THE WORLD SERVITIZATION CONVENTION 14-16 September 2020 Virtual Event
PROGRAMME | DAY 1 | MONDAY 14 SEPTEMBER 2020

	AUDITORIUM 1		AUDITORIUM 2		EXHIBITION HALL
08:00					STANDHOLDERS AT THEIR STANDS
08:45	WELCOME ADDRESS	***OPENING OF THE EVENT*** Professor Tim Baines, Professor of Operations Strategy & Director of the Advanced Services Group, Aston Business School			EXHIBITION VIEWING
09:00	SERVICES LEADER KEYNOTE	***INCREASING CUSTOMER INTEGRATION AND ORGANISATIONAL STRETCH: THE SERVICES TRANSFORMATION JOURNEY*** Chris Borrill, Services Leader, Land & Air Systems, Thales			
10:00	SERVICES LEADER KEYNOTE	***INNOVATIONS IN IDENTIFYING MARKET OPPORTUNITIES FOR ADVANCED SERVICES*** Matt Skipworth, Senior Manager, Service Solutions, Terex AWP	RESEARCH INSIGHTS	**10:00** *Treble Innovation Firms: Opening Innovation frontiers in Manufacturing* I Ferran Vendrell-Herrero University of Birmingham -UK, Oscar F. Bustinza University of Granada -Spain, Marco Opazo Basáez University of Deusto -Spain **10:15** *The impact of environmental turbulence on the Servitization decision* I Alejandro Germán Frank Federal University of Rio Grande do Sul -Brazil, Néstor Fabián Ayala, Glauco Mendes Federal University of São Carlos – Brazil **10:30** *Servitization as a gamechanger in the oil industry* I Scott Wagstaff, Jamie Burton, Judy Zolkiewski, Alliance Manchester Business School, Manchester -UK **10:45** Q&A	
11:00	BREAK		BREAK		
11:15	SERVICES LEADER KEYNOTE	***DESIGNING AND DELIVERING A PILOT OF AN ADVANCED SERVICES OFFERING*** Maria Krasilowez, Global Program Director, Commercial Operations, Tetra Pak	RESEARCH INSIGHTS	**11:15** *Digital servitization: Data-driven business model configurations for creating, delivering and capturing value* I Marko Kohtamäki(1,3) Vinit Parida(2,3) David Sjödin 2,3) Stephan Henneberg 4) Rodrigo Rabetino(1) I 1: University of Vaasa -Finland; 2: Luleå University of Technology; 3: USN Business School; 4: Queen Mary University of London **11:30** *Proposal of a comprehensive product-service system evaluation method to support the decision-making process throughout the PSS life cycle* I Mar'atus Sholihah, Takehiko Nakada, Yuya Mitake, Yoshiki Shimomura, Tokyo Metropolitan University, Japan **11:45** *Business model patterns of IoT platforms in the B2B context* I Philipp Koegler(1) Lino Markfort(1) Alexander Arzt (1) Heiko Gebauer(1,2,3) I 1: Fraunhofer Center for International Management & Knowledge Economy IMW -Germany; 2: Linköping University - Sweden; 3: University of St. Gallen –Switzerland **12:00** *Digitally Supporting the Co-Creation of Future Advanced Services For 'Heat as A Service'* I Shengfeng Qin(1) Sara Mountney(2) Vicky Story(3) Jamie Burton(4) Melanie King(3) Tracy Ross(2) Kawaljeet Kapoor(5) Xiaojing Niu(1) Andrew May I 1: Northumbria University, United Kingdom; 2: Sheffield Hallam University; 3: Loughborough University; 4: University of Manchester; 5: Aston University **12:15** Q&A	

