

FIELD SERVICE 2011

Special Early Bird Discounts Available. See page 15 for details

April 26-29, 2011 • Sheraton Wild Horse Pass Resort & Spa, Chandler, Arizona

Moving Forward: Achieving Quality And Operational Excellence In The Services Industry

"The leaders in the industry are in search of ideas. Field Service does a great job of pulling those ideas and people together in one place." - Jason Buk, Panasonic

Hear From Our Largest Speaking Faculty Ever:

41% Brand New Speakers



5 Reasons Why You Can't Miss Field Service 2011

- 1 **Developing An Effective e-Services Platform**
 - Utilizing sophisticated e-Services to cut costs and improve customer satisfaction.
- 2 **Upgrading And Improving Customer Relationship Management (CRM)**
 - Achieving operational excellence and enhancing internal and external visibility into service delivery.
- 3 **Improving Data Management And Knowledge Sharing/Visibility**
 - Service organizations continually struggle with their ability to optimize data capture and effectively analyze its output into actionable items.
- 4 **Improving Talent Management/Organizational Learning To Develop Next Generation Service Leadership**
 - This challenge is **NOT** about recruitment rather it's focused on identifying talent, developing it, and retaining it – from our feedback this is a common challenge for all service organizations large to small.
- 5 **Continually Improving Mobility & GPS Capabilities (Effective Mobile Resources Management)**
 - Maintaining operational excellence and gaining visibility into your mobile workforce.

Knowledge Partner: McKinsey & Company

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FIELD SERVICE 2011

Here are 5 reasons you can take to your management on how Field Service 2011 benefits your entire team:

- 1 The sheer volume of content and speakers makes it impossible for one person to gather all information relevant for your service organization
- 2 Roundtable sessions are broken down by functions of service, one executive can't be at all the roundtables at once, they happen at the same time. Additionally bring your technical assistance or contact center director for the technical assistance roundtable sessions.
- 3 Bring an IT executive to the CIO Workshop to learn more about the latest developments pushing service technology
- 4 Bring a senior executive to the President's Boardroom to ensure they gain strategic insight into creating a blueprint for departmental alignment
- 5 And you can't forget to register to cut costs with great group discounts!

Participating Industries Include: aerospace, hi-tech electronic, semiconductor and capital equipment, construction industrial, and agricultural manufacturing, automotive, medical device, imaging, cable delivery, instrumentation and more!



Who Should Attend Field Service 2011?

Presidents, Vice Presidents and Directors of:

- Service & Support
- Customer Support
- Product Support
- Customer Service
- Field Service
- Customer Experience
- Service Operations
- Support Operations
- Customer Operations
- Service Marketing
- Enterprise Service & Support
- Maintenance, Service & Quality
- Technical Services, Operations

Agenda-At-A-Glance

FIELD SERVICE 2011

Service Optimization Workshop Day Tuesday, April 26, 2011

The Service Optimization Workshop Day has 12 separate workshops. Make the most out of the day, and register for four (4) of them, bring two (2) team members and have them register for four (4) each as well. For a full description of each workshop and how they benefit you and your team, please see pages 4-7

Main Conference Day One Wednesday, April 27, 2011

- 7:00 Continental Breakfast & Registration
- 8:00 Chairperson's Opening Remarks
- 8:15 Predictive Maintenance And Modern IT: The Future In Mobility Services
Johannes Emmelheinz, President Rail Services, **Siemens**
- 8:55 Exploring Future Technologies That Will Drive Field Service Innovation
Dennis Pappas, Senior Director, Service Operations, **Hologic**; Meredith Powers, Senior Product Marketing Manager, **AT&T**

- 9:35 Panel Session: The Development And Growth Of Service
Johannes Emmelheinz, President Rail Services, **Siemens**; Michael Niesen, Vice President Technical Service, **Heidelberg USA**; Ivin L. Smith, Vice President Customer Service & WW Technical Support, **Pitney Bowes**; Bruce Nelson, Vice President of Support Services, **Ikon Office Solutions**

