

++ VUCA WORLD +++ FUTURE +++ DIGITALIZATION +++ SMART +++ DOWN TO EARTH +++ TWS +++ BUSINESS +++ AI +++

Down to Earth with Smart Services

ISS TrendWorkshop Service
Wednesday, June 5th, 2019

++ INDUSTRIALIZATION +++ PRICING +++ DATA DRIVEN +++ SERVICE PRODUCT MANAGEMENT +++ PRODUCTION +++

ISS TrendWorkshop Service

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Down to Earth with Smart Services

- How to transform
- How to hire for
- How to monetize

your international business with services

Grow with services that customers pay!

ISS TWS
TrendWorkshop Service
2019

Wednesday, June 5th:
9.30am—5.30pm

Anglo-German Club



Harvesterhuder Weg 44
20149 Hamburg

Please look as well at:
www.iss-hamburg.de

MICHAEL RENÉ WEBER

Service Pioneer and
founder/driver of Service
education and transfor-
mation - internationally
**ISS International
Business School of
Service Management**



Michael René Weber is a service Passionist! To help companies to grow their business with services, Michael supports organizations in their strategic orientation towards future markets. He understands services as an interaction between suppliers and customers aiming to generate additional value for all the parties involved.

Michael helps companies to seize the opportunities of digitalization to develop and market data-driven services - smart services. This enables companies to establish an even greater focus on customers and their customers' business.

With such a business driven view of the entire organization, services create value, benefit and profit for your customers and your company.

Welcome to the TWS - ISS TrendWorkshop Service 2019

Living in a VUCA world!

We have to manage digitalization, smart services and the new age generations! We know that more uncertainty will come and, at the same time, more new topics have to be handled – and we have no clue what these topics will be and how they will influence our life and business.

So, the future is already here – and we have to live in a new environment...

- Getting tools to reduce complexity... while
- Becoming faster, focussing on customer needs.

To be a driver in this new environment and to shape the future of our business, we need to understand the upcoming rules for new business models and the change required in our own thinking as a frame for our daily business.

**“Shape your Business - to
be ready for the future”**

So—we have to

- Transform our International Business, set up services as a driver of customer centricity, growth and profitability
- Create value in digital networks - develop data-driven services and monetize our new Business Models
- Find new ways to hire people, beyond stepstone and headhunting, understand what are the real triggers for them to move.

Join us and get insights about running the New Age Business with service.

Takeaways to build your future.

Welcome,

Michael René Weber,
**ISS International Business
School of Service Management**

Our World is now a VUCA one - Let's face and learn to handle

Volatile Uncertain Complex Ambiguous



Wednesday, June 5th

ISS TrendWorkshop Service

9.00 am Welcome Coffee and Tea

9.30 am **Intro to the day's journey**
Michael René Weber, ISS Business School

I. How to design a successful digital service business

9.45 am

How to **transform**

Need for Smart Business Models: How to develop?

- Challenges of the digital business model transformation
- Overview of data-based business model archetypes
- Structured development of data-based business models

Björn Häckel, Professor of Digital Value Networks,
University of Applied Sciences Augsburg

10.30 am

How to **hire**

„Recruitment - get whom you need“

- jobmatching beyond stepstone
- See what is possible ... why and how

Malte Lindberg, Managing Director, CSO
JobMatchMe GmbH

11.15 am

Coffee /Tea Break and discussions...

II. How to Setup an international Service Business

11.45 am

How to **perform**

Key drivers for an international Service Organisation

- How to globally shape growth and productivity
- Sharing of local and global responsibilities
- Customer needs lead to joint answers for a glocal business

Franck Perrin, Director Service Excellence,
Endress + Hauser Group

12.30 am

How to **benchmark**

ISS Corporate Benchmark for Services

Progress Report

Frank Bunge, **Michel René Weber**,
ISS Business School

1.00 pm

Lunch

Shape your Business - to be ready for the future

III. How to create business success with Smart Services

2.00pm

From Data to Value:

Monetization of Data-based Business Models

- Insights from research projects with industrial companies
- Implementation of data analytics in different use cases
- Structured approach to capture the value of data-based b-m

Björn Häckel, Professor of Digital Value Networks,
University of Applied Sciences Augsburg

2.45 pm

Up or Out - rules for the digital age

- new solutions for a demanding world/ demanding customers
- a mindset shift is needed - where?
- simplify your core targets and behaviours

Customer / scale and agile adaptation based on customer journey learnings with Scrum following Cohorts.

Malte Lindberg, Managing Director, CSO
JobMatchMe GmbH

3.30 pm

Coffee/Tea Break and discussions ...

4.00 pm

Rapid Solution Development

Workshop: Agile behaviour and methods

The participants develop solutions for their identified problems/ challenges in a structured way

Results: Recommendations from the participants to start or go on with the NEW AGE journey
Rapid - Group presentations

Cornelius Schlieper, Michael René Weber, ISS Business School

5.20 pm

Closing ... Thanks ... What now?

Michel René Weber, ISS Business School

5.30 pm

End of the conference part

7.00 pm

Experience sharing dinner

- Lots of thoughts to discuss
- networking and appointments for individual benchmarks and more

Location: Bobby Reich down at the lake Alster

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Service 2019



Develop data-driven Services - Monetize

Data Analytics and Value Networks

PROF. DR. BJÖRN HÄCKEL

Passion for
Digital Value Networks
**University of Applied
Sciences Augsburg**



Björn Häckel is Professor of Digital Value Networks at the University of Applied Sciences Augsburg.

Björn also serves as Deputy Academic Director of the Research Center Finance & Information Management (FIM) and works in a leading position with the Project Group Business & Information Systems Engineering of the Fraunhofer FIT. Björn's activities in research, teaching, and industry center around the fields of opportunity and risk management in the Industry 4.0 context and in digital value networks, as well as the economic evaluation of technologies.

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FRANCK PERRIN

Director Service Excellence
Endress+Hauser Group



I strongly believe that the Service Transformation is on its way in the Industrial Equipment Industries (IE), in particular in the Process Automation sector. The technology itself is less and less the differentiator. The future growth potential for the IE companies will be in their capability to truly deliver outcomes to their customers. The technology is becoming a Service, which requires new business models, processes and management skills. With this drive I have been acting as a passionate activist for the last 20 years, in a very product-oriented environment, to set up the adequate Service vision, mindset and competences required to properly manage the Service transformation shift.

**How to transform your
organization with
services to meet future
needs - internationally**

New ways to hire the right people

Be successful in the New Age!

MALTE LINDBERG

Managing Director, CSO
JobMatchMe GmbH



We're JobMatchMe and we redefine the recruitment market for non-academic professionals by helping people to get the job they love.

With our proof of concept truck-jobs.com we created the world's largest job-Matching Platform for truck drivers. Did you know that about 80% of all people are unhappy with their current job?

Now there is a way out. Now we want to enable millions of people from other professions to make a move and get better jobs and create a unicorn.