12:30	LUNCH		**EMERGING RESEARCH PANELS** **Panel 1: Servitization and Digital Technologies** 1.*A maturity model for digital servitization: The case of autonomous solutions* (Anmar Kamalaldin) 2.*The successful commercialisation of a digital twin in an industrial product service system* (Oliver Stoll) 3.*Using digital twin for a better understanding of servitization dynamics* (Raphael Reinhold Wasserbaur) **Panel 2: Services Transformation and Organisational Change** 1.*Servitization of small- and medium sized manufacturers: A Taxonomy of Industrial Product-Service Systems* (Alexander Michalik) 2.*From selling assets to delivering Equipment-as-a-Service* (Johanna Lucia Knapp) 3.*Identifying customer requirements for SMEs' servitized offerings – a dyadic study* (Kars Mennens) 4. *Is servitization calling managers by their name? The relevance of expressing who you are addressing in servitization research* (Rodrigo Martínez)	**STANDHOLDERS AT THEIR STANDS**
13:30	**SERVICES LEADER KEYNOTE** ***WHAT DOES THE FUTURE LOOK LIKE FOR ADVANCED SERVICES?*** Sarah Nicastro, Creator, Future of Field Service & Host of the Future of Field Service Podcast		**RESEARCH INSIGHTS** **13:30** *A Servitization Roadmap for Basque Manufacturing SMEs* I Eduardo Castellano(1) Urko López(2) I 1: MIK Research Centre -Spain; 2: Mondragon University, Faculty of Business -Spain **13:45** *Digital servitization of SMEs: the role of knowledge-intensive business services (KIBS)* I Mario Rapaccini(1) Nicola Saccani(2) Federico Adrodegari(2) Cosimo Barbieri(1) Riccardo Giannetti(3) I 1: University of Florence -Italy; 2: University of Brescia -Italy; 3: University of Pisa -Italy **14:00** *Smart Service Patterns for Small Manufacturing Enterprises* I Jürg Meierhofer(1) Martin Dobler(2) Klaus Frick(3) Lukas Schweiger(1) I 1: Zurich University of Applied Sciences -Switzerland; 2: Vorarlberg University of Applied Sciences -Austria; 3: University of Applied Sciences Buchs -Switzerland **14:15** Q&A	**EXHIBITION VIEWING**
14:30	BREAK		BREAK	
14:45	**SERVICES LEADER KEYNOTE** ***START WITH THE CUSTOMER: UNDERSTANDING CUSTOMER NEEDS, DEVELOPING AND TESTING VALUE PROPOSITIONS*** Greg Parker, Former Director of Services, Trane Technologies		**RESEARCH INSIGHTS** **14:45** *A paradox theory approach to tensions in digital servitization: the case of the aerospace and maritime industries* I Zsofia Toth(1) Christian Kowalkowski(2) Alexey Sklyar(2) David Sörhammar(3) Bård Tronvoll(4) Oliver Wirths(5) I 1: Nottingham University Business School, University of Nottingham -UK; 2: Department of Management and Engineering, Linköping University -Sweden; 3: Stockholm Business School, Stockholm University -Sweden; 4: Inland Norway University of Applied Sciences, Norway & CTF – Service Research Center, Karlstad University -Sweden; 5: University of Cologne -Germany **15:00** *Solution Provider's Microfoundations in The Development of Pruduct-Service Innovations* I Tuomas Huikkola(1) Marko Kohtamäki(1) Rodrigo Rabetino(1) Hannu Makkonen(1) Philipp Holtkamp(2) 1: University of Vaasa -Finland; 2: Wärtsilä Plc **15:15** *An exploratory study of digitally-enhanced advanced services for domestic appliances in the UK* I Maria Holgado(1) Peter Ball(2) John Oyekan(3) Ashutosh Tiwari(3) 1: University of Sussex -UK: University of York -UK 3: University of Sheffield –UK **15:30** Q&A	
15:45	BREAK		BREAK	

16:00	INDUSTRY BAROMETER	***AN INDUSTRY BAROMETER: ADVANCED SERVICES FOR BUSINESS RESILIENCE*** David Beckoff, VP Product Development & Insights, MAPI Neil Tumber, Industry Fellow, The Advanced Services Group	RESEARCH INSIGHTS	**16:00** *Service confidence in bringing new data-enabled services to market: A multi-actor perspective* I Khadijeh Momeni(1) Eija Vaittinen(2) Markus Jähi(3) Miia Martinsuo(1) I 1: Tampere University -Finland; 2: Gofore Plc.; 3: VTT Technical Research Centre of Finland Ltd. **16:15** *Delivering heat-as-a-service (HaaS): The role of the digital twin* I Victor Guang Shi(3) Cansu Kandemir(3) Ruby Hughes(3) Miying Yang(4) Ahmad Beltagui(1) Andreas Schroeder(1) Omid Omidvar Tehrani(1) Raphael Wasserbaur(2) I 1: Aston University –UK 2: Linkoping University; 3: Sheffield University; 4: University of Exeter **16:30** *Business ecosystem configuration for creating digital offerings* I Alexander Arzt(1, Sebastian Haugk(1) Heiko Gebauer(1,2,3) I 1: Fraunhofer Center for International Management and Knowledge Economy IMW -Germany; 2: Linköping University; 3: Bosch IoT Lab, University of St. Gallen **16:45** Q&A	**EXHIBITION VIEWING**