10:15 Field Service 2011 Roundtable Ideas Xchange

- Table 1: The Effect Of The Emergence Of Third-Party Service Providers**
Michael Bielamowicz, Executive Vice President, Director - Global Solutions, **Talaris**
- Table 2: Pro's And Con's With Outsourcing Service Deliverables**
Don Bernard, Former Vice President Service & Operations, **DustControl Inc.**
- Table 3: Introducing Breakthrough Service Offerings**
Bernadette Lodico, General Manager, BSSG Service and Support, **Kodak**
- Table 4: Exploring Advanced Troubleshooting Technologies**
Amos Schneller, Director Customer Support, **Minntech**
- Table 5: Maximizing Web Based Service Engineer Training**
Phil Tarvin, Sr. Director Global Support Services, **Varian Semiconductor**
- Table 6: HTML 5 Mobile Platform Integration**
Scott Taylor, Field Service Director, **APX Alarm**; James Nelson, Director Software Development, **APX Alarm**
- Table 7: Optimizing Workflow Management**
Greg Bond, Director Field Service, **KCI Inc.**
- Table 8: Implementing Knowledge Management Systems**
Alon Sagie, Service Operations Director, **Applied Materials**

- Table 9: Glass Half Empty: A New Approach For Customer Service**
Erik Alberts, Senior Manager, Service Operations Customer Assurance, **Cisco**

- Table 10: Developing Service Leadership**
Gene Babcock, Corporate Vice President, Global Field Service, **Beckman Coulter**

- Table 11: Next Generation Field Service Automation: Solutions That Move Your Company Beyond Productivity to Customer Loyalty, Revenue Generation And Improved Decision-Making Sprint**

- Table 12: Roundtable Hosted By Wheels**
Please check www.fieldserviceusa.com for topic title and host

- Table 13: Best Practices for Field Service Automation Deployments**
Dan Miller, Director of Industry Solutions Practice, **AT&T**; Dennis Pappas, Senior Director, Service Operations, **Hologic**

- Table 14: Business Transformation-Should You Believe It?**
Jerry Edinger, CEO, **CSDP**

- Table 15: Optimizing Product Lifecycle/Warranty Management**
Deb Whitten, Corporate Warranty/Life Cycle Management Manager, **Vermeer Mfg. Co.**

President's Boardroom

Larry Wash, President Global Services, **Trane**; Tribby Warfield, President Power Transmission Division North America, **Gates Corporation**; Johannes Emmelheinz, President Rail Services, **Siemens**

