## **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.

### Five 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. Be among the first to learn about the Cambridge Service Alliance's 'Customer Value Canvas'.
- 4. Get practical advice on how to ensure your customers recognise the value your services provide.
- Be inspired and refreshed, with new ideas 5. and insights about successfully making the shift to services.

### Location

The event will 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, Cambridge Service Alliance,
  - University of Cambridge
- 09 30 Rolls-Royce - Better services for a changing world
  - Tom Palmer, Director of Services, Rolls-Royce plc
  - 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, ABB

- 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 Group President Strategy,

- Commercial and Business Development, Zoetis 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 Customer value canvas - white paper

Professor Andy Neely, Dr Florian Urmetzer and Cambridge Service Alliance partners

- Hear from different types of ecosystem and how they create and capture value
- Appreciate the role of value
- Appreciate how value is created between ecosystem partners

#### 15.00 Refreshments

- 15.30 Round tables - insights to action
  - Hear servitization experiences and challenges from other participants
  - Share your challenges and get feedback from peers
  - Collect and reflect your actions

#### 16.30 Panel session

With representatives from partner companies

- **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

<b>Enquiries: Events Team T:</b> +44 (0)1223 766141	F: +44 (0)1223 464217 E: ifm-events@eng.cam.ac.uk
Name Position	Course Fee includes refreshments and lunch £495 plus VAT
<u>Company</u> Address	Accommodation
Post Code	<ul> <li>Monday 5 October £100 plus VAT</li> <li>Tuesday 6 October £100 plus VAT</li> </ul>
Telephone	
Email-for booking confirmation	<ul> <li>Enquiries and Booking</li> <li>T: +44 (0)1223 766141 F: +44 (0)1223 464217</li> <li>E: ifm-events@eng.cam.ac.uk</li> </ul>
Booking contact-optional	www.ifm.eng.cam.ac.uk
I have the following special dietary/disability requirements:	<b>Cancellations</b> 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)	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
f	Debit card Visa/Maestro/Mastercard/Amex
payable to: IfM Education and Consultancy Services Ltd	Card number
Invoice my company	Expiry date / Security code
Send invoice to (name and address if different from delegate's)	<ul> <li>Registered address of cardholder (<i>if different from above</i>)</li> </ul>
Data protection: Information provided by you on this form will be processed the IfM and used for the purpose of the goods and services ordered by you a for the billing of accounts. If you do not wish your details to be used for sendi	nd
information about the IfM and its services and offers please tick Commerce transactions are handled via the following company, which is wholly owned by t	he Signed
University of Cambridge: IfM Education and Consultancy Services Ltd, The C Schools, Trinity Lane, Cambridge, CB2 1TN. Company registration no. 34869	

VAT registration no. 711 610287