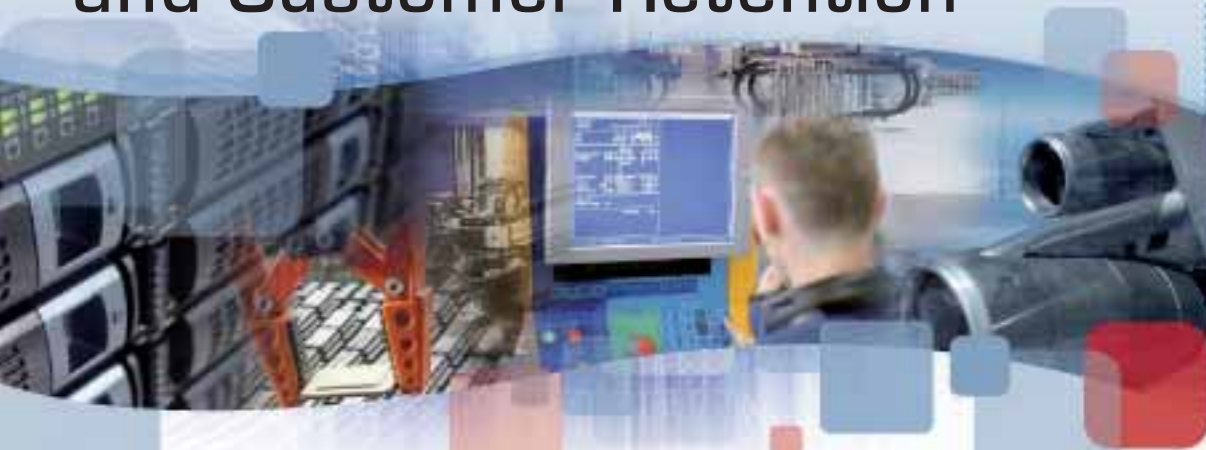


Create a **World-Class Service Strategy** for Maximum Profitability and Customer Retention



Attend and learn how to:

- Maximise efficiency through best-of-class workflow strategies
- Develop truly pro-active services by aligning people, processes & technology
- Accelerate your organisation's transition from cost-centre to profit-centre
- Enhance productivity through effective management of mobile workforces
- Roll out best practice across geographically diverse territories

Key Speakers for 2007



Jo Pauwels,
Head of Service, Robotics,
ABB



Dick Frishkorn, Managing Director,
Global Customer Field Support,
GE Aviation



Dr Klaus Potthoff,
Global Director of Corporate Development,
ThyssenKrupp



Dr Hans Werner Stottmeister,
Head of European Service,
Toshiba



Philippe Galland,
SVP Service Architecture,
Eurocopter

26th June 2007

Profitability Summit

The profitability of your service organisation is becoming increasingly important. Don't miss your opportunity to:

- Implement the most profitable SLA strategy for your service organisation
- Achieve clarity across the service organisation for sustainable profit growth

See pages 5-6 for more details

DON'T MISS

29th June 2007

Strategy Realignment Workshop

Reinhard Klein,
Former Director of Customer Satisfaction, IBM

See page 11 for more details

DON'T MISS



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Leading Innovation

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BlackBerry

CEVA

LAWSON

NETMOTION

Panasonic
Ideas for life

SERVIGISTICS

Organised By:

WBR
WORLDWIDE BUSINESS RESEARCH

Praise for Field Service USA:

"Everything I've done successfully in the past few years with regard to technology and automation has been learned directly from the Field Service conference."

Greg Hammerstein, Director, Field Service, EIS, Gulfstream Aerospace

FIELD SERVICE
EUROPE 2007
THE PREMIER EUROPEAN FIELD SERVICE CONFERENCE

26th - 29th June 2007
Hilton, Amsterdam

Dear Colleague,

I am delighted to announce the launch of Field Service Europe – “FSE” – the only European conference to focus on mission critical field service and product support.

The launch of FSE comes at a time of unprecedented change for mission critical service organisations. As product commoditisation drives prices ever lower, the importance of service, both as a profit stream and as a competitive differentiator, is set to increase dramatically. With customers making purchasing decisions based on the service they receive, OEMs simply cannot afford to have inefficiency in their service organisations. They must continually look for new ways to drive productivity, boost service quality, and maximise profitability.

Fortunately, the potential for boosting service efficiency is greater than ever. Smart organisations understand that service management systems, effectively implemented, can have a profound impact on workflow, scheduling, and mobility. But these will be wasted if the right processes aren't in place, and with them the right people.

To this end, we are delighted to announce the launch of FSE, a high-level strategic conference delivering invaluable learning and networking opportunities. The unrivalled speaker line-up features service experts from Eurocopter, ThyssenKrupp, Oce, GE Aviation, Canon, Unisys, Toshiba, and many more – all of whom will deliver in-depth case studies on the implementation of solutions within their organisations. In particular, you won't want to miss the following highlights:

- **Dick Frishkorn, Managing Director, Global Field Support, GE Aviation**, examines the key priorities for taking your service organisation from reactive to proactive – see page 7
- **Dr Klaus Pothoff, Global Director of Corporate Development, ThyssenKrupp**, tells you how to emulate the dramatic productivity enhancements of ThyssenKrupp's service organisation – see page 9
- **Alan Regan, Field Operations Director, Unisys**, delivers an exclusive case study on the dramatic structural changes which are currently revolutionising Unisys's service strategy on a global scale – see page 9

What's more, if you're focused on managing the transition from cost centre to profit centre, you won't want to miss this year's topical focus day - 'Maximising The Profitability Of Your Service Organisation' – on 26th June. Key figures from some of the world's most innovative companies will teach you how to realign the structure of your service organisation for maximum profitability; how to optimise SLA entitlement across the business; and how to implement a value-based pricing model for dramatic improvements in margins.

If service is climbing up your corporate agenda, you need to secure your place at this year's most important meeting place for service professionals.

I look forward to meeting you at FSE-2007 in Amsterdam.

Yours sincerely,



Jo Pauwels,
Head of Services,
Robotics,
ABB

ABB

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Network with 150+
senior service
decision-makers



Gain solutions to your
most pressing challenges



Benchmark your organisation
against global best practice

7 Great Reasons to Attend

FIELD SERVICE EUROPE 2007
THE PREMIER EUROPEAN FIELD SERVICE CONFERENCE

- 1 Europe's only mission critical field service conference**
The launch of FSE follows the overwhelming success of our US sister event – and has been specifically tailored to meet the needs of the European market
- 2 An unsurpassed speaker faculty**
Don't just take our word for it – take a look to the right. We've assembled an unbeatable line-up of pioneering executives from the world's most innovative mission-critical service organisations
- 3 In-depth case studies**
Discover how your competitors and peers are boosting productivity, profitability, and efficiency through their service organisations – and learn how you can do the same
- 4 The most innovative, cutting edge solutions**
FSE's agenda is based on interviews with over 100 senior service decision-makers, just like you – which means it addresses your most pressing problems and concerns
- 5 Champagne Roundtables**
Discuss your most critical issues in intimate, informal champagne roundtable sessions, ensuring you meet all the right people and gain real-world perspectives from your peers
- 6 Group Discounts**
Make sure everyone who matters is present. Bring the whole team and benefit from significant savings on your conference passes – see page 13 for more details
- 7 Unrivalled networking opportunities**
With such a senior audience, we know that 'offline' discussions are often just as valuable as the information within the presentations themselves – to this end we have created extensive opportunities for networking, socialising and rubbing shoulders with your peers

The only conference for service executives from mission-critical industries, including:



An inspiring line-up of mission-critical speakers, including:

- | | |
|---|--|
| Dick Frishkorn,
<i>Managing Director,
Global Customer Field
Support, GE Aviation</i> | Maarten Broekman,
<i>European Service
Manager,
Van Der Lande</i> |
| Brad Schultz,
<i>VP, Worldwide
Customer Fulfillment,
Sun Microsystems</i> | Wim Den Boer,
<i>Service Manager,
Frijado</i> |
| Philippe Galland, <i>SVP
Service Architecture,
Eurocopter</i> | Paul Brownridge,
<i>Director, Matthew
Craigs Consulting</i> |
| Pierre-Emanuele
Gires, <i>SVP Services,
Snecma</i> | Stephen Peat,
<i>Operations Director,
Tube Lines</i> |
| Jo Pauwels, <i>Global
Head of Service, ABB</i> | Luis Pacheco,
<i>CIO & VP Service
Support, Packard Bell</i> |
| Dr Klaus Potthoff,
<i>Global Director
of Corporate
Development,
Thyssenkrup Services</i> | Alan Regan,
<i>Field Operations
Director,
Unisys</i> |
| Dr Hans Werner
Stottmeister, <i>Head
of European Service,
Toshiba</i> | Harald Hofstatter,
<i>Technical Service
Director,
Gambro Hospal</i> |
| Markus Naegeli,
<i>European Service
& Support Director,
Canon</i> | Reinhard Klein,
<i>Former Director of
Customer Satisfaction,
IBM</i> |
| Martin Giel,
<i>Applications Manager,
South East Water</i> | Hilbrand Rustema,
<i>Managing Director,
Noventum Service
Management
Consultants</i> |
| Martin Morey,
<i>General Secretary,
Mobile Computer
Users Group</i> | Michelle Griffin,
<i>VP of Customer
Experience, Océ</i> |
| John Mackrell, <i>Global
Service Solutions
Manager,
De La Rue</i> | Kraft Schumann,
<i>Executive Director,
Logistics,
Fujitsu-Siemens</i> |
| Bernard Steinel,
<i>SVP European
Service, Heidelberg
Druckmaschinen</i> | Steve Downton,
<i>Principal, Downton
Consulting</i> |
| Jacques De
Massieux, <i>Head
of Field Service,
Eurocopter</i> | Michel Burkhard,
<i>Principal, A2S2
Consulting</i> |
| Hans Doll, <i>Director of
Product Support,
Grob Aerospace</i> | Mike Landry,
<i>Founder and CTO,
Servigistics</i> |
| Marco Van
Duijnhoven, <i>Head of
Service Operations,
Cisco</i> | |

