



6th Industrial Service Business Day

21st April 2009
Congress Centre Sibelius Hall, Lahti

Iiro Salkari, Co-ordinator of BestServ Forum
Technology Manager, VTT
on behalf of
Kim Kaijasilta, Chairman of BestServ Forum
Business Development Manager, Vaisala Oyj

The Federation of Finnish
**Technology
Industries**

Industrial Service
New business
All in all, core
Services evolve

The most recent
presented
scientists at

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May 1

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The most recent
international d

3rd Serv
Apr 27

The Federation of Finnish
Technology Industries

BestServ Forum was a
sharing network of co-
service business. Current
Technology Industries
Research Centre of Finland
BestServ Forum and

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Technology Industries
Research Centre of Finland
by BestServ Forum

Technology Industries of Finland

BestServ TECHVILLA TEKES

www.teknologiateollisuus.fi

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

**6th Industrial Service
Business Day**

**April 21, 2009. Congress Centre Sibelius Hall,
Ankkurikatu 7, Lahti**

The most recent views in service business will be presented
by leading international companies and research scientists at
the 6th Industrial Service Business Day by BestServ Forum.
This year the presentations will emphasize in the following
themes in particular:

- Service Design and Design for Services
- Service Organisation and Management
- Service Business during Recession

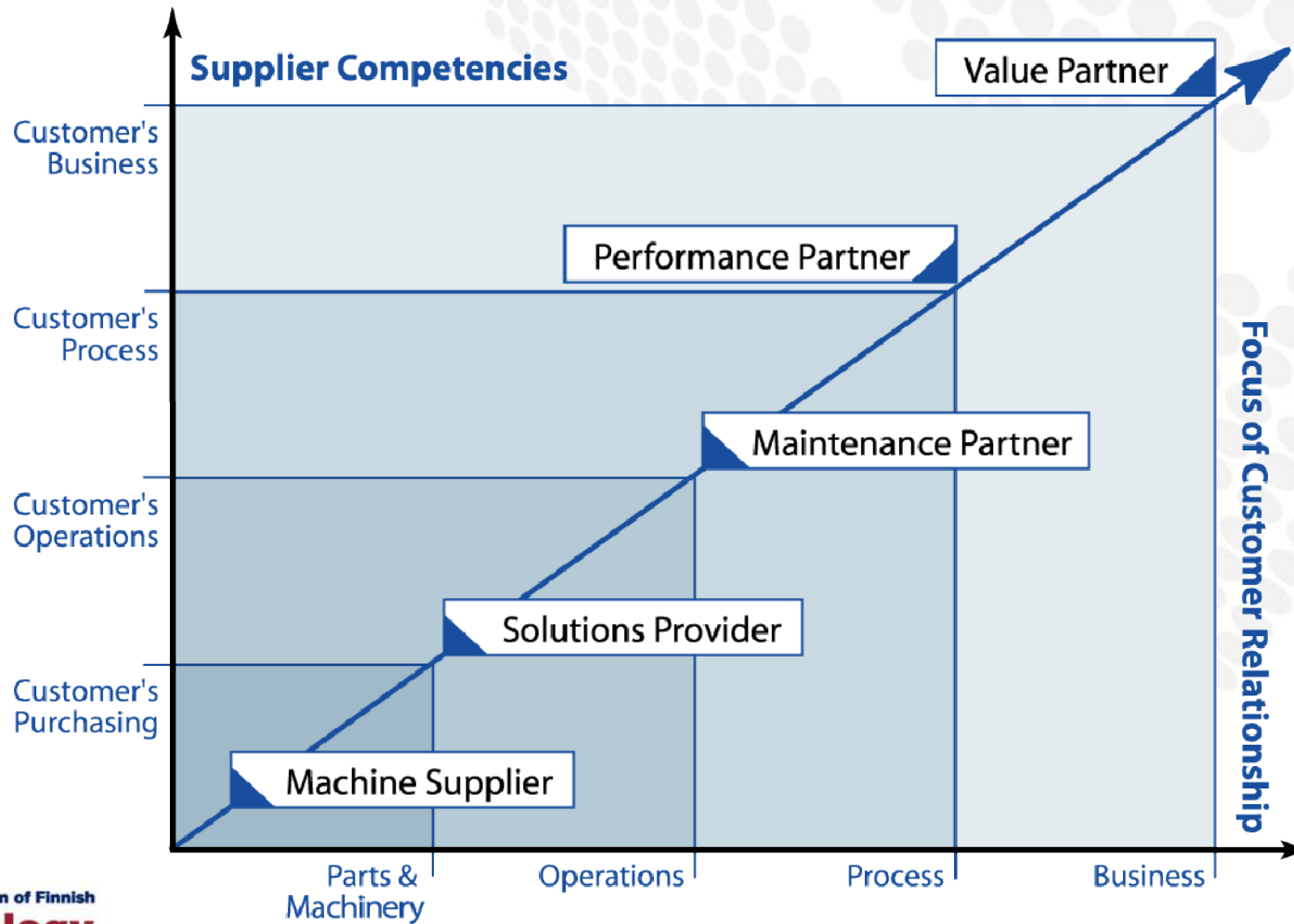
BestServ Forum is a network for knowledge sharing and
learning between companies, researchers and consultants,
whose goal is to develop industrial service business.
BestServ Forum aims to support profitable service business
with its activities. The network was established by The
Federation of Finnish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

