



SMART SERVICES SUMMIT

Hot topics in applied smart services

*„How to improve the uptake and the application of data-driven services
in industry and consumer worlds “*

Invitation to participation

***Half-Day Workshop
6th September 2018, 13h – 17h
Preceded by an optional lunch***

Place: Hochschule Luzern Technik und Architektur, Technikumstrasse 21, CH- 6048 Horw



Swiss Alliance for
Data-Intensive Services

Organizer:

Swiss Alliance for Data-Intensive Services

Expert Group Smart Services

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Goal:

In this workshop, we want to foster the discussion about hot and relevant topics in data-driven services / smart services. Participants will get directions for their own digital / smart service innovation activities. Our objective is that we can find three themes that could make interesting H2020 research projects.



Topics:

Application of data-driven smart services in industry and manufacturing including the consumer perspective (B2B2C).

Innovation dimensions:

- New value propositions based on data
- Human integration and change management
- Operational efficiency

Format of the workshop:

- 4 invited presentations by international or industry experts (each 15 min.) with in-depth discussion
- Extended poster session
- The following questions will be discussed:
 - Smart / digital service innovation hot topics
 - Where is the innovation gap?
 - How could the research community help create more business value with smart services?
- Hands-on visit of service research student projects on-site

Contact:

- In case of questions, please contact juerg.Meierhofer@data-service-alliance.ch and shaun.west@hslu.ch.

