



Serve

## Serve – Innovative services 2006 – 2010





## Serve – Innovative services

**Focuses upon developing new service concepts and service business based on these concepts.**

- | Programme duration: 1.3.2006-31.12.2010
- | Programme volume: approx. 100 million euros, of which Tekes funding is 50 per cent
- | Further information: [www.tekes.fi/serve](http://www.tekes.fi/serve)





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## Focus areas of the programme

**Serve is intended for companies that are systematically developing new service concepts for market.**

**The main emphasis is on B to B services:**

- | **Knowledge intensive business services (KIBS, e.g. software design, consulting, research and development, legal services, corporate finance and business administration, marketing, advertising, engineering)**
- | **Financing and insurance**
- | **Trade**
- | **Logistics**
- | **Real Estate Services**
- | **Industrial services**
- | **Asset Management Services**



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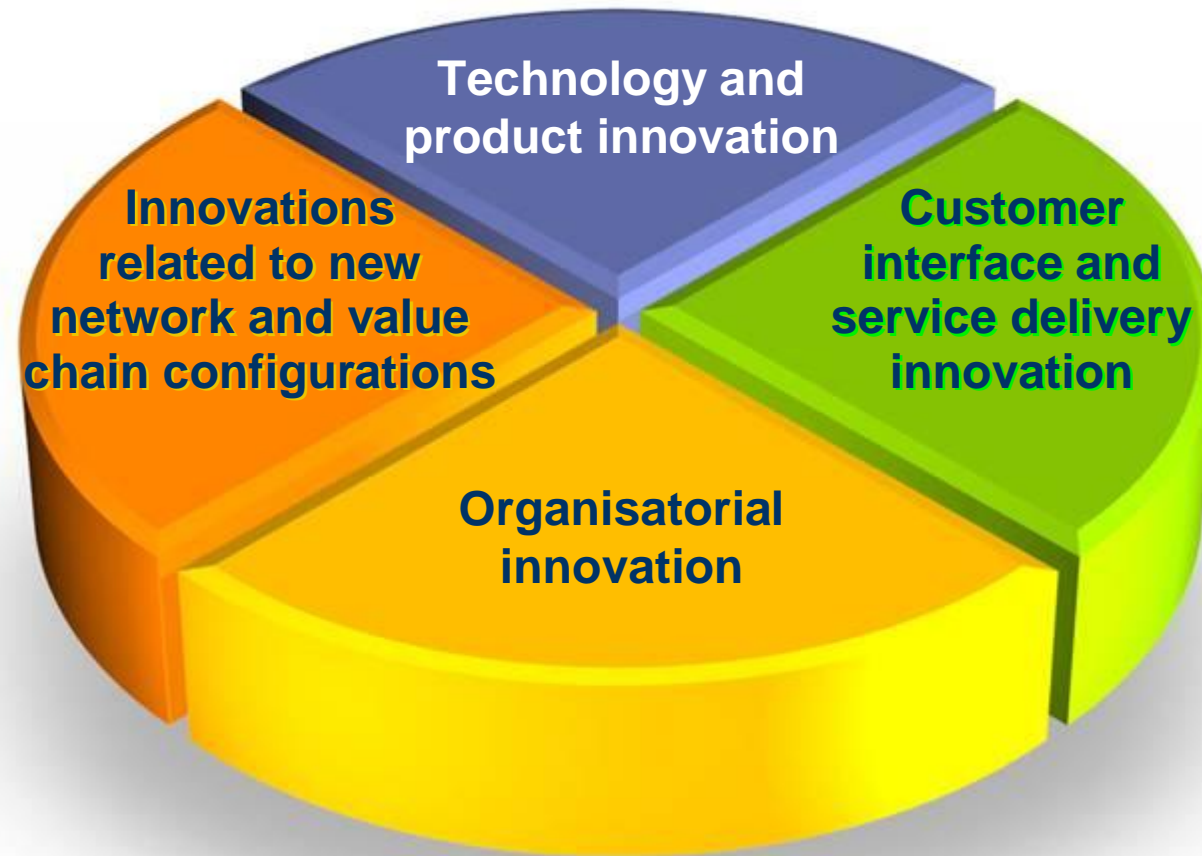
## The main objectives of the programme

- | **To renew service offerings through innovative service concepts**
- | **To stimulate demand for services**
- | **To create sufficiently diverse and multidimensional foundation of skills to support development of services and the service industry**
- | **To strengthen and internationalise the field for service research**
- | **To strengthen the service related innovation policies in Finland and in the European Union**

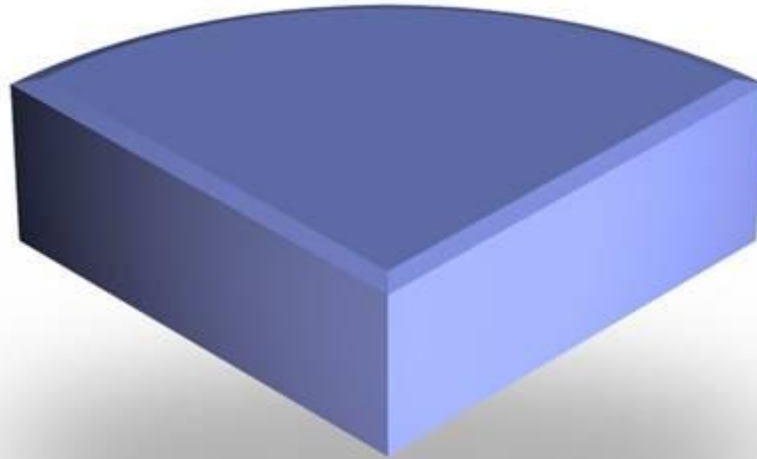


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# Business models based on innovations in services (1)



