

Wir sichern Ihren Vorsprung

AFSMI – Verband der Führungskräfte in High-Tech-Servicebranchen



DIE MENSCHLICHE VERBINDUNG IST DER SCHLÜSSEL
ZUM PERSÖNLICHEN UND KARRIERE-ERFOLG

Paul J. Meyer, Founder of SMI (1928 – 2009)

**Chapter Meeting 101 „Servitization“
Gelnhausen 11th December 2018**

AFSMI
German Chapter e.V.

Are You Ready For Servitization ?

Is this just a Hype or a Must ?

The move from product to new services requires your expertise at board level !

We will discuss with international key industry experts servitization and their experiences

The Goal of the Meeting is to understand opportunities of servitization and create awareness of all the challenges during such a journey

Agenda

- 09:00 –10:00 Registration & Networking Breakfast
- 10:15 –11:00 A structured process can help develop value-add digital services (Nick Frank)
- 11:00 –11:45 Is the Automotive Industry Ready for Servitization? (Axel Maschka)
- 11:45 –12:15 Servitization success requires new and deep customer analytics (Philipp Lück)
- 12:15 –13:15 Lunch & Networking
- 13:15 –13:45 Predictive Maintenance as a service (Jürgen Thurner)
- 13:45 –14:15 HealthCare and new business models (Wolfgang Krenkler)
- 14:15 –14:45 SaaS “Software as a Service” (Dror Avieli)
- 14:45 –15:15 Coffee Break & Networking
- 15:15 –16:15 Round Table & QA Session
- 16:15 –16:30 Wrap Up and Closing
- 16:30 –17:00 Networking

Nick Franck

A structured process can help

- The increased accessibility of digital technologies is accelerating the shift from product to service led growth strategies.
- The problem is that many leaders are confused by the jargon and unclear how to leverage these opportunities
- Successful companies starting along this 'Digital Servitization' route, typically commence their journey with the following three basic steps:
- Discovery Solutioning Developing



Nick Frank has a track record in developing services businesses within high value manufacturing & technology companies.

To stay on the leading edge of service thinking, Nick Frank has worked with professor's from Köln, Insead and IMD. He is currently a visiting lecturer on Service Innovation to MBA and MSc students at the Henley Business School and Warwick University.

Juergen Thurner

Predictive Maintenance as a Service

- A service, which provides usage data of key equipment, which help to optimize maintenance windows and reduces cost and increases availability
- Other servitization presentations from the manufacturing world
- He will describe key success factors and challenges of those servitization projects



Juergen Thurner brings 29 years of expertise in various senior management. He lectures International Operations Management at the European School of Business at Reutlingen University. Main subjects are Industry 4.0, Internet of Things and Digital Transformation. Other areas of expertise cover Supply Chain Design, Operations Strategies and the Smart Factory.

Axel Maschka

Is the Automotive Industry Ready for Servitization?

- Servitization history in automotive industry
- Opportunities for servitization in automotive
- Requirements for success



Entrepreneurial C-suite executive with experience of leading automotive parts makers and OEMs internationally in CEO/GM (full P&L) and exec committee level commercial leadership roles. Worked across Europe and in India and extended experience in China, Japan and USA

Philipp Lück

Servitization success requires new and deep customer analytics

- If you don't understand your customer, you fail! How to get to know your targeted customer's detailed needs
- How to develop the best service and business model



Strategist
Managing Partner
@Kleinundpläcking in Berlin.

Kleinundpläcking is an owner-operated consultancy for brand and business strategy that supports market-leading companies in achieving digital transformation.

Dror Avieli

Software as Service (SaaS): Servitization success / challenges from Software business

- Setup of SaaS in B2B-Software
- What worked well, what not
- Key Learnings for SaaS success
- Can this be transferred to other industries?



Managing Director Israel and
VP Customer Success at Consensys
With more than 20 years of experience, Dror has
a wealth of knowledge from leading successful
customer service organizations in the software
industry. Dror previously started Hewlett
Packard's Customer Success organization during
the early days of the transformation to SaaS &
Cloud offering.

Wolfgang Krenkler

Servitization and Organizational Challenges

- Exploring Organizational & Operational Challenges for Servitization
- Servitization in Health Care Diagnostics business shown on a global project with various partners
- Challenges inside and outside of this project and my learnings and recommendations
- Ending with Q&A session and a Expert Round table in the afternoon for further questions.
- Knowledge and experience sharing is the key message of this presentation



Wolfgang brings more than 40 years of Service Business experience and knowledge from different Industries. Worked across EMA and globally with companies such as Sartorius , Coherent, Zeiss and Becton Dickinson. Expert in Global Service Strategies, Distributor Support Modelling and Strategic Talent Management. Project's with NGO's such as WHO, Clinton foundation in the Health Care environment

Logistics

Accommodation:

Hotel Burgmühle

Burgstraße 2, 63571 Gelnhausen

<http://www.burgmuehle.de>

Tel. +49(0) 60 51 820 50

Rooms are blocked till 4th December for the dates 10th–12th December.

Reservation have to be made directly with the hotel using "AFSMI" as reference.

Email: info@burgmuehle.de

Price : 72 €/ night (including breakfast)

Venue:

KIC/CTC Gelnhausen

63571 Gelnhausen

Zum Wartturm 1

<http://www.kic.de>

Email: cz@ctc.de

Tel.: +49 (0) 170 450 88 51