THE WORLD SERVITIZATION CONVENTION 14-16 September 2020 Virtual Event
PROGRAMME | DAY 2 | TUESDAY 15 SEPTEMBER 2020

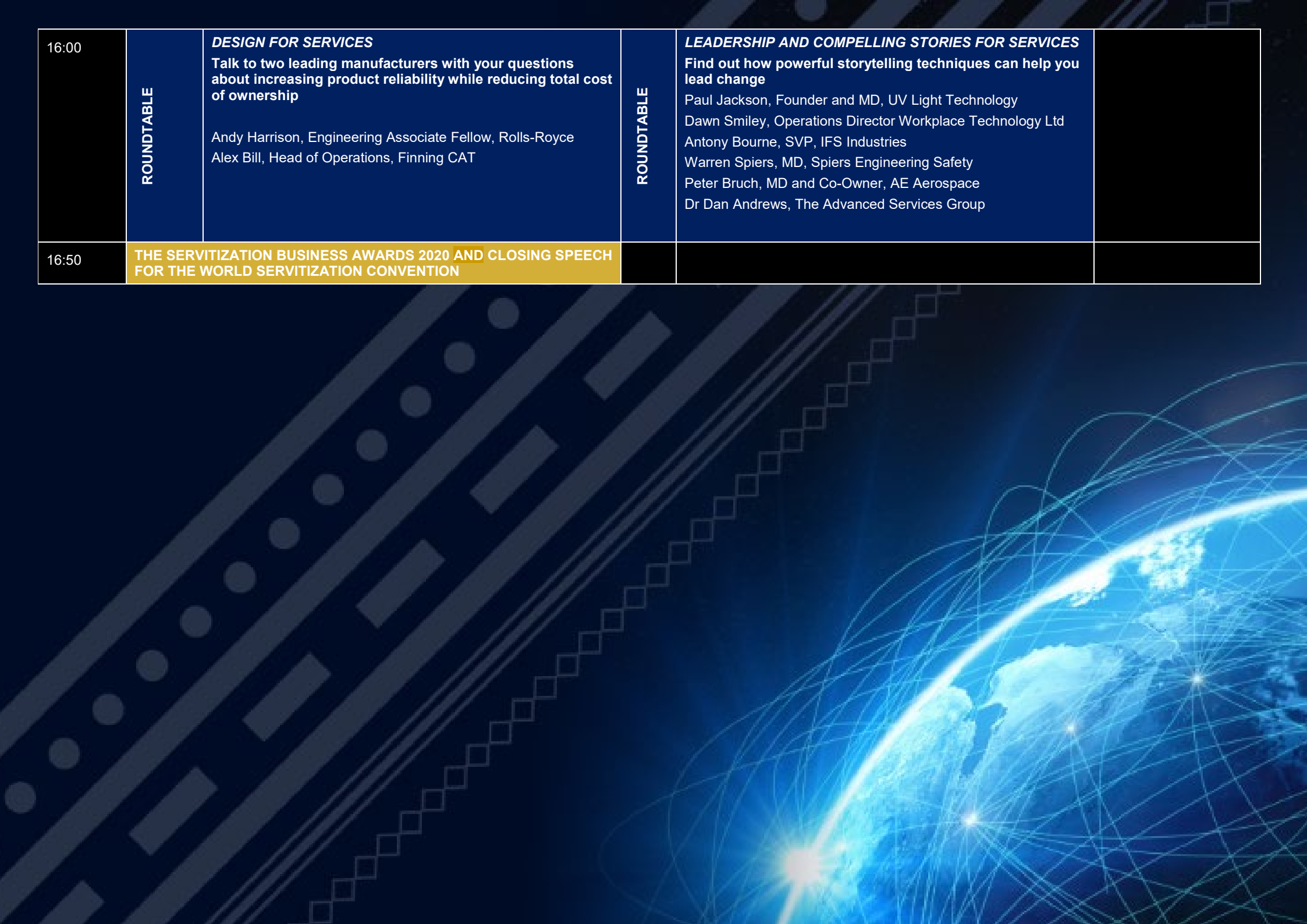
	AUDITORIUM 1		AUDITORIUM 2		EXHIBITION HALL
08:00					STANDHOLDERS AT THEIR STANDS
09:00	SERVICES LEADER KEYNOTE	***FROM INVENTION TO SERVICES INNOVATION: XEROX AND THEIR DESIGN JOURNEY WITH INTELLIGENT WORKPLACE SERVICES*** Tim P Pearce, Former Global Programme Manager, Global Services, Xerox			EXHIBITION VIEWING
10:00	SERVICES LEADERS PANEL	***SERVICES TRANSFORMATION: BEGINNING THE JOURNEY*** Marc Preedy, MD, Truck Replacement Sales, Europe, The Goodyear Tyre and Rubber Company Will Edwards, Director of Channels, Domino Printing Alan Mucklow, MD UK & Ireland Sales and Services Division, Yamazaki Mazak	RESEARCH INSIGHTS	**10:00** *Value propositions enabled by digital twins in the context of servitization* I Shaun West(1) Jürg Meierhofer(2) Oliver Stoll(1) Lukas Schweiger(1) I 1: Luzern University of Applied Science and Art -Switzerland; 2: Zurich University of Applied Sciences; **10:15** *Value co-creation in manufacturing service networks: Prerequisites, drivers and service co-design of digitally enabled services* I Dr Amara Cynthia Ajaegbu, Dr Victoria Uren, Dr Andreas Schroeder, Aston Business School, Aston University, United Kingdom **10:30** *The Process of Servitization: How do Service Innovations Emerge in Organizational Networks?* I Paul C. van Fenema(1) Dominik Mahr(2) Tom Schiefer(2) Kars Mennens(2) I 1: Netherlands Defence Academy, Netherlands, The; 2: Maastricht University 10:45 Q&A Panel discussion	
