

## PSS Best Practice Forum

*An invitation to the Product Service Systems Best Practice Forum*

**Cranfield School of Management: CMDC Room 16**

**Thursday 15<sup>th</sup> April 2010, 09:00 – 16:30**

### OVERVIEW

UK manufacturers are continually forced to develop new and innovative ways to compete with producers from lower cost economies. One response is to strive towards services-led competitive strategies (often known as *Servitization*). Services offer a growing source of revenue and resilience for many industrial companies; the challenge is to deliver these effectively and efficiently.

Otis, Caterpillar, and Cisco are world leaders in the design and delivery of services to support their products, and many manufacturers can benefit significantly from understanding the practices and technologies used by these companies. This seminar will therefore provide insights on how these and other leading manufacturers are building their services business. It will also showcase research at Cranfield that is developing the knowledge, tools and techniques to help companies to successfully compete through services.

### AGENDA

<b>09:00</b>	Arrival Coffee and Registration
<b>09:30</b>	Welcome & Introduction to the day. – <i>Professor Tim Baines</i>
<b>09:45</b>	<b>Cisco – “An evolution from Products to Services”</b>  Tim Skinner - Operations Director, Enterprise Retail, Manufacturing & Services
<b>10:45</b>	Coffee
<b>11:00</b>	<b>Showcase of Cranfield Services Research</b>  An opportunity to explore Product – Service Systems research that is helping manufacturers to exploit services-led competitive strategies (and associated technology research in IVHM)
<b>12:30</b>	Lunch
<b>13:30</b>	<b>Organising for services growth and productivity</b>  Professor Tim Baines describes services research conducted through secondment to Caterpillar, USA, and supported by the Royal Academy of Engineering
<b>14:30</b>	Coffee
<b>14:45</b>	<b>Otis Elevator Company – “Service Solutions to Move People”</b>  Benjamin Perlzweig – Head of Service Operations
<b>15:45</b>	Discussion about Product-Service Systems and future research
<b>16:30</b>	Session Close

### CONTACT

This open event is supported by the Cranfield Innovative Manufacturing Research Centre (IMRC). If you would like to attend please contact:

Ruth Murdoch

[r.murdoch@cranfield.ac.uk](mailto:r.murdoch@cranfield.ac.uk)

0044 (0)1234 750111 x5485