

SERVICE SUPPLY CHAIN STRATEGY FORUM

March 1-2, 2011

Wharton West, San Francisco

Strategies to Meet the Needs of the New Service Economy

Tuesday March 1, 2011 - Academic Workshop

7:15 – 8:00 am Check-in and Breakfast

8:00 – 8:30 am Welcoming Remarks

- Doug Collom, Vice- Dean, The Wharton School
- Morris Cohen, Professor, The Wharton School

8:30 – 9:30 am Session I – Servicization and Service Product Design: Strategic Frameworks

The emerging strategy of replacing the sale of products with the provision of services enables the creation of value by customers through the use of these products, i.e. converting products to services. In this session we consider the definition, rationale and evolution of this strategy.

- [Andy Neely, Director Services Performance Research, University of Cambridge](#)
- [Richard Lai, Assistant Professor, The Wharton School](#)

9:30 – 11:00 am Session II – Incentives, Organization and the Environmental Impact of Servicization

Incentives, organizational design, and environmental impact have emerged as critical issues associated with the adoption of servicization. This session will review current research and experiences associated with these issues in various industries.

- [Mike Toffel, Assistant Professor, Harvard Business School](#)
- [Lamar Pierce, Associate Professor of Strategy, Washington University](#)
- [Vishal Agrawal, Assistant Professor, Georgetown University](#)

11:00 – 11:30 am Morning Break

11:30 – 1:00 pm Session III – Measurement and Contracting of Service Quality and Product Performance

As services become increasingly dominant in our economy, new methods and procedures for understanding the link between the quality of service delivered to customers, the product quality and the level of customer satisfaction need to be developed and implemented. At the same time, incentive alignment and contracting based on product/process performance have emerged as critical elements of customer focused competitive strategies.

- [Serguei Netessine, Professor, Insead](#)
- Jose Guajardo, Doctoral Candidate, The Wharton School
- [Uday Karmarkar, Professor, UCLA Anderson School of Management](#)

1:00 pm – 2:00 pm Lunch

2:00 – 3:30 pm Session IV – Service and Product Design

Product design and service process innovation can affect performance factors such as product reliability, costs and serviceability.

- [Geert-Jan van Houtum, Professor, Eindhoven University of Technology](#)
- [Sang Kim, Assistant Professor, Yale University](#)
- [David Nowicki, Associate Professor, Stevens Institute of Technology](#)
- Stefanos Zenios, Professor, Graduate School of Business, Stanford University

3:30 – 4:00 pm Mid-Afternoon Break

**4:00 – 5:00 pm Session V – Service Supply Chain Management:
Optimal Resource Planning and Processes to Support Delivery of
Performance Differentiated Service Products**

The optimal deployment of resources and management of processes to support prioritized service based strategies delivered to multiple market segments is a key requirement of servicization. This session will consider the challenges and lessons learned from implementations in environments with performance based incentives for servicization.

- Vinayak Deshpande, Associate Professor, Purdue University
- Vipul Agrawal, EVP Products, MCA Solutions

5:00 – 5:30 pm Irrigation Industry Case Discussion: Lessons Learned

- Hau Lee, Professor, Graduate School of Business, Stanford University

5:30 – 7:30 pm Cocktail Reception

Wednesday March 2, 2011 - Industry Thought Leaders Forum

7:15 – 8:00 am Check-in and Breakfast

8:00 – 8:30 am Overview of Findings and Discussion of Day 1

- Naren Agrawal, Professor, Santa Clara University

8:30 – 10:30 am Aerospace & Defense

Moderator: Bob Salvucci, CEO, MCA Solutions

- Paul Peters, DASD for Supply Chain Integration, Acquisition, Technology and Logistics, OSD
- Ken Shaw, Vice President-Global Services & Support Supply Chain, The Boeing Company
Defense, Space & Security
- Steven Gray, Deputy VP Global Sustainment, Lockheed Martin Aeronautics
- LeAnn Ridgeway, VP & Managing Director, International & Service, Rockwell Collins
- Tom Palmer, Director of Services, Rolls Royce

10:30 – 11:00 am Morning Break

11:00 – 12:30 pm High Tech & Semiconductor

Moderator: Warren Hausman, Professor, Stanford University

- [Steve Gray, VP Service Supply Chain, KLA-Tencor](#)
- [Joe Chamberlain, Managing Director Global Logistics Spares Operations, LAM Research](#)
- Scott Tredennick, Director Global Service Logistics, Varian Medical Systems
- [Cheryl Adas, Managing Principal - Enterprise Print Services, Xerox Global Document Outsourcing](#)

12:30 pm – 1:30 pm Lunch

1:30 – 2:00 pm Industrial Products / Chemical Industry

- [Jill Kauffman Johnson, Executive Director, Chemical Strategies Partnership](#)

2:00 – 2:30 pm Gaming Industry – Managing the Customer Experience

- David Norton, SVP CMO, Caesars Entertainment

2:30 – 3:00 pm Mid-Afternoon Break

3:00 – 4:30 pm Business to Consumer

Moderator: Morris Cohen, Professor, The Wharton School

- Jim Miller, VP WW Operations, Google
- [Rajiv Mehta, Vice President of Service Operations, Samsung](#)

4:30 – 5:30 pm Plenary Discussion – Industry Opportunities and Challenges

5:30 – 7:30 pm Cocktail Reception