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German Universities and Institutions Slated to Deliver Landmark Sessions at Technology Services Europe 2010

TSE10 Sessions Emphasize Germany-Based Research and Innovation in Global Technology Services Industry

SAN DIEGO, Calif., January 20, 2010 – The Technology Services Industry Association (TSIA), the technology services industry's largest and most vibrant association, announced special sessions from Germany-based universities and institutions at Technology Services Europe 2010 (TSE10), being held in Barcelona, Spain, February 3-5. The conference, themed "Services in the New Tech Landscape," will feature sessions from Germany-based thought leaders at Technische Universitaet Muenchen Business School; RWTH Aachen University; ISS International Business School of Service Management Hamburg, with Taurel Service Management Consultants; and Mercator School of Management/University of Duisburg-Essen.

A summary of these sessions is provided below.

- In a headlining TSE keynote address titled "Success with Connected Services: Seven Levers," Prof. Dr. Florian von Wangenheim, professor of service and technology marketing at Technische Universitaet Muenchen Business School, will discuss seven levers that can help companies be successful with connected services. Each lever will be discussed in connection with case-study evidence as well as empirical qualitative and quantitative research, focusing on company results as well as customer perceptions. Particular emphasis will be placed on aspects of technology-based services that are typically neglected by companies, such as leveraging customer sage data of services for new product development or CRM.
- Industrial companies face tremendous challenges in planning 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. In "Service Resource Planning and Optimization in Product-Service Systems," Dr.-Ing. Gerhard Gudergan of the Research Institute for Operations Management at RWTH Aachen University will focus on how to overcome the challenges of planning service resources to meet market demands, an approach for better resource planning for PSS-based businesses, and how to professionalize the services business. This case-study session will discuss how a German machine-tool manufacturer managed to optimize middle-term service resource planning in a PSS-based business.
- In "Drag or Drive for New Service Development—New Findings on the Contentious Relationships of Service Organizations with their Corporate IT Departments," speakers Wilhelm Taurel of Taurel Service Management Consultants and Dr. Tilo Böhmman, professor of service management at ISS International Business School of Service Management Hamburg, will present the main causes for IT/services misalignment, key success factors for enabling service innovation with IT, and insights into improved governance structures for IT services. The workshop-style session will present selected study findings and first indications where companies must adjust for optimizing the alignment between service and IT.
- Due to the current economic climate, customers' bargaining power has increased drastically. As a consequence, customers are no longer satisfied with standardized products and services, but are increasingly asking for solutions that are tailored to their specific business needs. In "How to Create Perceived Value of Customer Solutions," Prof. Dr. Gertrud Schmitz, professor of service management and

retailing at Mercator School of Management/University of Duisburg-Essen, 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.

"We are proud to include these special sessions on our TSE10 roster," said J.B. Wood, president and CEO of TSIA. "They underline the key contributions that Germany-based institutions contribute to the global technology services industry. Our attendees will walk away with many insights from these leading-edge research efforts. These sessions were added to our roster through our close collaboration with our AFSMI Germany Chapter, and we thank them for their strong cooperation and input into our world-class TSE10 lineup."

More information on Technology Services Europe 2010 can be found at www.technologyserviceeurope.com.

About TSIA

The Technology Services Industry Association (TSIA) is the technology services industry's largest and most vibrant association, encompassing more than 50,000 members from 300 companies in 80 countries. Our ranks include services executives, managers, and professionals from around the globe. www.tsia.com.

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