

Institute of Technology Management



University of St.Gallen



*The Next Step in Service Excellence*  
"Success in the Future of Smart Services"

**Smart Service Seminar**  
September 2<sup>nd</sup>, St.Gallen

Institute for Technology Management, University of St.Gallen (ITEM-HSG)

# Network at our Smart Service Seminar



## PURPOSE OF THE SEMINAR

The objectives of the seminar are to deepen your understanding for the offering of smart services by manufacturing companies, to derive individual implications from the benchmarking results and to establish connections between participants, leading to a lasting network of experts.

## YOUR BENEFITS AS A PARTICIPANT

Building on the descriptive findings contained in the report each benchmarking participant receives, ITEM-HSG analyses the data deeper for more comprehensive insights.

Contents of the seminar will be:

- Presentation of a Successful Practice case from the benchmarking
- Reflection of top-learnings from the benchmarking as well as augmenting research
- Discussion of the results and future trends for smart services among attending experts
- Workshop to derive valuable insights and individual implications for your business

During the seminar you will be able to have in-depth discussions with the participants from research and industry. Thus, you will be able to connect with some of the leaders in the field of smart services and grow your personal network.

## DATE AND LOCATION

The seminar will take place at the University of St.Gallen in Switzerland on September 2<sup>nd</sup>. Further information will be sent to registered participants before the seminar.

## COST

For all participants of the 2015 benchmarking "Success in the Future of Smart Services", the cost of participation in the seminar will be a reduced price of CHF 300 (excl. VAT) instead of CHF 590 (excl. VAT).

## REGISTRATION

To register for the seminar, please contact Maximilian Klein of ITEM-HSG at +41 (0) 76 527 72 68 [maximilian.klein@unisg.ch](mailto:maximilian.klein@unisg.ch)

# Tentative Agenda

Building on the descriptive findings contained in the report each benchmarking participant receives, ITEM-HSG analyses the data deeper for more comprehensive insights. Along with keynote presentations from practitioners and researchers from the institute, a workshop part leaves room for deeper discussions of focal topics and networking.

09:30 - 10:00	Reception
10:00 - 10:15	<i>Welcome and Introduction</i> Prof. Dr. Thomas Friedli ITEM-HSG
10:15 - 10:45	<i>Success with Smart Services - Understanding the Game Change</i> Dr. Markus Dierkes CEO, Intellion AG
10:45 - 11:30	<i>Insights from the Benchmarking "Success in the Future of Smart Services"</i> ITEM-HSG
11:30 - 12:00	<i>Successful Practices in smart services</i> To be announced
12:00 - 13:00	Lunch
13:00 - 15:30	<i>Workshop</i> Round table discussion of selected topics
15:30 - 16:00	<i>Discussion of open issues and steps for the future</i>
16:00	End

# Contact us!



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## WHO WE ARE

The Institute of Technology Management at the University of St.Gallen (ITEM-HSG) supports you during the planning, development and implementation of strategic projects. Our core competence is establishing connections between research and business and addressing them to your individual needs. An experienced team of 60 consultants and researchers supports you in order to increase your future competitive advantages, from identifying the greatest improvement opportunities to their implementation. The Institute for Technology Management is one of the leading European benchmarking institutes with over 50 international studies during the past 10 years.

Our experience ensures:

- Independence from single sponsors
- High interest in our results' added value for practitioners as well as for the scientific community
- Procedure according to the International Benchmarking Code of Conduct: this ensures a correct attitude of all participants
- Data handling with utmost discretion for high data security

If you are interested in gaining new service insights to ensure the future success of your company, take part in our 2015 Benchmarking "The Next Step in Service Excellence - Success in the Future of Smart Services".

If you have any questions, please feel free to contact us.