

# Creating Customer Value Through Services in a world of data enabled ecosystems

## 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.
5. 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](http://bit.ly/serviceweek2015) or complete and return the booking form by Fax.

**Enquiries:** Holly Shaw, [ifm-events@eng.cam.ac.uk](mailto:ifm-events@eng.cam.ac.uk),  
+44 (0)1223 748267

## Programme

08.45	Registration and refreshments
09.15	<b>Welcome and introduction</b> Professor Andy Neely, <i>Cambridge Service Alliance, University of Cambridge</i>
09.30	<b>Rolls-Royce – Better services for a changing world</b> Tom Palmer, Director of Services, <i>Rolls-Royce plc</i> <ul style="list-style-type: none"><li>• Review of Rolls-Royce's service journey.</li><li>• Explanation of how Rolls-Royce uses data and analytics to drive customer value.</li><li>• Observations on the current service model and how it has to change.</li></ul>
10.30	Refreshments
11.00	<b>ABB - Internet of things, services and people enabling next level services</b> Christopher Ganz, Group Service R&D Manager, <i>ABB</i> <ul style="list-style-type: none"><li>• evolving ABB's service business.</li><li>• The role of industrie 4.0 and connected devices.</li><li>• Where next for ABB in its shift to services</li></ul>
12.00	<b>Zoetis - Creating value and an enriched customer experience with services in the pharmaceutical animal health industry</b> Alejandro Bernal, EVP and Area President Europe, Africa & Middle East, <i>Zoetis</i> <ul style="list-style-type: none"><li>• Setting up a new business (spinning out from Pfizer).</li><li>• The crucial role of services in building customer relationships.</li><li>• The internet of animal health things.</li></ul>
13.00	Lunch
13.45	<b>Customer value canvas - white paper</b> Professor Andy Neely, Dr Florian Urmetzer and Cambridge Service Alliance partners <ul style="list-style-type: none"><li>• Hear from different types of ecosystem and how they create and capture value</li><li>• Appreciate the role of value</li><li>• Appreciate how value is created between ecosystem partners</li></ul>
15.00	Refreshments
15.30	<b>Round tables - insights to action</b> <ul style="list-style-type: none"><li>• Hear servitization experiences and challenges from other participants</li><li>• Share your challenges and get feedback from peers</li><li>• Collect and reflect your actions</li></ul>
16.30	<b>Panel session</b> With representatives from partner companies <ul style="list-style-type: none"><li>• BAE Systems</li><li>• Caterpillar</li><li>• IBM</li><li>• Pearson</li><li>• Zoetis</li></ul>
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, Møller Centre, Cambridge

### Please book me a place to attend the conference

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

£495.00 plus VAT

### Accommodation

Monday 5 October £100.00 plus VAT

Tuesday 6 October £100.00 plus VAT

Wednesday 7 October £100.00 plus VAT

Thursday 28 October £100.00 plus VAT

### Bookings and Enquiries: Holly Shaw

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F: +44 (0)1223 464217

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

### Cancellations

Bookings cancelled less than 7 days prior to the event will be charged in full.

### Payment options

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