The Event For Leaders In Customer Care, Service & Support

19-21 October 2015
Movenpick Hotel, City Center, Amsterdam, The Netherlands
www.fieldserviceeurope.com
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This was the most informative conference that I have ever attended. We are accustomed to attending events where all competitors are attending but having the wide cross-section of companies represented really gave a much wider and deeper perspective.

Mike C., Manager Field Product Support BOMAG
Field Service Europe: Europe’s Leading Service & Support Conference

Innovations In Technology
Find the latest advances in remote service, field mobility, preventative maintenance, and predictive analytics.... All in a gorgeous venue on the IJ river in the heart of Amsterdam.

5 Star Content
Our agenda spans the service lifecycle, from customer experience, employee engagement, technician efficiency, service revenue growth, mobility and more. There’s no better place to learn how to improve your service operations!

You’re In Great Company
Enhance your connections through fun and interactive networking with cross-industry service leaders. From GE to Siemens, from Sanmina to ABB, and from Airbus to Daimler... Amsterdam is where the entire service community comes together.

Register Now: Web: www.fieldserviceusa.com • Call: 1-888-482-6012 or 1-646-200-7530 • Email: fieldservice@wbresearch.com
Get Inspired!
Here’s a selection of your 2015 keynotes.

Phil Wolfenden
Vice President Technical Services EMEA
Cisco

Stefan Hatt
Global Head of Service
ABB Power Systems

Stephen Bell
Director of Service Europe
Hach Lange, a Danaher company

Marco De Luigi
GM Services Europe
GE Healthcare

Chris Borrill
Services Leader Land & Air Systems
Thales
2015 Speaking Faculty

Phil Wolfenden
Vice President Technical Services EMEA
Cisco

Jerome Piche
Vice President Service
bioMerieux

Frank Bunge
Global After Sales Service Director
Leica Microsystems

Coen Jeukens
Service Contract Director
Robert Bosch Security

Pedro Wiendels
Field Service Director Northern Europe
Airbus

Dominik Schlicht
Head of Aftermarket Business
Voith Turbo Highflex

John Cullen
VP Marketing
Metso Services

Sonja Corinna Ludwig
Head of Sales Service
VDW

Wolfgang Krenkel
Director Technical Services
BD Biosciences

Stefan Hatt
Global Head of Service
ABB Power Systems

Riccardo Farid
Railservices Director
Microelettrica Scientifica

Wojtek Bulatowicz
EMEI Services and Solutions Senior Manager
Welch Allyn

Stephen Bell
Director of Service Europe
Hach Lange, a Danaher company

Craig Stickel
Service Director
Mettler Toledo

Hakan Wahlgren
Director of Service Solutions
Husqvarna

Ulrich Suedhoff
Services Director Germany/Austria
GE Renewable Energy

Mehdi Bensouda
VP Service
Medtronic

Sheldon Davies
Director of Global Technical Solutions Center
Ortho Clinical Diagnostics

Nigel Street
Service Line Director
Eastman Kodak

Alec Pinto
Director Field Service
QIAGEN

Paul Roosen
Service Director
Miele

Greet Keppens
Vice President Global Customer Services
Barco

Christophe Bassole
EMEA Service Vice President
Tektronix

Jordan Uzunov
Director of Support & Service
Stemo

Marat Abdurakhimov
Head of Services Department Russia
Metso Minerals

Urban Lindh
Director of Aftermarket & Soft Product Planning
Volvo

Mesut Yentur
Vice President Service
MAN Diesel & Turbo

Charlie Apps
Field Service Director EMEA
St Jude Medical

Register Now: Web: www.fieldserviceusa.com • Call: 1-888-482-6012 or 1-646-200-7530 • Email: fieldservice@wbresearch.com
Anders Hvashoj  
Vice President Service Product Management  
Vestas

Kimmo Kallioniemi  
Vice President Service Operations  
Cargotec

Mark Vlies  
Director EMEA Services  
IGT

Diethard Vollmer  
Head of Global Field Services  
Carestream

Marco De Luigi  
GM Services Europe  
GE Healthcare

Ian Channing  
Director of Global System Operations  
Swisslog

Chris Garman  
Director Field Service Operations  
NCE Computer Group

David Ratcliffe  
Service Director EMEA  
Manitowoc Foodservice

Didier de Vos  
Europe Solutions & Service Director  
Glory Global Solutions

Michael Davey  
National Service Director  
Coca-Cola Australia

Matthias Schlatter  
Head of Automation Systems  
ABB

Uwe Galm  
Head of Service Operations  
Heidelberger Druckmaschinen AG

Tomi Vaananen  
Director After Sales  
Blastman Robotics

Brian Dahl Steinecke Thomsen  
Head of Operations & Regional Support  
Siemens Wind Power

Matt Adams  
Senior Director Systems & Service  
Johnson Controls

Salim Ceylan  
Service Director  
Emerson Network Power

Avinash Jha  
Head of Service Portfolio  
Sandvik

Adam Steele  
Technical Service Manager EMEA  
Spectranetics

Chris Borrill  
Services Leader Land & Air Systems  
Thales

Mark Holmshaw  
Vice President Service, Sales & Marketing  
Toshiba Medical Europe

Tonya MacAvock  
Director of Operations  
Lexmark

Ananda Raghavan  
Global Services Marketing Leader  
Philips Lighting

Jos de Boes  
General Manager Customer Service Technical Operations  
Toyota Motor Europe

Sabi Sozen  
Director Customer Service  
Volvo

Joern Lindstaedt  
Vice President On-Wing Operations  
Rolls-Royce

Brian Brady  
Director Service Programs  
voestalpine

voestalpine polynorm
The conference was a HUGE success! It’s impeccably organized in terms of the form (facilities, technical support, communications, etc.) and the content (a distinguished list of speakers, high quality presentations, facilitated professional exchange). I’ve enjoyed a number of quite informative and (and enlightening!) discussions with my colleagues across the industry. Overall, the conference was a very useful and meaningful spending of my time.

Vasily K., Senior Staff Technical Specialist, Ford Motor Company
Find Your Inspiration In Amsterdam

Canal Cruising
The best way to explore the beautiful city of Amsterdam is by touring its 165 canals by boat. Grab some fellow attendees and soak up some history on a sunset cruise around the canal ring.

Bike Tours
Act like a local and hop on a bike for a sightseeing tour of the most cycling-friendly city in Europe. With over 400 kilometres of bicycle paths criss-crossing the city, you’ll get plenty of exercise while exploring Amsterdam in style!

