

# Best Practices of Industrial Service Business Implementation

The most recent views on profit creation for companies will be presented by leading international companies and research scientists at the

## 3rd Industrial Service Business Day

**Apr 27, 2006** Hotel Rantasipi Sveitsi,  
Hyvinkää, Finland



BestServ Forum was established by Technology Industries of Finland to build up a knowledge-sharing network of companies, researchers and consultants with a special interest in industrial service business. Currently BestServ Forum's active partners comprise 30 companies, Technology Industries of Finland, the National Technology Agency (Tekes), and the Technical Research Centre of Finland (VTT). The third Industrial Service Business Day is organized by BestServ Forum and TechVilla.

**Technology  
Industries**  
of Finland

**BestServ**

**TECHVILLA**



# Program

|             |  |
|-------------|--|
| 8:30–9:00   | Registration & coffee  |
| 9:00–9:15   | <b>Welcome &amp; Introduction</b><br>Chairman, Tapio Rauhala, Director, Tamglass Oy  |
| 9:15–10:00  | <b>Growth Through Services and Solutions at Caterpillar</b><br>John Calder, Customer Support Department Manager, Caterpillar Inc.                  |
| 10:00–10:45 | <b>Developing Service Business for an SME</b><br>Anssi Rantasalo, CEO, Kemppe Oy   |
| 10:45–11:00 | Break  |
| 11:00–11:45 | <b>Service Offering and Future Service Business Trends at Nokia Networks</b><br>Juhani Hintikka, Vice President, Nokia Networks                    |
| 11:45–12:30 | <b>Functional Product Development: A simulation driven approach</b><br>Ola Isaksson, Company Specialist in Engineering Design, Volvo Aero          |
| 12:30–13:30 | Lunch  |
| 13:30–14:15 | <b>Value Creation through Services – Positions and Movements on the Goods-to-Services Continuum</b><br>Lars Witell, Professor, Karlstad University |
| 14:15–14:30 | <b>Serve – Innovative Services – Technology Program</b><br>Minna Suutari, Senior Technology Advisor, Tekes   |
| 14:30–15:00 | Break  |
| 15:00–15:45 | <b>Intellectual Capital and Innovation: Implications for New Service Development</b><br>Jim Brown, Cass Business School, London                    |
| 15:45–16:30 | <b>Best Practices of Service Business Management</b><br>Juhani Pylkkänen, T <sub>2</sub> O Consulting Oy<br><br>Panel discussion (speakers)        |
| 16:30–17:45 | Buffet   |

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### Conference Time and Venue

Thursday, April 27th, 2006  
Hotel Rantasipi, Hyvinkää, Finland  
<http://www.rantasipi.fi> (Sveitsi)  
(Accommodation; ask for conference rate, 96 EUR/night)

### Registration

at the latest April 20th at  
<http://www.techvilla.fi> or using the registration form (send by telefax or e-mail)

### Conference Fee

240 EUR (+VAT 22%) including attendance, meals and refreshments according to the program and conference materials. Payment will be invoiced.

Cancellation policy: After April 21st, 100 EUR (+VAT 22%) will be charged.

Conference language will be English

### For further conference information, please contact:

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## REGISTRATION FORM

### 3rd Industrial Service Business Day

Apr 27, 2006

- Telefax: 358-19-871 2205
- Internet: <http://www.techvilla.fi>
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Name/Names \_\_\_\_\_

Company/Organisation \_\_\_\_\_

Address (also for invoicing) \_\_\_\_\_

E-mail \_\_\_\_\_ @ \_\_\_\_\_