

Creating Customer Value Through Services

in a world of data enabled ecosystems



One-day Conference | Tuesday 6 October 2015 | Møller Centre | Cambridge | UK

Creating customer value through services

It is clear that we are shifting to a service-based economy. This revolution is being fuelled by new technologies and data. Leading firms are harnessing this data, using it to remotely monitor the products they provide and working out ways in which they can enhance the performance of their customers' businesses. While the pathway is clear, the shift to services is challenging. After all, value is in the eye of the beholder, so we have to find ways of understanding what our customers perceive.

Reasons to attend this conference:

1. Network with leading global organisations who are making the shift to services.
2. Hear the real insights behind the headlines from leading firms.
3. Get practical advice on how to ensure your customers recognise the value your services provide.
4. Be inspired and refreshed, with new ideas and insights about successfully making the shift to 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 which includes refreshments and lunch. For further details and to register for this event, please visit: bit.ly/serviceweek2015 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, <i>Cambridge Service Alliance, University of Cambridge</i>
09.30	Rolls-Royce – Better services for a changing world Tom Palmer, Director of Services, <i>Rolls-Royce plc</i> <ul style="list-style-type: none">• Review of Rolls-Royce's service journey.• Explanation of how Rolls-Royce uses data and analytics to drive customer value.• Observations on the current service model and how it has to change.
10.30	Refreshments
11.00	ABB - Internet of things, services and people enabling next level services Christopher Ganz, Group Service R&D Manager, <i>ABB</i> <ul style="list-style-type: none">• evolving ABB's service business.• The role of industrie 4.0 and connected devices.• Where next for ABB in its shift to services
12.00	Zoetis - Creating value and an enriched customer experience with services in the pharmaceutical animal health industry Alejandro Bernal, EVP and Area President Europe, Africa & Middle East, <i>Zoetis</i> <ul style="list-style-type: none">• Setting up a new business (spinning out from Pfizer).• The crucial role of services in building customer relationships.• The internet of animal health things.
13.00	Lunch
13.45	Cambridge University - Creating and Capturing Customer Value Across the Ecosystem Professor Andy Neely, Director, <i>Cambridge Service Alliance</i> <ul style="list-style-type: none">• Understand why ecosystems are right way to think about competition• Learn how to map, understand and innovate your ecosystem• Develop strategies for creating and capturing customer value through ecosystems
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• Pearson• Zoetis
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., IBM, Pearson and Zoetis. 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.



Cambridge Service Week: Creating Value Through Customer Services

Tuesday 6 October 2015, Moller Centre, Cambridge

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

Name _____
 Position _____
 Company _____
 Address _____

 Post Code _____
 Telephone _____
 Email for booking confirmation _____

 Booking contact optional _____

I have the following special dietary/disability requirements:

Course Fee includes refreshments and lunch

£495 plus VAT

Accommodation

Monday 5 October £100 plus VAT

Tuesday 6 October £100 plus VAT

Enquiries and Booking

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 E: ifm-events@eng.cam.ac.uk
www.ifm.eng.cam.ac.uk

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

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

I enclose a cheque/purchase order for

£

payable to: IfM Education and Consultancy Services Ltd

Invoice my company

Send invoice to (name and address if different from delegate's)

BACS payment (please enclose a copy of the draft)
 Bank transfers (BACS) can be made to Barclays Bank plc, Bene't Street Business Centre, PO Box 2, Cambridge CB2 3PZ
 Account no: 80066885 Sort code: 20-17-19
 IBAN: GB62 BARC 2017 1980 0668 85 SWIFT: BARCGB

Debit card Visa/Maestro/Mastercard/Amex

Card number

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

Registered address of cardholder (if different from above)

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Signed

Date