Soak Up The Culture
A visit to Amsterdam isn’t complete without a stop at one of its world-famous museums. You could spend an entire day touring the Rijksmuseum, Van Gogh Museum or Stedelijk Museum, but remember to save time for the Anne Frank House, the Science Center Nemo and the National Maritime Museum.

Movenpick Hotel Amsterdam City Center
Piet Heinkade 11NL-1019 BR Amsterdam
+31(0)20 519 12 00
www.moevenpick-amsterdam.com

And the best part? Through us you’ll get discounted room rates! Field Service Europe has procured a conference rate of 189 EUR (plus tax) for Field Service Europe attendees. Those who book under the Field Service block of rooms will receive complimentary wireless internet in their guest room. Rooms are limited and on a first come, first served basis, so book your room as soon as possible.

The special rate expires 24 August 2015. After this date, rooms may still have available, so inquire with the hotel if you have missed the cut-off date. To make your reservation, call the Movenpick at +31(0)20 519 12 00.
Agenda-At-A-Glance

19 October 2015: Finding Value For Customers

7:45 | Welcome Breakfast & Registration

8:45 | Welcome Remarks
   Jen Montgomery, Executive Director, Field Service Europe

8:50 | Chairperson's Opening Remarks

9:00 | Driving Revenue With Service
   Mehdi Bensouda, VP Service, Medtronic

9:20 | The Internet of Everything: Cisco's Vision For The Future Of Service
   Phil Wolfenden, Vice President Technical Services EMEA, Cisco

9:50 | How To Achieve Great Customer Experience In A Multi-Partner Model Of Field Service Delivery
   Szymon Uczciwek, Director of Consulting Dept. for IoT Solution, Comarch

10:15 | Which Services Do Customers Really Value?
   Coen Jeukens, Service Contract Director, Robert Bosch Security

10:35 | Morning Refreshment Break

11:20 | Using Big Data To Drive Performance
   Ulrich Suedhoff, Services Director Germany/Austria, GE Renewable Energy

11:40 | Increasing Utilization: Are You Using Your Technicians As Efficiently As You Can?
   Alec Pinto, Director Field Service, QIAGEN

12:00 | Lunch At Silk Road Restaurant

13:00 | WORKSHOP A: Helping Employees Through A Cultural Transformation
   Stefan Hatt, Global Head of Service, ABB Power Systems

14:00 | WORKSHOP D:
   For information on hosting this workshop, please contact Harvey Golub at harvey.golub@wbresearch.com

15:00 | Afternoon Refreshment & Networking Break
<table>
<thead>
<tr>
<th>Time</th>
<th>Track A: Technology Focus</th>
<th>Track B: Employee Focus</th>
<th>Track C: Customer Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>15:40</td>
<td><strong>Choosing A Service Software Solution: Going Beyond The Basics</strong></td>
<td><strong>The Service Struggle: Finding Qualified Technicians Around The Globe</strong></td>
<td><strong>Minimizing Field Interventions Through Better Customer Care</strong></td>
</tr>
<tr>
<td></td>
<td>David Ratcliffe, Service Director EMEA, <em>Manitowoc Foodservice</em></td>
<td>Didier de Vos, Europe Solutions &amp; Service Director, <em>Glory Global Solutions</em></td>
<td>Uwe Galm, Head of Service Operations, <em>Heidelberg</em></td>
</tr>
<tr>
<td>16:00</td>
<td><strong>Building Technical Support Structure In Developing Markets: Listening &amp; Learning From Our Customers</strong></td>
<td><strong>Finding Flexible Solutions For Technicians No Longer Needed Onsite</strong></td>
<td><strong>Customer Care: Are all Departments Ready To Be Best-In-Class?</strong></td>
</tr>
<tr>
<td>16:20</td>
<td><strong>Moving From Project-Based Organization To Service Organization</strong></td>
<td><strong>Who Is The Technician Of The Future?</strong></td>
<td><strong>Should Certain Customers Receive Better Support?</strong></td>
</tr>
<tr>
<td></td>
<td>Tomi Vaananen, Director After Sales, <em>Blastman Robotics</em></td>
<td>Brian Dahl Steinecke Thomsen, Head of Operations &amp; Regional Support, <em>Siemens Wind Power</em></td>
<td>Avinash Jha, Head of Service Portfolio, <em>Sandvik</em></td>
</tr>
<tr>
<td>16:40</td>
<td><strong>It’s All About Safety: Keeping Track Of Daily Hazards</strong></td>
<td><strong>Reinventing Service In A Declining Or Mature Market</strong></td>
<td><strong>Customers Expect Delight, Not Mere Satisfaction</strong></td>
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<tr>
<td></td>
<td>Salim Ceylan, Service Director, <em>Emerson Network Power</em></td>
<td>Tonya MacAvock, Director of Operations, <em>Lexmark</em></td>
<td>Dominik Schlicht, Head of Aftermarket Business, <em>Voith Turbo Highflex</em></td>
</tr>
<tr>
<td>17:00</td>
<td><strong>Welcome Reception And Grand Opening Of The Solutions Zone</strong></td>
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</tbody>
</table>

