

Customer Success Management

97. Chapter Meeting 15/16. November

Böblingen

HPE / Micro Focus

Herrenberger Strasse 140

(Navigation please enter Schickardstr. 2)

Objective

- **Goal is that attendee gets new insights**
 - How digitalization IOT/Industry 4.0 will change massively everybody's business!
 - How digitalization will drive new services in every industry!
 - Why a new focus on customer is key and what are the new approaches to drive customer success
- **Attendees, who should join:**
 - Service Business Managers of all industries, who need to know how to capture the future growth in services beyond product revenues and break fix support services.

Wednesday 15th

12:00 – 15:00 CERT Meeting

15:00 – 16:00 „Mitglieder-
versammlung“ General
Assembly AFSMI German
Chapter e.V.

16:00 – 16:30 Arrival to Chapter
Meeting

16:30 – 21:00
Main Chapter
Meeting - Day 1

21:00 – 22:00 Networking with
Finger Food

Thursday 16th

08:00 – 08:30 Arrival

08:30 – 17:00
Main Chapter
Meeting – Day 2

Event Location

Hewlett Packard
Enterprise &
Micro Focus

Herrenberger Strasse
140

**For Navigation
please enter
Schickardstr. 2**

71034 Böblingen,
Germany

Hotel

Mercure Hotel Stuttgart
Boeblingen
Otto-Lilienthal-Str. 18
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<http://www.mercure.com/gb/hotel-0485-mercure-hotel-stuttgart-boeblingen/index.shtml>

Room Reservation:
„AFSMI“ Codeword

Speaker: Maurice FitzGerald



- Maurice's started his career with a stopwatch in his hand in a clothing factory. From automating clothing distribution centers, he went on to high tech at Digital, Compaq and HP, living in seven different countries. He finally retired as worldwide **VP of customer experience for HPE software** after leading the implementation of the Net Promoter System there. He will share some fun and surprising experiences about customer success that range from clothing boutiques in Paris to a bank in Canada. His motto is 'You have to ask new questions to get new answers'. His three books are full of personal stories and experience. We believe you will find his approach both innovative and entertaining."
- <http://customerstrategy.net/>
- Author of three books on customer-centric strategy. Keynotes, lectures and training on customer experience and strategy. He will talk about Net-Promoter-Score - System, a system and processes, companies can use, to continuously reinvent and optimize services, products on the success of customers.

Speaker: Dan Steinman



- Dan is Gainsight's Chief Customer Officer and, in that role, has ultimate responsibility for Gainsight's customer's satisfaction and success. Customers are his passion going all the way back to his days as an SE at IBM. Dan's career includes being a very early employee at Epiphany, Co-Founder at NearbyNow, and VP of Customer Success at both Mozes and Marketo before joining Gainsight. Dan is a recognized expert and thought leader in the Customer Success field and brings that thought leadership into execution at Gainsight both with the Customer Success organization and with our products.
- **Three Things You Need to Know About Dan Steinmann**
 - Family and friends come first.
 - He wants to host a sports talk show someday, but will settle for just being a fan today.
 - Despite being raised in a distinctly non-country club world (North Dakota), he migrated to country club sports for fun and competition (golf and tennis).
- Points of his presentation
 - What is Customer Success?
 - Why is it so important?
 - What are the best companies doing in this area?
 - Is it for non-SaaS companies?
 - How to get started
- Further Information
 - Author of best-selling book on customer success
<https://www.amazon.de/Customer-Success-Innovative-Companies-Recurring/dp/1119167965>
 - <http://customersuccessmagazine.com/tale-two-customer-success-books/>
 - <https://www.youtube.com/watch?v=IVwqYzA7950>

Speaker: Harald Kopp



- **Professor at Furtwangen University and Director Industrial Services Research at TSIA**
 - As director of industrial services research for TSIA, Prof. Harald Kopp is responsible for the further development and enhancement of TSIA's research agenda, according to the needs of businesses in the EMEA region. His focus is chiefly on services in industrial automation, equipment, instruments and technology companies.
 - Prof. Kopp is teaching in a MBA program for sales and service engineering at Furtwangen University. This MBA program prepares young professionals for a career in service. The focus of the program is in the area of industrial and IT service.

Speaker: Heiko Kullack



- **Heiko Kullack** is responsible for Business Development in the German consulting organization of HPE Pointnext and is part of the IoT & Digital Core Team in Germany, which is driving the adoption of Digitization projects on the German market.

He has gathered his experience in the subject areas of workplace, digitalization and IoT through his consulting and advisory engagements. In the past, Mr. Kullack has led an advisory team in HPE's EMEA organization with a focus on consulting and business development activities of cloud, workplace and digitization initiatives within large organizations across EMEA. Mr. Kullack has been with HPE since 1998.

