



BestServ Forum
7th Industrial Service Business Day ISBD
Tampere

The Federation of Finnish
Technology
Industries

What is BestServ today?

BestServ Objectives

Business Objectives

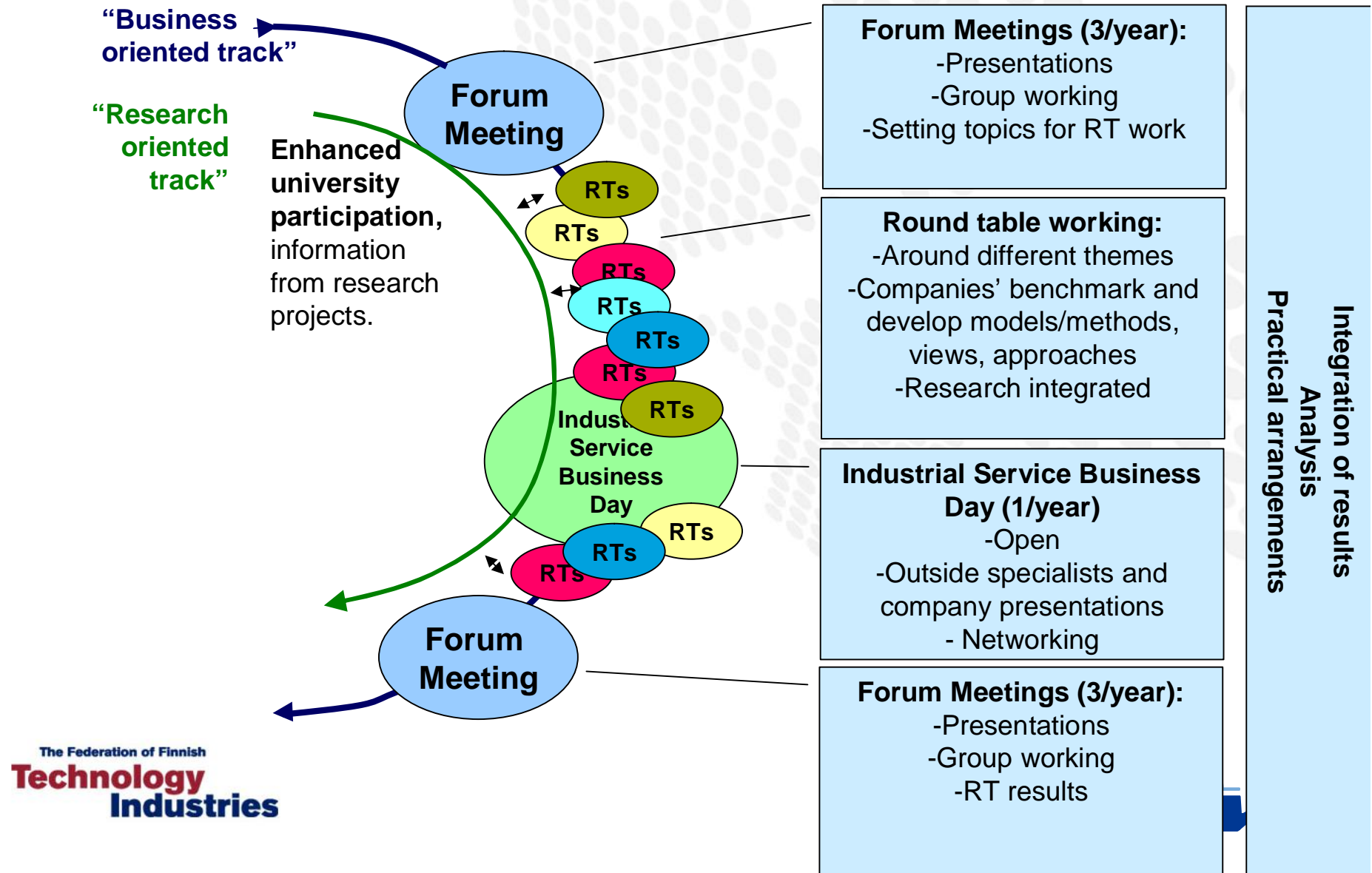
- Promote knowledge and case study sharing between forum members and others
- Create mental mindset towards industrial service business
- Define generic frameworks to help business transformation
- Solution and life cycle business models
- Business transformation process
- Organisational change models (for service related mindset)

R&D Objectives

- Establish research area for industrial service business
- Activate and evaluate research and development activities
- Assist to define industrial service oriented education and training activities to different levels
- Define generic terminology for industrial services business

