



Service Innovation in the 21st Century: Opportunities for Swiss Enterprises

Talks – Panel Discussions – Networking

Kursaal Bern

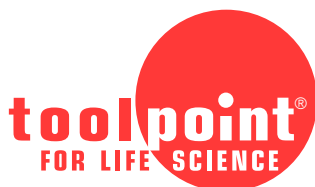
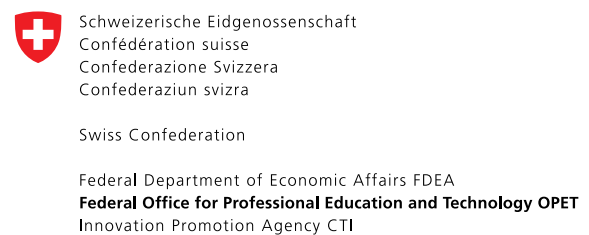
Monday, February 28, 2011, 9:15 – 17:30

With a Keynote by

Dr. Jim Spohrer

Director of IBM University Programs World-Wide (IBM UP), USA

Supporting Partners



Leading the Way to a New World of Service Business

► Motivation

Service business today is experiencing rapid and extensive transformation. The breathtaking development of new information and communication technologies (ICT) changes everything: the way in which companies interact with their customers, the business models used and the roles played by both service provider and customer are examples of impacted topics. All sectors of the economy are involved – healthcare, industrial services, logistics and retail, public services and so on.

How will these changes affect our business? What will our business look like in a few years' time? How can we integrate new ICT into our business? How do we behave and act in a world that is more and more formed by Facebook, Twitter and other social media?

Times of such dramatic changes may create uncertainties and doubts among managers and decision makers. However, they also represent tremendous business opportunities and new possibilities.

► Goals

This conference organised by the Swiss Institute of Service Science seeks to create a platform for dialogue between industry, government and universities by gathering experts from the field of service science and presenting interesting case studies. National and international experts share their view on service innovation in the 21st century, from both a global and a Swiss perspective.

► Target Groups

The conference is targeted at decision makers in commercial and public services who want to:

- be up-to-date with the latest trends in service innovation
- learn more about opportunities for successful service innovation in Switzerland today
- discover the options for collaboration with service innovation centers at Swiss universities

Keynote



Dr. Jim Spohrer

Director of IBM University Programs World-Wide (IBM UP), IBM Almaden Research Center, San Jose (CA), USA

Dr. Spohrer founded IBM's first Service Research Group in 2003 at the Almaden Research Center. He led

the group to attain ten times the return on investment with four IBM outstanding awards and eleven accomplishment awards over seven years. Jim Spohrer's current position is Director of IBM University Programs World-Wide (IBM UP). His priorities include applying service science to the life of universities and cities in order to improve sustainable innovation for regions. Previously, he was founding CTO of IBM's Venture Capital Relations Group in Silicon Valley. During the 1990's while at Apple Computer, he was Apple's "Distinguished Engineer, Scientist and Technologist" for his work on next generation learning platforms. Dr. Spohrer has a PhD in Computer Science from Yale, and a BS in Physics from MIT.

► Service innovation in the 21st century: opportunities and the role of science

Economists report the growth of the service sector globally. This trend is likely to continue due to technological advances, especially in ICT. For IBM, more than 50 % of the revenues are generated in services today.

During the last decade, IBM has built up a scientific approach to understand service delivery and the nature of service systems in general. The study of "ideal or reference" service systems enables learning and transfer of innovation between complex real-world systems that include transportation, water, food, energy, communications, buildings, retail, finance, health, education and governance (security, development, laws). The focus is on improving the quality of life: the quality of service to customers, the quality of jobs for workers, and the quality of new opportunities for investors and other stakeholders.

Jim Spohrer will show some reference cases from IBM and comment on the specific opportunities in service innovation for innovative companies in countries such as Switzerland.

Speakers



Christoph Heitz
Prof. Dr. rer. nat.

Director of the Swiss Institute of Service Science SISS, Zurich University of Applied Sciences, School of Engineering, IDP Institute of Data Analysis and Process Design



Max Moor
Eidg. dipl. Erwachsenenbildner
Dipl. Pflegefachmann HF

Directorate of ParaHelp



Fred van den Anker
Prof. Dr.

University of Applied Sciences Northwestern Switzerland, School of Applied Psychology, Institute for Research and Development of Collaborative Processes



Ronny Weinig

Head of Global Services Industries, Siemens Switzerland Ltd.



Adrienne Schäfer
Dr. rer. pol.

Head of the Competence Center Services Management, Lucerne University of Applied Sciences and Arts, Institute of Management and Regional Economics



Arndt Paul
Dipl. Wirtschaftsingenieur

Senior Vice-President of Service Management, Hilti Corporation



Thomas Friedli
Prof. Dr. oec.