Concurrent Tracks Choose Track A or Track B

	Track A: CRM & Data Management	Track B: Service Optimization
11:40	Optimizing Your Global Field Force Utilizing Customer Feedback And Industry Benchmarking Bob Feiner, Executive Director Of Global Field Services, Dell	Achieving An Industry Best In Contract Renewals And Service Revenue Michael Bielamowicz, Executive Vice President, Director - Global Solutions, Talaris
12:20	Executive Presentation From Brother	More Power To The Mobile: How Us Foodservice Keeps Mobile Workers Connected To Create Loyal Customers Dan Corcoran, Manager, Shared Services, U.S. Foodservice, Inc. ; Erik Helms, Regional Vice President, NetMotion Wireless
1:00	Luncheon Hosted by: FLS Gmbh	
2:00	Successfully Implementing Scheduling And Mobility Solutions To Drive Enhanced Customer Service And Operational Efficiencies Scott Taylor, Field Service Director, APX Alarm	Panel Session: Developing An e-Service Platform For Your Service Organization Jerry Adamski, Global Customer Service Director, Gleason Corporation ; David Waxberg, Director e-Business, Honeywell Aerospace ; James Patrick Welch, Director US Service Sales, Kodak
2:40	Delivering Dynamic Configuration-Specific Field Service And Parts Information To Improve Technician Productivity And Service Accuracy Bill Berutti, DVP and General Manager, PTC Arbortext ; Brian Lindauer, SVP Product Development, PTC Arbortext	Cloud Computing, Mobility And Collaboration Are Transforming Field Service: Are You Prepared? Athani Krishna, Founder and Head of Product Strategy, ServiceMax Inc.
3:20	Ensuring Continuous Improvement Through The Implementation Of Next Generation Service Principles Mel Drummond, Vice President Product Support & Services, Eaton Aerospace	Optimizing Your Service Supply Chain To Increase Customer Satisfaction In Today's Economy Dillard Myers, Vice President Global Operations Technical Services, Cisco
4:00	Afternoon Coffee & Refreshment Break In The Solutions Zone Hosted by Astea	
4:40	Panel Session: Ensuring Quality Within Your Service Organization Tom Chowanec, Head of Service, Leica Microsystems ; Mark Hessinger, Executive Director Worldwide Customer Service, Gerber Scientific, Inc	Panel Session: Transforming Your Service Organization's Technology And Culture To Meet Enhanced Customer Requirements Frank Diorio, Vice President Service Operations, Pitney Bowes ; Michael Kovash, Senior IT Project Manager, Cox Communications ; Frans Laverman, SVP and CIO, Dover-PIDG
5:20	Statistical & Engineering Inferences From Field Data Analysis Dr. Vasily V. Krivtsov, Staff Technical Specialist, Ford Motor Company	Employee Engagement: The Human Side Of Improvement James Joyner, Director of Lean, Quality & Service, Card-Monroe Corp.
6:00	Field Service 2011 Welcome Reception	
7:00	End Of Main Conference Day One	

Main Conference Day Two

Thursday, April 28, 2011

7:00	Continental Breakfast & Registration
8:00	Chairperson's Opening Remarks:
8:15	Developing A Services Center Culture In An Equipment Centered Company Larry Wash, President Global Services, Trane
8:55	Transforming Field Service Productivity And Customer Experience Mitesh Prema, Associate Partner, McKinsey & Company ; Rajan Naik, Partner, McKinsey & Company
9:35	Panel Session: Effectively Building A Multi-Tier Support Organization To Achieve Increased Productivity And Customer Value Michael Niesen, Vice President Technical Service, Heidelberg USA ; Erwin Thomas, Senior Director, Customer Care Solutions Center, Philips Healthcare ; Ivin L. Smith, Vice President Customer Service & WW Technical Support, Pitney Bowes
10:15	Technical Assistance Center And Service Deployment Strategies Roundtables Table 1: Walter Soltau, General Manager Spain, Bosch Security Systems S.A.U Table 2: Michael Arita, Vice President Customer Support, BNSF Railway

Table 3: Brian Lucyk, Vice President Central Operations, **Pendum LLC****Warranty Management Workshop**Michael Didonato, Director Field Services, **Boeing**; Greg Norden, Sr. Manager Field Service Operations, **Boeing**; Bill Lange, Director Warranty & Services Administration, **Electrolux**

10:55	Morning Coffee & Refreshment Break In The Solutions Zone
11:25	Increase Maintenance, Support And Subscription Renewals By 15 Percentage Points Natalie McCullough, Chief Marketing Officer, ServiceSource
12:05	Key Learnings From Aerospace And How You Can Use What They Know In Your Organization Deb Nevins, Vice President Global Technical Operations, Honeywell Aerospace ; Dick Frishkorn, Director Global Commercial Field Service, GE Aviation
12:45	Panel Session: Exploring Tools And Optimizing Organizational Learning Andrew Shields, Global Technical Operations Director Customer and Product Support, Honeywell Aerospace ; Mike Wittrock, Vice President Field Service, Directv ; Mike Urban, Director Technical Support & Training, Ikon Office Solutions
1:25	Luncheon

"I thought the event was very useful and loaded with practical, real world information. In fact, as I'm now with a new company, I brought my entire FS Management team to expose them to the industry at large and not only provide them educational opportunities, but to see that regardless of the industry or market, Service is a primary business function, and we are all faced by very similar, if not the same challenges. So in this regard, it helped them to see that some of the problems that we're seeking to address, and the solutions we're pursuing, are not unique to just us."