11:00	BREAK		BREAK		
11:15	TOOLS AND TECHNIQUES	***TOOLS AND TECHNIQUES FOR SERVITIZATION*** A demonstration of the range of tools, models and frameworks available to help progress the services journey. Including: Business models for advanced services, customer segmentation, value networks, and designing products for service. Dr Dan Andrews, Senior Research Fellow Dr Kawal Kapoor, Research Fellow Dr Parikshit Naik, Research Associate Ian Machan, Commercial Director The Advanced Services Group, Aston Business School	RESEARCH INSIGHTS	**11:15** *International Configuration of Industrial Service Offerings* I Jelena Jovanovic, Dirk Morschett I University of Fribourg -Switzerland **11:30** Digital competence for selling advanced services: An exploration of success critical competencies of sales people I Thomas Süße(1) Sebastian Kola(2) I 1: Bielefeld University of Applied Sciences -Germany; 2: Ruhr-Universität Bochum **11:45** *Changing the Managerial Mindset for Servitization* I Anna Catharina van der Togt(1,2) Jürgen Tanghe(1) Quiel Beekman(1) I 1: Delft University of Technology; 2: Livework Studio	
			12:00 BREAK		
			RESEARCH INSIGHTS	**12:10** *So you want to servitize; but are you ready to "financialize"?* I Ibon Gil de San Vicente, Bart Kamp I Orkestra-Basque Institute of Competitiveness, Spain **12:25** *Servitization 2.0: The significance of product and service dominant logics for public service organisations* I Caroline Ann Ennis, Nicholas Barnett I University of Westminster –UK **12:40** Q&A	

