this position, Seignette held several positions within the sales and professional services project management teams for the past 10 years.

---

**Friday 11:15 - 12:15**

**Member Case Study: *Joining Voices: Understanding and Leveraging Multinational Customer Feedback for Strategic Business Intelligence***

Nancy Porte, Vice President, Customer Experience, Vovici

**Learn:**

- How survey design can eliminate cultural bias
- How culture and generation affects how customers perceive surveys and interpret responses accordingly
- Methods of survey deployment that help establish and maintain relationships with multicultural customers

**Presentation Abstract:**

With over 63,000 multinational companies, organizations often face generational, linguistic, and cultural barriers in understanding survey results. Customer feedback is vital for strategic decision making, but how can you be sure feedback does not get lost in translation? This session will discuss specific techniques for survey design and response analysis which assist in getting past the nuances and subtleties of interpretation and gathering effective results. It will explore how to engineer better customer experiences from every point of interaction by tracking the relationship and truly listening to the customer. Specific methods for interpreting survey results and translating them into a holistic decision-making process will be included in this session. A case study will demonstrate how multilingual survey design and response analysis helps one company attain feedback that drives strategic direction and continuous process improvement.

**About Nancy Porte:**

Nancy Porte is the vice president of customer experience at Vovici where she is responsible for the Voice of the Customer program while managing customer support, customer training, and CRM systems. Prior to joining Vovici, Porte most recently served as senior director, technical operations at Approva, a provider of continuous controls monitoring solutions based in Reston, Virginia. While at Approva, Porte implemented a comprehensive client services strategy, resulting in 100% retention of customers over

her tenure. Porte has implemented successful client support and retention strategies at several other companies including Monster Government Solutions, iDEFENSE, and CareerBuilder.

---

## **Friday 11:15 - 12:15**

### **Member Case Study: *Siemens Switzerland, Industrial Automation and Drives Technologies: Attractive Services Won't Happen Accidentally – They Need to be Designed!***

Ronny Weinig, Head of Global Services Industries, Siemens

Dr. Adrienne Schäfer, University of Applied Sciences and Arts, Competence Center Services Management

#### **Learn:**

How to analyze and optimize a new service offering using Service-Engineering and Storytelling

How to develop and Prototype new services as a product

How to find out satisfaction and dissatisfaction indexes of a new service

#### **Presentation Abstract:**

The academic discipline of Service Engineering tries to structure and formalize the innovation process with the target to develop "better" services using less resources and making them more consumer-focused. The question how invisible and immaterial service products can be better explained to customers and how they can be emotionalized is not sufficiently covered by Service Engineering. "Creative Industries", e.g. dramatics, film, design, arts and letters might offer solutions for these problems. They all have in common that the tools they apply to convey something to their audience is based on storytelling. Examples are storyboard, buildup in the cinematography, staging and dramaturgy in dramatics or narration and backstory in literature. Storytelling is used on one hand to make abstract and complex circumstances or data easier to understand. On the other hand storytelling is also used to tell processes in an interesting way. In the research project the following hypothesis is testified: Storytelling can offer an important contribution to the process of service innovation. Siemens Switzerland took part in the research project. Their new service processes are analyzed and optimized by using the "rules and tools" of Service Engineering and Storytelling and then tested in a Service laboratory (ServLab).

#### **About Ronny Weinig:**

Ronny Weinig, Head of Global Services Industries Switzerland, has overall responsibility for service operations within the industry sector of Siemens Switzerland. He has built this new structured business unit from bottom up as a matrix service organization with a clear focus on process- and synergy-improvement programs to ensure best value margins. Ronny previously managed the Telco service department from set-up to fully operational after telecom market liberalization. Before, he worked for several years abroad both in the USA and Middle East for a number of different companies. With over 30 years' experience in the professional service business, he has amassed a large amount of practical experience in this area. As vice president of the Swiss chapter of the Association of Services Management International he was over 8 years in charge for the service conferences in Switzerland.

#### **About Dr. Adrienne Schäfer:**

Biography coming soon!

---

**Friday 12:30 - 14:00**

**Lunch and Closing Plenary/General Session: *Sense and Simplicity = Services***

Hans van Grieken, Vice President Business Innovation, Capgemini Nederland B.V.

**Presentation Abstract:**

Taking the very powerful global strap line of Philips International as a basis, Hans van Grieken argues in his speech that the world technology firms are rapidly changing. He will discuss the current as well as the emerging landscape in the technology industry, observing the shifting borders between systems integrators and technology product companies. From the systems integrator perspective, he will touch on questions of technology adoption and the “consumption gap”, which is the disparity between what technology gets purchased and how much of it is actually consumed or used. To a degree new computing models like such as cloud computing, will impact heavily the way companies consume technology and, specifically, technology services. But the trend has also significant consequences for the way in which your company manages the “people” and “process” of the future. To shift from a product to a services company is a huge challenge which you have to start asap in order to be “ready for the economic upswing”.

**About Hans van Grieken:**

Drs. Hans van Grieken is a Vice President at Capgemini and part of the company’s international innovation network which mission is to be a source of new knowledge and insights for Management in the future. In his present position, Van Grieken has a “hands on” view on current business and IT developments from a global perspective. Van Grieken is a regular keynote speaker at national and international conferences.

Hans van Grieken holds a university degree in Applied Linguistics, English and Public Relations from the University of Utrecht in the Netherlands. He started his career working as a free lance PR-consultant for a number of companies such as Dutch Educational Television (Teleac) and the Dutch Railroad Company. Afterwards he worked as a fundraiser for one of the major Dutch charities. His next position was that of press officer for the Board of directors of the Dutch Electronics company Philips International followed by a job as an International Account Director for technology clients for Publicis/FCB, a leading European advertising and marketing agency. From 1990-2000 he was in charge of Marketing, Communications, Public Relations and Investor Relations for Cap Gemini Ernst and Young in the Netherlands. In 1992 he was the initiator of the Systems Integration Centre, the first IT-demo centre in the Netherlands. In September 1994 he initiated the Reverse Communication project within Cap Gemini which led to the first full flash operational intranet in the Dutch market.

From 1997 to 2000 Van Grieken was a member of the Supervisory Board of Media Plaza, the Dutch national internet demo-centre: [www.mediaplaza.nl](http://www.mediaplaza.nl). For 10 years he taught Marketing, Public Relations and New Media at the Stichting Reclame en Marketing Onderwijs (SRM – a Dutch commercial training institute for marketing and PR professionals). From 2003 – 2005 he co-hosted a Television show on IT driven innovation for Dutch national Television.