

## Round Table Industrial Management on **Digitalization based development, sales and delivery of new services**



### **Purpose**

To provide the participants and their enterprises with outlines for the customized strategies and action plans required for getting real momentum in their efforts with “Digitalization based development, sales and delivery of services”.

### **Why a Round Table on this topic?**

The manufacturing industries are now rapidly exploring the business potentials in deploying digitalization on a substantially larger scale than before. This is basically driven by the now radically changed price and performance of the underlying technologies and infrastructures that form the basis for the digitalization. We are here talking about the price and performance of e.g. IC, ICT, sensor technology, IoT, broad band, Big Data and analytical tools.

The data that can now be captured from processes, delivered products and the installed base of equipment can in many industries be refined into offerings of completely new data- and knowledge-based services. Services that in many cases will represent a much higher value than the traditional HW-offerings represent.

This development is something we have to relate to. We must have a strategy and an action plan!

### **For whom**

Primarily for alumni from Executive Program in Industrial Management, or those who have the similar knowledge through a combination of professional experience and related trainings.

### **How**

- The participants in a specific Round Table group will meet three days in a year. Starting with one day for a constituent meeting.
- The number of participants in a group can range from 8 to 12.
- The work in the group follows a defined and since many years successfully applied process with these main characteristics:
  - Focus on the real challenges and opportunities (related to the selected topic) of the participating enterprises.
  - Discussions where the participants will contribute with their own knowledge, experiences and creative ideas.
  - The process is fueled by input from a leading academic or from an industrial champion and expert.
  - The meetings will be in English.
  - Notes will be taken and distributed after every meeting.
- At the constituent meeting all the required decisions for framing in the process will be taken:
  - Review all cases and select the first enterprise to focus on.
  - Select dates and sites for the upcoming meetings.
  - Make an inventory of perspectives on the topic.

### Examples of possible perspectives on the topic

- Development of completely new service offerings beyond the range of the traditional services. Services that makes a real difference in the productivity and offerings of the customers. Services that in most cases are related to the installed base.
- What changes do we have to do in our business model?
- How do we accelerate and manage our innovation process?
- Which capabilities/technologies do we have to support in order to find and realize new service opportunities?
- How to deal with possible showstoppers as lack of standardized interfaces, data integrity and security, and IPR (Who owns the data?)
- How do we supply the organization with the required competences; own resources, consultants, and partnerships?
- What changes can we foresee regarding our opposition in our value network?
- What changes do we have to do in our internal processes?
- Improve the processes for quality, availability and productivity in the already established range of traditional repair-, maintenance- and spare part-services.
- How do we change our brand to support our new brand promise?

### When

The constituent meeting will be scheduled for Q1 2017.

### Where

The constituent meeting will be at KTH (the Royal Institute of Technology) in Stockholm, Sweden. The dates and sites for the upcoming meetings in 2017 will be decided later.

### Fee

SEK 60 000 (excl. VAT) which includes documentation, lunches and coffees. The fee will be invoiced when the group has reached eight participants.

### Facilitator

Maria Poppen Wiklander. Maria has a long background from senior management positions in industry. She is now driving the independent consulting company MPOW AB. Maria participated in our first round of the Executive Program in Industrial Management 2001 and is also an elected member of the Royal Swedish Academy of Engineering Sciences (IVA).



### Interested/Further information?

Please contact Per Gårdnäs at MTC AB (a subsidiary of KTH Executive School).  
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KTH Executive School addresses technology based enterprises needs of the specific know how, the broadened perspectives as well as the inspiration required to excel in developing and implementing new businesses, new strategies and new ways to operate.

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