12:45	LUNCH		EMERGING RESEARCH PANELS	Panel 3: Ecosystems and Networks in Servitization 1.*Advancing waste collection logistics services for increased energy efficiency and circularity* (Anna Helena Norinder) 2.*The Actors of Servitization* (Carolline Amaral Paslauski) 3.*Servitization in the Automotive Industry: Creating Value by Leveraging Services in Connected Driving* (Kira Rambow-Hoeschele) Panel 4: Service-led Business Models 1.*Business Model Dynamics for Increasing Revenue Through Digital Offerings* (Alexander Arzt) 2.*Patterns of Value Propositions in Digital Service Offerings* (Martin Ebel) 3.*Servitisation and digitisation* (Philip Godsiff) 4.*Service capabilities needed to reshape the service market after technological and digital shifts* (Besma Glaa)	STANDHOLDERS AT THEIR STANDS
13:50	SPONSOR KEYNOTE	*IOT AND SERVITIZATION - INTRODUCING THE DIGITAL PSS: A NEW ENTERPRISE SOFTWARE TO EXPLOIT THE FULL POTENTIAL OF IOT IN THE PRODUCT-SERVICE SYSTEM* Stefano Butti, Founder & CEO, Servitly	RESEARCH INSIGHTS	**14:00** *Exploring overarching PSS design in B2B industrial manufacturing* I Bart Bluemink, Lianne Simonse I Delft University of Technology, Netherlands **14:15** Advance SME internationalization through servitization I Wiebke Reim, Milad Kolagar, Vinit Parida, David Sjödin I Luleå University of Technology, Sweden	EXHIBITION VIEWING
14:10	SPONSOR KEYNOTE	*HOW DIGITAL IS SUPPORTING THE GROWTH OF ADVANCED SERVICES* Antony Bourne, SVP, IFS Industries			
14:30	PANEL	***DIGITAL INNOVATIONS FOR ADVANCED SERVICES*** David Willetts, Former Commercial Director/ UK Head of Innovation, Baxi Heating Miguel Franco, CEO, Schmitt-Elevadores Stefano Butti, Founder & CEO, Servitly Antony Bourne, SVP, IFS Industries	RESEARCH INSIGHTS	**14:30** *Servitization in the Digital Healthcare Industry: Creating Value by Leveraging Smart Medical Services* I Kira Rambow-Hoeschele, Matthias M. Hampel, David K. Harrison, Bruce M. Wood I Glasgow Caledonian University, UK **14:45** *The EVOGY case: enabling result-oriented PSS in the energy management of B2B smart building industry through cyber-physical systems* I Claudio Sassanelli(1) Tiziano Arriga(2) Sergio Terzi(1) I 1: Politecnico di Milano -Italy; 2: Evogy Srl -Italy **15:00** Q&A	
15:30	BREAK		AWARDS FOR ACADEMIC PAPERS		
15:45	SPONSOR KEYNOTE	***CAPTURING REVENUE FROM ADVANCED SERVICES*** Matt Frankel, Global Head of Pay-Per-Use Solutions, DLL			
16:05	SPONSOR KEYNOTE	***MAXIMIZING BUYER VALUE - BALANCING A SELLER'S RISK V REWARD*** Kevin Geraghty, CEO & Co-Founder, Blueprint AMS			

16:25	PANEL	***REVENUE GENERATION AND CAPTURE FROM ADVANCED SERVICES OFFERINGS*** Kevin Geraghty, CEO & Co-Founder, Blueprint AMS Ron Giuntini, Co-Founder, Blueprint AMS Matt Frankel, Global Head of Pay-Per-Use Solutions, DLL		**EXHIBITION VIEWING**

THE WORLD SERVITIZATION CONVENTION 14-16 September 2020 Virtual Event
PROGRAMME | DAY 3 | WEDNESDAY 16 SEPTEMBER 2020