Herb Hughes, VP NA Customer Support, **Carl Zeiss SMT Inc.**Knowledge Partner: **McKinsey&Company**Sponsored By: **ASTA** **at&t** **Bluebird** **ChalkSoftware** **CSDP** **decisionpoint** **FAST LEAN SMART** **FLS** **LXE** **METRIX** **NETMOTION** **PTC** **SERVICE MAX** **SERVICE SOURCE** **SERVICES** **SPRINT** **STRATIX** **TOA**

Concurrent Tracks Choose Track A or Track B

	Track A: CIO Workshop	Track B: M2M/Remote Services
2:25	Executive Presentation From Servigistics	Multi-Location System Deployments: Best Practices for Business Alignment & Adoption Doug Baker, VP of Professional Services, Metrix
3:05	Can I Put My Services In The Cloud And Make Money At It? Christian Verstraete, Chief Technologist, Hewlett Packard	Understanding Embedded Technologies To Quickly Address Service Failures Within Your Existing Infrastructure Erwin Thomas, Senior Director, Customer Care Solutions Center, Philips Healthcare
3:45	Afternoon Networking & Refreshment Break In The Solutions Zone	
4:25	Streamlining Mobile Resources Management Michael Kovash, Senior IT Project Manager, Cox Communications	A Critical Care Remote Service Case Study From Philips Dick Ellis, Director Hospital Respiratory Care Service, Philips Healthcare
5:05	Panel Session: Optimizing Service Technologies Sal Sorrentino, IT Director, Trane ; Ernie Henrichon, Director of Planning and Analysis for Customer Service (Technology Service), Ikon Office Solutions ; Paul Mercina, Director, Software and Services Product Management, Diebold	Panel Session: Designing For Serviceability And Remote Diagnostics Scott Breeding, Product Line Leader, Services, GE Energy ; Dick Ellis, Director Hospital Respiratory Care Service, Philips Healthcare ; John Dubay, Business Development Manager Remote Services, Ingersoll Rand/Trane
5:45	Conclusion Of Main Conference Day Two	

Medical Device Focus Day

Friday, April 29, 2011

8:00	Continental Breakfast & Registration	10:45	Service Excellence Case Study: Team Medrad Denis Olson, Executive Director, Global Field Service & Tech Operations, Medrad ; John Ortiz, Field Manager, SW Service Zone, Medrad ; Jeff Koehne, Supervisor SW Service Zone, Medrad ; Diane Watson, Executive Director, Global Service Commercialization, Medrad ; Joe Hulbert, Manager, Technical Operations Medrad Products, Medrad
8:45	Chairperson's Opening Remarks		
9:00	Achieving Operational Excellence: Reducing Waste Within Service Tom Chowanec, Head of Service, Leica Microsystems	11:25	Medical Device Roundtable Discussions: Table 1: Marvin Jenkins, Vice President of Service, Shimadzu Scientific Instruments, Inc. Table 2: Paul Davy, Manager, Field Service - Western US, Field Operations, Molecular Devices Table 3: Ed Klosterman, Senior Field Service Manager, BioMerieux Table 4: Stephen Hotz, Senior Director Field Operations – North America, Varian Medical Systems
9:30	Intertwining Inventory And Workflow Through Your CRM To Maximize Field Efficiency Richard Springer, Vice President Service, Tomotherapy	12:20	Luncheon
10:00	Panel Session: Maximizing Remote Services Within The Medical Devices Industry Richard Eng, General Manager of Product Service, GE Healthcare ; Brock Faulkner, Vice President of Service, Vice President of Sales & Service, Latin America, Dornier MedTech America, Inc. ; David Bisciotti, Vice President Field Operations, The Americas and Worldwide Particle Therapy Service, Varian Medical Systems	1:20	Conclusion Of Field Service 2011
10:30	Morning Coffee & Refreshment Break In The Solutions Zone		