Programme At A Glance

26th June 2007: Pre-Conference Focus Day
Maximise The Profitability Of Your Service Organisation

- 9.00 **Coffee & Registration**
- 9.30 **Chairman's Opening Address**
- 9.45 **Opening Keynote: Achieve Total Clarity Across Your Service Organisation To Support The Transformation From Cost Centre To Profit Centre**
Michelle Griffin, VP Customer Experience, Oce
- 10.30 **Realign The Structure Of Your Service Organisation To Support Heightened Profitability And Aggressive Business Growth**
Bernhard Steinel, SVP European Service, Heidelberg
- 11.15 **Coffee**
- 11.45 **Develop And Implement The Most Profitable SLA Structure For Your Service Organisation**
Jo Pauwels, Head of Service, Robotics, ABB
- 12.30 **Implement A Global Service Offering For Profitable Growth**
Philippe Galland, SVP Service Architecture, Eurocopter
- 13.15 **Lunch**
- 14.30 **Maximise SLA-Visibility Across Your Service Organisation For Optimised Contract Compliance And Dramatic Profitability Gains**
Kraft Schumann, Executive Director, Logistics, Fujitsu Siemens
- 15.15 **Make The Transition From Profit-Centre To Business-Centre: Understanding The Strategic Priorities For Effective Resource Allocation**
Michel Burkart, Principal, A2S2 Consulting
- 16.00 **PANEL DISCUSSION: What Is An Acceptable Profit Margin In Service?**
Maarten Broekman, Technical Service Manager, Van Der Lande
Jo Pauwels, Head of Service, Robotics, ABB
Bernhard Steinel, SVP European Service, Heidelberg
Michelle Griffin, VP Customer Experience, Oce
- 16.45 **Close of Focus Day**

27th June 2007 – Main Conference Day 1

Create a World-Class Service Strategy for Maximum Profitability and Customer Retention

- 8.00 **Coffee and Registration**
- 8.30 **Chairman's Opening Address**
- 8.45 **Opening Keynote Address: Transform Your Field Service Organisation From Reactive To Proactive to Optimize Responsiveness**
Dick Frishkorn, Managing Director, Global Customer Field Support, GE Aviation
- 9.25 **Keynote: Prepare Your Field Force For 2012: Translating Future Challenges Into Strategic Imperatives To Gain Long-Term Competitive Advantage**
Pierre Emanuele Gires, SVP Service, Snecma Services
- 10.05 **Keynote: Strike The Perfect Balance Between A Standardised Service Offering And Customised, Local Services To Optimise Cost Effectiveness And Customer Satisfaction**
Brad Schultz, VP Worldwide Customer Fulfilment, Sun Microsystems
- 10.45 **Coffee**
- 11.15 **Drive Best Practice Across Fragmented Territories For Heightened Service Control And Brand Integrity**
John Mackrell, Global Service Solutions Manager, De La Rue
- 11.55 **From 'Break-Fixers' To 'Service Consultants': Match The Responsibilities Of Your Engineers To Increasingly Demanding Customer Expectations**
Markus Naegeli, European Service & Support Director, Canon
- 12.35 **Panel Discussion: The Emergence Of The CSO & The Future Of Service**
Marco Van Duijnhoven, Head of Service Operations, Cisco
Michelle Griffin, VP Customer Experience, Oce
Markus Naegeli, European Service & Support Director, Canon
Dick Frishkorn, Managing Director, Global Customer Field Support, GE Aviation
- 13.20 **Lunch**

Stream One
Service & The Wider Business

- 14.35 **Develop Heightened, Consistent Service Quality Through The Effective Implementation Of A Single Service Management System And A Single, Centralised Knowledge Base**
Luis Pacheco, CIO & VPService, Packard Bell
- 15.15 **Service Assurance Through Full Visibility**
Lawson Customer
- 16.25 **Enhance Technical Support Quality Through An Effective Global Service Structure**
Jacques De Massieux, Head of Field Service, Eurocopter
- 17.05 **Towards Effective Symbiosis Between Sales & Service Departments**
Harald Hofstatter, EMEA Technical Service Manager, Gambro Hospital

- 17.45 **Champagne Roundtables**
- 18.45 **Field Service Canal Party**

Stream Two
Mobility

- Leverage Mobile Solutions To Capture Key, Service-Related Metrics For Top Level Visibility Across Your Organisation**
Martin Giel, Applications Manager, South East water
- Enhance Service Profitability Through Effective Mobile Working -**
Paul Brownridge, Former National Deployment Manager, British Gas Services

- How Can You Unlock The Improvement Potential Of Your Mobile Service Applications?**
Hilbrand Rustema, Managing Director, Noventum
- Overcoming The Key Challenges of Managing A Mobile Workforce**
Martin Morey, General Secretary, MCUG

28th June 2007 – Main Conference Day 2

Create a World-Class Service Strategy for Maximum Profitability and Customer Retention

- 8.00 **Coffee and Registration**
- 8.30 **Chairman's Opening Address**
- 8.45 **Roll Out Your Efficiency Strategy While Ensuring World-Class Service Quality**
Dr Hans Werner Stottmeister, GM European Service, Toshiba
- 9.25 **Enabling Effective Field Service Through Logistics**
Onno Meijj, Managing Director: Benelux, France, Spain & Turkey, Ceva Logistics
- 10.05 **Optimise The Impact Of New Productivity Initiatives By Effectively Enforcing New Working Practices Across Geographically Displaced Field Forces**
Alan Regan, Field Operations Director, Unisys
- 10.45 **Coffee**
- 11.15 **Design An Effective Service Strategy That Ensures You Meet, Even Exceed, Your Productivity Goals**
Klaus Pothoff, Director of Corporate Development, Thyssenkrupp
- 11.55 **Maximise Your Organisation's Productivity Through The Strategic Employment Of Best-In-Breed Mobile Technologies**
Stephen Peat, Operations Director, Tube Lines
- 12.35 **Interactive Panel: Enhancing Productivity Within Mobile Workforces: What Are The Key Challenges?**
Stephen Peat, Operations Director, Tube Lines
Steve Downton, Principal, Downton Consulting
Hans Werner Stottmeister, GM European Technical Service, Toshiba
Alan Regan, Field Operations Director, Unisys
- 13.20 **Lunch**

Stream One

Aligning Field Service & Logistics

- 14.35 **Align The Field Force And Logistics Operations For Dramatic Improvements In Efficiency And Service Quality**
Marco Van Duijnhoven, Head of Service Operations, Cisco
- 15.15 **Engage The Field Force Within Your Wider Reverse Logistics Strategy To Maximise Parts Availability And Drive Down Costs**
Kraft Schumann, Executive Director, Logistics, Fujitsu Siemens

15.55 **Coffee**

16.25 **Concluding Panel Discussion: Overcoming The Challenges Of Successfully Managing Your Third Party Service Vendor Relationships**

- Kraft Schumann, Executive Director, Logistics, Fujitsu Siemens**
- Steve Downton, Principal, Downton Consulting**
- Klaus Pothoff, Director of Corporate Development, Thyssenkrupp**
- Marco Van Duijnhoven, Head of Service Operations, Cisco**

16.35 **End of Conference**

29th June 2007 - Half Day Strategy Realignment Workshop

Drive Your Field Service To Best Of Class

9.00 **Coffee & Registration**

9.30-13.00 **Strategy Realignment Workshop**



Reinhard Klein,
Former Director of Customer Satisfaction, IBM

Reinhard Klein's half-day workshop is a must-attend event for senior service executives who are considering realigning their service strategies with an increasingly demanding customer environment.

See page 11 for more details

Praise for Field Service USA:

"An outstanding event with a great mix of speakers and extremely relevant content for today's service challenges."

Ron Brooks,
VP Service, Integrated Game Technology

Hear in-depth case studies from the world's most innovative mission critical service organisations



26th June 2007: Pre-Conference Focus Day

Maximise The Profitability Of Your Service Organisation

Why Attend?