**Agenda-At-A-Glance**

20 October 2015: Striving For Proactive Service

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Position</th>
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<tbody>
<tr>
<td>7:30</td>
<td><strong>VIP Think Tank Hosted by Fleetmatics</strong></td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>Invitation-only executive boardroom discussion. To request an invite, contact Executive Director Jen Montgomery at <a href="mailto:jen.montgomery@wbresearch.com">jen.montgomery@wbresearch.com</a></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td><strong>Continental Breakfast &amp; Registration In The Solutions Zone</strong></td>
<td></td>
</tr>
<tr>
<td>8:40</td>
<td><strong>Welcome Remarks</strong></td>
<td>Jen Montgomery, Executive Director, <em>Field Service Europe</em></td>
</tr>
<tr>
<td>8:45</td>
<td><strong>Chairperson's Opening Address</strong></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td><strong>Providing Customers A Complete Service Solution</strong></td>
<td>Joern Lindstaedt, Vice President On-Wing Operations, <em>Rolls-Royce</em></td>
</tr>
<tr>
<td>9:20</td>
<td><strong>Executive Presentation</strong></td>
<td>An executive from <em>Fleetmatics</em></td>
</tr>
<tr>
<td>9:40</td>
<td><strong>Using Remote Service To Drive Revenue</strong></td>
<td>Pedro Wiendels, Field Service Director Northern Europe, <em>Airbus</em></td>
</tr>
<tr>
<td>10:00</td>
<td><strong>Providing Customers A Complete Service Solution</strong></td>
<td>John Cullen, VP Marketing, <em>Metso Services</em></td>
</tr>
</tbody>
</table>
### Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Role/Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:20</td>
<td>Morning Refreshment &amp; Networking</td>
<td></td>
</tr>
<tr>
<td>11:05</td>
<td>PANEL DISCUSSION: What Benefits Have You Seen With Remote Support?</td>
<td>Craig Stickel, Service Director, Mettler Toledo</td>
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<td></td>
<td></td>
<td>Mesut Yentur, Vice President Service, MAN Diesel &amp; Turbo</td>
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<td></td>
<td>Chris Garman, Director Field Service Operations, NCE Computer Group</td>
</tr>
<tr>
<td>11:45</td>
<td>The Profitability Challenge: Tackling Different Pricing Models Across Europe</td>
<td>Stephen Bell, Director of Service Europe, Hach Lange, a Danaher company</td>
</tr>
<tr>
<td>12:05</td>
<td>Executive Presentation</td>
<td>An executive from ServiceSource</td>
</tr>
<tr>
<td>12:25</td>
<td>Transforming The Delivery Model To Improve Performance And Efficiency</td>
<td>Marco De Luigi, GM Services Europe, GE Healthcare</td>
</tr>
<tr>
<td>12:45</td>
<td>Lunch At Silk Road Restaurant</td>
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<tr>
<td>13:45</td>
<td>Roundtable Discussions:</td>
<td></td>
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<tr>
<td></td>
<td>1. Hosted by an executive from coresystems</td>
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<tr>
<td></td>
<td>2. Hosted by an executive from Fleetmatics</td>
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<td>3. Hosted by an executive from ServiceSource</td>
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<td>4. Hosted by Jerome Piche, Vice President Service, bioMerieux</td>
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<td>5. Hosted by Diethard Vollmer, Head of Global Field Services, Carestream</td>
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<td>6. Hosted by Matt Adams, Senior Director Systems &amp; Service, Johnson Controls</td>
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<tr>
<td>15:15</td>
<td>Afternoon Refreshment &amp; Networking</td>
<td></td>
</tr>
<tr>
<td>16:00</td>
<td>Track A: The Impact of IoT on Service</td>
<td>Track B: Finding Ways To Continually Delight Customers</td>
</tr>
<tr>
<td>16:10</td>
<td>Chairperson's Opening Remarks</td>
<td>Chairperson's Opening Remarks</td>
</tr>
<tr>
<td>16:10</td>
<td>Field Service Mobility And The Impact On Industrial Relations</td>
<td>Happy Customers Are Loyal Customers</td>
</tr>
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<td></td>
<td>Michael Davey, National Service Director, Coca-Cola Australia</td>
<td>Frank Bunge, Global After Sales Service Director, Leica Microsystems</td>
</tr>
<tr>
<td>16:30</td>
<td>Executive Presentation</td>
<td>Innovation Spotlight</td>
</tr>
<tr>
<td></td>
<td>An executive from ServicePower</td>
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</tr>
<tr>
<td>17:00</td>
<td>PANEL DISCUSSION: How Does IoT Impact Service?</td>
<td>PANEL DISCUSSION: Improving The Internal Status Of Field Services</td>
</tr>
<tr>
<td></td>
<td>Ian Channing, Director of Global System Operations, Swisslog</td>
<td>Riccardo Farid, Railservices Director, Microeletrica Scientifica</td>
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<td>Mark Holmshaw, Vice President Service, Sales &amp; Marketing, Toshiba Medical Europe</td>
<td>Tonya MacAvock, Director of Operations, Lexmark</td>
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<tr>
<td>17:40</td>
<td>Cocktail Reception</td>
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</tbody>
</table>
# Agenda-At-A-Glance

## 21 October 2015: Driving Revenue Through Global Service

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<th>Session</th>
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</thead>
<tbody>
<tr>
<td>8:00</td>
<td><strong>Continental Breakfast</strong></td>
<td>12:20</td>
<td><strong>Human-Centered Design: Using People To Develop Great Things</strong></td>
</tr>
<tr>
<td>8:40</td>
<td><strong>Welcome Remarks</strong>&lt;br&gt;Jen Montgomery, Executive Director, <strong>Field Service Europe</strong></td>
<td>12:40</td>
<td><strong>Lunch At Silk Road Restaurant</strong></td>
</tr>
<tr>
<td>8:45</td>
<td><strong>Chairperson’s Opening Address</strong></td>
<td>13:40</td>
<td><strong>Roundtable Discussions:</strong></td>
</tr>
<tr>
<td>9:00</td>
<td><strong>Expectations May Differ But Service Quality Remains The Same</strong></td>
<td>15:40</td>
<td>1. Hosted by an executive from <strong>ServiceMax</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Sheldon Davies</strong>, Director of Global Technical Solutions Center, <strong>Ortho Clinical Diagnostics</strong></td>
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</tr>
<tr>
<td>9:20</td>
<td><strong>Strengthening The Relationship With Channel Partners</strong></td>
<td></td>
<td>2. Hosted by <strong>Charlie Apps</strong>, Field Service Director EMEA, <strong>St Jude Medical</strong></td>
</tr>
<tr>
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<td><strong>Nigel Street</strong>, Service Line Director, <strong>Eastman Kodak</strong></td>
<td></td>
<td>3. Hosted by <strong>Kimmo Kallioniemi</strong>, Vice President Service Operations, <strong>Cargotec</strong></td>
</tr>
<tr>
<td>9:40</td>
<td><strong>Nurturing Employees Who Won’t Jump Ship</strong></td>
<td>15:10</td>
<td>4. Hosted by <strong>Greet Keppens</strong>, Vice President Global Customer Services, <strong>Barco</strong></td>
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<td><strong>Christophe Bassole</strong>, EMEA Service Vice President, <strong>Tektronix</strong></td>
<td></td>
<td>5. Hosted by <strong>Adam Steele</strong>, Technical Service Manager EMEA, <strong>Spectranetics</strong></td>
</tr>
<tr>
<td>10:00</td>
<td><strong>PANEL DISCUSSION: Easing The Pressures Of An International Supply Chain</strong></td>
<td>16:00</td>
<td>6. Hosted by <strong>Brian Brady</strong>, Director Service Programs, <strong>voestalpine polynorm</strong></td>
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<td></td>
<td>An executive from <strong>ServiceSource</strong></td>
<td></td>
<td><strong>Afternoon Refreshment &amp; Networking Break</strong></td>
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<td><strong>Marat Abdurakhimov</strong>, Head of Services Department Russia, <strong>Metso Minerals</strong></td>
<td></td>
<td><strong>Enticing European Companies To Embrace Change</strong></td>
</tr>
<tr>
<td>10:40</td>
<td><strong>Morning Refreshment &amp; Networking Break</strong></td>
<td></td>
<td><strong>Ananda Raghavan</strong>, Global Services Marketing Leader, <strong>Philips Lighting</strong></td>
</tr>
<tr>
<td>11:20</td>
<td><strong>Intercultural Differences Delivering Field Services</strong></td>
<td>16:20</td>
<td><strong>Georgios Gkatzimas</strong>, Director After Sales EMEA, <strong>Hypertherm</strong></td>
</tr>
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<td><strong>Jordan Uzunov</strong>, Director of Support &amp; Service, <strong>Stemo</strong></td>
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<td><strong>Monetizing Customer Education</strong></td>
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<td><strong>Sabri Sozen</strong>, Director Customer Service, <strong>Volvo</strong></td>
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<tr>
<td>11:40</td>
<td><strong>Taking The Pain Out Of Service Delivery</strong></td>
<td>16:40</td>
<td><strong>End Of Field Service Europe</strong></td>
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<tr>
<td></td>
<td><strong>Anders Hvashoj</strong>, Vice President Service Product Management, <strong>Vestas</strong></td>
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<tr>
<td>12:00</td>
<td><strong>Tailoring Your Service Offerings To Each Unique Region</strong></td>
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<td></td>
<td><strong>Mark Vlies</strong>, Director EMEA Services, <strong>IGT</strong></td>
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</table>