Managing Director Chair of Production Management, University of St. Gallen



Walter Steinlin
El. Ing. ETH

President CTI and head of Swisscom Outlook (Trend Scouting and University relations)

Program

8:15	Doors open at Kursaal, registration		
9:15	Welcome and introduction to the conference Christoph Heitz, Swiss Institute of Service Science		
9:30	Service innovation in the 21st century: opportunities and the role of science Dr. Jim Spohrer, IBM		
10:30	Coffee break		
11:00	Collaborative design of healthcare services – the case of video consultation for paraplegics Max Moor, ParaHelp, and Fred van den Anker, UAS of Northwestern Switzerland		
	Choosing new ways to create services: service innovation and storytelling Ronny Weinig, Siemens Switzerland Ltd., and Adrienne Schäfer, UAS of Lucerne		
	Hilti Fleet Management – we manage your tools so you can manage your business Arndt Paul, Hilti Corporation, and Thomas Friedli, University of St. Gallen		
12:00	How does the federal innovation agency CTI support Swiss companies in service innovation? Walter Steinlin, CTI		
12:30	What is SISS and what can it do for you? Christoph Heitz		
12:45	Lunch and networking		
13:30*	<p>Panel 1</p> <p>ICT-based innovation in healthcare</p> <p>Opportunities and challenges for improving health care services in Switzerland</p>	<p>Panel 2</p> <p>Industrial services in the 21st century</p> <p>On the way from product manufacturer to service provider</p>	<p>Panel 3</p> <p>Future of our cities and public services</p> <p>Citizen-services for health, security, water, energy and education: new opportunities for a modern public administration</p>
15:00	Coffee break		
15:30*	<p>Panel 4</p> <p>Design of services: playing theatre and telling stories</p> <p>Methods for designing services through social experiment approaches</p>	<p>Panel 5</p> <p>Services in the IT-world of the 21st century: changing the rules of the game with new technology</p> <p>Data integration, data and text mining, ubiquitous/mobile access and mobile sensors: how ICT revolutionizes service provisioning</p>	<p>Panel 6</p> <p>Customers in the service process: know about them and involve them!</p> <p>Social media such as Facebook, blogs and Twitter, customer intelligence and click tracking change the relationship with our customers</p>
17:00	Wrap-up and farewell		
17:30	Closing		

* Each panel consists of several distinguished experts in their field, coming both from industry and universities. These experts will give opening presentations, share their views on the topic and contribute to a discussion with the attendees. The focus of the panel discussions is on new opportunities for Swiss service companies and public entities.

Background

► About SISS

The Swiss Institute of Service Science SISS is a joint venture of Swiss universities dedicated to applied research in the field of service science. During recent years, a new science of service has emerged globally – one that is dedicated to encouraging service innovation by applying scientific understanding, engineering discipline and management practice to designing, improving and scaling service systems. Successful service development requires a holistic approach that covers the full spectrum of required competencies and skills at the interface of people, technology and management.

Within the SISS, more than 30 experts from the fields of psychology, engineering and management work together in an interdisciplinary way with the aim of supporting Swiss companies and public organizations in service innovation. This unique combination of expertise in the fields of business, engineering and human factors creates the backbone for the interdisciplinary and integrated research activities to which we are dedicated.

The following institutions are members of the SISS:

h e g

Haute école de gestion de Genève
Geneva School of Business Administration

Zürich University
of Applied Sciences

zhaw School of
Engineering
IDP Institute of Data Analysis
and Process Design

Zürich University
of Applied Sciences

zhaw School of
Engineering
InIT Institute of Applied
Information Technology

Zürich University
of Applied Sciences

zhaw School of
Management and Law

n|w

University of Applied Sciences Northwestern Switzerland
School of Applied Psychology

 Institute of Technology Management
University of St. Gallen

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

School of Business
Institute of Management
and Regional Economics

Information

► General admission fees

The participation fee amounts to CHF 300 for registrations until December 24, 2010 and CHF 400 for registrations after this date.

► Discounted fees

Supporting organizations (WinLink, ICT Switzerland, ToolPoint for Life Science, OPI Industries & Technologies, Technopark Winterthur, Fédération des Entreprises Romandes) benefit from reduced participation fees, which are CHF 250 for registrations until December 24, 2010 and CHF 300 after this date.

► Registration and payment

Online registration at www.service-science.ch

Payments are accepted by invoice.

Closing date for registration will be on February 14, 2011.

► On-site registration

On-site registration and payment is possible.

The fees will be CHF 470 for general admission and CHF 370 for supporting organizations.

► Cancellation of registration

Cancellation fees for registered participants up to February 14, 2011 are CHF 100 and the full registration fee after this date.

Cancellations have to be made by e-mail to:

siss2011@viva-management.com

or by regular mail to:

SISS, c/o Viva Management GmbH,
Kramgasse 16, 3011 Bern, Switzerland.

All refunds will be processed through bank transfer only.

► Accommodation

If you wish to book a hotel accommodation during the SISS 2011 conference, we kindly ask you to contact the Registration Office.

► Further information

Please visit our webpage: www.service-science.ch

Contact

▶ General inquiries

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E-mail: anders.schatzmann@zhaw.ch

▶ Registration / Billing Office

Viva Management GmbH

Phone: +41 (0)31 311 74 34

E-mail: siss2011@viva-management.com

▶ Hotline during conference

Phone: +41 (0)79 837 73 08

Conference Venue

Kursaal Bern, Kornhausstrasse 3,
3000 Bern 25, Switzerland

▶ Arriving by train:

From central railway station
tram no. 9 direction Guisanplatz
(stop "Kursaal")

▶ Arriving by car:

Highway exit "Bern-Wankdorf"

follow the signs
"Zentrum" – Papiermühlestrasse

follow the street until the 3rd crossing,
turn right into Viktoriastrasse
and follow the signs "Hotel Allegro/
Kursaal"

at Viktoriaplatz turn left into
Kornhausstrasse

Hotel Allegro/Kursaal is situated
on the right side

▶ Parking

The parking fee for 24 hours
is CHF 26.

