

Service & Logistics Summit 2014

7th European Conference on Aftersales Service and Spare Parts Logistics



May 13th – 14th

Kempinski Hotel
Gravenbruch
Frankfurt

Event Brochure

including the final conference program

ISLA
International Service Logistics Association

Dear Colleague,

Efficient and reliable customer service is essential for today's manufacturers. This drives all of us in the service and spare parts business to strive for excellence every day — based on a consistent strategy, a customer-focused service portfolio, cost-effective operations, and a support framework that covers the entire product life-cycle. But even the most experienced and talented managers can learn from one another, and the networking and sharing of ideas among peers from various industries can inspire, help to define “best in class,” and foster improvement.

Therefore, we are pleased to invite you to the **Service & Logistics Summit 2014** in **Frankfurt** on **May 13th – 14th**. Organized by a professional association which is supported by the industry itself, it provides a perfect platform for networking and knowledge sharing among senior managers of globally operating companies running spare-parts and service intensive businesses. Listen to informative presentations, discuss trends and practices, and develop your professional network.

Do not miss this unique opportunity to meet your peers who are dealing with similar issues in managing and developing the service business. **We look forward to welcoming you to the Service & Logistics Summit 2014 on May 13th – 14th.**



Kraft Schumann
Executive Board Member
and Chairman of ISLA



Tom Clevinger, Executive Board Member
of ISLA and Senior VP / General Manager
Global Truck, Parts & Service at Navistar Inc.



Magne Svendsen, Executive Board
Member of ISLA and EVP Business Area
After Sales and Crop Care at Kverneland Group



Ulf Nitz
ISLA Association Coordinator

The Event at a Glance

Tuesday, May 13th, 2014

9:15 – 10:15	Registration & Light Breakfast	
10:15 – 12:30	Plenary Session	
12:30 – 13:30	Lunch Break	
13:30 – 15:00	Plenary Session	
15:15 – 17:00	Aftersales Service Focus Stream	Spare Parts Logistics Focus Stream
19:00	Dinner & Evening Socializing	

Wednesday, May 14th, 2014

9:15 – 12:30	Aftersales Service Focus Stream	Spare Parts Logistics Focus Stream
12:30 – 13:30	Lunch Break	
13:30 – 16:00	Plenary Session	
16:00	Closing Reception	

The speaker slots during the sessions are 45 minutes long, providing the opportunity of an extensive discussion and open exchange of views following the presentation.

Different Industries, One Focus: Aftersales Service and Spare Parts Logistics

Attending the Service & Logistics Summit 2014, you will find the perfect mix of inspiration and practical insight. Listen to in-depth presentations by experienced practitioners, and contribute to the debate and discussion following each presentation. The event will feature an eclectic mixture of presentations from

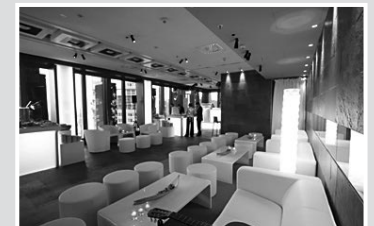


Meeting at Great Locations



The Service & Logistics Summit 2014 will take place at the Kempinski Hotel Gravenbruch Frankfurt. Only a short drive out of downtown Frankfurt, this internationally renowned luxury hotel offers a relaxing and inspiring atmosphere away from the bustle of the city. It is built in the style of an elegant country house and surrounded by a vast park. Following extensive remodelling and reopening a few months prior to the event, the conference area will provide a perfect setting for presentations, discussions and networking during the sessions and breaks.

At the end of the first conference day all delegates are cordially invited to dinner at the "Windows 25", to be hosted by Barkawi Management Consultants. This great location is on the 25th floor of the Japan Tower in Frankfurt's financial district. Relax and chat with peers, while enjoying delicious food, excellent wines, and a magnificent view of the skyscraper scenery. Transfer from hotel to dinner location and back will be provided.



