

**Cambridge Wireless Business SIG in association with and
supported by Aston Business School**

“SaaS and Power-by-the Hour – Can these principles apply to your business?”

5th March 2014

Lunch is jointly sponsored by:  **ROHDE & SCHWARZ**

*This SIG is championed by **Clennell Collingwood** from **TTP**, **Kevin Coleman** of **Alliantus** and **Leo Poll** of **Akendi***

Venue: Aston Business School, Birmingham, B4 7ET

AGENDA

12:00 Registration, Lunch and Networking

13:00 Welcome and Introduction by SIG Champion, **Kevin Coleman, Alliantus**

13:05 Welcome from our joint lunch sponsor, **Steven Edwards, Rohde & Schwarz**

13:10 Welcome from our host **Iain McKechnie, Aston Business School**

Session chaired by SIG Champion **Kevin Coleman of Alliantus**

13:15 **‘Decoding Servitization’**

Professor Tim Baines, Professor of Operations Strategy, Aston Business School

In order to provide advanced services, and therefore benefit from the associated growth, organisations need to understand the nuances of 'servitizing' and the key changes they have to initiate in order to maximise the benefits. Tim will share how the principles applied successfully within large organisations can also be applied to SMEs across a number of sectors, specifically those manufacturing a product or creating value through software services.

13:30 Q&A

Session chaired by SIG Champion **Clennell Collingwood of TTP**

13:35 **‘Thinking like a Customer’**

Martin Higson, Tram Operations Director – UK & Ireland, Alstom Transport

Success for an OEM doesn't need to be confined to the contract to supply a Product! Often a more enduring (and profitable!) customer relationship comes from living in a 'servitized world' with your customer. However, this doesn't come easy and takes a flexible and more customer intimate approach than most OEM's are familiar with. This presentation outlines what 'living' in this unfamiliar world may entail.

13:50 Q&A

Session chaired by SIG Champion **Leo Poll of Akendi**

13:55 **‘Business Driven Service Contracts - A Defence Perspective’**

Steve Shepherd, Executive Director, UKCeB

Steve Shepherd will seek to examine the current set of business drivers that are flowing from government, the MOD and from the Defence Industry that the Team Defence Support Services community must consider in our drive to provide more effective, agile and affordable support solutions for Defence capabilities. He will report on the joint UKCeB / MOD current priority strategic streams of work; Contracting for Support, Data & Information and People & Culture, explaining how Contracting for Support must balance the provision of services to achieve mission success and capability availability with an affordable through life cost.

14:10 Q&A

Session chaired by SIG Champion **Leo Poll** of **Akendi**

14:15 Serving the 'Servitizer' – a new angle on 'My Dog has no Nose'

Paul Green, Innovation Director, Arkessa

For every product that is turned into a service there needs to be some means of monitoring and effortlessly connecting it with some kind of management system. This is a field well known to Arkessa and Paul will relate some examples of the benefits and challenges from ten years experience of enabling the Servitization of a host of different products. We will also explore who owns the real value of this remotely connected data-rich environment – it is really the product manufacturer or someone entirely new to the value chain.

14:30 Q&A

14:35 Coffee Break & Networking

Group Discussions:

- 15:05**
- **'Changing Culture' - Changing culture to go from 'shipping boxes' to delivering services.** Led by Dr Howard Lightfoot, Research Fellow, Aston Business School
 - **'How to embed people into your customer?' - What skills and characteristics will make this a success?** Led by Martin Higson, Alstom Transport

- 15:50**
- **'Financial/Business Models' - Is there a business case for your business model?** Led by Andrew Lawton Smith, Head of Enterprise, Wragge & Co
 - **'I didn't know you could do that... I didn't know you needed it!!!' - All components for M2M to enable servitization may be there but how can they fit together?** Led by Leo Poll, Akendi

16:35 Panel Session with all speakers chaired by Clennell Collingwood, TTP

17:05 Closing remarks by SIG Champion / Networking

17:30 Fill in Evaluation Forms - Event Closes

With the permission of the speakers, presentations will be loaded to the Cambridge Wireless website on the day following the event