As products become more commoditised, with a knock-on effect on pricing, the profitability of the service organisation is set to become more and more important. Make sure you attend this highly strategic focus day and get answers to questions like these:

What should my priorities be in transitioning my service organisation from cost-centre to profit-centre?

9.00 **Coffee And Registration**

9.30 **Chairman's Opening Address**

9.45 **Achieve Total Clarity Across Your Service Organisation To Support The Transformation From Cost Centre To Profit Centre**



Michelle Griffin, VP Customer Experience, Océ

Organisations are increasingly finding they can no longer depend on traditional sales channels to drive revenue and profit. Service organisations are not typically considered to be a source of controllable revenue. But in today's environment, where products are becoming commoditised, the service organisation is fast becoming a source of competitive differentiation through the profitability it can deliver. This presentation will walk you through the steps and reasons for moving your service organisation to a profit center, including:

- Why revenue-focus alone is not sufficient: Effectively identify your most profitable customers and develop strategies to target them with high-value services
- Develop understanding of the buying traps: Why do some customers return to you again and again?
- Enable in-depth understanding of customer segments through intelligent data capture technologies
- Identify customers with high potential, assess their needs, and deliver high value service at dramatically enhanced margins

Michelle Griffin is the Vice President, Customer Experience for Océ North America. Before joining Océ, Griffin was the Senior Vice President and Executive at Bank of America and before Bank of America, she was the CIO at Instanet Manufacturing Corporation. She is currently working on her Doctorate and expected graduation is May 2008, at Benedictine University in Lisle, Illinois. Griffin has spoken at numerous conferences and been published in numerous magazines and journals.

10.30 **Examining The Success Of Heidelberg's Strategy To Maximise Profitability Through The Service Organisation**



Bernhard Steinel, SVP European Service, Heidelberg

With a global market share for sheetfed offset printing machines of more than 40 percent, Heidelberg Druckmaschinen AG (Heidelberg) is the world's leading solution provider for commercial and industrial customers in the print media industry. In this exclusive case study, Bernhard Steinel – SVP European Service – will reveal the key features of Heidelberg's strategy to maximise profitability through the service organisation, and teach you how to:

- Manage the interaction between efficiency programmes and profitable service products
- Restructure the department to ensure the necessary resources for a profitable business drive
- Create effective reporting structures to focus activities on profitability
- Identify and implement the necessary KPIs to support the realignment of your service model
- Frame conditions for worldwide roll-out

Bernhard Steinel joined Heidelberg Druckmaschinen AG in 1977 and has been in several management positions in Project Management, Production and Quality Management. In 2001 he took over responsibility as Senior Vice President for Worldwide Services (Technical Service, Service Business, Parts Business and Consumables) at Heidelberg.

11.15 **Coffee**

11.45 **Develop And Implement The Most Profitable SLA Structure For Your Service Organisation**



Jo Pauwels, Senior Group Vice President, Head of Robotics Services, ABB

The ABB group of companies operates in around 100 countries and employs around 108,000 people globally. Jo Pauwels, Head of Service for ABB's Robotics division, will present a fascinating case study about how ABB was able to enhance profitability by re-engineering the company's SLA structure. In this presentation, discover how to implement the most profitable SLA strategy for your organisation, and find out how to:

- Respond to the diversity of customer requirements with a consistent series of SLA categories

How can I improve profitability through my organisation's SLA structure?

Under what circumstances can I make the transition from profit-centre to business-centre?

What is an acceptable profit margin in service?

If questions like these keep you awake at night, you simply cannot afford to miss FSE's Profitability Summit. Key figures from some of the world's most innovative service organisations will share their strategies for boosting profitability in a squeezed market – guaranteeing maximum ROI for you.

- Develop service hierarchies that are plain, clearly distinguished from each other, and good value
- Ensure your SLAs offer compelling, commercially precise value propositions for each of your customer segments
- Leverage your SLA strategy for optimised profitability by clearly understanding the importance of your customers' needs

Since 2002, Jo Pauwels has been Senior Group Vice President, heading the Services Business Unit for the Robotics division, located in Brussels. This business unit employs 1500 people in 40 countries. Jo has worked in the industrial robotics automation industry for the last 25 years. He started his career in the early eighties as a robotic engineer for ASEA and was one of the pioneers that introduced robots and flexible automation into the automotive and manufacturing industry.

12.30 **Implement A Global Service Offering For Profitable Growth**



Philippe Galland, SVP Service Architecture, Eurocopter

Eurocopter has always defined and delivered support and elementary services to its customers. However, the current trend is towards global service offerings, linked to mission performance. This trend is observable in both the civil and the military helicopter market. The development of Eurocopter's global service offering will allow Eurocopter to increase its market share within the profitable services business while increasing customer satisfaction.

- An overview of Eurocopter's service capabilities
- Linking global service parameters to mission performance in civil and military helicopter markets
- Increasing profitability at the same time as customer satisfaction

Philippe Galland was hired by Eurocopter in 1989, as head of the engine integration department. In 1995 he was appointed Research & Technology Director and in 2000 Vice President for Strategy & Business Development. In 2003 he set up a new organisation, "Eurocopter Training Services", aimed at developing an innovative services offering in the field of training. In 2006 he founded a new department named "Services Solution Architecture", seeking a breakthrough in Eurocopter's Service Development

13.15 **Lunch**

14.30 **Maximise SLA-Visibility Across Your Service Organisation For Optimised Contract Compliance And Dramatic Profitability Gains**



Kraft Schumann, Executive Director Logistics, Fujitsu-Siemens

If you don't know which SLA your customer has been sold, you're going to have a hard time determining whether the level of service they receive is appropriate. Both under and over-delivery are dangerous: under-delivery will lead to customer loss, and over-delivery leads to revenue loss. The solution is a service organisation geared up to total SLA visibility, supported by appropriate data capture systems. This session will enable you to:

- Strike the perfect balance: Avoid the twin pitfalls of customer loss through under-delivery and sub-optimised profitability through over-delivery against SLAs
- Educate field engineers and call centre staff on the dangers of providing customer service that is light years ahead of the service that has been paid for
- Implement systems and processes to support immediate SLA data capture and pan-organisational SLA visibility

Kraft Schumann is Head of Logistics at Fujitsu Siemens Computers IT Product Services. He is responsible for spare parts logistics including the repair cycle, parts supply and reverse logistics. He has overseen projects integrating around 3,500 technicians and partners worldwide. In addition, he is a member of the management committee and is in charge of productivity improvements. Kraft Schumann is a founding member of ISLA, elected Chairman by the General Meeting of Members.

15.15 **Make The Transition From Profit To Business-Centre: Understanding The Strategic Priorities For Effective Resource Allocation**



Michel Burckart, Principal, A2ST Consulting

Your service organisation already operates as a profit centre – how then do you take the next step, from profit-centre to business-centre? A service organisation run effectively as a business-centre involves a whole series of different challenges relating to market position, service quality, and competitive intelligence. Michel Burckart is a specialist in managing the transition from profit-centre to business-centre, and in this fascinating presentation he will teach you how to:

- Determine whether your service organisation is sufficiently large, competent, and well organised to make the shift from profit centre to business centre
- Realign your service structure with the requirements of the market: Identify areas where customer needs are inadequately met, and structure service offerings accordingly
- Position your service organisation as an enabler of market penetration for product-focused manufacturing companies

Michel Burckart is a principal at A2ST (After Sales Services Transformation), a consulting company specialising in cost-centre to profit and business-centre evolution. Prior to joining A2ST, Michel had attained more than 35 years of professional and management experience in service delivery and service business and was involved in the various steps of the product to service business model evolution at IBM. With A2ST, Michel consults service businesses, processes, organisation and culture to support business model evolution, focusing on tangible actions to ensure short and mid term positive results.

16.00 **PANEL DISCUSSION: What Is An Acceptable Profit Margin In Service?**



Maarten Broekman, Worldwide Service Development Manager, Van Der Lande



Jo Pauwels, Head of Service, Robotics, ABB



Bernhard Steinel, SVP European Service, Heidelberg



Michelle Griffin, VP Customer Experience, Océ

The profitability of your service organisation is set to become more and more important as commoditisation continues to drive down the price of your products. But how profitable, realistically, can your service organisation become? Is there a figure you should be aiming at, and to what extent does this differ from industry to industry? In this topical panel session, senior representatives from a range of mission critical industries will debate the service organisation's potential for profitability, paying particular attention to the following areas:

- To what extent do margins differ from industry to industry – and are these differences inevitable?
- Examining the likely influence of market pressures on profit margins over the forthcoming years
- Does increasing technological sophistication by solution providers promise to increase or reduce profit margins?
- What is achievable in field service? Is there a magic figure for each industry?

Maarten Broekman started working for Vanderlande Industries in 1991 as a Project Manager responsible for the implementation of large material handling systems (baggage handling systems at airports). In 2003 he was appointed Manager of Service Development, responsible for the strategic development of services within Vanderlande Industries worldwide.