Speakers



Tony Abouzolof

Co-Founder and Global Sales Syncron



Jörg Asbrand

Vice President Purchasing Lufthansa Technik



Dr. Andreas Baader

Managing Partner Barkawi Management Consultants



Christoph Beuter

Senior Manager Barkawi Management Consultants



Marcus Czabon

Managing Director Service Milling DMG MORI



Michael Groß

Director Parts Business Fendt & Central/Eastern Europe AGCO



Rolf Härdi

Member of the Executive Board Knorr-Bremse Rail Vehicle Systems



Claudia Herczeg

Director After Sales Service Ottobock



Christian Jasper

Head of Spare Parts Logistics Strategy and Planning, BMW Group



Carmen Javierre Arellano

Head of Spare Parts Management, Gunnebo



Marcel Kießling

Former Member of the Executive Management Board for Sales and Services of Heidelberg



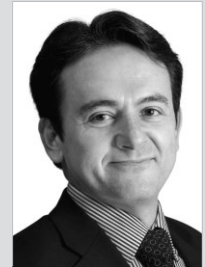
Dr. Michael A. Kluger

Commercial Division Vice President Neovia



Bosco Novak

Vice President Services Rohde & Schwarz



Javier Pérez

Deputy Global Director Service Sales and Marketing Gamesa



Massimiliano Sammartano

Vice President Customer Services Linde Material Handling



Henry van der Schoot

Director Global Logistics Global Customer Service Philips Healthcare



Tilmann Seidel

Vice President Head of Customer Services Oerlikon Neumag



Anders Stromquist

Manager Business Development, Robotics Service ABB



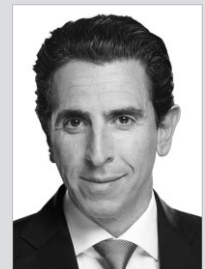
Ronny Weinig

Head of Customer Services, Sector Industry Siemens Switzerland



Markus Gürne

Head of the ARD studio at the Frankfurt Stock Exchange and former correspondent in Cairo and New Dehli



Karim Barkawi

Managing Partner Barkawi Management Consultants

As Guest Speaker

As Conference Chairman

Ballsaal 1 & 2

9:15 – 10:15	Registration and Light Breakfast
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Plenary Session in conference room “Central Park 2”

10:15 – 10:30	Welcome Note and Opening Remarks from the Conference Chairman Karim Barkawi, Advisory Board Member of ISLA and Managing Partner of Barkawi Management Consultants
10:30 – 11:10	The essentials of Service Lifecycle Management Massimiliano Sammartano, Vice President Customer Services Linde Material Handling
11:10 – 11:50	The strategy that helps you win the game Tony Abouzolof, Co-Founder and Global Sales Syncron
11:50 – 12:30	Boosting the success of aftersales supply chains with Lean Distribution Dr. Michael A. Kluger, Vice President Neovia

Ballsaal 1 & 2

12:30 – 13:30	Lunch Break
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Plenary Session in conference room "Central Park 2"

13:30 – 14:15	The new Service DNA of Knorr-Bremse Rolf Härdi, Member of the Executive Board Knorr-Bremse Rail Vehicle Systems
14:15 – 15:00	New sales and service approaches to meet customer expectations with limited resources Marcel Kießling, Former Member of the Executive Management Board for Sales and Services of Heidelberger Druckmaschinen AG

Ballsaal 1 & 2

15:00 – 15:15	Coffee Break
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Breakout Session in Ballsaal 3 Focus Stream: Aftersales Services

15:15 – 16:00	Service Innovation: Broaden the scope of service business Christoph Beuter, Senior Manager Barkawi Management Consultants
16:00 – 16:45	After Sales Service with a single purpose: to help maintain and restore human independence Claudia Herczeg, Director After Sales Service Ottobock
16:45 – 17:00	Closing Remarks and wrap-up of conference day one Kraft Schumann, Chairman of ISLA

Breakout Session in Ballsaal 4 Focus Stream: Spare Parts Logistics

15:15 – 16:00	Key initiatives for profitable growth in the spare parts business Dr. Andreas Baader, Managing Partner Barkawi Management Consultants
16:00 – 16:45	Strategic development in Automotive Aftersales Logistics Christian Jasper, Head of Spare Parts Logistics Strategy and Planning BMW Group
16:45 – 17:00	Closing Remarks and wrap-up of conference day one Dr. Michael A. Kluger, Vice President at Neovia

Evening Activities

19:00	Transfer to downtown Frankfurt and dinner, hosted by Barkawi Management Consultants
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Breakout Session in Ballsaal 3 *Focus Stream: Aftersales Services*

