

Growing your Services Business in an age of digital disruption

One-day Conference | Tuesday 11 October 2016 | Møller Centre | Cambridge | UK

Growing your service business

It is clear that we are shifting to a service-based economy. The world's economy has been under pressure for over five years. Oil prices are at record lows, stock markets are increasingly nervous and volatile, the Chinese economy is not growing as fast as it was, and in today's globally interconnected world this has spill-over consequences for everyone else. In response, many large firms have concluded that this is not just another economic cycle. Digital disruption, the internet of things and big data analytics all mean the rules of the game have changed. Firms are looking for new digitally enabled business models that deliver customized solutions in response. Whether it's smart health services, smart transport solutions or guaranteeing uptime, availability and output from complex equipment, the underlying themes are the same. Executives are asking:


- *How do we change the nature of our relationship with our customers, ensuring we are a trusted partner for them?*
- *How do we innovate our business model, ensuring that we focus on helping customers do their jobs better?*
- *How do we exploit digital technologies to enable this transformation?*
- *And how do we manage the associated risk and organisational change?*

One Day Conference

The Cambridge Service Alliance has been investigating these themes since the late 2000s. Join us as we hear from some of the world's leading firms and organisations who have managed to make the shift to services, and in doing so have successfully grown their service business. We will also present insights and findings from our latest research looking at the leadership capabilities required to successfully scale services.

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. For further details and to register for this event, please visit: bit.ly/serviceweek2016 or complete and return the booking form by Fax. **Enquiries:** Holly Shaw, ifm-events@eng.cam.ac.uk, +44 (0)1223 748267

Programme

08.45	Registration and refreshments	
09.15	Welcome and introduction Professor Andy Neely, Cambridge Service Alliance	
09.30	Brian Holliday, Managing Director for Siemens Digital Factory Siemens plc 'Design, make and service in a digital world - A Siemens perspective on Industry 4.0' <ul style="list-style-type: none">• The industrial digital transformation impacting design, manufacturing and service• Industry 4.0 and the ideas it introduced• The digital factory and our journey so far• Making data work better for our service organisation	
10.30	Refreshments	
11.00	Per Stjernqvist, VP Servitization & Solutions Trackunit A/S 'IoT and Data Intelligence: Enabling Risk Management and Service Business Growth' <ul style="list-style-type: none">• Introducing Trackunit and traceability solutions• Minimising risk in leasing and operating businesses• Creating and scaling our business model• Why Goldman Sachs has acquired Trackunit	
12.00	Fred Jones, General Manager, UK Expansion, Uber 'Disruptive Service Business Models: Experiences and Lessons from Uber' <ul style="list-style-type: none">• Introducing Uber and the Uber business model• The importance of platforms and markets• Creating seamless customer experience• Reducing barriers to entry• Scaling service businesses across multiple cities and geographies	
12.45	Poster Session/Elevator Pitch	
13.00	Lunch	
14.00	Professor Andy Neely and Veronica Martinez, Cambridge Service Alliance 'Scaling Up Your Service Business' <ul style="list-style-type: none">• The importance of Scaling Up your Services• Challenging the types of exploration• Drivers for scaling up services• The role of digital disruption in scaling up your services	
15.00	Refreshments	
15.30	Round Table Discussions: Applying the Lessons to your Business This interactive session is designed to provide time for you to have a facilitated conversation with other attendees, exploring how the materials presented might be applied to your firm and sector	
16.30	Panel session: With representatives from partner companies <ul style="list-style-type: none">• BAE Systems• Caterpillar• IBM• Rolls-Royce	
17.00	Wrap-up and close	

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.

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Tuesday 11 October 2016, Moller Centre, Cambridge

Enquiries: Events Team T: +44 (0)1223 766141 F: +44 (0)1223 464217 E: ifm-events@eng.cam.ac.uk

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I have the following special dietary/disability requirements:

Standard fee

£495 plus VAT (£594.00 inclusive)

Accommodation (En-suite accommodation at the Moller Centre with breakfast)

Monday 10 October £100 plus VAT (£120.00 inclusive)

Tuesday 11 October £100 plus VAT (£120.00 inclusive)

Enquiries and Booking

Events team

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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

Cancellations

Substitutions may be made at any time. Bookings cancelled less than 10 days prior to the event will be charged in full.

Payment options

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