Since 2002, Jo Pauwels has been Senior Group Vice President, heading the Services Business Unit for the Robotics division, located in Brussels. This business unit employs 1500 people in 40 countries. Jo has worked in the industrial robotics automation industry for the last 25 years. He started his career in the early eighties as a robotic engineer for ASEA and was one of the pioneers that introduced robots and flexible automation into the automotive and manufacturing industry.

Bernhard Steinel joined Heidelberg Druckmaschinen AG in 1977 and has been in several different management positions in Project Management, Production and Quality Management. In 2001 he took over responsibility as Senior Vice President for worldwide Services (Technical Service, Service Business, Parts Business and Consumables) at Heidelberg.

Michelle Griffin is the Vice President, Customer Experience for Océ North America. Before joining Océ, Griffin was the Senior Vice President and Executive at Bank of America and before Bank of America, she was the CIO at Instanet Manufacturing Corporation. She is currently working on her Doctorate and expected graduation is May 2008, at Benedictine University in Lisle, Illinois. Griffin has spoken at numerous conferences and been published in numerous magazines and journals.

27th June 2007: Main Conference Day 1

Optimise Productivity For Dramatic Enhancements In Customer Retention And Profit Growth

8.00 Coffee and Registration

8.30 Chairman's Opening Address



Mike Landry,
Founder and CTO,
Servigistics

As Founder and Chief Technology Officer for Servigistics, Mike is responsible for product strategy and business development. Mike has 20 years of experience delivering software and consulting solutions for service, most recently with Vantive. Since starting Servigistics in 1999, he has led the creation, development and implementation of the Servigistics solution for a roster of blue chip clients. With Mike's visionary leadership, Servigistics has developed the industry's broadest and deepest Strategic Service Management solution, attracting many global market-leading clients and raising substantial capital. Today, Servigistics is the fastest growing company in the after-sale service software industry, with highly referenceable clients across high tech, aerospace, motor vehicles, medical, telecommunications, and consumer and industrial products.

8.45 Transform Your Service Organisation From Reactive To Proactive To Optimise Market Agility



Dick Frishkorn, *Managing Director, Global Customer Field Support, GE Aviation*

The importance of having a proactive service organisation has never been greater. With a reactive organisation you're always at the mercy of market pressures, never fully in command of your service strategy. In a proactive service organisation, on the other hand, you're able to set the agenda, and leverage market pressures to your company's advantage. Using GE Aviation as a case study, Dick Frishkorn will teach you how to build agility into your service organisation through effective training strategies and best-of-breed service management systems. Particular highlights include:

- From technical/reactive to consultative/proactive: Effectively manage the strategic realignment of your service business
- Support field force agility with best-in-breed scheduling and workflow management systems
- Develop training techniques to mend the discrepancy between technical and software skill sets
- Tailor your global strategy to the specific local market requirements

Dick Frishkorn is the Managing Director of the GE Aviation, Global Customer Field Support (GCFS) Group, which consists of Field Service Engineering, the GE Aviation Customer Support Center (CSC), and the GE Aviation Fleet Data Management Center (FDMC). The GCFS Group has field service engineers deployed around the world, covering 42 countries and 120 locations. The CSC provides 24x7 support to commercial customers from locations in Cincinnati and Shanghai, China. The FDMC provides data management and analysis across the entire family of GE Aviation and CFM products.

9.25 Prepare For 2012: What Is The Future Of Product Support And What Can Companies Do Now To Prepare?



Pierre-Emanuele Gires, *SVP Customer Operations, Snecma Services*

The last five years have been a period of great change for moving critical service organisations, with the service function moving closer and closer to the centre of companies' overall business strategies. Drawing on his wealth of service-related experience, Pierre, Emanuele Gires, SVP Snecma Services, forecasts the evolution of the service organisation over the next five years, and offers unique insights into how companies can start preparing now to gain future competitive advantage.

- Examine trends in product design and manufacturing technology to determine the ways in which the field service function will have to adapt
- To what extent will the evolution of field service management be driven by technological advances in the offerings of solution providers?
- To what extent will it be driven by shifts in market pressures – and how accurately can these be predicted?
- Forecast the effect of legislative and regulatory

changes on the service landscape

Since joining Snecma Engineering in 1984, Pierre-Emanuele Gires has occupied a number of highly senior and strategic roles including VP Marketing, VP Military Operations, and VP Large Commercial Engines. From 1998-2000 he worked with AlliedSignal-Honeywell (France) as Vice President, Sales and Support, before moving back to Snecma as the director of Snecma Services' Saint-Quentin center. In 2002 he was made VP Customer Operations for Snecma Services and in 2006 he was promoted to the position of Senior Vice President.

10.05 Strike The Perfect Balance Between A Standardised Service Offering And Customised, Local Services To Optimise Cost Effectiveness And Customer Satisfaction



Brad Schultz, *VP Worldwide Customer Fulfilment, Sun Microsystems*

Every service organisation that operates globally will find itself torn between standardisation and customisation. Brad Schultz, who is responsible for balancing standardisation and customisation within Sun's global service organisation, will emphasise the importance of getting this balance right, particularly focusing on the following strategic imperatives:

- Embrace the challenges of becoming a global, 'borderless' organisation:
 - Identify a fundamental baseline of services to ensure consistency across the organisation
 - Identify areas in which some flexibility may be permitted, to allow for the demands of localised cultures and market conditions
- Develop comparable KPIs across your organisation, to ensure consistently high performance
- Develop SLA hierarchies that reflect individual market conditions, but which permit international comparisons

Brad Schultz, Vice President-Global Customer Services Operations, is a pivotal leader in Sun's unified Global Sales and Services organization. As a twenty-three year veteran with logistics, procurement and customer experience, Brad brings a unique approach to providing customers, partners, shareholders and employees with efficient value in underlying processes and tools for services and support.

10.45 Coffee and Refreshments

11.15 Drive Best Practice Across Fragmented Territories For Heightened Service Control And Brand Integrity



John Mackrell, *Global Service Solutions Manager, De La Rue*

De La Rue is the world's largest commercial security printer and papermaker, involved in the production of over 150 national currencies and a wide range of security documents such as travellers cheques and vouchers. In this exclusive case study, John Mackrell will showcase De La Rue's success in driving strategic improvement programmes across multiple European territories – including service efficiency, service and product roadmaps, and strategic global support strategies. In particular, he will focus on the things service organisations need to do to support global roll-outs, including:

- Develop consistent performance metrics across your territories for a true picture of your service function and greater control over service delivery
- Communicate the importance of new procedures to geographically diverse operations
- Optimise compliance across the organisation through appropriate levels of incentivisation

John Mackrell is a dedicated service professional with over 20 years experience in a wide range of senior national and international management roles. Working as Global Service Solutions Manager for De La Rue Cash Systems Global Service Business, John is responsible for driving strategic programmes including service efficiency, service and product roadmaps, product lifecycle management, defining and implementing strategic global support strategies. With over 1200 staff in key international locations De La Rue Cash Systems Service business generates a significant proportion of De La Rue International group's profit.

11.55 From 'Break-Fixers' To 'Service Consultants': Match The Responsibilities Of Your Engineers To Increasingly Demanding Customer Expectations



Markus Naegeli, *European Service & Support Director, Canon*

As customer expectations grow ever more demanding, there are increasing calls for the roles of service technicians to expand, and take on more 'consultative' elements. But is there a danger that a consultative emphasis will detract from core technical attributes? Markus Naegeli, who heads up Canon's European service function, will explain how to strike the right balance between technical and consultative, and examine Canon's strategy for driving the process out across Europe. In particular, he will teach you how to:

- Evaluate the 'value-added' services that your customers are asking for: Which of these require the creation of new roles, and which can be performed by your existing engineers?
- Clearly communicate the benefits of new working practices to overcome resistance to the formulation of new responsibilities
- Make a serious assessment of the pros and cons of incentivising engineers to deliver exceptional customer service
- Drive behavioural change within geographically displaced field forces – how can performance against 'softer' competencies be measured and enforced?

Markus Naegeli has several years of experience in business consultancy, focusing mainly on IT-related industries in the fields of strategic management, marketing and supply chain management. In 2006 he was appointed European Services & Support Director and Member of the European Canon Business Solutions (CBS) Management Team. Previously he was Channel Operations Director for Canon Switzerland.

12.35 Panel Discussion: The Emergence of the CSO & The Future Of Service



Marco Van Duijnhoven,
Head of Service Operations,
Cisco



Michelle Griffin,
VP Customer Experience,
Oce



Markus Naegeli,
European Service & Support Director,
Canon



Dick Frishkorn,
Managing Director, Global Customer Field Support, GE Aviation

A recent trend, the emergence of Chief Service Officers within companies reflects a fundamental change in the way service organisations are regarded. But what's causing this transformation, and to what extent is it set to continue? Is the emergence of the CSO symptomatic of a much broader change in the way businesses approach service? In this exciting panel discussion, senior thought-leaders from innovative service organisations will debate:

- To what extent is the importance of service organisations set to increase over the forthcoming years?
- Will companies with CSOs fair better in a climate of increasing service competition?
- Is the emergence of the CSO indicative of a much larger change in the way companies approach service?

Marco van Duijnhoven is responsible for Service Supply Chain Operations for Cisco Systems in Europe, Middle East and Africa.