Register Now:  Web: www.fieldserviceusa.com  •  Call: 1-888-482-6012 or 1-646-200-7530  •  Email: fieldservice@wbresearch.com
We Have The Solutions You Need To Succeed!

Identifying the right technologies for your business is critical. Field Service is your opportunity to connect with leading technology solutions that will increase your bottom line. Our Solutions Zone is your one-stop-shop for technology to improve service operations. Whether your goal is to improve customer experience, increase field mobility or optimize remote support, we’ll make sure you that we showcase only the most relevant and innovative solution providers for you to meet and evaluate.

Interested In Sponsoring Field Service Europe? Contact Harvey Today!

Harvey is here to put together a customized sponsorship package that will ensure your solution reaches the people you want it to reach. Contact Harvey today!

Harvey Golub
Sponsorship Manager
646-200-7527
harvey.golub@wbresearch.com
Let’s Have Some Fun!

You come to Field Service Europe to learn, network and plan for the future, but there’s nothing wrong with having fun while doing so, right? Check out what’s in store for you in October:

**Unlock The Box Game**

While you’re visiting with our incredible solutions providers in the exhibit hall, make sure you pick up a 4-digit code from each booth. Then come to the treasure chest at the front of the hall to see if your code opens the lock! We’re giving away tons of great prizes like a GoPro and speakers.

**Waterfront Reception**

After 3 days in a conference setting, we know you’ll need a break! Our team has planned a fabulous party on a restaurant located on the canal. Is there a better way to make new friends?!

**Relax With A Bloody Mary**

We know that well-fueled bodies produce inquiring minds. That’s why we keep you supplied with tons of yummy snacks and lots of delicious drinks throughout the event. Take a drink into the afternoon sessions. Or grab a cappuccino at our Coffee Station in the afternoon. Enjoy!
Day One
19 October 2015: Finding Value For Customers

Changes in customer behavior have affected service over the past few years. Rather than buying a particular product or piece of equipment, customers are looking for business outcomes and business solutions. There has been a massive shift towards a value proposition in service: how do you create more value from the things you've done in the past? What do customers truly value? What are they willing to pay for? Field Service Europe 2015 kicks off with a look at how customer value affects service.

<table>
<thead>
<tr>
<th>Time</th>
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<td>8:45</td>
<td>Welcome Remarks</td>
<td>Jen Montgomery</td>
<td>Executive Director, Field Service Europe</td>
</tr>
<tr>
<td>8:50</td>
<td>Chairperson’s Opening Remarks</td>
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<tr>
<td>9:00</td>
<td>Driving Revenue With Service</td>
<td>Mehdi Bensouda</td>
<td>Vice President Service, Medtronic</td>
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<td>The 2014 merger with Covidien strengthened Medtronic’s role as a leader in global medical technology. The merger also highlighted the need to focus on service revenue. As global head of service, Mehdi Bensouda has seen the statistics showing that market leading organizations get 31% or more of overall company revenue from services. He’s doing his part to push Medtronic to the leader of the pack by motivating technicians to sell, finding the right technology for his employees, and promoting the free flow of information.</td>
</tr>
<tr>
<td>9:20</td>
<td>The Internet Of Everything: Cisco’s Vision For The Future Of Service</td>
<td>Phil Wolfenden</td>
<td>Vice President Technical Services EMEA, Cisco</td>
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<tr>
<td>9:50</td>
<td>How To Achieve Great Customer Experience In A Multi-Partner Model Of Field Service Delivery</td>
<td>Szymon Uczciwek</td>
<td>Director of Consulting Dept for IoT Solution, Comarch</td>
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<tr>
<td>10:15</td>
<td>Which Services Do Customers Really Value?</td>
<td>Coen Jeukens</td>
<td>Service Contract Director, Robert Bosch Security</td>
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<td>The Internet Of Everything: Cisco’s Vision For The Future Of Service</td>
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<td>New economic analysis by Cisco reveals that the Internet of Everything is a $4.6 trillion opportunity for global public-sector organizations over the next decade, as a result of cost savings, increased productivity, new revenues and enhanced citizen experiences. As Vice President of Technical Services EMEA, Phil Wolfenden heads up the European effort. In this session, he’ll highlight Cisco’s vision for the future of service through the Internet of Everything.</td>
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<td></td>
<td>How To Achieve Great Customer Experience In A Multi-Partner Model Of Field Service Delivery</td>
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<td>Service leaders are proud of the complex things they do, but they often get little recognition for their value contribution. Why? Because service people are not excelling in selling their value? Or deeper, because they have difficulty in defining value? In this keynote, Coen Jeukens entices the audience to think differently to REALLY grasp the meaning of VALUE.</td>
</tr>
</tbody>
</table>
10:35 | **Morning Refreshment Break**

11:20 | **Using Big Data To Drive Performance**

Ulrich Suedhoff  
Services Director Germany/Austria  
GE Renewable Energy

Big Data. Internet of Things. Remote Connectivity. Smart Products. The buzzwords have been around as long as the technology, but is your company actually benefiting? Uli Suedhoff knows the data is useless unless it’s analyzed and used to drive service performance by:

