

Palvelujen merkitys teollisuuden liiketoiminnassa kasvaa. Kilpailukykyä vahvistetaan kehittämällä palveluliiketoiminnan osaamista, innovatiivisia palveluja ja uusia liiketoimintamalleja.

**Tule kuulemaan palveluliiketoiminnan viimeisintä tietoa yrityksiltä ja alan johtavilta tutkijoilta**

## 2nd Industrial Service Business Day

12 toukokuuta 2005 Hotelli Rantasipi, Hyvinkää Sveitsi



Puhujina mm.: Prof. **Christian Grönroos**, Hanken; Prof. **Öystein Fjeldstadt**, BI-Norwegian School of Management sekä yrityksistä: **Ilkka Tykkyläinen**, Senior Vice President, ABB Oy, Service; **Christer Kantola**, VP Maintenance Services, Wärtsilä Oy; **Per Eskeland**, Det Norske Veritas ja **Nelli Paasikivi**, Development Director, Konecranes Service Oy.

Lisätietoja:

*Jorma Helin*,  
puh. 050 306 6015,  
jorma.helin@techvilla.fi tai

*Petri Kalliokoski*,  
puh. 040 526 7122,  
petri.kalliokoski@vtt.fi

Tarkempi ohjelma: [www.techvilla.fi](http://www.techvilla.fi)

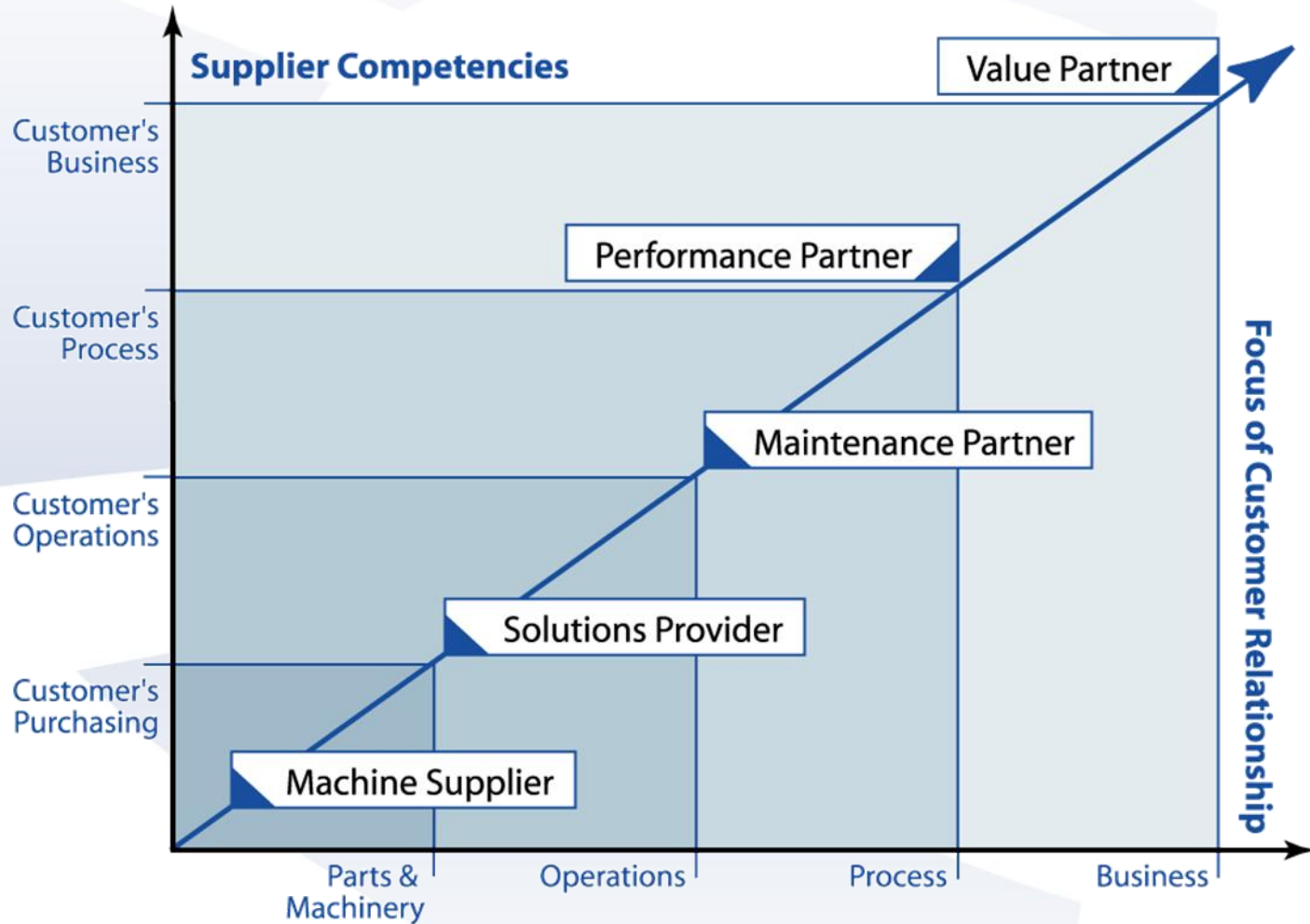
**Teknologia**  
teollisuus

 **BestServ**

**TECHVILLA**



# Industrial Service Business Framework



# What is different in Service Business

- Value proposition
- Strategic positioning (need, variety, access...)
- Value discipline (product leadership, operational excellence, customer intimacy...)
- Value creation logic (chain, shop, network, ...)
- Core competence and knowledge base
- Organization, People
- Business processes
- Technology
- IT, Tools