Forum Working in Practice

Meetings and Contents During a Half Year Period



Contacts

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Forum Chairman

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Members 2010

ABB

ALGOL

FINN-POWER

KEMPPİ
The Joy of Welding

elisa

Nokia Siemens
Networks

EAT•N
Powering Business Worldwide

IBM

Outotec
More out of ore

KONEGRANES®
Lifting Businesses™

moventas

normet

SANDVIK

TeliaSonera

metso

VAISALA

PONSSE

TietoEnator®

RAUTE

WÄRTSILÄ

TELESTE

TECHVILLA

VTT

Introduction to the 7th ISBD themes

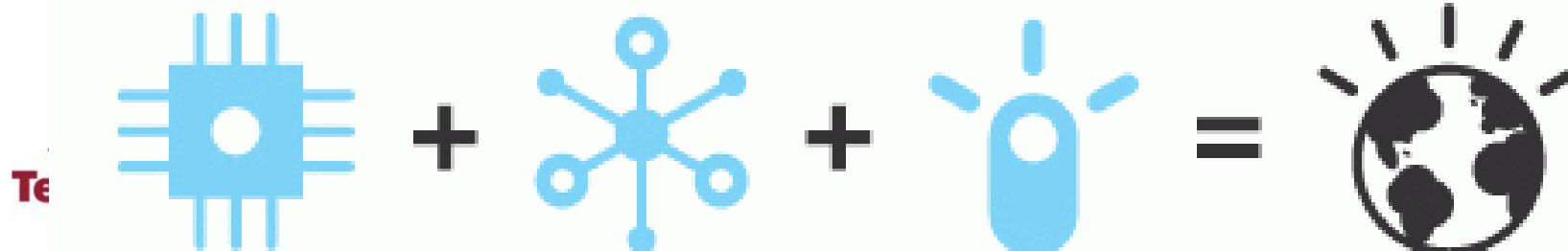
Everyday we are customers of 13 systems

Quality of Life = f(Quality of External Systems + Quality of Internal Systems)

Quality of External Systems = f(Quality of Service + Quality of Jobs)

- Daily needs systems cluster
 - 1. Transportation & supply chain
 - 2. Water & waste recycling
 - 3. Food & products (Nano)
 - 4. Energy & electricity
 - 5. ICT & cloud (Info)
- Life planning systems cluster
 - 6. Buildings & construction
 - 7. Retail & hospitality/Media & entertainment
 - 8. Banking & finance
 - 9. Healthcare & family (Bio)
 - 10. Education & professions (Cogno)
- Governance systems cluster
 - 11. Cities & security improvements
 - 12. States/regions & scalability improvements
 - 13. Nations/NGOs & legal/policy/rules/incentives improvements

Don't forget, all these systems are where most of our jobs are as well....



the study of complex business and societal systems that serve customers

...our world today is a diverse ecology of service systems that we depend on for life as we know it