- Extracting value from the thousands of data points gathered through remote connectivity
- Providing customers with information about their equipment performance that they didn’t have access to before
- Helping customers benchmark and make more informed decisions

11:40 | **Increasing Utilization: Are You Using Your Technicians As Efficiently As You Can?**

Alec Pinto  
Director Field Service  
QIAGEN

You strive to provide an end-to-end service solution to your customer. But there are times when outsourcing or using third-party providers may actually increase your field efficiency. Alec Pinto has used third-party providers to great success and has realized the following benefits:

- Determining optimal coverage with minimal idle time
- Ensuring you have an engineer available when and where he is needed to supplement with third party providers or contractors
- Discussing how to improve the overall efficiency of your service organization

12:00 | **Lunch At Silk Road Restaurant**

13:00 | **WORKSHOP A: Helping Employees Through A Cultural Transformation**

Stefan Hatt  
Global Head of Service  
ABB Power Systems

ABB Power Systems is proud of its service culture. Can you say the same? Stefan Hatt, Global Head of Service, has worked diligently to create a culture of engagement and customer service at ABB. Like any period of change, this cultural transformation came with headaches and issues. In this workshop, Stefan first describes the successful employee transformation at ABB. He’ll then invite you to work in small groups to picture how a similar transformation would occur in your own organizations. You’ll leave with a better understanding of company culture and how best to prepare employees for change.

**WORKSHOP B: Commercializing Customer Value**

Hakan Wahlgren  
Director of Service Solutions  
Husqvarna

Finding the services that customers are willing to pay for is just the first step. Hakan Wahlgren, Director of Service Solutions for Husqvarna, took this knowledge and turned it into a commercial program which:

- reduces down-time
- optimizes utilisation
- decreases strain on man, machine, environment
- improves health and safety

Hakan is now adding a mobile app to increase transparency, engage the operators/teams, and generate support for business leads. Join Hakan in this interactive workshop to learn how you can successfully commercialize customer value.

**WORKSHOP C: Are Your Customers Truly Happy? Taking Measure Of True Customer Satisfaction**

Chris Borrill  
Services Leader Land & Air Systems  
Thales

What tools do you use to measure customer satisfaction? Do these tools give you an accurate picture of customer loyalty and retention? In this workshop, Chris Borrill dissects Thales’ service KPIs and analyzes which provide accurate and useful information. He’ll then give the audience the opportunity to discuss their own measurements. Topics for discussion include:

- How can you avoid obtaining misleading results?
- What metrics do you use for different areas of your service business?
- Do you trust the data? Do you have concerns about the integrity of that information, and if so, why?
- Do you have any regional or cultural issues that could impact the integrity of the data?
### WORKSHOP D:
For information on hosting this workshop, please contact Harvey Golub at harvey.golub@wbresearch.com

### WORKSHOP E:
For information on hosting this workshop, please contact Harvey Golub at harvey.golub@wbresearch.com

### WORKSHOP F:
For information on hosting this workshop, please contact Harvey Golub at harvey.golub@wbresearch.com

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14:00

**Afternoon Refreshment & Networking Break**

15:00

<table>
<thead>
<tr>
<th>Track A: Technology Focus</th>
<th>Track B: Employee Focus</th>
<th>Track C: Customer Focus</th>
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</table>
| **Choosing A Service Software Solution: Going Beyond The Basics**  
David Ratcliffe  
Service Director EMEA  
Manitowoc Foodservice  
A comprehensive service software solution can mean higher profits, greater productivity, and a more effective workforce. How do you choose which solution is right for your company? David Ratcliffe walks through the selection process he undertook at Manitowoc and highlights the importance of:  
- Ensuring it is compatible with your ERP  
- Making sure it can do everything you need – spare parts management, service reports, etc  
- Will it work on both Android and iOS, and on the devices that your technicians use? | **The Service Struggle: Finding Qualified Technicians Around The Globe**  
Didier de Vos  
Europe Solutions & Service Director  
Glory Global Solutions  
Global organizations face logistical, cultural, language and regulatory challenges everyday. The leading challenge for service leaders may be finding qualified technicians for each region. As Europe Solutions & Service Director for Glory Global, Didier de Vos looks for qualified employees by:  
- Recognizing that each country has differences in character and behavior  
- Determining which skills are needed in each location  
- Recruiting employees who have both technical skills and customer-facing skills | **Minimizing Field Interventions Through Better Customer Care**  
Uwe Galm  
Head of Service  
Heidelberg  
Sending a technician to a customer’s site costs money. Wouldn’t it be great to proactively address concerns so that you don’t have to dispatch a technician? Uwe Galm, as Head of Service for Heidelberg, makes sure his field force puts customer care first so that small issues and concerns can be addressed without sending an engineer onsite. |

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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Role</th>
<th>Organization/Company</th>
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</table>
| 16:00 | Field Service Mobility And The Impact On Industrial Relations          | Michael Davey  
National Service Director  
Coca-Cola Australia | All service organizations want a truly mobile field workforce. But what is the actual impact of full mobility on service operations? Michael Davey recently led Coca-Cola Australia on this journey. His tips for success include:  
- Leading CCA’s national mobility journey to improve operational capabilities  
- Managing daily, monthly and annual KPIs, budgets and targets to ensure ROI  
- Ensuring staff get trained, engaged and managed properly to make the mobility journey a success |
|       | Finding Flexible Solutions For Technicians No Longer Needed Onsite      | Matthias Schlatter  
Head of Automation Systems  
ABB | Advances in technology have decreased the need to send technicians to a customer’s site. So what can you do with unused technicians? Matthias Schlatter of ABB found ingenious ways of utilizing former field employees by:  
- Recognizing that many issues can be solved remotely without sending technicians onsite  
- Creating internal opportunities for technicians so you don’t lose them to competitors  
- Moving former techs to advisory, customer care or training roles |
|       | Building A Roadmap For Customer Experience                              | Uwe Galm  
Head of Service  
Heidelberg | Everyone has heard the statistic that onboarding a new customer costs more than retaining a current customer. Does your company have a roadmap in place to drive customer loyalty and retain your current customers? Heidelberg does and in this session, Uwe Galm highlights his keys to success including:  
- Streamlining customer-facing processes  
- Identifying technology offerings that drive loyalty – CRM, connectivity, machine-to-machine  
- Reviewing your internal organization – Do you have the right team with the right skills in place? |
| 16:20 | Moving From A Project-Based Organization To A Service-Based Organization | Tomi Vaananen  
Director After Sales  
Blastman Robotics | Blastman Robotics had an old way of doing things: small projects that made incremental improvements. Tomi Vaananan, Director After Sales, instituted a program ensuring employees focus on service first, eliminating the need for many smaller departmental projects. Tomi’s program has proven to be a success and in this session, he’ll show why. |
|       | Who Is The Technician Of The Future?                                    | Brian Dahl Steinecke Thomsen  
Head of Operations & Regional Support  
Siemens Wind Power | Technicians are the public face of your brand, the person who has the most face time with customers and therefore the biggest opportunity to make a difference. A common term used for field technicians is “trusted advisor” and because of this status, they’re often a big driver in customer satisfaction. So how can service companies make their technicians more effective? What does the ideal technician of the future look like? Brian Thomsen highlights the Siemens way in this session. |
|       | Should Certain Customers Receive Better Support?                        | Avinash Jha  
Head of Service Portfolio  
Sandvik | Your customer base isn’t one homogenous pool. Each customer has different expectations and revenue potential. Segmenting your customers to provide tiered levels of support and tiered cost structures can drive profits, as Avinash Jha is well aware. In this session, he dives into segmentation challenges including:  
- Analyzing and segmenting your customers into tiers based on size, revenue, potential, etc  
- Implementing a customer care strategy for your most important customers  
- Determining whether to provide tiered levels of support |
It’s All About Safety: Keeping Track Of Daily Hazards
Salim Ceylan
Service Director
Emerson Network Power