Michelle Griffin's biography is on page 6

Markus Naegeli's biography is above

Dick Frishkorn's biography is on the left

27th June 2007: Main Conference Day 1 cont...

Optimise Productivity For Dramatic Enhancements In Customer Retention And Profit Growth

STREAM A Service & The Wider Business

14.35 Develop Heightened, Consistent Service Quality Through The Effective Implementation Of A Single Service Management System And A Single, Centralised Knowledge Base

 **Luis Pacheco,**
CIO & VP Service,
Packard Bell

In this session, Luis Pacheco will examine some of the wider business issues involved in rolling out a service strategy across multiple territories. In particular, he will focus on the importance of underpinning a unified strategy with a single service management system and single knowledge base, and overcoming the challenges of implementing these.

Learn how to:

- Develop consistent performance metrics across your territories for a true picture of your service function and greater control over service delivery.
- Underpin common service strategy and working practices with consistent systems and measurement tools, including:
 - A single service management system across multiple territories
 - A single Knowledge base
 - A coherent system of service contracts
- Reduce the cost of introduction of new products and procedures into geographically diverse operations
- Keep control of performance and negotiation power in outsourcing strategies

Luis Pacheco is CIO and Vice President of European Service and Support at Packard Bell, a leading Personal Computer Manufacturer, which he joined in 1997. Within Packard Bell, he served as Vice President of Engineering and Vice President of the Server Product Group in Boxborough (Massachusetts). Prior to joining Packard Bell, he spent 20 years in the European IT Industry, working for Texas Instruments and for Groupe Bull, holding management positions in the areas of sales and marketing, project management and systems integration.

15.15 Service Assurance Through Full Visibility Session Reserved for Lawson Customer

In this fascinating session, Lawson will showcase a customer who has implemented and gained benefit from the Lawson Equipment Service Management solution. The solution enables efficient execution of core business processes, including full support for depot service, field service, installation management and material service management. The integration with supply chain management and financial management systems enables instant access to accurate, real-time information.

15.55 Coffee

16.25 Enhancing Technical Support Quality Through An Effective Global Service Structure

 **Jacques De Massieux,**
Head of Technical Service,
Eurocopter


The Eurocopter group was born in 1992 from the merger between the helicopter divisions of Aerospatiale-matra (France) and DaimlerChrysler Aerospace (Germany). The group is now a subsidiary owned 100% by EADS (European Aeronautic, Defense and Space Company), one of the three largest aerospace groups in the world. In this presentation, Jacques De Massieux, Head of Technical Support for the company, will address some of the challenges involved in managing engineers across a global service organisation, focusing on:

- Optimising customer contact for improved satisfaction levels
- Designing global training strategies for geographically dispersed engineers
- Overcoming the challenges of managing engineers within a global service organisation

- Understanding Eurocopter's long-term strategy for service improvement

Jacques De Massieux has over twenty years of aeronautical experience, including sixteen years specifically involved in helicopter maintenance. He currently manages 94 helicopter service technicians around the world.

17.05 Creating A Symbiotic Relationship Between Sales & Service Departments

 **Harald Hofstatter,**
Technical Service Director,
Gambro Hospal

When the sales and service departments are organised in silos, it's common for their activities to be counterproductive. In this highly topical presentation, Harald Hofstatter will examine the most common causes of 'relationship breakdown' between the two departments, and discuss Gambro's strategies for bringing the functions closer together: so that sales and service work with each other, not against each other. Discover how to:

- Avoid the possibility of service being thrown into a product deal as an 'add-on': Educate the sales force on the strategic and financial significance of service
- Examine the possibility of uniting sales and service within a single P&L stream, to avoid the chance of short term sales gains translating into long term service headaches
- Consider the option of creating a service-focused sales team, distinct from product sales, yet aligned with their activities

Leading Technical Services for Gambro Hospal, creating close cooperation with the sales and marketing departments is one of Harald Hofstatter's priorities. He has used his international network to evaluate technical service concepts and the interaction between sales and service. In the highly specialized medical device industry, with a high degree of integration, customer relationship management on all levels is a key success factor.

17.35 End of Stream A

STREAM B Optimising Mobility

14.35 Leverage Mobile Solutions To Capture Key, Service-Related Metrics For Top Level Visibility Across Your Organisation

 **Martin Giel,**
Applications Manager,
South East Water

The abundance of critical data in the field, which needs to be captured, presents a great challenge to field service organisations. How can organisations ensure that the 'right' data is distinguishable from the noise, and how can they ensure that this data is captured in the correct way – so that it can effectively be made use of at a later date?

- Measure the right things to promote the right behaviour: The D-MAIC philosophy (Define, Measure, Analyse, Improve, Control)
- Educate your field force on the importance of capturing critical, job-related data to ensure buy-in
- Ensure that data is captured in a form that is immediately useful for the entire organisation
- Exploit integrated connectivity to store and process service metrics in real time, for full visibility of service quality, restore time, and productivity levels

As the technical project manager, Martin Giel was directly responsible for the introduction of Mobile Working into South East Water including the adoption of GPRS as the mobile communication network. In his current role Martin is directly responsible for the company's application strategy including Knowledge / Information Management, and the use of spatial data. He continues to play an active role in the company's mobile working solution and is currently overseeing the implementation of session management software and the trialling of wireless network hot spots.

15.15 Enhance Service Profitability Through Effective Mobile Working

 **Paul Brownridge,**
Former National
Deployment Manager, British Gas Services

As National Deployment Manager for British Gas Services, Paul was responsible for managing system-related deployments to a workforce of some 8,000 field technicians and associated support staff. In this fascinating case study, he will explain how the profitability and productivity of service organisations can be dramatically enhanced through effective implementation of mobile initiatives, and teach you how to:

- Distinguish between vendor offerings on the basis of cost-effectiveness and usability
- Perform an ROI analysis for the mobile solution you are considering implementing
- Devise strategies for easing the impact of large scale technology introductions

Paul has two decades of experience in implementing Field Mobility and scheduling and allocation solutions. In 2005 he was responsible for the deployment of Taskforce and the Panasonic P2 mobile device to 8000 engineers. Since then, Paul has set up his own company specialising in change management and management training and is currently consulting on EON UK's Transformation Programme.

15.55 Coffee


16.25 How Can You Unlock The Improvement Potential Of Your Mobile Service Applications? Hilbrand Rustema, Managing Director, Noventum Service Management Consultants

This presentation will explain how successful field service managers get more out of their mobile technology investments by measuring the right things, focusing on process improvements, selecting the right technology and using innovative implementation approaches.

- Evaluating the main process improvement opportunities
- Implementing effective measurement and benefit-tracking strategies
- Which improvement methodology works in mobility projects?

Hilbrand Rustema has since 2001 been Managing Director of Noventum Service Management Consultants, a European service improvement firm 100% specialized in Strategic Service Management. Prior to that he was a senior manager with Deloitte Consulting and has worked in several countries in North America and Europe in the role of Enterprise Transformation specialist. In the last 20 years Hilbrand has advised leading service companies in the area of Service Strategy, Benchmarking, Process Optimization, Change Management and Information Technology.

17.05 Managing The Key Challenges of Mobile Working

 **Martin Morey,**
General Secretary,
MCUG

Based on case studies and practical examples, Martin Morey will examine the issues that can drive the delivery of your project: involving staff in front-line choices, considering the issues of communications and their suitability, and the thorny issue of whether to spend more of your hard won budget on ruggedised specialist mobile kit. Martin's presentation is an illustration of the communications, hardware, and human issues that can spell success or failure.

- The most common pitfalls of mobile solutions and how to avoid them
- Making investment decisions about different varieties of hardware
- Calculating the whole-life costs of your hardware investment

Martin Morey is a consultant in the design and deployment of mobile information systems evolving from a career in gas, oil, and telecommunications that has spanned several major employers including BT and British Gas. He presently consults and designs for the Water and Electricity sectors, and is secretary to the Mobile Computer Users Group, a network of corporate end users of mobile data in the utility, emergency, and service sector.

End of Stream B

17.45 Interactive Champagne Roundtables

After the main presentations conclude, you'll be brimming with questions and ideas about the cutting edge strategies that have been presented to you. FSE gives you the opportunity to discuss the burning issues with small groups of your peers, and throws in champagne to get the debate flowing! Places are strictly limited, so make sure you register well in advance.

