

Smart Service Seminar 2019 – “Digital Transformation of the Service Organization”

Seminar Agenda - St. Gallen, Thursday 6 June 2019

1	Welcome & Introduction	HSG	10:00 – 10:15
2	Insights from Benchmarking Study	HSG	10:15 – 11:00
3	Smart Services in Healthcare – Keynote speech	Siemens Healthcare AG	11:00 – 11:30
4	The digital transformation journey of KUKA – Keynote speech	KUKA	11:30 – 12:00
	<i>Lunch Break & Networking</i>		12:00 – 13:00
5	Break-out sessions: Service Organization, Innovation, Sales	HSG	13:00 – 14:30
	<i>Coffee Break & Networking</i>		14:30 – 15:00
6	Quo vadis, Digital Services? Insights from 10 years of servitization research	Prof. Dr. Heiko Gebauer, HSG	15:00 – 15:30
7	Round Table - Q&A		15:30 – 16:30