Salim Ceylan is a health and safety specialist first and a service leader second. At Emerson Network Power, he ensures that safety is front and center by considering the following:

· Keeping technicians, many of whom work on their own, safe from harm
· What regulations do you follow, or have you instituted, for your employees?
· What tools do technicians carry to prevent accidents?

Reinventing Service In A Declining Or Mature Market
Tonya MacAvock
Director of Operations
Lexmark

The economy has bounced back since the recession of 2008, but there are still markets where sales are down. Revolutionizing service can help drive revenue in these declining markets, as Tonya will show, by:

· Targeting creative ways to increase service revenue
· Determining which additional offerings can be offered as part of your service portfolio
· Driving service delivery to be more efficient

Customers Expect Delight, Not Mere Satisfaction
Dominik Schlicht
Head of Aftermarket Business
Voith Turbo Highflex

Finding out what customers actually value in order to delight them is vital to keeping customers happy. One study showed that 70% of customers would leave a company after one bad service event. Dominik Schlicht is Head of Aftermarket Business for Voith Turbo Highflex and his top focus is delighting customers. Join him as he highlights:

· What unexpected value can you deliver to delight your customers?
· Where do your competitors’ weaknesses lie?
· How can you deliver on hidden demands to differentiate from your competitors?

17:00
Welcome Reception And Grand Opening Of The Solutions Zone
Day Two
20 October 2015: Striving For Proactive Service

A recent study of field service operations in manufacturing companies found that 52% characterized their operations as reactive, 40% as proactive, and 8% as predictive. The benefits of proactive (and eventually predictive) service are vast – increased first time fix rate, fewer technician visits & truck rolls, increased customer satisfaction, lower operating costs. On Day Two of Field Service Europe, our experts show how their companies are striving for proactive service.

7:30-8:00 | **VIP Think Tank Hosted by Fleetmatics**
Invitation-only executive boardroom discussion.
To request an invite, contact Executive Director Jen Montgomery at jen.montgomery@wbresearch.com.

8:00-8:40 | **Continental Breakfast & Registration In The Solutions Zone**

8:40-9:00 | **Welcome Remarks**
Jen Montgomery
Executive Director
Field Service Europe

9:00-9:20 | **Chairperson’s Opening Address**

9:20-10:00 | **Providing Customers A Complete Service Solution**
Joern Lindstaedt
Vice President On-Wing Operations
Rolls-Royce
Why give your customers a reason to go elsewhere? By providing all of his customers’ service needs in one location, Joern Lindstaedt has driven profits and increased customer loyalty for Rolls-Royce by:
- Eliminating the need for customers to go to third party suppliers
- Offering an end-to-end solution for all of your customers’ needs
- Improving customer efficiency and making your operations more profitable

10:00-11:05 | **How Do You Define Your Service Culture?**
John Cullen
VP Marketing
Metso Services
Today’s customers don’t want to deal with multiple vendors or providers. If you’re able to solve all of your customer’s needs in one complete service solution, you’ll have a customer for life, as John Cullen shows here, by:
- Eliminating the need for customers to go to third party suppliers
- Offering an end-to-end solution for all of your customers’ needs
- Improving customer efficiency and making your operations more profitable

11:05-11:20 | **Morning Refreshment & Networking Break In The Solutions Zone**

PANEL DISCUSSION: What Benefits Have You Seen With Remote Support?
Craig Stickel
Service Director
Mettler Toledo
Mesut Yentur
Vice President Service
MAN Diesel & Turbo
Chris Garman
Director Field Service Operations
NCE Computer Group
Join our panel of experts for an interactive discussion of the true and lasting benefits of remote connectivity. We’ll answer the following questions:
The Profitability Challenge: Tackling Different Pricing Models Across Europe

Stephen Bell
Director of Service Europe
Hach Lange, a Danaher company

As a global manufacturer, you know that customer behavior varies widely across the continent. A one-size-fits-all pricing model won’t work. Stephen Bell, Director of Service Europe for Hach shows in this session how he tackles different pricing models across Europe by:

- Recognizing that the same cost/pricing model won’t work in every European country
- Determining how to adjust pricing within each country to remain as profitable as possible
- Tailoring technician costs and other non-fixed costs to each region

Presentation
An executive from ServiceSource

Transforming The Delivery Model To Improve Performance And Efficiency

Marco DeLuigi
GM Services Europe
GE Healthcare

Is your service business organized as efficiently as it can be? Or is there room for growth? Join Marco De Luigi as he demonstrates how GE Healthcare transformed its delivery model and improved performance and efficiency. Marco’s questions to consider include:

- Are you prepared for full-scale change, from competency management to organizational structures (and more)?
- Can you deliver a service matching differentiated contractual agreements with your customers?
- Are you satisfied with the efficiency of your field workforce?

Lunch At Silk Road Restaurant

Roundtable Discussions
What’s a challenge your company has been struggling with? Would it be useful to discuss this challenge with a group of fellow service executives in an informal setting? If so, then don’t miss the Field Service Europe roundtable discussions! During this 90-minute session, you’ll have the opportunity to join two table discussions, so pick your two top challenges and get talking!

