



Industrial Panel on “Service Engineering in Industrial Companies: challenges, opportunities and solutions”

***Chairs:** Sergio Cavalieri, University of Bergamo, Italy*

Mohammed Zied Ouerdani, ABB Corporate Research, Germany

The recent transformation of industry in the digital era, characterized by saturated and commoditized global environments, where companies strive for attracting and retaining customers, has pushed manufacturing organizations to rethink their traditional dominant logic based on the provision of artefacts. The development of differentiation strategies rooted in the **Product-Service System (PSS) paradigm** may represent a key element for competitive advantage.

It is recognized that over one-third of large manufacturing firms offer services. The successful stories of IBM, Rolls Royce Aerospace, Siemens and Xerox are only some popular examples of how competing on the basis of a service-based business model allows to prosper in markets affected by weak demand, hard competition and decreasing margins.

In this context, **Service Engineering is becoming a predominant field**. It calls for a design and development of an integrated offering valuable to customers *in order to contribute to a continuous positive change of state throughout the journey of experience they stage with a PSS (can this be re-phrased?)*. This cultural shift from a transaction-based approach to a long-term relational journey with the customer still needs to be thoroughly understood by industrial companies.

This industrial workshop within INCOM 2015 would focus on **understanding how manufacturing companies are engineering their service to make the shift to a service dominant logic**. The event aims to reduce the current gap between theory and practice by providing insights from leading service providers. This will offer a valuable opportunity to hear the latest developments in PSS engineering. In particular, **five relevant key issues** will be pointed out as priorities for a research and industrial agenda:

- What **reference framework** for service engineering could the industrial world embrace that could lead to a standard practice for the community?
- What **successful mechanisms** are needed to transfer the research findings onto practical and pragmatic – commercial – IT tools for the industrial partners, in order to raise the awareness of the PSS engineering body of knowledge?
- What **role for the service engineer** in the future of manufacturing companies, and in particular in the new digital world?
- What **role for academia** to shape the new landscape of PSS engineering by delivering targeted graduate and postgraduate service engineering courses?

These challenges will provide food for thought and discussion during the industrial workshop, where industrial panellists will share their own experiences in the field of PSS engineering (an industrial positioning white paper would then be drafted and made available to the community).

Target audience: Senior Executives, R&D managers, Service Operations Managers, Technical Directors, Customer Support Managers, Consultants, IT Solutions Providers, Academic Researchers in the manufacturing and service domain.