"Taking Your Service Organisation From Reactive To Pro-Active"

Dick Frishkorn, *Managing Director, Global Customer Field Support, GE Aviation*

"Aligning People, Processes & Technology"

Steve Downton, *Principal, Downton Consulting*

"Rolling Out Productivity Enhancements Across Geographically Displaced Workforces"

Alan Regan, *Field Operations Director, Unisys*

"Successfully Aligning Field Service And Logistics"

Kraft Schumann, *Executive Director Logistics, Fujitsu Siemens*

"Enhancing Profitability Within The Service Organisation"

Michelle Griffin, *VP Customer Experience, Oce*

"Overcoming The Challenges Of Mobile Working"

Hilbrand Rustema, *Managing Director, Noventum*

"The Future Of Service"

Pierre-Emanuele Gires, *SVP Customer Operations, Snecma Services*

18.45 FSE Drinks Party & Canal Cruise

End of Day One

28th June 2007: Main Conference Day 2

Optimise Productivity For Dramatic Enhancements In Customer Retention And Profit Growth

8.00 Coffee & Registration

8.30 Chairman's Opening Remarks

8.45 **Roll Out Your Efficiency Strategy While Ensuring World-Class Service Quality**



Dr Hans-Werner Stottmeister,
GM European Service, Toshiba

Toshiba's service organisation is active in 43 countries, employing 5,000 service technicians both directly and through distributors. In this exclusive case study, discover how Toshiba was able to improve service efficiency at the same time as increasing customer satisfaction levels, by lowering turn-around times, optimising information flow, and supporting the right processes with the right metrics and measurements. Attend this keynote session and learn how to

- Identify the core technologies and processes that will help you develop a strong productivity strategy
- Ensure that improvements in workflow management eliminate repeat issues and unnecessary on-site time
- Identify best practices that will help you efficiently implement new processes across your field organisation
- Improve the ability of your field organisation to access equipment history, customer information, and contract information rapidly
- Measure your field service organisation's performance improvements against your strategic goals

Since 1989, Hans-Werner Stottmeister has been working at Toshiba's European headquarters in the areas of quality assurance, local procurement and European technical support. After the integration of the Toshiba MFP business into TEC Corporation in the year 1999, he was mainly involved in establishing the European Customer Support Centre in Germany for direct and indirect business in more than 40 countries where he is in charge as General Manager today.

9.25 **Enabling Effective Field Service Through Logistics**



Onno Meij, *Managing Director, Benelux, France, Spain & Turkey, Ceva Logistics*

CEVA Logistics designs, implements and operates complex supply chain solutions on a national, regional or global scale for medium to large enterprises. With 38,000 dedicated professionals, Ceva manages over 7 million square meters of warehouse space and operates an extensive global network with facilities in 26 countries worldwide. In this presentation, Onno Meij will specifically examine the impact of logistics on effective field service, and discuss:

- The evolution of the market: Are service requirements becoming increasingly pan-European?

- Understanding the importance of serving end customers as a means of limiting the power of wholesalers
- Differentiating services by type of customer to ensure correct cost/quality trade offs

Onno Meij is Managing Director of CEVA Logistics for Benelux, France, Spain and Turkey and is a member of the CEVA Board of Management. Since starting his career with TNT in 1992 he has progressed through a variety of financial and management roles including Finance Director of TNT's Air and Road Network and Managing Director of TNT Logistics Benelux. In 2006 TNT N.V. sold TNT Logistics to Apollo Management Ltd. TNT Logistics was renamed CEVA Logistics and Onno became the Managing Director for Benelux, France, Spain & Turkey.

10.05 **Optimise The Impact Of New Productivity Initiatives By Effectively Enforcing New Working Practices Across Geographically Displaced Field Forces**



Alan Regan,
Field Force Operations Director, Unisys

Most field service managers are motivated not so much by driving up field productivity by a point here and a point there, but by turning this into a sustained increase in the numbers of calls completed per day. They want to achieve this whilst maintaining or improving service levels. If into the bargain they can make greater use of their "own" resource and less use of external 3rd parties, then so much the better. In this presentation, Alan will discuss the way Unisys is changing its service delivery process to achieve all of these things, using the Continental European proof-of-concept pilot in Lyon as the case study.

- Educate your field force about the benefits of new initiatives in order to secure buy-in from day one
- Integrate a training schedule into the day-to-day job requirements of your field force to accelerate the uptake of new working practices
- Provide real-time scoring capabilities on mobile platforms to maximise compliance and job satisfaction

Alan Regan is Field Operations Director at Unisys, responsible for on-site field service delivery across Continental Europe. He has worked for Unisys in the field service business for over 30 years and has held a wide variety of UK, European and global posts, including implementation in Europe of Unisys global service management systems, management of the European call reception centre, creation of Unisys global CPE service and management of the UK field service delivery organisation.

10.45 Coffee

11.15 **Design A Service Improvement Strategy That Ensures You Meet, Even Exceed, Your Productivity Goals**



Dr Klaus Pothoff,
Director of Corporate Development, Thyssenkrupp Services

ThyssenKrupp is one of the world's biggest technology groups. Nearly 188,000 employees worldwide work in the Group's main areas of steel, capital goods and services, realizing sales of more than €47 billion in fiscal 2005/2006. ThyssenKrupp Services accounts for over a quarter of that revenue, making it one of the largest service organisations in the world. In this highly anticipated presentation, Dr Klaus Pothoff will showcase the group's continuous service improvement strategy, focusing on:

- Adapting services to customers' demands
- Optimising internal processes in constant adjustment to the customer
- Developing clearly defined performance programs for sustainable customer retention

Klaus Pothoff has been working for the group since 1978. He is responsible for central Corporate Development at ThyssenKrupp Services AG including the promotion of business development and the world-wide sales organisation.

11.55 **Maximise Your Organisation's Productivity Through The Strategic Employment Of Best-In-Breed Mobile Technologies**



Stephen Peat,
Operations Director, Tube Lines

On 31 December 2002, Tube Lines assumed responsibility for the maintenance and upgrade of all the infrastructure on the Jubilee, Northern and Piccadilly lines within the London Underground. Tube Lines has a 30 year Public Private Partnership (PPP) contract with London Underground. The contract is output based, meaning Tube Lines is rewarded for good performance and penalised for poor performance. In this key session, Stephen Peat will present a case study about how Tube Lines was able to enhance the productivity of its work force through the strategic use of mobile technologies, and teach you how to:

- Bring together the right information with the right person at the right time: the true benefits of mobile working
- Minimise the impact of network unavailability through intelligently designed mobile interfaces with auto-reconnect functionality
- Maximising productivity through the loss of disruptive down-time

Stephen Peat has overall responsibility for the maintenance of the assets on the Jubilee, Northern and Piccadilly lines. His team is focused on delivering improvements across track, signal, fleet and station assets, so that passengers enjoy a much more reliable train service with fewer delays. Key to achieving this is Stephen's army of dedicated and skilled employees, whose use of technology and innovative working practices are helping to transform the Tube.

28th June: Main Conference Day 2 cont...

Optimise Productivity For Dramatic Enhancements In Customer Retention And Profit Growth

12.35 Enhance Productivity Within Mobile Workforces: What Are The Key Challenges?



Stephen Peat,
Operations Director,
Tube Lines



Brad Schultz,
VP, Worldwide Customer Fulfilment,
Sun Microsystems



Hans Werner Stottmeister,
GM European Technical Service,
Toshiba



Alan Regan,
EMEA Technical Service Director,
Unisys

With increased workforce mobility, the human aspect of managing a field force becomes increasingly challenging, and a much greater factor in the ability to enhance productivity and efficiency. In this topical panel session, service experts from some of the world's most pioneering companies will debate the challenges of enhancing productivity in mobile environments, particularly:

- Leveraging technology to track and measure workforce performance
- Measuring and enhancing workforce loyalty
- Effectively on-boarding technicians with technology
- Evaluating the use of incentives in mobile workforce management

Stephen's biography is on page 9

Brad's biography is on page 7

Hans-Werner's biography is on page 9

Alan's biography is on page 9

13.20 Lunch

STREAM A Field Service And Logistics

14.35 Align The Field Force And Logistics Operations For Dramatic Improvements In Efficiency And Service Quality



Marco Van Duijnhoven, *Head of Service Operations,* **Cisco**

For a truly effective service organisation, you need field service and logistics to be seamlessly integrated and working in harmony. Marco Van Duijnhoven, who heads up the service operation at Cisco Systems, will present a case study about how Cisco was able to align the logistics operation with the activities of the field service for dramatically improved service quality and efficiency. He will also touch on the following thorny issues:

- Choose between logistics partners: What key capabilities should you be assessing during the tendering phase?
- Establish clear performance expectations from the outset, and incentivise desired behaviours through innovative contract mechanisms
- Connect your field service and logistics operations in realtime, to avoid the uncoordinated arrival of people and parts
- Underpin integrated business processes with seamlessly connected workflow management systems, so that coordinated service movements are optimised for efficiency

Marco Van Duijnhoven is responsible for the Service Supply Chain Operations for Cisco Systems in Europe, Middle East and Africa.

15.15 Engage The Field Force Within Your Wider Reverse Logistics Strategy To Maximise Parts Availability And Drive Down Costs



Kraft Schumann, *Executive Director*
Logistics, Fujitsu Siemens

Poor reverse logistics operations are frequently a source of lost revenue for companies, as well as a cause of heightened costs and customer dissatisfaction. In this presentation, Kraft Schumann discusses painless strategies for incorporating reverse logistics activities into the day-to-day activities of your service technicians. Specifically, Kraft will help you:

- Educate your engineers on the importance of asset recapture, to avoid returns being treated like an afterthought
- What's in the van? Build inventory checks into standard daily processes and procedures, and back these up with appropriate mobile capabilities
- Drive asset visibility across the field force by effectively integrating asset management systems with mobile solutions

Kraft Schumann is Head of Logistics at Fujitsu Siemens Computers IT Product Services. He is responsible for spare parts logistics including the repair cycle, parts supply and reverse logistics. He has overseen projects integrating around 3,500 technicians and partners worldwide. In addition, he is a member of the management committee and is in charge of productivity improvements. Kraft Schumann is a founding member of ISLA, elected Chairman by the General Meeting of Members.