More than ever before, quality-of-life is a function of quality-of-service

<http://www.ibm.com/think>



Smart traffic systems



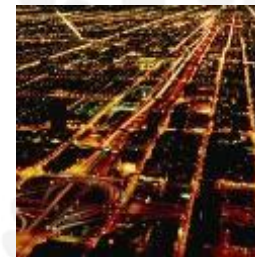
Intelligent oil field technologies



Smart food systems



Smart healthcare



Smart energy grids



Smart retail



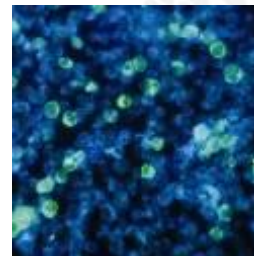
Smart water management



Smart supply chains



Smart countries



Smart weather

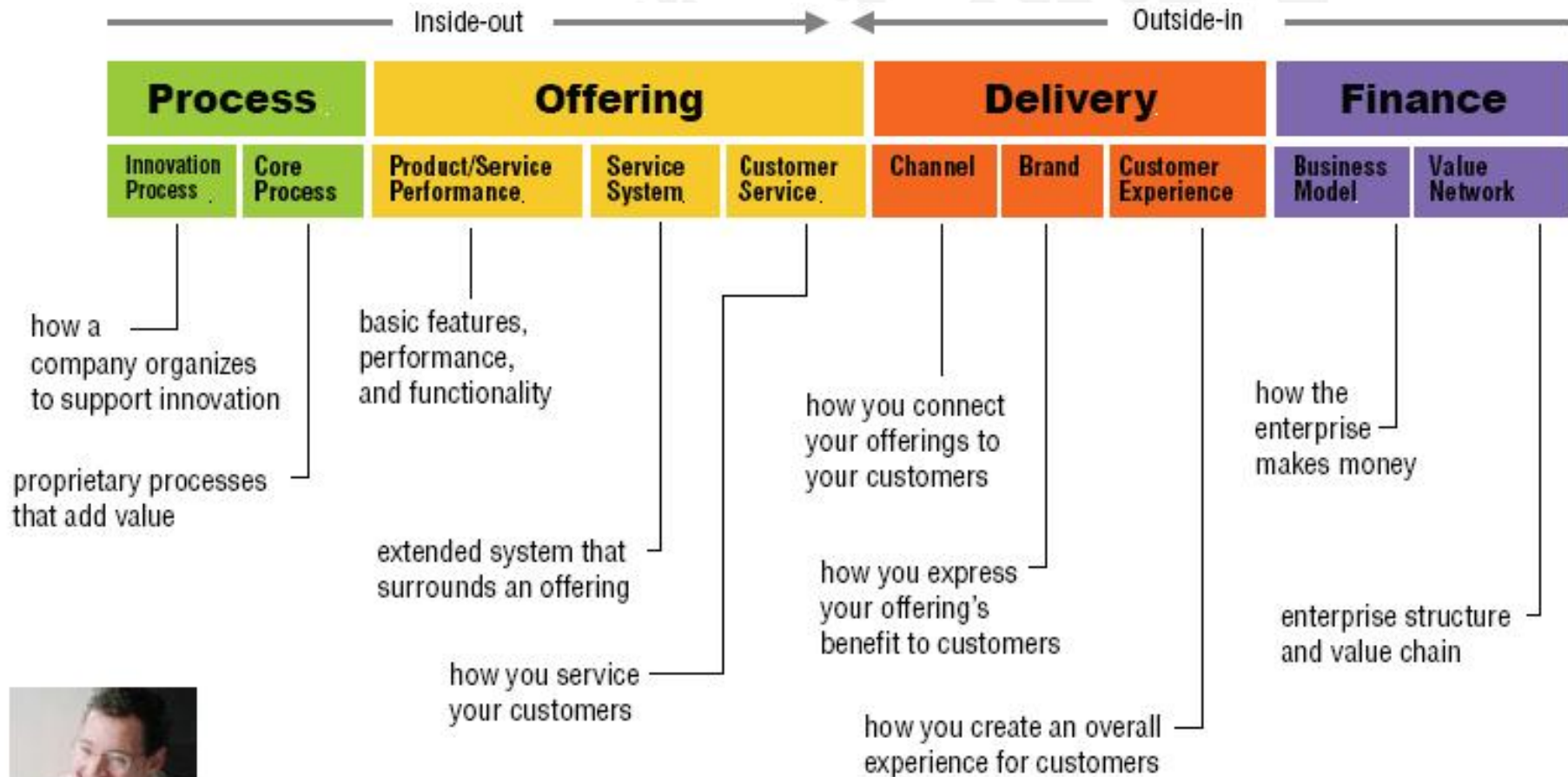


Smart regions



Smart cities

A Service System Innovation Framework



Innovate (inside and outside) systems that create value

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

Service attitude – that is what counts How to make the transformation happen?

The most recent views in service business will be presented by leading international companies and research scientists at the 7th Industrial Service Business Day by BestServ Forum. This year the presentations will emphasize in the following themes in particular:

- Service attitude - that is what counts.
- How to make the transformation happen?

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 over 20 company members and VTT - Technical Research Centre of Finland.

7th Industrial Service Business Day is organised by The Federation of Finnish Technology Industries.

The Federation of Finnish
Technology Industries

Agenda - noon

8:30-9:00 Registration and coffee

9:00-9:15 Opening and objectives

Juha Hulkkonen, Chairman, BestServ Forum. Business Development Executive, IBM Global Business Services.

9:15-10:00 Post Industrial Manufacturing Goods and Services

Stephen Fox, Senior Research Scientist, VTT

10:00-10:45 Mindset and strategic approach to Service Businesses

Taneli Tikka, Entrepreneur & professional board member, Wisdom Like Silence, Ltd.

10:45-11:15 Coffee Break

11:15-11:45 Managing transformation from product oriented organisation culture towards customer oriented culture

Maaria Nuutinen, Project Manager of ServO –project.

11:45-13:00 Lunch

Agenda - afternoon

13:00-13:45 Managing and integrating customerships in a business takeover

Lassi Määttä, CEO, Barona Solutions Oy

13:45-14:30 Localized Service in a Global Way – Opportunity for Competence Management

Tenhunen Päivi, Senior Project Manager, Service Development, KONE Oyj.

14:30-15:00 Coffee Break

15:00-15:45 Development of Economic Outlook: Finland in the Global Economy

Jussi Mustonen, Director, Confederation of Finnish Industries – EK

15:45-16:30 Panel Discussion - the transformation on how services are sourced

Chairman and Presenters

16:30-17:00 Buffet

Panel session

Topic: the transformation on how services are sourced.

