



# 5th Industrial Service Business Day

24th April 2008, Helsinki

Kim Kaijasilta

Chairman, BestServ Forum

Business Development Manager, Vaisala Oyj

The Federation of Finnish  
**Technology  
Industries**

Industrial Services are of emerging importance in today's business. New business models are needed to support customer value creation. All in all, companies need to evolve. Services evolve.

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

**2nd Industrial Service Business Day**  
May 12, 2008



BestServ Forum was established as a sharing network of companies in service business. Currently it is supported by Technology Industries of Finland, VTT - Technical Research Centre of Finland and BestServ Forum and TechVista.



## Best Practices of Industrial Service Business Implementation

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

**3rd Industrial Service Business Day**  
Apr 27, 2008



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Company Case Studies and Research Insights into World Class Service Business and Best Practices

## 5th Industrial Service Business Day

April 24, 2008. Hotel Holiday Inn, Messuaukio 1 (Messukeskus), Helsinki

The most recent views on profit creation in service business will be presented by leading international companies and research scientists at the 5th Industrial Service Business Day by BestServ Forum. This year the presentations will emphasize two themes in particular:

- Understanding the customer in service business
- Transformation and especially managing the transformation into a service company

BestServ Forum is a network for knowledge sharing and learning between companies, researchers and consultants, who are interested in industrial service business. BestServ Forum aims to support profitable service business with its activities. The network was established by The Federation of Finnish Technology Industries. Today the BestServ Forum partners comprise of 30 company members and VTT - Technical Research Centre of Finland.

5th Industrial Service Business Day is organised by The Federation of Finnish Technology Industries.

