

**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			
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   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   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   Scott Wagstaff, Jamie Burton, Judy Zolkiewski, Alliance Manchester Business School, Manchester -UK 10:45 Q&A	EXHIBITION VIEWING
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   Marko Kohtamäki(1,3) Vinit Parida(2,3) David Sjödin 2,3) Stephan Henneberg 4) Rodrigo Rabetino(1)   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   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   Philipp Koegler(1) Lino Markfort(1) Alexander Arzt (1) Heiko Gebauer(1,2,3)   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'   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   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	<p><b>Panel 1: Servitization and Digital Technologies</b></p> <p>1.A maturity model for digital servitization: The case of autonomous solutions (Anmar Kamalaldin)</p> <p>2.The successful commercialisation of a digital twin in an industrial product service system (Oliver Stoll)</p> <p>3.Using digital twin for a better understanding of servitization dynamics (Raphael Reinhold Wasserbaur)</p> <p><b>Panel 2: Services Transformation and Organisational Change</b></p> <p>1.Servitization of small- and medium sized manufacturers: A Taxonomy of Industrial Product-Service Systems (Alexander Michalik)</p> <p>2.From selling assets to delivering Equipment-as-a-Service (Johanna Lucia Knapp)</p> <p>3.Identifying customer requirements for SMEs' servitized offerings – a dyadic study (Kars Mennens)</p> <p>4. Is servitization calling managers by their name? The relevance of expressing who you are addressing in servitization research (Rodrigo Martínez)</p>	STANDHOLDERS AT THEIR STANDS
13:30	SERVICES LEADER KEYNOTE	<p><b>WHAT DOES THE FUTURE LOOK LIKE FOR ADVANCED SERVICES?</b></p> <p>Sarah Nicastro, Creator, Future of Field Service &amp; Host of the Future of Field Service Podcast</p>	RESEARCH INSIGHTS	<p><b>13:30</b> A Servitization Roadmap for Basque Manufacturing SMEs   Eduardo Castellano(1) Urko López(2)   1: MIK Research Centre -Spain; 2: Mondragon University, Faculty of Business -Spain</p> <p><b>13:45</b> Digital servitization of SMEs: the role of knowledge-intensive business services (KIBS)   Mario Rapaccini(1) Nicola Saccani(2) Federico Adrodegari(2) Cosimo Barbieri(1) Riccardo Giannetti(3)   1: University of Florence -Italy; 2: University of Brescia -Italy; 3: University of Pisa -Italy</p> <p><b>14:00</b> Smart Service Patterns for Small Manufacturing Enterprises   Jürg Meierhofer(1) Martin Dobler(2) Klaus Frick(3) Lukas Schweiger(1)   1: Zurich University of Applied Sciences -Switzerland; 2: Vorarlberg University of Applied Sciences -Austria; 3: University of Applied Sciences Buchs -Switzerland</p> <p><b>14:15</b> Q&amp;A</p>	EXHIBITION VIEWING
14:30		BREAK			
14:45	SERVICES LEADER KEYNOTE	<p><b>START WITH THE CUSTOMER: UNDERSTANDING CUSTOMER NEEDS, DEVELOPING AND TESTING VALUE PROPOSITIONS</b></p> <p>Greg Parker, Services Director, Thermo King</p>	RESEARCH INSIGHTS	<p><b>14:45</b> A paradox theory approach to tensions in digital servitization: the case of the aerospace and maritime industries   Zsofia Toth(1) Christian Kowalkowski(2) Alexey Sklyar(2) David Sörhammar(3) Bård Tronvoll(4) Oliver Wirths(5)   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 &amp; CTF – Service Research Center, Karlstad University -Sweden; 5: University of Cologne -Germany</p> <p><b>15:00</b> Solution Provider’s Microfoundations in The Development of Pruduct-Service Innovations   Tuomas Huikkola(1) Marko Kohtamäki(1) Rodrigo Rabetino(1) Hannu Makkonen(1) Philipp Holtkamp(2) 1: University of Vaasa -Finland; 2: Wärtsilä Plc</p> <p><b>15:15</b> An exploratory study of digitally-enhanced advanced services for domestic appliances in the UK   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</p> <p><b>15:30</b> Q&amp;A</p>	
15:45		BREAK		BREAK	