15.55 End of Stream A

STREAM B Remote Technologies

14.35 Enhance The Quality Of Service Support Through The Use Of Best-In-Class Diagnostics



Wim Den Boer, *Technical Service Manager,*
Frijado

Remote diagnostics can lead to dramatic improvements in service quality, reducing the need for routine maintenance visits and maximising the effectiveness of each call-out. In this session, Wim Den Boer will present an in-depth case study on Frijado's use of remote diagnostics technologies, and outline strategies for implementing these technologies within complex service organisations:

- Evaluate the most effective diagnostics technologies for your field service organisation's needs
- Identify, and create a plan to reduce, the implementation challenges associated with these technologies
- Create an environment where equipment very rarely malfunctions without an engineer knowing about it and fixing it before it happens

During his 8 years with Fri-Jado Super Service, Wim N.M. den Boer has overseen the transition to paperless and digital work processes, involving a new ERP system, a graphic planning system with integrated track and trace system for servicecars, a new mobile application for the engineers and a front office (web-based) monitoring system for technical installations.

15.15 Integrate Remote Diagnostics With Centrally-Organised Workflow Management And Scheduling Tools For Dramatic Improvements In Efficiency And Productivity



Steve Downton, *Principal,*
Downton Consulting

The impact of remote diagnostics on service quality can further be enhanced if your diagnostics system is effectively integrated with the broader service management system, for dramatic improvements in efficiency and customer satisfaction. This integration illustrates the importance of effectively aligning people, processes and technology, and in this session Steve Downton will discuss:

- Understanding technology as an enabler of more efficient processes
- Designing processes to support heightened service quality and productivity
- Underpinning effective processes through investment in human resources
- 'Cream on garbage' – appreciating the dangers of investing in technology before processes and people

Steve Downton has produced a number of thought-leadership articles and White Papers. In collaboration with the AFSMI, he published "Benchmarking and Future Trends V" at the beginning of 2004. He recently worked with the AFSMI and many of the world's top service companies on "Benchmarking Best Practices VI", published in 2006.

15.55 End of Stream B

16.00 Coffee

16.30 Concluding Panel Discussion: Overcoming The Challenges Of Successfully Managing Your Third Party Service Vendor Relationships



Steve Downton,
Principal,

Downton Consulting



Kraft Schumann,
Executive Director, Logistics,

Fujitsu Siemens



Dr Klaus Potthoff,
Director of Corporate Development,

Thyssenkrupp Services



Marco Van Duijnhoven,
Head of Service Operations,
Cisco

If you want to leverage your vendor relationships to reduce costs and increase productivity, the first step is to integrate your vendors into your enterprise-wide customer service strategy. Take advantage of this highly topical panel session to solve your own third-party vendor problems, and create a plan for:

- Fully understanding the capabilities of your third party vendors' technical infrastructure
- Implementing key tools to ensure that your brand is reliably represented at each service call
- Balancing the unique skill sets of each of your vendors:
 - Call Centres
 - On-site Technicians
 - Logistics

Steve Downton's biography is above

Kraft Schumann's biography is top centre

Klaus Potthoff's biography is on page 9

Marco Van Duijnhoven's biography is on the left

17.15 End of Main Conference

Praise for Field Service USA:

"An outstanding, must-attend service and support event!"

Mike Sloan, *VP Customer Relations, Raytheon Aircraft*

29th June 2007 - Drive Your Field Service To Best Of Class

9.30 – 13.00: Half Day Strategy Realignment Workshop



Reinhard Klein, Former Customer Satisfaction Director, IBM, & Past World President, AFSMI

Globalisation tends to disintegrate service processes, as do most financially driven cost effectiveness and outsourcing programs. The solution is to make field service a profit centre, aligned within the overall enterprise service strategy.

Reinhard Klein's half-day workshop is a must-attend event for senior service executives who are considering realigning their service strategies with an increasingly demanding customer environment. Key highlights at this half-day workshop include:

- Team up with product development and manufacturing divisions / companies
- Map and manage end-to-end field service processes in an integrated fashion, across the enterprise
- Set key customer driven service quality parameters and measure customer satisfaction in a transactional way, across subcontractors and dealerships
- Set targets and pay executives, teams and subcontractors to achieve and support targets
- Develop, sell and provide solution oriented, profitable services far beyond maintenance

Reinhard Klein has been a Field Service Executive with IBM for 38 Years and built up IBM's field service outsourcing operation in EMEA. Before that he restructured and centralized IBM's multi-country PC technical support to Greenock/UK before the business was sold to Lenovo. He managed a multilingual European technical support and contact center for seven years in the UK and previously was responsible for the field service organisation of all IBM's hardware and software products installed in Austria. He is a Past-President of AFSMI and now has created a startup company for digital photography products and services in Austria.

In 2004, Reinhard Klein was honoured to receive the AFSMI's life-time achievement award.

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Travel to the canal-side Hilton Amsterdam hotel, close to some of the most exclusive Amsterdam shopping streets. The hotel is 15 minutes from Schiphol Airport, and 15 minutes from the city centre. Attractions such as the Van Gogh Museum and Vondelpark are less than 5 minutes' walk away.

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Rijksmuseum	0.5 MI
Anne Frank House	1.3 MI
Bloemenmarkt (flower market)	1.3 MI
Artis Zoo/Childrens playground	3 MI

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Through its team of highly trained and experienced consultants, Aspective offers a comprehensive range of value added solutions to its clients. These solutions are delivered via a unique portfolio of services ranging from strategic consultancy through to complete end-to-end solutions - developed, hosted, managed, maintained and supported throughout the project lifecycle



BlackBerry® Business Solutions offer so much more than just wireless email. They can extend your existing investments in enterprise applications and put ERP, MRP, SCM, SFA and CRM applications in the hands of your mobile employees so they can record at the point of performance — giving them instant access to the information they need to improve productivity, streamline operations, increase revenue and decrease production costs. And ideally, improve relationships with customers, dealers and wholesalers, whether they're in the building or out and about.



CEVA Logistics is the world's largest pure play contract logistics company. We design, implement and operate complex supply chain solutions on a national, regional and global scale. We leverage decades of experience to manage transportation networks whose geographic spread, product flows and users are varied. We use technology to optimise, integrate and create visibility throughout the supply chain. We serve medium and large enterprises in 26 countries across six sectors such as Automotive, Tyres, Electronics, FMCG, Industrial, and Publishing and Media. CEVA employs 38,000 people and manages more than 7 million square meters of warehouse space.



In 2006, Lawson Software and Intenia merged to form the new Lawson. We deliver software and implementation services to 4,000 customer sites in manufacturing, distribution and services industries across 40 countries. Our Financials, Human Capital Management, Supply Chain Management, Business Intelligence, Asset Management and industry-specific solutions help customers streamline processes and enhance their business performance. And by radically simplifying the process of deploying and using our applications, we help customers reduce costs while increasing their flexibility.



NetMotion Wireless is the developer of Mobility XE, a software-only Mobile VPN that provides secure, reliable connectivity for enterprise wireless networking. The company allows an enterprise of any size to enhance productivity and improve customer service through a wireless solution, quickly and easily. NetMotion Wireless employees have extensive experience in wireless software development, system-level development and TCP/IP networking software development. The NetMotion Wireless management team comprises a strong blend of technology, marketing, and sales professionals. The company also has a substantial portfolio of intellectual property, a large customer base, and solid financial backing.



Toughbook reliability plus industry-leading software applications equal powerful and complete field service solutions. Excellent customer service is about getting the job done right the first time. Toughbooks support workforce management software programs so you can access customer service histories instantly. Access repair manuals and manufacturer's updates to solve problems immediately, so repeat visits are not necessary. Get real-time parts inventory, tracking and pricing information. Accelerate billing cycles and revenue generation with a single electronic entry of information from the field, reducing errors and delays caused by the re-entry of information from handwritten forms.



Servigistics is the leading Strategic Service Management solution provider, offering service parts management, workforce management and pricing solutions that enable companies to transform their global service operations by dramatically increasing profitability, cash flow and customer loyalty. Servigistics' solutions, built from the ground up on a single data model, have been deployed and proven globally by a 100% referenceable client base of market-leading companies across industries such as high tech, aerospace & defence, telecommunications, medical equipment, consumer durables and heavy industrial. Servigistics' clients include ATR, Avaya, Dell, EMC, Eurocopter, GE Engines, Honeywell, IBM, LG, Motorola, Sun, Toshiba Medical and Volvo.