6th Industrial Service Business Day is organised by The
Federation of Finnish Technology Industries.

The Federation of Finnish
Technology Industries

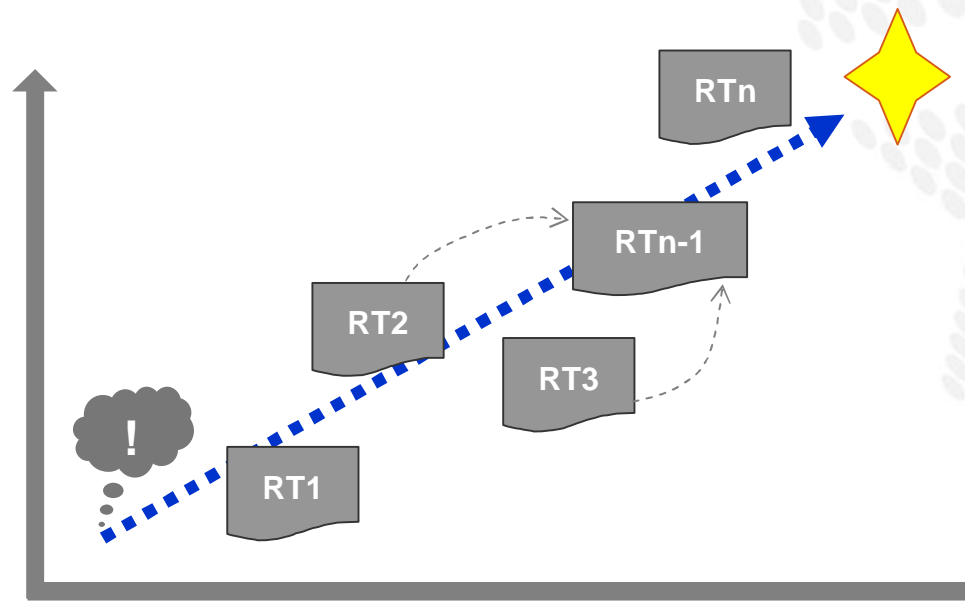
BestServ

Framework for Industrial Services



BestServ Forum

- **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 is about

- realizing the opportunity of service business and
- together finding the way to get there