16:00	<p><b>INDUSTRY BAROMETER</b></p> <p><b>ADVANCED SERVICES FOR BUSINESS RESILIENCE: RESULTS OF THE MANUFACTURERS' ALLIANCE FOR PRODUCTIVITY AND INNOVATION SURVEY AND DISCUSSION ON ORGANISATIONAL RESILIENCE</b></p> <p>Dr Ahmad Beltagui, The Advanced Services Group David Beckoff, VP Product Development &amp; Insights, MAPI</p>	<p><b>RESEARCH INSIGHTS</b></p> <p><b>16:00</b> <i>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)   1: Tampere University -Finland; 2: Gofore Plc.; 3: VTT Technical Research Centre of Finland Ltd.</p> <p><b>16:15</b> <i>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)   1: Aston University –UK 2: Linköping University; 3: Sheffield University; 4: University of Exeter</p> <p><b>16:30</b> <i>Business ecosystem configuration for creating digital offerings</i>   Alexander Arzt(1, Sebastian Haugk(1) Heiko Gebauer(1,2,3)   1: Fraunhofer Center for International Management and Knowledge Economy IMW -Germany; 2: Linköping University; 3: Bosch IoT Lab, University of St. Gallen</p> <p><b>16:45</b> Q&amp;A</p>	<p><b>EXHIBITION VIEWING</b></p>
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**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	<b>THE XEROX SERVITIZATION JOURNEY 2000-2020: HOW XEROX SUCCESSFULLY CLIMBED THE SERVICES STAIRCASE AND TRANSFORMED CUSTOMERS' OPERATIONS</b>  Tim P Pearce, Former Global Programme Manager, Global Services, Xerox			EXHIBITION VIEWING
10:00	SERVICES LEADERS PANEL	<b>SERVICES TRANSFORMATION: BEGINNING THE JOURNEY</b>  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	<b>10:00</b> <i>Value propositions enabled by digital twins in the context of servitization</i>   Shaun West(1) Jürg Meierhofer(2) Oliver Stoll(1) Lukas Schweiger(1)   1: Luzern University of Applied Science and Art -Switzerland; 2: Zurich University of Applied Sciences; <b>10:15</b> <i>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 <b>10:30</b> <i>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)   1: Netherlands Defence Academy, Netherlands, The; 2: Maastricht University 10:45 Q&A Panel discussion	
11:00	BREAK		BREAK		
11:15	TOOLS AND TECHNIQUES	<b>TOOLS AND TECHNIQUES FOR SERVITIZATION</b>  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 Dr Kawal Kapoor Dr Parikshit Naik Ian Machan, Commercial Director The Advanced Services Group, Aston Business School	RESEARCH INSIGHTS	<b>11:15</b> <i>International Configuration of Industrial Service Offerings</i>   Jelena Jovanovic, Dirk Morschett   University of Fribourg -Switzerland <b>11:30</b> Digital competence for selling advanced services: An exploration of success critical competencies of sales people   Thomas Süße(1) Sebastian Kola(2)   1: Bielefeld University of Applied Sciences -Germany; 2: Ruhr-Universität Bochum <b>11:45</b> <i>Changing the Managerial Mindset for Servitization</i>   Anna Catharina van der Togt(1,2) Jürgen Tanghe(1) Quiel Beekman(1)   1: Delft University of Technology; 2: Livework Studio	
		12:00 BREAK			
		RESEARCH INSIGHTS	<b>12:10</b> <i>So you want to servitize; but are you ready to "financialize"?</i>   Ibon Gil de San Vicente, Bart Kamp   Orkestra-Basque Institute of Competitiveness, Spain <b>12:25</b> <i>Servitization 2.0: The significance of product and service dominant logics for public service organisations</i>   Caroline Ann Ennis, Nicholas Barnett   University of Westminster –UK <b>12:40</b> Q&A		

12:45	LUNCH		EMERGING RESEARCH PANELS	<p>Panel 3: Ecosystems and Networks in Servitization</p> <p>1.<i>Advancing waste collection logistics services for increased energy efficiency and circularity</i> (Anna Helena Norinder)</p> <p>2.<i>The Actors of Servitization</i> (Carolline Amaral Paslauski)</p> <p>3.<i>Servitization in the Automotive Industry: Creating Value by Leveraging Services in Connected Driving</i> (Kira Rambow-Hoeschele)</p> <p>Panel 4: Service-led Business Models</p> <p>1.<i>Business Model Dynamics for Increasing Revenue Through Digital Offerings</i> (Alexander Arzt)</p> <p>2.<i>Patterns of Value Propositions in Digital Service Offerings</i> (Martin Ebel)</p> <p>3.<i>Servitisation and digitisation</i> (Philip Godsiff)</p> <p>4.<i>Service capabilities needed to reshape the service market after technological and digital shifts</i> (Besma Glaa)</p>	STANDHOLDERS AT THEIR STANDS
13:50	SPONSOR KEYNOTE	Stefano Butti, Founder & CEO, Servitly	RESEARCH INSIGHTS	<p><b>14:00</b> <i>Exploring overarching PSS design in B2B industrial manufacturing</i>   Bart Bluemink, Lianne Simonse   Delft University of Technology, Netherlands</p> <p><b>14:15</b> <i>Advance SME internationalization through servitization</i>   Wiebke Reim, Milad Kolagar, Vinit Parida, David Sjödin   Luleå University of Technology, Sweden</p>	EXHIBITION VIEWING
14:10	SPONSOR KEYNOTE	Antony Bourne, SVP, IFS Industries			
14:30	PANEL	<p><b>DIGITAL INNOVATIONS FOR ADVANCED SERVICES</b></p> <p>David Willetts, Former Commercial Director/ UK Head of Innovation, Baxi Heating</p> <p>Miguel Franco, CEO, Schmitt-Elevadores</p> <p>Stefano Butti, Founder &amp; CEO, Servitly</p> <p>Antony Bourne, SVP, IFS Industries</p>	RESEARCH INSIGHTS	<p><b>14:30</b> <i>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   Glasgow Caledonian University, UK</p> <p><b>14:45</b> <i>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)   1: Politecnico di Milano -Italy; 2: Evogy Srl -Italy</p> <p><b>15:00</b> Q&amp;A</p>	
15:30	BREAK		AWARDS FOR ACADEMIC PAPERS		
15:45	SPONSOR KEYNOTE	<p><b>CAPTURING REVENUE FROM ADVANCED SERVICES</b></p> <p>Lee Thompson, Head of Pay-Per-Use Solutions, Europe and Australasia, DLL</p>			
16:05	SPONSOR KEYNOTE	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