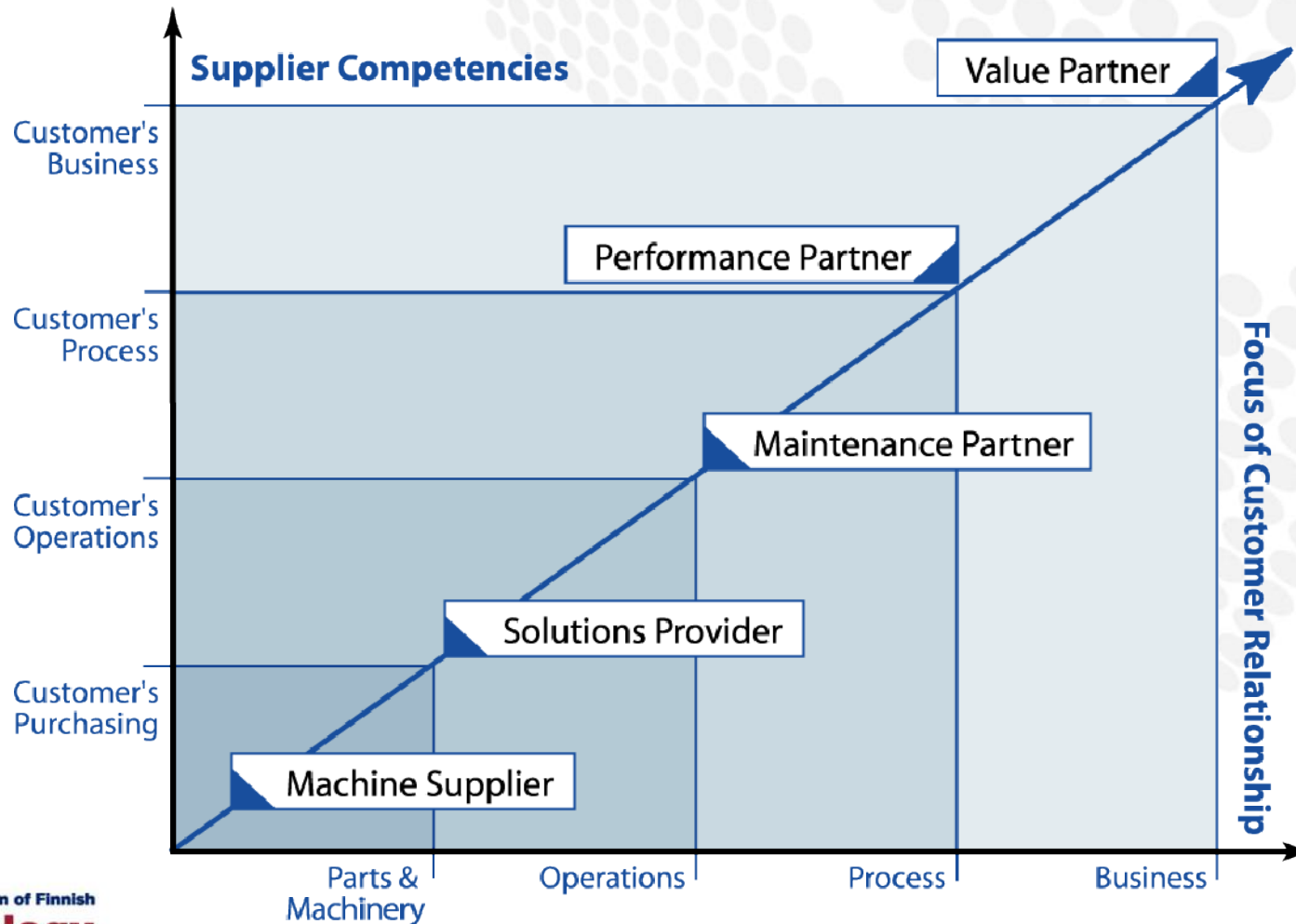
## Content

- **Background**
- **Introduction into the BestServ Forum**
- **Working practices**
- **Activities and Benefits**
- **Achievements and results this far**
  
- **Agenda for today**

**MOTTO : Sustainable profitable growth through industrial service business**

# Framework for Industrial Services

Focus of customer relationship and competencies changes



## BestServ Forum

- BestServ Forum is an innovation Forum for industry and research for facilitating profitable growth through services.
- The main purpose of BestServ Forum is to operate as a knowledge sharing and learning network for exchanging knowledge and experiences between companies and researchers that are interested in industrial service business.
- The network was established by the Federation of Finnish Technology Industries (Teknologia teollisuus). Today the Forum partners comprise of over 30 company members, Finnish Funding Agency for Technology and Innovation (TEKES), and the Technical Research Centre of Finland (VTT).
- **Our vision** : World Class industrial service business is a competitive advantage of Finnish Companies in Global Markets. Services boost industries' international growth and success.