Table 1: Hosted by an executive from coresystems
Table 2: Hosted by an executive from Fleetmatics
Table 3: Hosted by an executive from ServiceSource
Table 4: Hosted by Jerome Piche, Vice President Service, bioMerieux
Table 5: Hosted by Diethard Vollmer, Head of Global Field Services, Carestream
Table 6: Hosted by Matt Adams, Senior Director Systems & Service, Johnson Controls

Afternoon Refreshment & Networking Break In The Solutions Zone
<table>
<thead>
<tr>
<th>Time</th>
<th>Track A: The Impact of IoT on Service</th>
<th>Track B: Finding Ways To Continually Delight Customers</th>
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<tbody>
<tr>
<td>16:00</td>
<td>Chairperson’s Opening Remarks</td>
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<td>16:10</td>
<td><strong>Helping Customers Save Money Using IoT Data</strong>&lt;br&gt;Dominic Mann&lt;br&gt;Head of Aftersales Service&lt;br&gt;Emkon&lt;br&gt;Connected products provide vast benefits for you as the manufacturer, but don’t miss the opportunity to help your customers save money as well. Dominic Mann, Head of Aftersales Service for Emkon, uses IoT data to:&lt;br&gt;· Extract value from the thousands of data points gathered through remote connectivity&lt;br&gt;· Provide customers with information about their equipment performance that they didn’t have access to before&lt;br&gt;· Help customers benchmark and make more informed decisions</td>
<td><strong>Happy Customers Are Loyal Customers</strong>&lt;br&gt;<strong>Frank Bunge</strong>, Global After Sales Service Director, <strong>Leica Microsystems</strong>&lt;br&gt;Frank Bunge knows the importance of the relationship between sales, service and marketing, specifically how this relationship impacts customer loyalty. In this session, Frank details how Leica Microsystems sustains happy, loyal customers by:&lt;br&gt;· Providing great service and marketing that service successfully&lt;br&gt;· Surveying your customers to find out what else you could be offering to improve their experience&lt;br&gt;· Proactively responding to customer complaints</td>
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<td>16:30</td>
<td>Executive Presentation&lt;br&gt;An executive from ServicePower</td>
<td>Innovation Spotlight</td>
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<td>17:00</td>
<td><strong>Building Technical Support Structure In Developing Markets: Listening &amp; Learning From Our Customers</strong>&lt;br&gt;Wolfgang Krenkler&lt;br&gt;Director Technical Services&lt;br&gt;BD Biosciences&lt;br&gt;Most manufacturers know that the biggest issues most often come from developing countries. Do you have a technical support structure in place? Wolfgang Krenkler believes the best defense is a good offense: listening and learning from your customers in these markets. In this session, Wolfgang gives his tips for establishing a technical presence in difficult markets by listening to customers.</td>
<td><strong>Customer Care: Are All Departments Ready To Be Best-In-Class?</strong>&lt;br&gt;<strong>Sonja Corinna Ludwig</strong>, Head of Sales Service&lt;br&gt;VDW&lt;br&gt;Many service departments have prioritized customer care. Does the customer first mindset filter through the rest of your organization? Sonja Corinna Ludwig highlights why VDW makes sure that all departments are on the same page, including:&lt;br&gt;· Recognizing that your customers have many possible touchpoints throughout the service cycle&lt;br&gt;· Making sure all departments have a Customer First mentality&lt;br&gt;· Ensuring cohesion between departments for seamless handover and support escalation</td>
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</table>
17:20  **PANEL DISCUSSION: How Does IoT Impact Service?**
Ian Channing  
Director of Global System Operations  
**Swisslog**
Mark Holmshaw  
Vice President Service, Sales & Marketing  
**Toshiba Medical Europe**

Are you using IoT technology to its fullest extent?
Join our panel of leading experts as they tackle the benefits to service including:

- Making sure the data gathered through IoT is used to predict behavior and make meaningful changes
- Understanding how M2M technology affects mobility, route optimization and dispatch
- Determining whether you need to downsize technicians because IoT allows for remote repair, lessening the need for an onsite presence

**PANEL DISCUSSION: Improving The Internal Status Of Field Services**
Riccardo Farid  
Railservices Director  
**Microelettrica Scientifica**
Tonya MacAvock  
Director of Operations  
**Lexmark**
Jos de Boes  
General Manager Customer Service Technical Operations  
**Toyota Motor Europe**

Service is responsible for as much as one-third of overall company revenue, yet too often field service doesn’t get the credit it deserves. Our panel of experts highlight here how they’ve raised the internal status of this most valuable department by:

- Initiating a better understanding of the job complexity of a technician
- Highlighting technician/customer success stories company-wide or developing a program where office employees participate in ride-alongs and customer visits
- Increasing appreciation for the service team across the organization

18:00  **Cocktail Reception**
Day Three
21 October 2015: Driving Revenue Through Global Service

Service accounts for as much as one-third of overall company revenue. Is your company doing everything it can to make money from the services you’re providing? We’ll wrap up Field Service Europe with an important discussion on the future of service revenue.

8:00  Continental Breakfast

8:40  Welcome Remarks
   Jen Montgomery
   Executive Director
   Field Service Europe

8:45  Chairperson’s Opening Address

9:00  Expectations May Differ But Service Quality Remains The Same
   Sheldon Davies
   Director of Global Technical Solutions Center
   Ortho Clinical Diagnostics
   As we’ve seen over the past two days, customer expectations and pricing will vary across regions. It’s vital to keep service levels consistent as Sheldon Davies shows here, by:
   - Decoding customer expectations in each country to identify a range of preferences and expectations
   - Tailoring customer orientation, onsite visits and education to each country’s expectations
   - Equipping your employees with the knowledge and tools they need to work successfully in each country

9:20  Strengthening The Relationship With Channel Partners
   Nigel Street
   Service Line Director
   Eastman Kodak
   Working with channel partners and outsourcing certain processes can drive revenue tremendously. Nigel Street of Eastman Kodak knows the relationship between channel partner and manufacturer is paramount. By co-branding your products, you’re putting incredible trust into another company. In this session, Nigel details how Kodak developed strong relationships with its invaluable channel partners.