Service Optimization Workshop Day

Tuesday, April 26, 2011

Make the most of this day by choosing from 12 workshops, each focusing on different areas of improvement and function. Take home fresh ideas whether you're looking at how to successfully implement CRM solutions, develop sophisticated e-Services, leverage automated solutions and streamline your mobile platforms. Roll up your sleeves and drill down to your top challenges, and get to know the other attendees that you'll surely be attending sessions with over the four days.

8:00	Continental Breakfast & Registration
9:00	Concurrent Workshops: Please Choose A, B, or C

A Making The Decision To Implement A CRM System



MaryAnn Camacho
General Manager Support Operations
GE Healthcare



In this interactive workshop MaryAnn shares GE Healthcare's success of implementing a robust CRM system. In today's economy you can't afford the setbacks of starting off a large implementation on the wrong foot. Highlights include strategies to assist you with:

- Building the business case to communicate the ROI to yourself and

Senior Leadership

- Clearly defining what CRM means via start and end points of process across business units
- Understanding the current state processes of your workforce
- Developing future state processes – out of the box, or out of business need?
- Getting to yes... from the field engineer to the VP...
- Taking yes and running with it to implement your program team and operating rhythm

B Optimizing Service Sales For Increased Service Levels And Revenue



Gerald Norz
Vice President Global Operations
Megtec



Art McGinn
Vice President Service
Canon



James Patrick Welch
Director US Service Sales
Kodak



Exploring effective recruiting and competency models to utilize and gauge your understanding of services can often be tricky. However our panel of experts has what it takes to effectively streamline their service sales and ultimately increase revenue. So be awake and ready to **engage with our panel on the following insights and strategies:**

- Identifying the right people that can do ROI selling beyond core services and goal to minimize first year attrition
- Identifying their understanding of opportunities for additional value added services
- Effectively motivating and incentivizing for those who show promise and understanding
- Continually managing skill levels for continued improvement

C Evaluating The Effect Of The Emergence Of Third-Party Service Providers On Your Customers Expected Levels Of Satisfaction



Brian Lucyk
Vice President Central Operations
Pendum, LLC

Tim Saur
Vice President of Finance Operations and Service Business
Durst Imaging



Who can do service better? Is it an us vs. them mentality? Are you effectively communicating with third-party service providers? Are their opportunities to recapture potential revenue lost as a result of third party providers? Or are there any common lessons that can be shared and taken-away in today's new service reality? If you've asked yourself these questions be sure to attend to **discover the path for your service organization to follow when managing the affects of third-party**

service providers: Discussions include:

- Identifying shifts in expectations of your current and former customers due to engagement with third-party service providers
 - Contract management
 - Warranty
 - Parts reporting analysis
- Developing strategies and opportunities to make up the discrepancy in your service offerings and those of the third-party service providers to whom you are currently losing business
 - Exploring new offerings
 - Ensuring optimized pricing
- Attaining a better understanding of your customers and their expected levels of customer satisfaction throughout the process of competing directly with third-party service providers

10:30 **Morning Coffee & Refreshment Break**

11:00 **Concurrent Workshops: Please Choose D, E, or F**

D Technology And People: Best Practices In Field Service Operations



Mitesh Prema
Associate Partner
McKinsey & Company

McKinsey&Company



Rajan Naik
Partner
McKinsey & Company

McKinsey&Company

Transforming Field Service Productivity and Customer Experience – this

presentation looks at the challenge of achieving world-class productivity and customer experience through new business processes and technology. With ever increasing technology available to facilitate a 'connected workforce' the task of driving transformational change in behaviors, performance and customer experience is often overlooked. The presenters draw on experience of having implemented several large change programs, achieving significant business benefit, and walks through a specific customer example that involved changes to personnel, work practices and technology to drive a 40% productivity improvement and a 20% quality improvement in a workforce of more than 10,000 field engineers."