9:15 – 10:00	Successful IT-enabled business transformation — Case studies from B2B Customer Care Anders Stromquist, Manager Service Business Development ABB Discrete Automation and Motion
10:00 – 10:45	Service Excellence by balancing operational quality Ronny Weinig, Head of Customer Services Sector Industry Siemens Switzerland

Ballsaal 1 & 2

10:45 – 11:00	Coffee Break
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Breakout Session in Ballsaal 3 *Focus Stream: Aftersales Services*

11:00 – 11:45	The challenge of developing Life-Cycle Service products for the manufacturing industry Marcus Czabon, Managing Director Service Milling DMG MORI
11:45 – 12:30	Life Extension — Giving customers additional years of income and more efficient installations Javier Pérez, Deputy Global Director Service Sales & Marketing Onshore & Offshore Gamesa

Breakout Session in Ballsaal 4 *Focus Stream: Spare Parts Logistics*

	A journey to Supply Chain Excellence Henry van der Schoot, Director Global Logistics Global Customer Service Philips Healthcare
	Service level enhancement in Russia — Lessons from Agriculture Michael Groß, Director Parts Business Fendt & Central/Eastern Europe AGCO

Breakout Session in Ballsaal 4 *Focus Stream: Spare Parts Logistics*

	A global approach to Spare Parts Management to improve service levels and increase revenue Carmen Javierre Arellano, Head of Spare Parts Management Gunnebo
	On the path to a truly customer-focused Service and Parts Organization Tilman Seidel, Vice President and Head of Customer Services Oerlikon Neumag

Wednesday, May 14th — The Afternoon

Ballsaal 1 & 2

12:30 – 13:30

Lunch Break

Plenary Session in conference room “Central Park 2”

13:30 – 14:15

Ensuring unbroken reliability and availability of civil aircraft fleets — Similarities and differences to other industries
Jörg Asbrand, Vice President Purchasing
Lufthansa Technik

14:15 – 15:00

Passion for Service: Driving a successful Transformation
Bosco Novak, Vice President Services
Rohde & Schwarz

15:00 – 15:45

The stories behind the story — Where and how political decisions are really made
Markus Gürne, Head of the ARD studio at the Frankfurt Stock Exchange and former correspondent in Cairo and New Delhi
ARD — Association of Public Broadcasting Corporations in the Federal Republic of **Germany** under public law

15:45 – 16:00

Wrap-up of conference and farewell message from the Conference Chairman
Karim Barkawi, Advisory Board Member of ISLA and Managing Partner of **Barkawi Management Consultants**

Ballsaal 1 & 2

16:00

Closing Reception

About the conference

The Service & Logistics Summit is designed for up to 120 participants, ISLA members and senior-level managers from selected non-ISLA companies. Like any ISLA event, the Service & Logistics Summit is not commercially driven. It only aims to provide a networking platform for service and logistics professionals as well as ample opportunity for sharing experience. Previous conferences were held in Stuttgart (2012), Bonn (2011), Hamburg (2010), Rottach-Egern at Lake Tegernsee (2009), Berlin (2008) and Munich (2007).



In addition to the Service & Logistics Summit, we arrange events such as Focus Days, ISLA Academies, and the ISLA Campus. Activities in the U.S. and China were launched in 2012/2013. Participants from over 300 companies attended at least one, but often several events in recent years. Some 170 speakers gave their presentations, representing a long list of leading companies, from ABB, AGCO, Alstom to Vestas and ZTE.

Event Organizer

The International Service Logistics Association (ISLA) is a network of professionals dedicated to Service Management and Spare Parts Logistics. It was founded in 2003, and some 60 corporate members from Europe, Israel, China and the U.S. have joined the association. ISLA members include, among others, ABB, AGCO, Airbus Helicopters, Applied Materials, Carl Zeiss, Cisco, Claas, CNH, Crown, DAF Trucks, Gorenje, Haier, Heidelberg, Jungheinrich, Katoen Natie, KONE, Kverneland Group, Linde MH, MAN, Manitou, Navistar, Neovia, Philips Healthcare, Scania, Siemens Healthcare, Syncron, ThyssenKrupp, Toyota Material Handling, Vestas, Wärtsilä, and Whirlpool. For more information, please visit www.servicelogistics.info or contact us:



