

# Bridging to New Service Technology


**UNIVERSITY OF CAMBRIDGE** One-day Conference | Tuesday 10 October 2017 | Møller Centre | Cambridge | UK  
 Cambridge Service Alliance

## Bridging to 'new' Service Technology

Digital fundamentally changes the competitive landscape for services firms. Technologies such as Cognitive Analytics, IoT, and Blockchain and practices like design thinking, Agile and devOps are enabling new business model opportunities, challenging organisational ways of working.

At this event the speakers will be examining not only the technologies important for service delivery, but will be looking at what needs to be done in the short term to enable your organisation to be ready for these technologies. They will give examples of digital service strategy and will show how they create value through technology today and plan to do so in the future.

## One Day Conference

This one day event is set designed for managers and senior executives involved in any aspect of the design and delivery of services for organisations. We will hear from some of the world's leading firms and organisations who have managed to make the shift to services and who are demonstrating the opportunities that delivering services utilising the new technologies available can afford.

## Programme

The programme will be a combination of presentations from leading firms working in this area, along with panel discussions, and opportunities to network with other people who are tackling some of the issues digital disruption provides. The day will commence at 08.45 and will wrap-up at 17.00.

## Location

The event will be held at the Møller Centre, a purpose-built conference centre on the edge of Cambridge. The fee is £495 plus VAT, which includes refreshments and lunch. For further details, and to register for this event, please visit: [bit.ly/serviceweek2017](http://bit.ly/serviceweek2017) or complete and return the booking form by  
 Fax: +44 (0)1223 748267

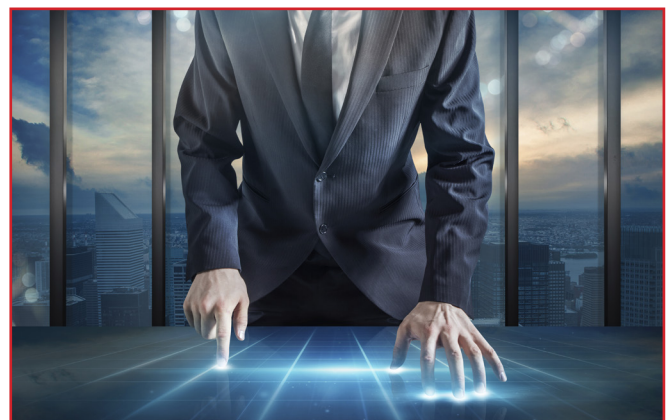
## Enquiries

[contact@cambridgeservicealliance.org.uk](mailto:contact@cambridgeservicealliance.org.uk)

Issues facing services firms:

- Which technology enables service business model innovation?
- Which technology enables customer value creation?
- Which technology enables the mitigation of risk for service firms?
- Which technology to use do integrate into the processes of our customers?

Attendees will understand the vision and current application of novel technologies within leading service firms. The speakers will describe how they are applying technology, create value and the journey they went through.



## The Cambridge Service Alliance

The Alliance is a unique global partnership with industrial members who have an active interest in the shift to services. The industrial members are BAE Systems, Caterpillar Inc., and IBM. The Alliance also draws on members from across the University of Cambridge, primarily from the Institute for Manufacturing, the Judge Business School and other high quality institutions.

## BRIDGING TO NEW SERVICE TECHNOLOGY

Tuesday 10 October 2017, Moller Centre, Cambridge

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
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Post Code \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email for booking confirmation \_\_\_\_\_  
\_\_\_\_\_  
Booking contact optional \_\_\_\_\_

I have the following special dietary/disability requirements:

### Standard fee

£495 plus VAT (£594 inclusive)

### Enquiries: event team

IfM Education and Consultancy Services Ltd  
17 Carles Babbage Road, Cambridge, CB3 0FS, UK  
T: +44 (0)1223 766141  
F: +44 (0)1223 464217  
E: ifm-events@eng.cam.ac.uk  
www.ifm.eng.cam.ac.uk

To book a place at this event please complete and return this booking form, or book online at [www.ifm-ecs.com](http://www.ifm-ecs.com)

### Cancellations

Substitutions may be made at any time. Bookings cancelled less than four weeks prior to the event will be charged in full. The Institute for Manufacturing reserves the right to pass on any charges for cancellation of accommodation. The IfM and IfM ECS can accept no liability for loss caused by cancellation or rearrangement. Its liability is limited to refund of the registration fee if the event is cancelled.

### Payment Options

VAT/Tax reference number  
(for companies/organisations registered in EC)

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I enclose a cheque/purchase order for  
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IfM Education and Consultancy Services Ltd

Invoice my company  
Send invoice to (name and address if different from delegate's

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BACS payment *(please enclose a copy of the draft)*

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Debit Card Visa/Maestro/Mastercard/Amex

Card number

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Expiry date  Security code   
month/year three/four digit security number

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Date

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