Profile of Organiser

Cambridge Wireless (CW)

CW is the leading international community for companies involved in the research, development and application of wireless & mobile, internet, semiconductor and software technologies. With 400 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 20 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises the annual Future of Wireless International Conference and Discovering Start-ups competition along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. For more information, please visit www.cambridgewireless.co.uk

Profile of Supporter

Aston Centre for Servitization Research and Practice, Aston Business School

Aston Centre for Servitization Research and Practice is a long established research-led University known for its world-class teaching quality and strong links to industry, government and commerce. Aston's goal is to transform the adoption of servitization in the UK; our approach is to learn about the processes of servitization from the world's leading organisations, and then work with regional and national manufacturers to servitize their operations. Striving to achieve both excellence and relevance in both research and education, we are situated within Aston Business School which is renowned for the quality of its learning environment and world-leading research. For more information, please visit www.aston-servitization.com

Profile of Joint Lunch Sponsor

Rohde & Schwarz

Rohde & Schwarz UK Ltd is an independent sales, service and technical support provider to customers in the fields of test & measurement, radio & TV broadcasting, IT security, radiomonitoring and radiolocation as well as mission-critical radiocommunications. Rohde & Schwarz has designed and manufactured the highest-quality specialist products in Germany for nearly 80 years across a wide range of technologies and industries, including wireless, broadcast, aerospace & defence and security markets. Rohde & Schwarz UK Ltd has been the UK subsidiary of Rohde & Schwarz GmbH for 28 years. Based in Fleet, RSUK employs 70 people to provide dedicated sales, services and support to customers across the UK and Ireland. For more information, please visit: www.rohde-schwarz.co.uk

Profile of SIG Champions

Clennell Collingwood, TTP

Clennell Collingwood is a Senior Consultant in the Product Engineering group at TTP, Europe's leading independent technology and product development company. Previously, Clennell was an Investment Director in TTP Ventures, investing in electronics and telecommunications related businesses. He managed the investments in Alphamosaic, sold to Broadcom for \$123m, and ZBD. In addition, Clennell helped to establish the Carbon Trust – TTP Incubator, which supported start-up and early-stage businesses in the low carbon sector. He has first class BA and MEng degrees in Chemical Engineering from the University of Cambridge and has completed the year long Postgraduate Course in Design, Manufacture and Management (also at Cambridge).

For more information, please visit: www.ttp.com

Kevin Coleman, Alliantus

Kevin is an entrepreneurial marketer with over twenty-five years of senior level experience working with leading edge companies. He is the Managing Director of Alliantus Limited, a company that creates programmes to connect organisations with potential investors, business partners and technology collaborators globally.

With a wealth of experience in international growth (most continents), Kevin is passionate about the value of international marketing from both a strategic and a tactical viewpoint. He is the coach for the CEOs, Connecting for International Growth programme (which exposes CEOs to global best practice at the Judge Business School) and a former Lecturer at Lord Ashcroft International Business School in Cambridge. He is also a director of Pennsylvania-based British-American Connections. Kevin is the founder of the Cambridge Wireless Business SIG, co-founder of Discovering Start-Ups (now in its 5th year) and a Chartered Institute of Marketing Regional committee member.

A recognised speaker, commentator, facilitator and chairperson, he curates a range of online digests including The Cambridge Technology Daily, Everything Connected and Servitization Digest. For more information please visit www.alliantus.com

Leo Poll, Akendi

Technically everything is possible, making it work for people is where the real challenges are. Addressing these challenges from an end-user perspective in a way that makes business sense is what drives Leo. With more than 20 years of experience in Innovation driven Experience Research and Design he is able to bring an ability of strong lateral thinking combined with broad domain knowledge of applications/markets and technical enablers.