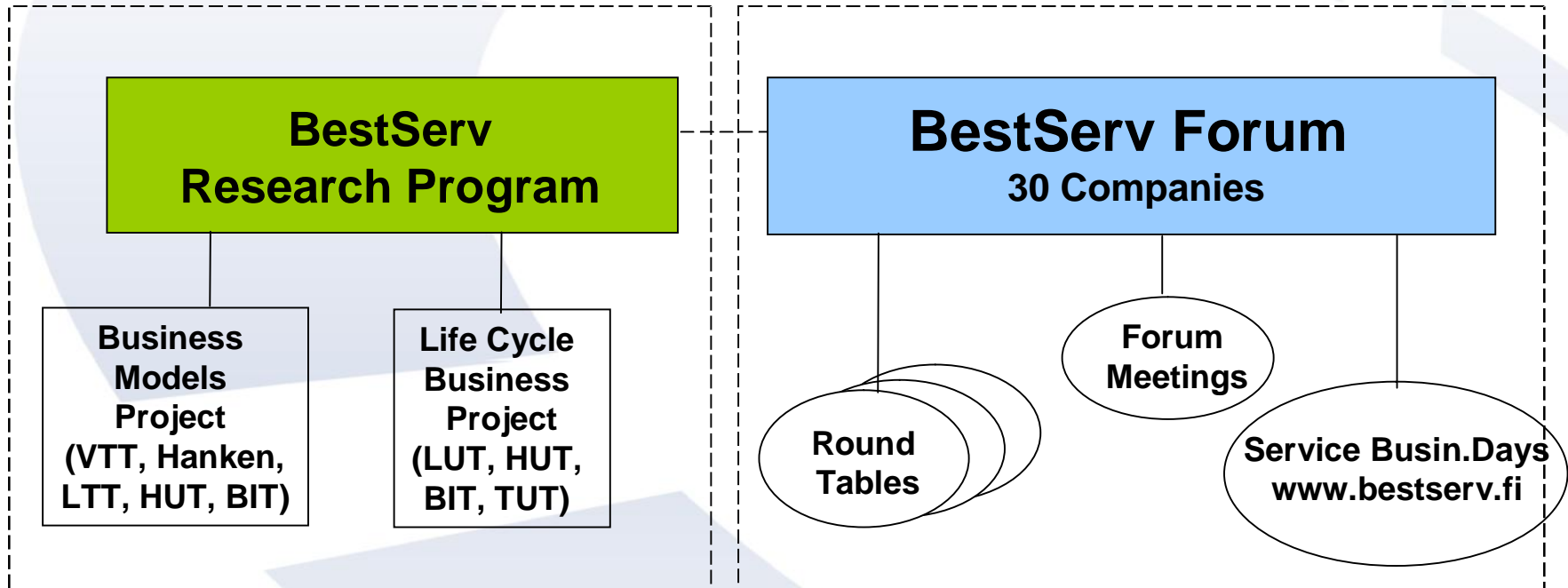
# What is NOT different in Service Business

...

# BestServ Objectives

- **Define generic frameworks to help business transformation**
  - **Business models**
  - **Business transformation process**
- **Create mental mindset towards industrial service business**
- **Promote knowledge and case study sharing between forum members and others**
- **Establish research area for industrial service business**
- **Assist to define industrial service oriented education and training activities**
- **Define generic terminology for industrial services business**

# Ongoing BestServ Activities



# Program (1/2)

8:30	<i>Registration &amp; coffee</i>
9:00-9:10	<b>Introduction</b> <i>Chairman</i> <i>Hannu Tuominen, Director, Vaisala Oyj</i>
9:10-10:30	<b>Value Configuration Approach to Business Models</b> <i>Øystein Fjeldstad, Professor,</i> <i>BI-Norwegian School of Management</i>
10:30-10:50	Break
10:50-11:30	<b>Our path to Performance Partnership</b> <i>Ilkka Tykkyläinen, Senior Vice President, ABB Oy, Service</i>
11:30-12:10	<b>From Scheduled to Condition Based Maintenance</b> <i>Arnauld Filancia, Service Product Manager, Wärtsilä Finland Oy</i>
12:10-13:10	<i>Lunch</i>

# Program (2/2)

- 13:10-13:50      **Service and Innovations at DNV**  
*Siri Moe Jensen, Team Leader, DNV Business Networks Initiative*
- 13:50-14:30      **Strategic Service Development from Past to Present**  
*Nelli Paasikivi, Development Director, Konecranes Service Oy*
- 14:30-15:00      *Break*
- 15:00-16:00      **Business Model Transition from Manufacturing into Knowledge-Based Service Business**  
*Christian Grönroos, Professor, Swedish School of Economics and Business Administration*
- 16:00-16:20      **Testing of Industrial Services**  
*Heikki Rekola, Rekola Design Oy*
- 16:20-16:30      **BestServ Forum information**
- 16:30-16:45      **Closing remarks**
- 16:45-17:45      *Buffet*