9:40  Nurturing Employees Who Won’t Jump Ship
   Christophe Bassole
   EMEA Service Vice President
   Tektronix
   Customer engagement and voice of the customer programs are standards of most service organizations. But how many companies have similar programs in place for internal customers? Tektronix has high employee retention rates and puts employees first by:
   - Surveying to find out weak areas and taking action to improve
   - Scheduling time for the things employees value – training, community development
   - Tying bonuses to items employees actually care about

10:00 PANEL DISCUSSION: Easing The Pressures Of An International Supply Chain
   An executive from ServiceSource
   Marat Abdurakhimov
   Head of Services Department Russia
   Metso Minerals
   Managing the supply chain within a country is tough enough, but moving equipment across European borders is a completely separate challenge. In this interactive panel discussion, our experts give their solutions to common supply chain problems and invite you to share yours. Items to consider include:
   - Working within the legal and regulatory environment of each country
   - Finding logistics providers who best fit your company’s needs
   - Getting materials to the right place in as little time as possible
10:40 | **Morning Refreshment & Networking Break**

11:20 | **Intercultural Differences Delivering Field Services**

Jordan Uzunov
Director of Support & Service
**Stemo**

Manufacturers know it’s more challenging to conduct business in Europe than in America. Language and regulatory differences pose particular challenges, but often the most pressing issue when dealing with employees and customers is cultural differences. In this session, Jordan Uzunov of Stemo details his experience and highlights his tips to success.

11:40 | **Taking The Pain Out Of Service Delivery**

Anders Hvashoj, Vice President Service Product Management, **Vestas**

Service, as the public face of your company, is often in the hot spot. Is it possible to make service delivery easier? Anders Hvashoj thinks so and in this session he’ll demonstrate how by:

- Keeping costs in balance by standardizing tools and systems
- Setting up clear communication streams among all parties
- Optimizing physical distribution – supply chain, storage costs, transport costs, return costs

12:00 | **Tailoring Your Service Offerings To Each Unique Region**

Mark Vlies
Director EMEA Services
**IGT**

All global companies know that customers in Italy have different expectations than customers in Norway. Are your service offerings tailored to meet the demands of each set of customers? Mark Vlies thinks the key questions to consider are:

- Which customers expect 24/7 support?
- Which customers prefer to be contacted via phone, or email, or text?
- Which customers don’t really mind late response time?

12:20 | **Human-Centered Design: Using People To Develop Great Things**

Wojtek Bulatowicz
EMEI Services & Solutions Senior Manager
**Welch Allyn**

Technology has its limits. But the power of people is infinite. Are you using your employees to their ultimate potential? Wojtek Bulatowicz wants to make sure you:

- Recognize the limits of technology and the power of people (do you have the necessary skillsets amongst your workforce?)
- Involve customers and employees in innovative thinking
- Make big changes with the human side of service

12:40 | **Lunch At Silk Road Restaurant**

13:40 | **Roundtable Discussions**

What’s a challenge your company has been struggling with? Would it be useful to discuss this challenge with a group of fellow service executives in an informal setting? If so, then don’t miss the Field Service Europe roundtable discussions! During this 90-minute session, you’ll have the opportunity to join two table discussions, so pick your two top challenges and get talking!

**Table 1:** Hosted by an executive from **ServiceMax**
**Table 2:** Hosted by Charlie Apps, Field Service Director EMEA, **St Jude Medical**
**Table 3:** Hosted by Kimmo Kallioniemi, Vice President Service Operations, **Cargotec**
**Table 4:** Hosted by Greet Keppens, Vice President Global Customer Service, **Barco**
**Table 5:** Hosted by Adam Steele, Technical Service Manager EMEA, **Spectranetics**
**Table 6:** Hosted by Brian Brady, Director Service Programs, **voestalpine polynorm**
**Table 7:** Hosted by Patrick Stucke, Manager Service Planning, **Konica Minolta Business Solutions Europe**
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<tr>
<th>Time</th>
<th>Session Title</th>
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<tr>
<td>15:10</td>
<td>Afternoon Refreshment &amp; Networking Break</td>
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<tr>
<td>15:40</td>
<td>Enticing Service Organizations To Embrace Change</td>
<td>Ananda Raghavan</td>
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<td><strong>Philips Lighting</strong></td>
<td>Global Services Marketing Leader</td>
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<td>Change isn’t easy. Ananda Raghavan, Global Services Marketing Leader with Philips Lighting has a handle on change management and successfully led his employees through a tumultuous period by:</td>
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<td>• Working within the culture to foster small but significant changes</td>
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<td>• Listening to and reacting to employee feedback</td>
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<td>• Promoting the benefits of change to reluctant employees</td>
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<td>15:40</td>
<td>Getting The Right Info To Remote Technicians</td>
<td>Georgios Gkatzimas</td>
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<td><strong>Hypertherm</strong></td>
<td>Director After Sales EMEA</td>
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<td>Service technicians are highly skilled employees who often don’t have day-to-day or even weekly contact with managers or back office. Ensuring they have information at their fingertips is vital. Georgios Gkatzimas addresses employee communication here, including:</td>
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<td>• Ensuring technicians have all necessary customer, equipment, maintenance information at their fingertips</td>
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<td>• Reducing number of calls technicians have to make for assistance</td>
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<td>• Eliminating follow-up visits when techs are equipped with everything they need the first time</td>
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<td>16:20</td>
<td>Monetizing Customer Education</td>
<td>Sabri Sozen</td>
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<td><strong>Volvo</strong></td>
<td>Director Customer Service</td>
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<td>Helping customers get the most out of your equipment is an area that was previously considered a cost. Innovative companies like Volvo have figured out ways to make money from customer self-service and education. Sabri Sozen details Volvo’s secrets including:</td>
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<td></td>
<td>• Charging for support that customers previously got for free</td>
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<td></td>
<td>• Creating remote support and e-learning tools</td>
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<td></td>
<td>• Building customer education tiers into service agreements</td>
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<tr>
<td>16:20</td>
<td>End of Field Service Europe</td>
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Very good program content. The topics are providing me a lot of good ideas that I will be able to adapt for my business. Great event!!!

Jacques B., VP Maintenance Services Worldwide, Embraer
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Astea International (NASDAQ: ATEA) is a global provider of software solutions that offer all the cornerstones of service lifecycle management, including customer management, service management, asset management, reverse logistics management and mobile workforce management. Astea’s solutions link processes, people, parts, and data to empower your team and provide the agility you need to achieve sustainable value in less time, and successfully compete in a global economy. Since 1979, Astea has been helping more than 400 companies achieve new levels of service excellence. To learn more visit: www.astea.com. Service Smart. Enterprise Proven. Check out the latest news from Astea here: http://bit.ly/Z0YuKT

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Extremely well run conference. From the registration process to the greeting at the on-site registration desk to the facilities, to set-up, to tear-down. Everything was smooth and easy. We were also very pleased with the quality and quantity of attendees. The right companies, the right titles, and mostly very friendly and open to learning. Very positive experience for us.

Steve O., Senior Director Marketing, PegaSystems
About Our Media Partners

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Qualified Manufacturers

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Group Discounts for Qualified Manufacturers

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Pricing for Solution Providers*

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Please Note:

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