Lee Thompson, Head of Pay-Per-Use Solutions,  
Europe and Australasia, 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	<b>PAY PER MILE: ADVANCED SERVICES IN THE PASSENGER RAIL INDUSTRY</b> Mike Hulme Projects Director, Rolling Stock and Services, Alstom			EXHIBITION VIEWING
09:35	SPONSOR KEYNOTE	Kevin Geraghty CEO & Co-Founder, Blueprint AMS			
09:55	SPONSOR KEYNOTE	<b>THE SERVITIZATION OF THE MANUFACTURING INDUSTRY: THE DLL PERSPECTIVE</b> Lee Thompson Head of Pay-Per-Use Solutions, Europe and Australasia, DLL			
10:15	THOUGHT LEADERS KEYNOTE	<b>SERVITIZATION 101: THE ADVANCED SERVICES TRANSFORMATION JOURNEY</b> Professor Tim Baines, Professor of Operations Strategy and Executive Director The Advanced Services Group			
10:45	BREAK				
11:00	ROUNDTABLE	<b>CREATING A VISION FOR SERVICES</b> 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	ROUNDTABLE	<b>FINANCING ADVANCED SERVICES</b> Bring your questions for the experts Lee Thompson, Head of Pay-Per-Use Solutions, Europe & Australasia, DLL Further panellists TBC	EXHIBITION VIEWING

12:00	LUNCH		LUNCH		STANDHOLDERS AT THEIR STANDS
12:40	SPONSOR KEYNOTE	Stefano Butti, Founder & CEO, Servitly			EXHIBITION VIEWING
13:00	SERVICES LEADER KEYNOTE	<b>CREATING SERVICES VALUE PROPOSITIONS BY UNDERSTANDING PAINS AND GAINS</b> Kate Rattigan Product Manager – Connected Services, Domino Printing			
13:30	SERVICES LEADER KEYNOTE	<b>PILOTING AND TESTING AN ADVANCED SERVICES VALUE PROPOSITION</b> Craig Bruns VP – Customer Support, Crown Equipment Corporation			
14:00	ROUNDTABLE	<b>DEVELOPING THE CUSTOMER VALUE PROPOSITION</b> 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	<b>THE SERVICES TRANSFORMATION JOURNEY</b> Examine the services transformation roadmap and how to apply it to help you on your services journey  Craig Bruns, VP – Customer Support, Crown Equipment Corporation Stefano Butti, Founder & CEO, Servitly Lee Cassidy, CEO, Tactile Technology	
15:00	BREAK				
15:15	SPONSOR KEYNOTE	Antony Bourne, SVP, IFS Industries			
15:35	SERVICES LEADER KEYNOTE	<b>DESIGN FOR SERVICE: INCREASING PRODUCT RELIABILITY WHILE REDUCING COST OF OWNERSHIP</b> Andy Harrison Engineering Associate Fellow, Rolls-Royce			



16:00	<b>ROUNDTABLE</b>	<b>DESIGN FOR SERVICES</b> 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	<b>ROUNDTABLE</b>	<b>LEADERSHIP AND COMPELLING STORIES FOR SERVICES</b> Find out how powerful storytelling techniques can help you lead change 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	<b>THE SERVITIZATION BUSINESS AWARDS 2020 AND CLOSING SPEECH FOR THE WORLD SERVITIZATION CONVENTION</b>				