E A Path to Best Practice Service

Mike Karlkind
Senior Business Analyst
ClickSoftware



Scheduling and mobility are "all the rage" in many companies' service transformation agendas, but where is the end and how will we know when we

reach it? This workshop will lay out a composite picture of the service delivery organization - in its best practice form based upon more than 170 service leaders from Anglian Water to Xerox (apologies to Y and Z). Workshop participants will then discover the key milestones and pre-requisite steps (and cautionary tales) to achieving an optimized "Service Chain" delivering the maximum output from your workforce.

F Delivering Dynamic Configuration-Specific Field Service And Parts Information To Improve Technician Productivity And Service Accuracy.

Bill Berutti
DVP and General Manager
PTC Arbortext



Brian Lindauer
SVP Product Development
PTC Arbortext



What's the next big opportunity for service organizations to achieve higher profits and revenues? The ability to empower your product support ecosystem with the

right service information at the right time for the right product. In this interactive workshop, join your industry peers to learn the benefits of tying service information together with real-time product development data, such as:

Serial number based information delivery – provide interactive, up-to-date configuration-specific product information to improve first time fix rates
Design for serviceability - leverage digital versus physical prototypes aligned with the product development cycle for early serviceability analysis and feedback
Capture and share field experience – enable closed-loop service feedback and field service social networking

12:30 **Luncheon**

Knowledge Partner: McKinsey&Company

Sponsored By:



G Leveraging Insights On Equipment Condition To Develop Tighter Relationships With Customers

John Dubay
Business Development Manager Remote Services
Ingersoll Rand/Trane



It is the manufacture's privilege to have operating condition information from their installed base of equipment. In many cases, it's the rich equipment operating condition information that enables manufactures to improve their products. A connected services strategy empowers the manufacture to play an active role in optimizing equipment performance maximizing, which significantly increases the probability that customer will achieve their business goals. Learn how connectivity

is leveraged to drive successful partnerships between equipment providers and customers.

- Meshing installed base equipment data with manufacture knowledge and expertise yields optimization opportunities
- Customer innovation drives manufacture focus on areas of development that benefit both parties
- Customer specific applications require application specific service strategies.
- Extended Live Cycle, Reduced Total Cost of Ownership, and optimal Overall Equipment Effectiveness can only be proven through comparing operating condition data with target results.

H Effectively Utilizing e-Services For Frontline Services And Support

David Waxberg
Director e-Business
Honeywell Aerospace



e-Services have come a long way development and utilization for service organizations. In this workshop David highlights Honeywell's vision and successes on:

- Effectively extending a services portal to customers
- Developing a complete suite of e-Services
 - Web collaboration
 - Self-maintenance
 - Email support
 - Parts ordering
- Capturing customer feedback and providing an online forum for internal and external reporting

I Integrating Service Companies During Mergers & Acquisitions Hosted By

Mark Hessinger
Executive Director Worldwide Customer Service
Gerber Scientific, Inc



Jerry Adamski
Global Customer Service Director
Gleason Corporation



Art McGinn
Vice President Service
Canon



As organizations have dissolved into others over the past few years, or are currently going through an acquisition, the potential loss to service delivery

throughout the transition can ruin a new found businesses chances of starting off on the right foot. In this session our panelists tackle the challenges of:

- Evaluating past strategies in building consistency with each organizations service managers
- Developing internal training programs to standardize processes for the merged organization
- Assessing skill levels of the combined workforce and ensuring that each person is assigned to a position that works for him/her as well as the organization
- Identifying leaders in each organization and ensuring that they are in growth positions in the merged organization
- Ensuring that knowledge management systems are in place to support the newly structured workforce as well as provide value to the organization

3:00 Afternoon Coffee & Refreshments**3:30 Concurrent Workshops: Please Choose J, K, or L****J Achieving The ROI You Need From Your Field Service Automation Deployment**

Brent Felker
Vice President Field Mobility Practice
DecisionPoint Systems, Inc.