Previous to his role at Akendi, Leo worked for the mobile phone division of Philips in Le Mans, France, managed numerous international projects whilst employed by Philips Electronics UK, was a member of the global 'Connectivity Programme' board of Philips Research, (Co-)founded Ryppel Ltd, Eversfield Innovation Ltd, Galileo Software Adviesbureau v.o.f. For more information, please visit: www.akendi.co.uk

Profile of Speakers

Professor Tim Baines, C.Eng FIMechE FIET FHEA

Professor Tim Baines leads Aston's research on servitization. He is an international authority on servitization, and works extensively with manufacturers to transformation their operations to compete through Product-Service Systems (PSS). He has experience of a wide range of industrial engineering, technology management, and manufacturing management disciplines, and works with the leading companies in his field including Rolls-Royce, Caterpillar, Alstom, MAN and Xerox. For more information, please visit: www.aston-servitization.com

Paul Green, Arkessa

Paul originated Arkessa in 2006 – the business that provides remote internet services to multitudes of machines. He is currently creating the services Arkessa will offer in five year's time. His professional life combined engineering and science has taken him through a variety of roles, including design and production engineering, business planning, marketing and corporate sales, mainly in the telecommunications sector. Interestingly, the first product he introduced to manufacture is now in the Science Museum in London. A passionate and committed Christian, Paul is as

excited about materials science and quantum physics as he is interested in railways, walking, skiing and the natural world. For more information please visit www.arkessa.com

Martin Higson, Alstom Transport

Martin Higson is Operations Director at Alstom Transport in the UK and Ireland. A seasoned industry professional, Martin has a comprehensive breadth of experience from a variety of Operational, Commercial and Service Delivery roles. The range of industries covering such as Power Industry Products, High volume Electronics, Domestic Appliances and Transport. He co-wrote "Strategic positioning: an integrated decision process for manufacturers" with Professor Tim Baines. For more information, please visit: www.alstom.com/transport

Steve Shepherd, UKCeB

Steve Shepherd, Executive Director, UK Council for Electronic Business (UKCeB)

Steve Shepherd has worked in Aerospace and Defence for over 44 years with Rolls-Royce plc and UKCeB. UKCeB is an independent, not-for-profit membership group that provides a consistent and independent voice for Team Defence. UKCeB enables projects and good practice sharing to transform secure information sharing and collaboration and to provide more effective, agile and affordable support solutions for Defence capabilities. For more information, please visit: www.ukceb.org

Profile of Leads

Martin Higson, Alstom Transport

Martin Higson is Operations Director at Alstom Transport in the UK and Ireland. A seasoned industry professional, Martin has a comprehensive breadth of experience from a variety of Operational, Commercial and Service Delivery roles. The range of industries covering such as Power Industry Products, High volume Electronics, Domestic Appliances and Transport. He co-wrote "Strategic positioning: an integrated decision process for manufacturers" with Professor Tim Baines. For more information, please visit: www.alstom.com/transport

Dr Howard Lightfoot, Aston Business School

Dr Howard Lightfoot has for the past 7 years worked as a university Senior Research Fellow, focussing on the field of Servitization and Product-Service Systems where he has published extensively and is considered to be a leading authority in this area. He works with the leading companies in his field including Rolls-Royce, Caterpillar, Alstom, MAN and Xerox. He has a First Class Honours Degree and PhD in Physics and is a Chartered Engineer and Fellow of the Institution of Engineers and Technologists. His career began as a lecturer in Electronic Engineering at Loughborough University before moving into industry where he held senior manufacturing operations and management positions within manufacturing companies such as Marconi and the Volex Group and held board level positions in several SMEs supplying Automotive, Defence and Aerospace sectors. He has over 25 years of experience in high technology product development and manufacturing with International business development experience gained in Western Europe, USA and the Far East. For more information, please visit: www.aston-servitization.com

Andrew Lawton Smith, Wragge & Co

Andrew Lawton Smith is Head of Enterprise Services at Wragge & Co, where he acts as a "Trusted Business Adviser" providing innovative, insightful and cost-effective solutions to the firm's larger privately owned client companies and entrepreneurial business owners. Of great relevance to this Cambridge Wireless event, Andrew recently spent four years as CEO of Mercato Solutions, a fast-growing and profitable software company (14th in the Deloitte Fast 50 for 2012). For more information, please visit: www.wragge.com

Leo Poll, Akendi

Please see SIG Champion bio above. For more information, please visit: www.akendi.co.uk