Official Association:



For over 30 years, the AFSMI has been an invaluable resource for the education, information, news, training, staffing assistance, peer networking, research, and studies that customer services and support managers involved in technology-based products and solutions require.

AFSM International is the only vendor-neutral professional association dedicated to providing the educational programs, networking opportunities, and research that enhance the success of s-business executives, managers, and their companies.

Media Partner:



Noventum Service Management Consultants is 100% specialized in Strategic Service Management. We assist large and medium size businesses to strategically differentiate their service business and add more value for their customers.

We may assist with developing a service strategy and transforming the business processes, people and information management to Best of Class performance in the service industry.

Our service offerings include service performance benchmarking, management consulting activities and knowledge-products for field service- support center-, and professional services organisations.

5

Reasons Why Field Service Europe Gives You The Best Value For Your Marketing Budget

- 1** Complete exposure to **150+ senior service decision makers** from mission critical industries.
- 2** You'll notice that the atmosphere is different from other conferences. We actively maintain a **reduced vendor ratio**, which creates a more intimate environment for networking and knowledge sharing.
- 3** **Over 20 hours of extensive networking opportunities**, allowing for face-to-face interaction with the senior representatives within your target market.
- 4** **Increased flow of traffic through the exhibition area** during breakfast, coffee breaks, and receptions.
- 5** **The perfect environment for high quality lead generation:** Our delegates have already made a significant investment in attending our conference to network with key industry advisors – make sure they meet you on site!

As FSE is not a tradeshow but a senior networking forum, there will only be a limited number of opportunities available. To secure premium exhibition and sponsorship opportunities, contact Emma Jukes on +44 207 368 9420 or emma.jukes@wbr.co.uk

Conference Pricing

Qualified OEMs		Bookings Received & Paid For Before 29th May 2007		Bookings Received & Paid For After 29th May 2007	
		£	€	£	€
Option A	2 Day Conference & Profitability Summit & Half Day Workshop	£1449	€2174	£1599	€2399
Option B	2 Day Conference & Profitability Summit	£1299	€1949	£1449	€2174
Option C	2 Day Conference & Half-Day Workshop	£1199	€1799	£1349	€2024
Option D	2 Day Conference Only	£999	€1499	£1149	€1724
Option E	Profitability Summit Only	£499	€749	£599	€899
Option F	Half Day Workshop Only	£299	€449	£399	€599
Option G	CD Rom	£199	€299	£299	€449

Others		Bookings Received & Paid For Before 29th May 2007		Bookings Received & Paid For After 29th May 2007	
		£	€	£	€
Option A	2 Day Conference & Profitability Summit & Half Day Workshop	£2249	€3374	£2399	€3599
Option B	2 Day Conference & Profitability Summit	£1999	€2999	£2149	€3224
Option C	2 Day Conference & Half-Day Workshop	£1799	€2699	£1949	€2924
Option D	2 Day Conference Only	£1399	€2099	£1549	€2324
Option E	Profitability Summit Only	£749	€1124	£849	€1274
Option F	Half Day Workshop Only	£499	€749	£599	€899
Option G	CD Rom	£299	€449	£399	€599

Conference prices are subject to Dutch VAT of 19%. CD Rom is subject to UK VAT of 17.5%

Group Discounts*

With multiple sessions, high-level networking, and so much information to be absorbed, the more members of your team that can attend, the more your organisation will benefit. FSE-2007 offers the following outstanding team discounts:

- 2-3 Delegates: 10% off**
- 4-5 Delegates: 20% off**
- 5-9 Delegates: 30% off**
- 10+ Delegates 35% off**

*Please note that these discounts apply only to qualified OEMs. No two discounts can be combined, and must be booked and paid for at the same time.

26th - 29th June 2007 | Hilton Amsterdam

1. YOUR CHOICE OF REGISTRATION PACKAGE

*For pricing information see page 13

Qualified OEMs

- Option A 2 Day Conference & Profitability Summit & Half Day Workshop
- Option B 2 Day Conference & Profitability Summit
- Option C 2 Day Conference & Half-Day Workshop
- Option D 2 Day Conference Only
- Option E Profitability Summit Only
- Option F Half Day Workshop Only
- Option G CD Rom

Others

- Option A 2 Day Conference & Profitability Summit & Half Day Workshop
- Option B 2 Day Conference & Profitability Summit
- Option C 2 Day Conference & Half-Day Workshop
- Option D 2 Day Conference Only
- Option E Profitability Summit Only
- Option F Half Day Workshop Only
- Option G CD Rom

2. DELEGATE DETAILS

DELEGATE 1

Last Name (Mr/Mrs/Ms) _____
 First Name _____
 Job Title _____
 Department _____
 Head of Department (if applicable) _____
 Registration Contact _____
 Company _____
 Address _____
 Postcode _____
 Country _____
 Telephone _____
 Fax _____
 E-Mail _____

DELEGATE 2

Last Name (Mr/Mrs/Ms) _____
 First Name _____
 Job Title _____

DELEGATE 3

Last Name (Mr/Mrs/Ms) _____
 First Name _____
 Job Title _____

WBR Ltd Cancellation, Postponement and Substitution Policy: You may substitute delegates at any time. WBR Ltd does not provide refunds for cancellations. For cancellations received in writing more than seven (7) days prior to the conference you will receive a 100% credit to be used at another WBR Ltd conference for up to one year from the issuance date. For cancellations received less than seven (7) days prior to the conference no credits will be issued. In the event that WBR cancels an event, delegate payments at the date of cancellation will be credited to a future WBR event. This credit will be available for up to fifteen months from the date of issuance. In the event that WBR postpones an event, delegate payments at the postponement date will be credited towards the rescheduled date. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards a future WBR event. This credit will be available for up to fifteen months from the date of issuance. No refunds will be available for cancellations or postponements. WBR is not responsible for any loss or damage as a result of a substitution, alteration, cancellation, or postponement of an event. WBR shall assume no liability whatsoever if this event is altered, rescheduled, postponed or cancelled due to a fortuitous event, unforeseen occurrence or any other event that renders performance of this conference inadvisable, illegal, impracticable or impossible. For purposes of this clause, a fortuitous event shall include, but shall not be limited to: an Act of God; governmental restrictions and/or regulations; war or apparent act of war; terrorism or apparent act of terrorism; disaster; civil disorder, disturbance, and/or riots; curtailment, suspension, and/or restriction on transportation facilities/means of transportation; or any other emergency.

Please note that speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, WBR reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page.

Please return your registration to:

Field Service Europe 2007, WBR Ltd, Anchor House, 15-19 Britten Street, London, SW3 3QL, UK. Tel: +44 (0)20 7368 9400. Fax: +44 (0)20 7368 9401.

Your Product Code is:

Producer

Mention this when registering!

When registering please provide the code above.

YOUR PERSONAL DETAILS Your information will be held and used by Worldwide Business Research Limited ("WBR") to register you for this conference and/or we may contact you by email, phone or post with information about other conference, products and services which we or our associated companies provide. We may also from time to time share your personal information with other parties in the European Economic Area who may wish to contact you by phone or post in relation to special offer, products and services related to your role within your company. If you would prefer not to receive such information from us or such third parties, please fax us, including a copy of this page of the brochure, on UK freephone fax number 0800 6525943 or +44 20 7368 9401. From time to time your name may be used in third party mailings. Please tick if you do not wish this to happen.

Field Service Europe 2007 Venue Information:

Hilton Amsterdam, Netherlands

3. PAYMENT DETAILS

Please use this form as our request for payment. All posted registrations must be accompanied by a cheque, bank transfer confirmation or credit card details. FULL PAYMENT must be received prior to the conference.

Please complete as applicable

I enclose a cheque made payable to WBR Ltd. (or)

Please debit my

MASTERCARD VISA DINERS CARD AMERICAN EXPRESS

CARD No: _____

Security Code _____ Exp. Date _____

Cardholder's Name _____

Cardholder's Signature _____

(or) I will be sending a Bank Transfer to Worldwide Business Research Ltd's bank: HSBC - 79 Piccadilly, London W1J 8EU. A/C No: 21243578, Sort Code: 40-05-26. IBAN: GB09MIDL40052621243578.

Please fax confirmation of the bank transfer to Customer Service on +44 (0)20 7368 9401, quoting delegate's name and booking code 10983.001 as your reference on both fax and bank transfer.

4. FIVE EASY WAYS TO REGISTER

- Phone WBR on: +44 20 7368 9465 to make your provisional reservation, then send us the completed registration form along with your payment details.
- Mail your registration form and payment details to Field Service Europe, WBR Ltd, Anchor House, 15-19 Britten Street, London, SW3 3QL, UK.
- visit www.fieldserviceeurope.com and register for the event online
- Email us at fieldserviceeurope@wbr.co.uk to make your provisional reservation, then send us the completed registration form along with your payment details.
- Fax your completed registration form to WBR on +44 20 7368 9401.

Incorrect Mailing: If you are receiving duplicate mailings or you would like us to change any details or remove your name from our database, please fax this form to the attention of our Database Department with your amended details on +44 (0)20 7368 9401. Amendments can take some time, so please accept our apologies for any inconvenience caused.