ISLA International Service Logistics Association e. V. • Baierbrunner Str. 35 • 81379 München • Germany
Tel: +49 (0)89 74 98 26-960 • Fax: +49 (0)89 74 98 26-969 • isla@servicelogistics.info
Executive Board: Kraft Schumann (Chairman), Tom Clevinger, and Magne Svendsen

Attendees' Comments 2007–2012

“I found what I was looking for: Global peers dealing with the same key-issues in developing the service business”
Jo Pauwels, Head of BU Customer Service, ABB Robotics Division

“A crosspoint of facts, experience and benchmarking”
Torrino Vandemaele, Product Manager Services, Barco NV

“Great opportunity to discuss approaches from different industries to similar challenges in the aftersales business”
Stephan Klosterkamp, Managing Director, CLAAS Service & Parts

“Excellent event!”
Bernhard Weigl, Head of Spare Parts Supply Chain, Eurocopter

“Excellent mix of topics from different business areas”
Bernhard Steinel, SVP Global Service, Heidelberg

“There were a lot of very interesting topics discussed”
Fritz Rheindorf, Director, Parts Operations EAME, Worldwide Parts Services, John Deere

“Excellent event! Good mixture of topics”
Dr. Jörg Heimsoth, Head of Spare Parts Logistics, Miele

“It was a really interesting event, and I enjoyed it all the time. I met a couple of interesting people and heard a lot about the spares business from other industries”
Ernst Hesse, Head of Hardware Service Business Modelling, NSN

“An event to meet all different key persons in our industry”
Jan Andries Oldenkamp, General Manager, Scania Parts Logistics

“Very good networking opportunity with the service contacts that matter”
Dr. Franz Menke, Director Service West Europe, Motorola

Event Supporters

The Service & Logistics Summit 2014 is sponsored by the following three corporate members of ISLA:



Barkawi Management Consultants is an international management consulting company focusing on supply chain management and after sales services with more than 100 employees. The company was founded in 1994 and is located in Munich (headquarters), Shanghai, Moscow, Atlanta and Vienna. Barkawi's clients are predominantly global blue chip companies with complex business models like 3M, BMW, Daimler, Fresenius, NSN, and Vodafone. Visit www.barkawi.com to learn more about Barkawi.

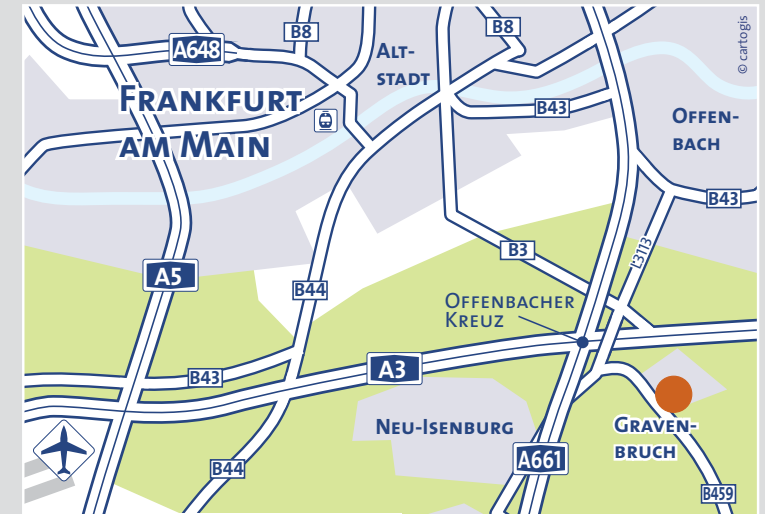


Neovia is a global, industrial contract logistics company. It continually reduces the cost of its customers' supply chains through nimble, state-of-the-art solutions, designed and implemented by professionals with unparalleled expertise in supply chain optimisation. From comprehensive inventory management and dynamic warehousing to outstanding job-site and inbound-to-manufacturing services, Neovia approaches logistics from their customers' point of view. Neovia leverages more than 85 years of global operational and distribution expertise gained from the company's heritage with Caterpillar, one of the world's leading manufacturers and partners to companies in construction, mining, automotive, energy and other industries. Neovia has a global presence in six continents, 25 countries and 96 customer locations. Find out more about Neovia at www.neovialogistics.com.



