

Title: **Engineering and delivering industrial services**

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Short presentation: In order to respond to the increasing competitive pressures that characterize industrial economies, manufacturers have realized the importance of providing outstanding services to their products on a global scale. At the same time, customers are demanding to manufacturers higher level of availability and maintainability and decreased life cycle costs. These transformation require manufacturers to build up an effective and an efficient service business to support their products and their customers around the globe in every phase of the product life cycle. Although offering industrial services may achieve financial, strategic and marketing benefits, to managing and delivering a service portfolio on a global scale entails several challenges: organizational, network, communication and financial issues to name just a few. In this context, ICT technologies act as potential enablers of the development and provision of industrial services.

Topics:

- Business models for industrial services
- New service development and service engineering
- Life-cycle management of industrial services
- Industrial services operations
- Industrial services simulation
- ICT supporting industrial services
- Installed base information enabling industrial services
- Knowledge management for industrial services operations and innovation
- Industrialization of services

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