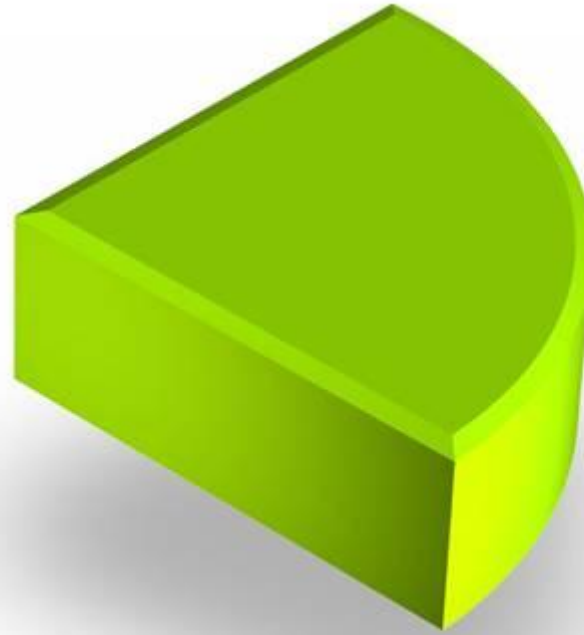
## Business models based on innovations in services (2)



### Technology and product innovation

- | New service products
- | New service processes and service structures
- | Digital services, ICT applied to services

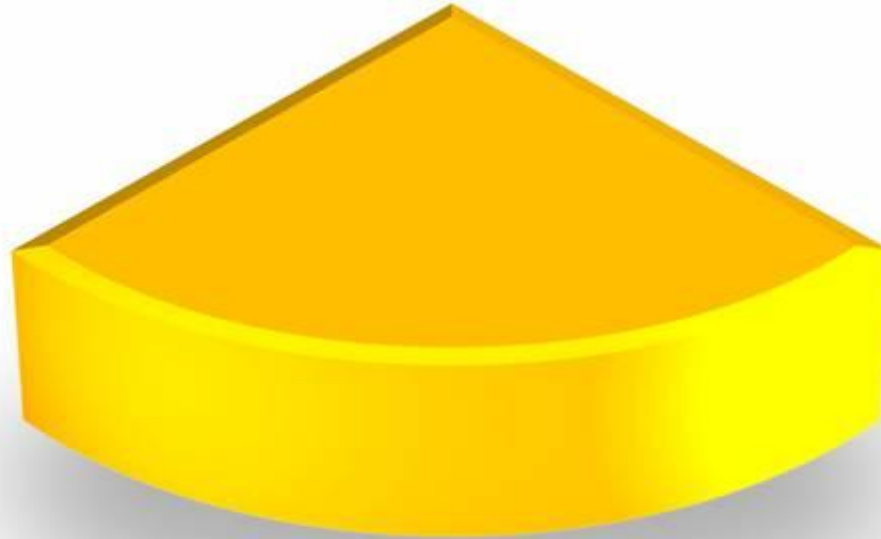
## Business models based on innovations in services (3)



### Customer interface and service delivery innovation

- | Logistic solutions
- | Self-service concepts
- | Outsourcing concepts
- | Co-production models

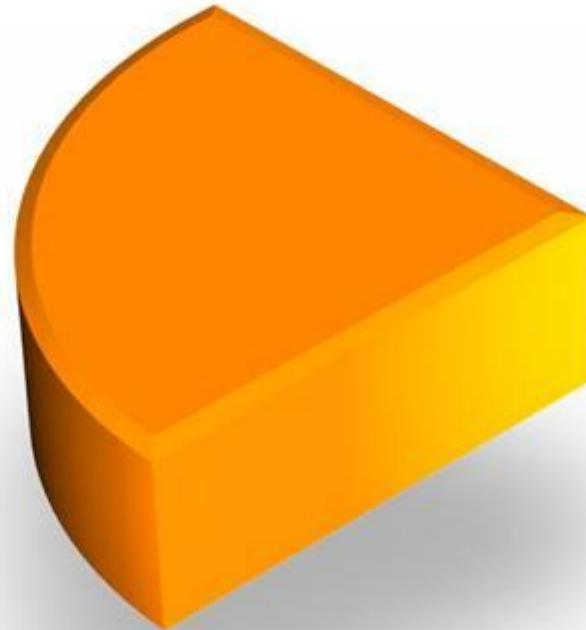
## Business models based on innovations in services (4)



### Organisational innovations

- | Structural models
- | Management and leadership methods
- | New tasks and roles of workers

## Business models based on innovations in services (5)



### Innovations related to new networks and value chain configurations

- | Partnership and network models
- | Value chain solutions
- | Management of service entities



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## How to participate in Serve?

- | **Tekes offers companies grants and loans to challenging R&D&I –projects in the area of service business**
- | **Serve offers possibilities for networking**
  - | **Forums for service innovations**
    - | **BestServ**
    - | **ServeRe Forum**
    - | **KIBS Forum**
  - | **Seminars and Workshops:**
    - | **Next Annual Seminar on 9 May, 2007 in Helsinki**
- | **Tools for development – Support for service innovation**
  - | **Tools for service design & management and service development**
  - | **Tools for IPR management**
  - | **Tools and support for internationalisation**



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