Synchron's mission is to drive immediate, measurable, and sustainable improvements that resolve the pricing and supply chain challenges of its customers. By leveraging Synchron's best-in-class solutions and services, aftermarket service providers are empowered to improve profitability and stay ahead of competition. Customer success is Synchron's main focus. Synchron will achieve its mission through sustained, long-term R&D investments, close customer collaboration and world-class service and support. To stay ahead, many world-leading companies have chosen Synchron: Alfa Laval, Atlas Copco, Deutsche Bahn, Eaton Aerospace, Hitachi, Konecranes, Mazda, Renault Trucks, Toyota, UniCarriers, Volvo and Xylem. Visit www.synchron.com for more information.

Conference Hotel



Venue of the Service & Logistics Summit 2014 is the Kempinski Hotel Gravenbruch Frankfurt. About 10 km south of Frankfurt's city center, the conference hotel is conveniently accessible from all over Europe regardless whether you are travelling by car, train or plain. Frankfurt Airport (also a major train station) is 19 km away, and the next motorway access just around the corner.

We have made a reservation for a number of rooms at the Kempinski Hotel Gravenbruch Frankfurt. Event participants can book the single comfort room incl. breakfast at the special rate of 149,- Euros* (not included in the event fee). Please contact the hotel directly as soon as possible to check availability and book your room. Contact details and required booking code:

● Kempinski Hotel Gravenbruch • * Booking Code: ISLA 2014
Graf-zu-Ysenburg-und-Büdingen-Platz 1 • 63263 Neu-Isenburg • Germany • Phone +49 (0)69 38988-744 • Fax -911
E-Mail reservations.gravenbruch@kempinski.com

Pricing and Registration

For ISLA members, the fee for attending the Service & Logistics Summit 2014 is 670,- Euros. Non-members pay a higher price of 890,- Euros. To register, please complete the registration form below including the billing address:

Mr Mrs Ms

Title, first and last name _____

Company / Institution _____

Department _____ VAT-ID-N° _____

(for non-German EU only)

Position / Job Title _____

Address _____

Postal Code _____ City _____ Country _____

Tel _____ Mobile _____ E-Mail _____

Date, Signature _____

Please return the completed form via
fax to +49 (0)89 74 98 26-969 or **e-mail to summit@servicelogistics.info**
or by post to: ISLA International Service Logistics Association e. V.
Baierbrunner Str. 35 • 81379 München • Germany • summit@servicelogistics.info

If you have any questions regarding ISLA and the Service & Logistics Summit 2014, please feel free to contact Ulf Nitz, the ISLA Association Coordinator on +49 (0)89 74 98 26-960, +49 (0)172 86 82 141 (mobile) or at isla@servicelogistics.info

Conditions of Participation

Registration for the Service & Logistics Summit 2014 includes access to the conference halls, all meals, snacks and drinks during the sessions and breaks, and the conference dinner. Meeting handout and documentation on CD are included as well (CD will be available after the event). Expenses for travel and accommodation are to be borne by the event attendees themselves. ISLA reserves the right to make changes to the program as stated in this document.

Attendance to the Service & Logistics Summit 2014 is subject to VAT of 19 % or the Reverse Charge Procedure. The event is designed for up to 120 participants, and early registration is advised. Upon receipt of your registration, you will be sent the invoice for the attendance fee. The fee shall be paid prior to the event, unless an agreement has been made to the contrary. Payment by bank transfer is preferred, but can also be made by cheque or credit card (Amex, Diners Club, MasterCard, Visa).

Cancellations must be made in writing. Until March 31, 2014 all cancellations are free of charge; cancellations after this date are subject to a processing fee of 190,- Euros. Cancellations after April 28, 2014 will be entitled to a 40% refund of the conference fee. However, substitutes can be made at any time by contacting ISLA.

Data given in this form will be held and used by ISLA for event registration and to inform you about upcoming events and activities. Your contact details may be passed to the conference sponsors who wish to communicate with you offers related to your business activities. Please tick below, if you do not wish this to happen:

Please do not pass my contact details to any third party