- **Presentation abstract:**
"Do or do not, there is no try."
How IoT drives new models of Customer Care and New Business based on HPE and Micro Focus products, services and solutions.

IoT initiatives by their very nature create new challenges for businesses because of two distinct factors. First, they are inherently large and distributed, with a vast array of sensors and devices spread out across a physical environment. And secondly, they necessitate the integration of information technology (IT) and operational technology (OT). Given these truths, enterprises must design IoT initiatives with end-to-end strategies. Within the presentation we will give and discuss our PoV out of the context of those kind of projects.

Speaker: Juergen Thurner



Juergen Thurner brings 29 years of expertise in various senior management positions of companies like Hewlett-Packard, Sanmina, M-Flex and Flextronics. He lectures International Operations Management at the European School of Business at Reutlingen University. One of his main subjects is Industry 4.0, the Internet of Things and the Digital Transformation. Other areas of expertise include Supply Chain Design, Operations Strategies and the Smart Factory.

Synopsis of his presentation:

In the public domain widely unknown, the (Electronic) Manufacturing Services (EMS) Industry is a 200 billion Dollar business globally. With more than 10 000 service providers world wide, it is a significant contributor to the GDP of many developed countries. And just like other service industries, the EMS business is currently undergoing significant changes caused by the digitalization.

In his presentation, Mr. Thurner will outline the characteristics of the EMS Industry, and the impacts of the digitalization on it. He will talk about the opportunities the digitalization will bring and the value that is created for the customers of this industry.

After the presentation, Mr. Thurner is available for Q&A as well as open discussion.

Speaker: Mike FitzGerald



- **Mike is a Customer Success Manager** at Micro Focus and has built a deep experience in the IT industry over the last 22 years covering sales, marketing, indirect channel and support management across EMEA.
- **He also provides Consultancy and Training** in key skill areas such as Communication, Consultancy, Motivation and Leadership to external companies who value his high-energy style of engagement to develop their teams and individuals.
- **Living in Germany since 2000** he has also balanced his life with:
 - Building a house and raising 3 children with his wife.
 - Aikido, Schuetzen Verein and Jaeger activities.

Chapter Meeting Agenda – Wednesday 15.11



- 16:30 Arrival
- 17:00 Welcome (Manfred Botschek AFSMI and Rainer Peters HPE)
- 17:15 Services - Big IOT Opportunity for Hardware and Equipment Manufacturers (Prof. Kopp)
- 18:00 Break - Networking
- 18:30 Customer Success Management, why this is important beyond IT/SaaS, what are the drivers and how to implement and run it (Dan Steinmann)
- 19:30 Presentation Training - Surprise (Mike FitzGerald – Micro Focus)
- 20:30 CFSMI Award
- 21:00 Networking and Finger Food
- 22:00 End

Chapter Meeting Agenda – Thursday 16.11



- 08:00 Arrival
- 08:30 Welcome and company overview by Micro Focus MD Angelika Gifford
 - Journey of HPE / Micro Focus
 - Introduction into Micro Focus
- 09:10 **“Do or do not, there is no try.”**
How IoT drives new models of Customer Care and New Business based on HPE and Micro Focus products, services and solutions.
(HPE Heiko Kullack, Micro Focus Dirk Benecke)
- 10:15 Break
- 10:45 Net Promoter System: obsolete, or a system for our times? (Maurice FitzGerald)
- 12:00 Lunch – Cafeteria
- 13:00 Digitalization drives Customer Success in the Manufacturing Services Industry (presentation + Q/A) (Jürgen Thurner)
- 13:40 Customer Success Management at Micro Focus (Samir Bentaybi)
- 14:15 Break - Networking
- 14:45 NPS – System (Workshop) (Maurice FitzGerald)
- 16:00 Panel (Maurice FitzGerald, Dan Steinmann, Prof. Kopp and other speakers)
- 16:45 Wrap Up and Closing (Manfred Botschek, Rainer Peters)
- 17:00 End of Chapter Meeting

Mitgliederversammlung, General Assembly of members



- Wednesday 15th November
- Location same as chapter meeting
- Timing
 - Start: 15:00
 - End: 16:00
- Agenda will be sent to AFSMI German Chapter e.V. members

CERT: Centre of Education, Research and Transfer Meeting



- Wednesday 15th November
- Location same room as Chapter Meeting
- Timing
 - 11:30 Arrival / Cafeteria
 - 12:00 Start of CERT Meeting
 - 15:00 End of CERT Meeting