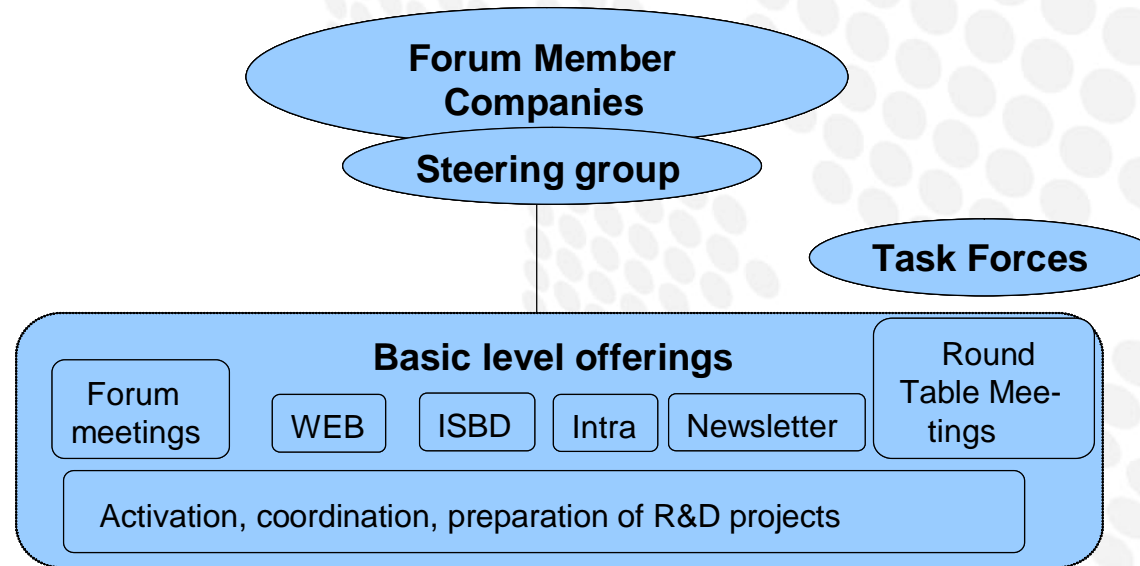
# BestServ Members



Nokia Siemens  
Networks



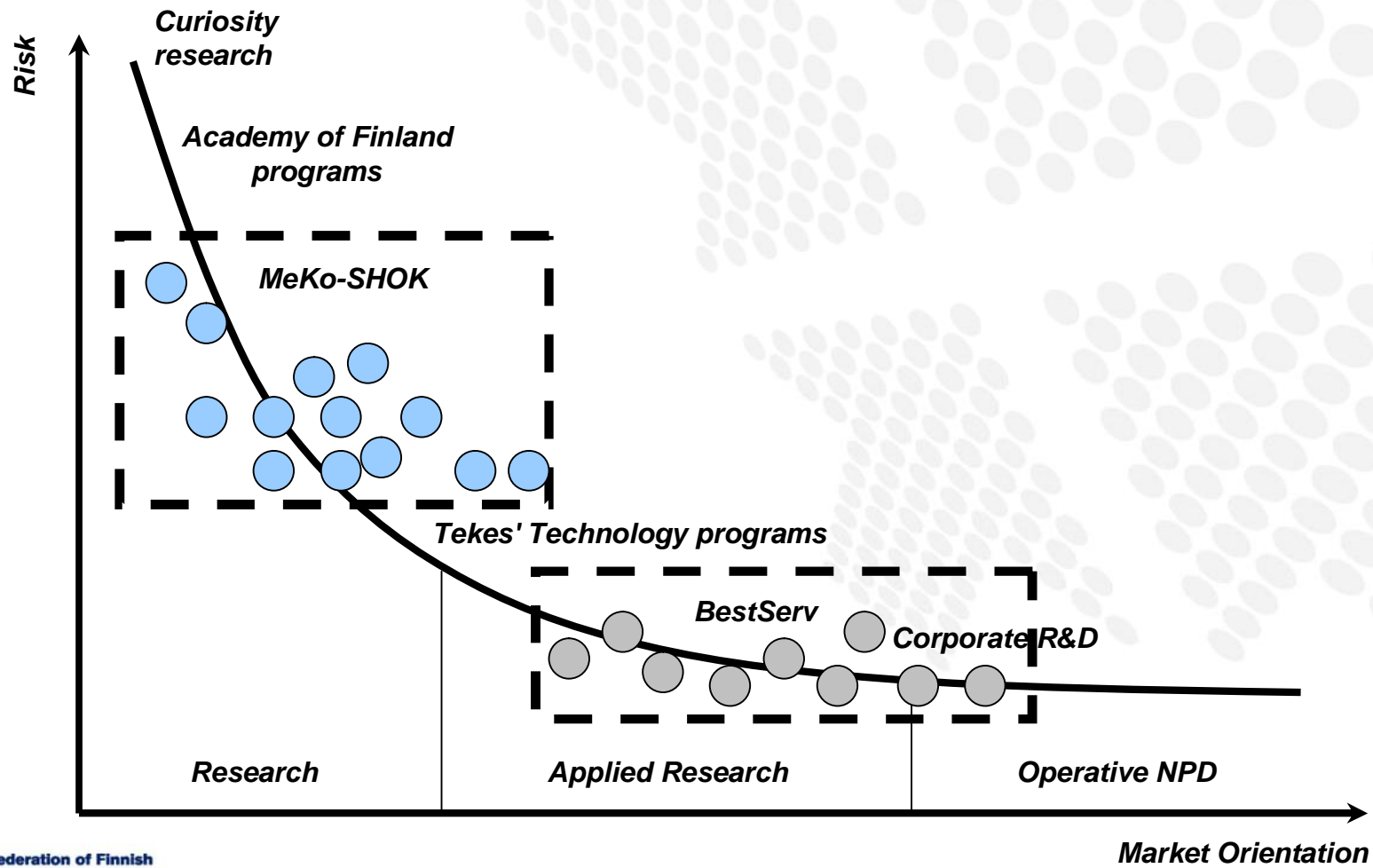
# Organising BestServ Forum



## BestServ Activities and Benefits

- **BestServ Forum meetings 3 - 4 times a year**
  - Knowledge sharing of activities and highlights of the achievements
- **BestServ Round Tables (RT)**
  - Business oriented benchmarking on selected topics between companies
- **Industrial Service Business Day (ISBD) once a year**
  - Implementation of results, creation of service mindset
- **International activities**
  - Seminars, workshops and international projects
  - International benchmark and contact network
- **Activation of company specific and industry development projects**
  - Project planning and coordination support for company driven activities
- **Web portal service [www.bestserv.fi](http://www.bestserv.fi) and Newsletter**
  - Knowledge and material (presentations and publications) sharing

# Long and Short Term Perspectives





## BestServ Forum in Brief

[Members Login](#)

[>> Download BestServ Forum General Presentation](#)



Welcome to the **BestServ Forum** website. BestServ Forum is research and development forum for industrial service business. The foundations of the forum are in BestServ-prestudy concerning the opportunities of service business for Finnish industry. The main purpose of BestServ Forum is to

operate as a knowledge sharing and learning network for exchanging knowledge and experiences between industry and research.