	AUDITORIUM 1		AUDITORIUM 2		EXHIBITION HALL
08:00					STALLHOLDERS AT THEIR STANDS
08:45	SERVICES LEADER KEYNOTE	***PAY PER MILE: ADVANCED SERVICES IN THE PASSENGER RAIL INDUSTRY*** Mike Hulme, Projects Director, Rolling Stock and Services, Alstom			EXHIBITION VIEWING
09:35	SPONSOR KEYNOTE	***HOW COVID 19 HAS AFFECTED A SERVITIZATION JOURNEY - THE IMPORTANCE OF AGILITY*** Kevin Geraghty, CEO & Co-Founder, Blueprint AMS Darren Boyce, Head- of Global Technical Service, Penlon			
09:55	SPONSOR KEYNOTE	***THE SERVITIZATION OF THE MANUFACTURING INDUSTRY: THE FUNDER'S PERSPECTIVE*** Lee Thompson, Head of Pay-Per-Use Solutions, Europe and Australasia, DLL			
10:15	THOUGHT LEADERS KEYNOTE	***SERVITIZATION 101: THE ADVANCED SERVICES TRANSFORMATION JOURNEY*** Professor Tim Baines, Professor of Operations Strategy and Executive Director, The Advanced Services Group			
10:45	BREAK				
11:00	ROUNDTABLE	***CREATING A VISION FOR SERVICES*** **Explore how to represent and explain a vision for services growth** Kevin Geraghty, CEO & Co-Founder, Blueprint AMS Ron Giuntini, Co-Founder, Blueprint AMS Peter Bruch, MD & Co-Owner, AE Aerospace Darren Boyce, Head- of Global Technical Service, Penlon	ROUNDTABLE	***FINANCING ADVANCED SERVICES*** **Bring your questions for the experts** Lee Thompson, Head of Pay-Per-Use Solutions, Europe & Australasia, DLL Andy Moss, Head of Funds Midlands, The FSE Group	EXHIBITION VIEWING

12:00	LUNCH		LUNCH		**STANDHOLDERS AT THEIR STANDS**
12:40	**SPONSOR KEYNOTE**	***MONETIZATION, CUSTOMER RELATIONSHIPS, CHANNEL EFFICIENCY, VALUE: THE POSITIVE IMPACT OF A DIGITAL PSS ON THE BUSINESS MODEL OF A SERVITIZATION INITIATIVE*** Stefano Butti, Founder & CEO, Servitly			**EXHIBITION VIEWING**
13:00	**SERVICES LEADER KEYNOTE**	***CREATING SERVICES VALUE PROPOSITIONS BY UNDERSTANDING PAINS AND GAINS*** Kate Rattigan, Product Manager – Connected Services, Domino Printing			
13:30	**SERVICES LEADER KEYNOTE**	***PILOTING AND TESTING AN ADVANCED SERVICES VALUE PROPOSITION*** Craig Bruns, VP – Customer Support, Crown Equipment Corporation			
14:00	**ROUNDTABLE**	***DEVELOPING THE CUSTOMER VALUE PROPOSITION*** **Delve into two case studies of how manufacturers have worked to understand customer pains & gains and developed a value proposition** Kate Rattigan, Product Manager – Connected Services, Domino Printing Oliver Moffatt, Customer Insight Manager, Baxi Heating	**ROUNDTABLE**	***THE SERVICES TRANSFORMATION JOURNEY*** **Examine the services transformation roadmap and how to apply it to help you on your services journey** Paul Jackson, Founder and MD, UV Light Technology Craig Bruns, VP – Customer Support, Crown Equipment Corporation Stefano Butti, Founder & CEO, Servitly Lee Cassidy, CEO, Tactile Technology	
15:00	BREAK				**EXHIBITION CLOSES**
15:15	**SPONSOR KEYNOTE**	*THE SERVITIZATION OF THE MANUFACTURING INDUSTRY: THE DIGITAL PERSPECTIVE* Antony Bourne, SVP, IFS Industries			
15:35	**SERVICES LEADER KEYNOTE**	***DESIGN FOR SERVICE: INCREASING PRODUCT RELIABILITY WHILE REDUCING COST OF OWNERSHIP*** Andy Harrison, Engineering Associate Fellow, Rolls-Royce			

16:00	ROUNDTABLE	***DESIGN FOR SERVICES*** **Talk to two leading manufacturers with your questions about increasing product reliability while reducing total cost of ownership** Andy Harrison, Engineering Associate Fellow, Rolls-Royce Alex Bill, Head of Operations, Finning CAT	ROUNDTABLE	***LEADERSHIP AND COMPELLING STORIES FOR SERVICES*** **Find out how powerful storytelling techniques can help you lead change** Paul Jackson, Founder and MD, UV Light Technology Dawn Smiley, Operations Director Workplace Technology Ltd Antony Bourne, SVP, IFS Industries Warren Spiers, MD, Spiers Engineering Safety Peter Bruch, MD and Co-Owner, AE Aerospace Dr Dan Andrews, The Advanced Services Group	
16:50	**THE SERVITIZATION BUSINESS AWARDS 2020 AND CLOSING SPEECH FOR THE WORLD SERVITIZATION CONVENTION**