

# Industry Conference: Bridging to New Service Technology



One-day Conference | Tuesday 10 October 2017

Møller Centre, Churchill College, Storey's Way, Cambridge, UK, CB3 0DE

The 8th Annual Industry Conference held during Cambridge Service Week - To find out more visit: [bit.ly/serviceweek2017](http://bit.ly/serviceweek2017)

**Digital transformation** has gained global attention in various industries, due to the pervasive nature and proliferation of recent digital technologies. A new global world economy, characterized by dynamism, customization and intense competition, is developing and the cornerstones for succeeding in it is to embed knowledge, technology and innovation into products and services. However, the degree of complexity in digital transformations exceeds that of other previous transformations, such as IT-enabled transformation. Thus, we are delighted to invite our keynote speakers from Emirates airline, Alibaba, IBM and Thales to join us to discuss:

1. How their companies are experimenting with digital technologies. We will learn from real examples and recent success stories.
2. How this strategy will enhance their competitive positioning which does not solely depend on the technologies they adopt, but more importantly builds on the strategy they deploy.
3. How their companies dealt with digital transformation challenges and obstacles (e.g. leadership, culture, institutional, etc.) that might stand in the way of a successful digital transformation.
4. How their firms designed the right experience for their customers.

## Programme

8.45	Registration and Refreshments	
9.15	Welcome & Introduction - Cambridge Service Alliance	
9.30	<p><b>Christoph Mueller</b>, EVP, Chief Digital &amp; Innovation Officer The Emirates Group <b>'The Digital Transformation of the Emirates Group'</b></p>	 
10.15	<p><b>Dr Ye Meng</b> Senior Expert, Alibaba <b>'The Dynamics of Digital Transformation Enabled by Alibaba and its Ecosystem Partners'</b></p>	
11.00	Refreshments	
11.30	<p><b>IBM</b> <b>'Emerging Challenges and Digital Technologies'</b></p>	
12.15	<p><b>Sean Perry-Evans</b>, UK Services Development Director Thales <b>'Digital Transformation Strategy within Thales'</b></p>	
13.00	Lunch	
13.45	Poster Presentations/Elevator Pitch	
14.00	<p><b>Dr Mohamed Zaki</b>, Deputy Director Cambridge Service Alliance <b>'Customer Experience Analytics'</b></p>	
14.45	Refreshments	
15.15	<p><b>Roundtable Discussions: Applying the lessons</b> An interactive session designed to provide time to have facilitated conversations with other attendees, exploring how the materials presented can be applied to your firm.</p>	
16.15	<p><b>Panel Session:</b> <b>With Keynote Speakers and Partner representatives</b></p>	
17.00	Wrap-up and Close	

## Keynote Speakers

**Christoph Mueller** will speak about the vision of Emirates Airline, which aims to re-invent its processes using digital technology to enable a delightful travel experience. They are examining new technologies such as Artificial Intelligence and Real-time Analytics and ideas to identify the opportunities they represent for both incremental improvement and disruptive change in their business model.



**Dr Ye Meng** will speak on China's dynamics of digital transformation enabled by Alibaba and its ecosystem partners. He will also give an analytical framework and examples of digital transformation from the perspectives of new information infrastructure, new factors of production and new division of labour.



**IBM Speaker** will speak about the emerging challenges of digital transformation for organizations and how IBM customers take advantage of the new emerging digital technologies such the Internet of Things and cognitive platforms, with artificial intelligence and cognitive learning.



**Sean Perry-Evans** will speak about the Thales' digital transformation vision, which they believe will transform the markets they serve (aerospace, transport, defence and security) and improve the digital future for their customers, by solving the challenges they face. Sean will speak about digital transformation and the newly established digital factory in a company guided by product policy, and will illustrate with cases from the business portfolio.



**Dr Mohamed Zaki** will speak about his recent research on how machine learning can be applied to customer experience analytics. This enables organisations to design and manage unique experiences for its customers and analyse feedback in a timely manner. The toolkit introduced allows utilization of existing qualitative and quantitative data and can result into specific actions being taken to increase customer satisfaction and reduce friction in doing business.



**The Cambridge Service Alliance** is a unique global partnership with industrial members who have an active interest in the shift to services. Join us at this One-day thought-leadership event, designed for managers and senior executives involved in any aspect of the design and delivery of services for organisations. Learn from leading firms who have made the shift to services at this unique event.

# Fax Back

To: +44 (0)1223 464217

# Book online

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**Location:** The event will be held at the Møller Centre, Churchill College, Cambridge, is a purpose-built conference centre on the edge of Cambridge. The fee is £495 plus VAT. For further details, and to register for this event, please visit: [bit.ly/serviceweek2017](http://bit.ly/serviceweek2017) or complete and return this booking form by Fax: +44 (0)1223 464217

## BRIDGING TO NEW SERVICE TECHNOLOGY

Tuesday 10 October 2017, Møller Centre

Churchill College, Storey's Way, Cambridge, United Kingdom, CB3 0DE (SAT NAV use CB3 0DS)

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### Standard fee

£495 plus VAT (£594 inclusive)

Partner companies - please contact [ahw20@cam.ac.uk](mailto:ahw20@cam.ac.uk) about availability of discounted places

### Enquiries: event team

IfM Education and Consultancy Services Ltd  
17 Charles Babbage Road, Cambridge, CB3 0FS, UK

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F: +44 (0)1223 464217

E: [ifm-events@eng.cam.ac.uk](mailto:ifm-events@eng.cam.ac.uk)

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*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)*

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