**The vision:** World Class industrial service business is a competitive advantage of Finnish Companies in Global Markets. Services boost industries' international growth and success.

### News and announcements

#### [5th Industrial Service Business Day](#)

Detailed programme available and registration now open! Read [more](#). [March 26, 2008]

#### [March 2008 update](#)

The [conferences abroad](#) -page has been updated with timely information. [March 14, 2008]

[More...](#)

## Summary of Round Table Themes

- 2005**
- RT1: Service Sales Models
  - RT2: Service Business Contract Models
  - RT3: Management of Service Organizations
  - RT4: Integrated Product and Service Development Models
  - RT5: Remote Monitoring Business Models
- 2006**
- RT1: Service business strategies and management
  - RT2: Best marketing and sales
  - RT3: Desired offerings
  - RT4: Service excellence
  - RT5: International expansion of service concept
  - RT6: Service development in world class

## Summary of Round Table Themes

### 2007

- RT1: Service Business Strategies and Management
- RT2: Management of local organizations and field staff
- RT3: Cost analysis, pricing methodologies and profitability
- RT4: Service company acquisition process
- RT5: Requirements for service CRM-system
- RT6: Service supply chains / networks
- RT7: Measuring Service Business
- RT8: Managing Service Business Everyday Operations
- RT9: Enterprise Architecture

### 2008

- RT1: Development of "insurance like" business model
- RT2: Different development paths of new equipment service and business
- RT3: Management of customer relationship
- RT4: Systematic service development until the proto phase

## Achievements this Far

- **BestServ Forum has had a positive impact on service business and development in participating companies. The service business theme has also gained a lot of visibility – even internationally**
  - 3 research projects (involving ~15 companies)
  - Service business topics and best practices has been discussed in around 24 RTs
  - 5 Industrial Service Business Days (ISBD) has taken place
  - 3 generic reports are published
  - Internet site ([www.bestserv.fi](http://www.bestserv.fi)) has gained visibility
  - Intranet with case material and presentations
  - Several company development projects have started

# Achievements this Far

**BestServ**  
Feasibility Study  
Final Report

Teknologia  
teollisuus

Ville Kosonen

**BestServ**  
Industrial Service Business Strategy  
Generic Framework and Case Examples

Teknologia  
teollisuus

**BestServ**  
Managing Service Business  
Winning best practices and  
success stories

Iiro Salkari, VTT  
Vesa Salminen, Lappeenranta University of Technology  
Juhani Pylkkänen, T20

Teknologia  
teollisuus

## Contact Information

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Business Development Manager, Vaisala Oyj

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## 5th Industrial Service Business Day

- 8:30-9:00 Registration and coffee \***
- 9:00-9:15 Opening and objectives**  
Kim Kaijasilta, Chairman, BestServ Forum  
Business Development Manager, Vaisala Oyj
- 9:15-10:00 Developing sales leadership: Managing the revolution from providing technology to providing solutions and service**  
Professor Kaj Storbacka, Business Universiteit Nyenrode  
Founder, Vectia Ltd
- 10:00-10:30 Fresh Food - from products to consumer and customer orientated solutions**  
Merja Leino, Director, Convenience Food & Poultry Business Unit.  
Group Vice President, Quality and Safety, Atria Group Ltd.
- 10:30-11:00 Coffee Break \***
- 11:00-11:45 Facts and figures in service – a German perspective**  
Dr. Volker Stich, Management Director, FIR - Forschungsinstituts  
für Rationalisierung, Germany

## 5th Industrial Service Business Day

- 13:00-13:45** **Implementing service strategy: Building global service business through acquisitions. Case: Wärtsilä**  
Thorleif Holm, Regional Sales Director, Wärtsilä Corporation
- 13:45-14:15** **Customer experience & service design innovation**  
Tuomo Ketola, Ego Beta, Service Design & Business Development  
Olli-Pekka Varis, Kone, Service Innovations
- 14:15-14:45** **Coffee Break \***
- 14:45-15:30** **Moving towards service opportunities in environmental observations - Case: Vaisala**  
Scott Sternberg, Division Director, Vaisala Services
- 15:30-15:45** **Summary and Final Discussion**  
Kim Kaijasilta, Chairman, BestServ Forum  
Business Development Manager, Vaisala Oyj
- 15:45-17:00** **Buffet and Poster Session \***

# 5th Industrial Service Business Day

\* During the all the breaks :

Several ongoing research projects concerning service business have a stand (project representative and poster) in the lounge. Seminar participants have the opportunity to discuss approaches, research questions and results of these projects with the project representatives.