Panellists:

- Chairman Juha Hulkkonen, Chairman, BestServ Forum. Business Development Executive, IBM Global Business Services.
- Kim Kaijasilta, Business Development Manager, Vaisala Oyj
- Lassi Määttä, CEO, Barona Solutions Oy
- Stephen Fox, Senior Research Scientist, VTT
- Tenhunen Päivi, Senior Project Manager, Service Development, KONE Oyj.
- Vesa Marttinen, Director of Special Services, Wärtsilä Oyj

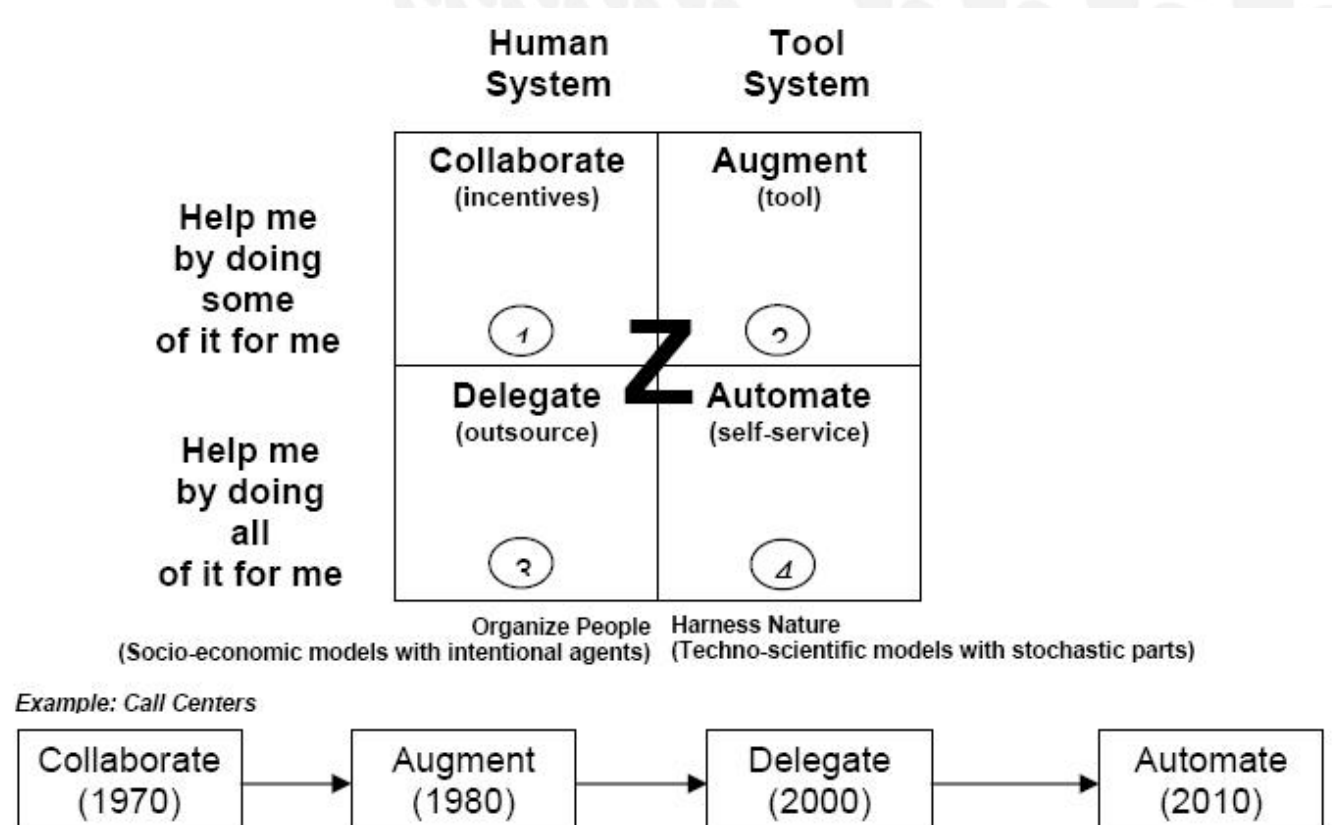
Poster Sessions

During the breaks there is a poster session in the lobby.

The poster session consists of:

- Four Tekes Serve financed research projects – the researchers from Hanken, University of Oulu and TKK/Aalto are happy to discuss with you concerning their projects and findings.
- Tekes Serve programme – the representatives from Tekes give hints and ideas on how to utilise the opportunities of Serve at your company.
- Teknova publishing: Teknova will have interesting publications and books at their department.

Introduction to the panel discussion: "The transformation on how services are sourced"



Panelists

- **Dr Stephen Fox, VTT**
- **Lassi Määttä, Barona Solutions**
- **Päivi Tenhunen, Kone**
- **Vesa Marttinen, Wärtsilä**
- **Kim Kaijasilta, Vaisala**