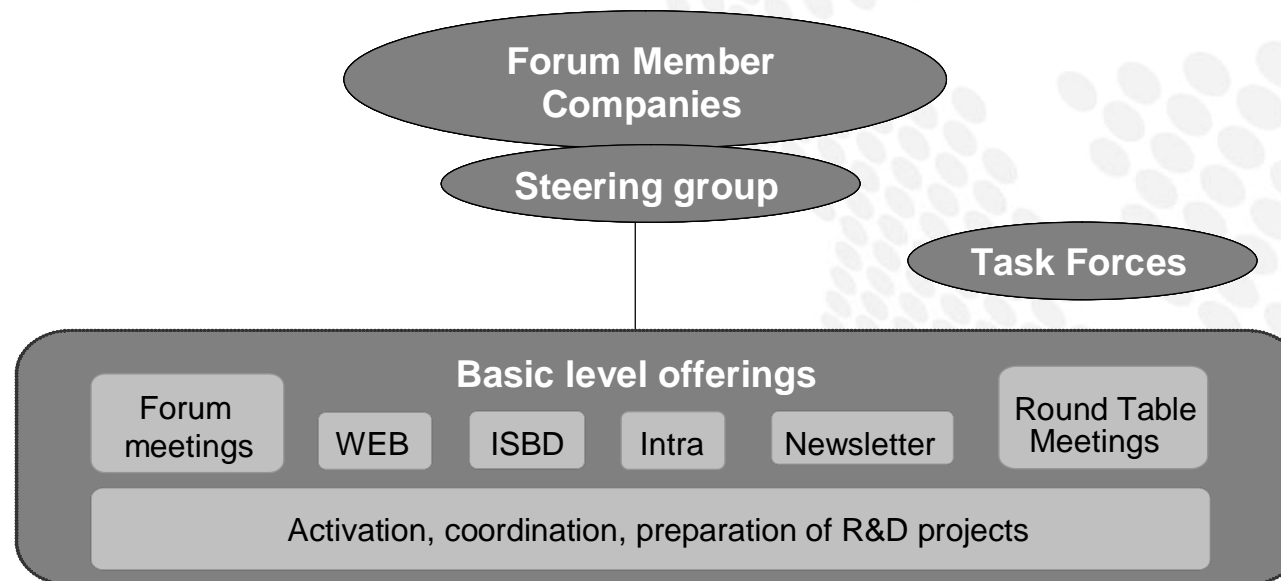
BestServ Forum Members

- BestServ Forum was established by the Federation of Finnish Technology Industries (Teknologiateollisuus). Today the Forum comprise of over 30 company members, Finnish Funding Agency for Technology and Innovation (TEKES), and the Technical Research Centre of Finland (VTT).



Organising BestServ Forum

- BestServ Forum is a **knowledge sharing and learning network** for exchanging information and experiences in between companies and researchers for facilitating **profitable growth** through **industrial services**.



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 and Newsletter**
 - Knowledge and material (presentations and publications) sharing

Summary of Round Table Themes

RoundTables

- 1) 2005 (5 RTs)
- 2) 2006 (6 RTs)
- 3) 2007 (9 RTs)
- 4) 2008 (8 RTs)
- 5) 2009 (3 RTs)



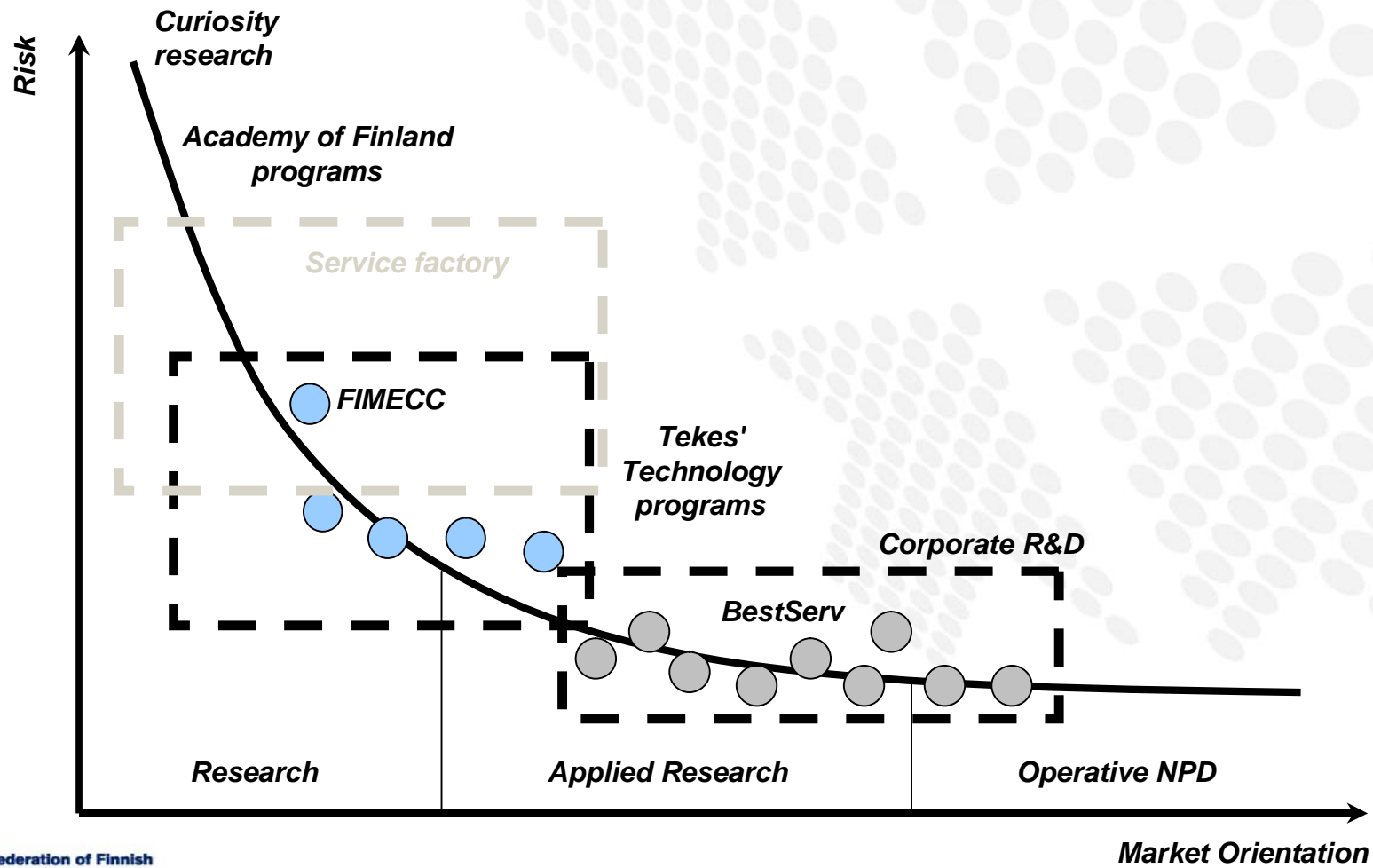
Achievements this Far

- **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 topics and best practices has been discussed in 31 RTs
 - 6 Industrial Service Business Days (ISBD) has taken place
 - 3 generic reports are published
 - Internet site (www.bestserv.fi) has gained visibility
 - Intranet with case material and presentations
 - Several company development projects have started

Service Business during recession

- Service Business during recession -survey was conducted within Besterv community during March 2009
- The survey results from 23 companies highlighted that
 - service business remains rather stabile during recession
 - demand for services has slightly increased while customers focus currently more on maintenance and efficiency improvements than investments on new equipment
 - the relative importance of service business has increased
 - 2/3 of the companies responded that service business will avoid firings and lay offs, and 25% of them said that they will employ even more
 - companies continue investing more into service business, and especially in developing their service offering, customer relations, service competencies and capabilities and efficiency of their internal operations
 - customers and their buying behaviour are also getting more demanding
 - finally recession opens new service opportunities for growth, like service concepts with new business and earning models, acquisitions, knowledge intensive services and also a more customer centric business approach

Long and Short Term Perspectives





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Business Development Manager, Vaisala Oyj

The Federation of Finnish
**Technology
Industries**

6th 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 Branding in Service Business**
Timo Everi, Managing Director, Hasan & Partners Oy
- 10:00-10:30 Lead and Organize Parts Business in a Global Company**
Tapani Tilus, Manager – Parts Business, Konecranes Oyj
- 10:30-11:00 Coffee Break ***
- 11:00-11:45 Design, Make and Serve: Seeing, Thinking & Doing the Whole**
Stephen Evans, Professor of Life-cycle Engineering, Head of
Department, Cranfield University UK
- 11:45-13:00 Lunch ***

6th Industrial Service Business Day

- 13:00-13:30 Service Design for and with People**
Tuuli Mattelmäki, Senior Researcher, Taik / Service Factory
- 13:30-14:15 Commercialising Services in Technical Wholesale Business**
Tuomo Väänänen, First Executive Vice President, Onninen Oy
- 14:15-14:45 Coffee Break ***
- 14:45-15:30 Global Economic Crisis – Implications for Finnish Industries and Innovation**
Pekka Ylä-Anttila, Managing Director, Etlatieto Oy
- 15:30-16:00 Panel Discussion**
Presenters
- 16:00-17:00 Buffet and Poster Session ***