Automating the operations of your field service workforce with mobile computers promises the benefits of higher customer satisfaction, higher service revenues, and lower service costs. But exactly what are all the specific areas of ROI potential and

how exactly do you design, rollout, and support such a deployment so that these benefits are attained across your entire field service workforce? Many companies are able to pilot such a project but in this workshop DecisionPoint Systems takes you through the detailed ROI areas of mobile including device and wireless carrier selection and also a 10-step process for a successful mobile deployment where you will learn how to achieve the full ROI that you are looking for from mobile computers in the hands of your field service workforce.

K Key Learnings From B2C And How You Can Use Them In B2B

Dave Baker
Senior Vice President Field Service
Directv



Weldon Feightner
Vice President & Regional General Manager
Knology



As you well know there are many different lessons to be learned from understanding service principles that transcend industry. As of late our B2C executives have been introducing fresh ideas and methods to achieve service excellence. Join this workshop to uncover the latest developments in B2C service delivery including workforce management, mobility and service systems...why not share their successes?

L Leveraging Automated Scheduling Technology For SLA Performance And Productivity

Andrew Huber
Manager of Service Systems Strategy and Technology
Xerox



Xerox is investing in a suite of new systems and technologies for managing field service delivery. This investment will enable consistent achievement of SLA targets and enable the right levels of service based on each customer's unique requirements.

To create these capabilities, Xerox is pooling its internal IT staff with strategic partners that include software suppliers and integrators and field service managers to create an integrated set of capabilities. This presentation focuses on Xerox's implementation of advanced scheduling technology for field service delivery. Topics will include SLA management, real-time automation, technician productivity, integrating internal and commercial software applications, and leading change. The discussion concludes with an update on the project status and results achieved

Main Conference Day One

Wednesday, April 27, 2011

How are you planning to grow your service business? Throughout Main Day One at Field Service 2011 engage yourself in sessions focused on growth and improvement of service operations. With two tracked sessions one focusing on strategic optimization and strategies and the other on technology and analytics to ensure your providing an infrastructure to support your growth and innovation within your own organization.

7:00 Continental Breakfast & Registration

8:00 Chairperson's Opening Remarks

8:15 Predictive Maintenance And Modern IT: The Future In Mobility Services



Johannes Emmelheinz
President Rail Services
Siemens

SIEMENS

The decisive success factors for investors and operators of transport systems are in the enhancement of safety and availability as well as the reduction of life cycle costs. To achieve this, innovative and customer-specific service concepts are needed. Skilled people, optimized processes and modern IT must come together to build a high performance service. With the help of a powerful IT platform, defined parameters regarding the condition of systems may be continuously evaluated and monitored within the frame of "condition monitoring" and be transferred in real time to a Support Center. The permanent contact between system and service experts needs to be done via safe and certified remote data transmission, independent of a systems' location. Support Center experts are going to evaluate the incoming data to recognize trends and critical condition patterns of the installed systems and infrastructure. Thus maintenance measures may be planned effectively in terms of "predictive maintenance". In this session Johannes explains the necessary measures that can be initiated and eliminated even online, when indicated. **So the use of all available diagnosis and maintenance information leads to an optimization of system availability and to a minimization of unplanned downtime.**

Discussion points include:

- Reducing life cycle cost
- Secure data transfer
- Remote data access
- Support Center
- Mobile service technicians
- Express logistics for spare parts
- Field experience -> Knowledge base -> Design to serviceability

8:55 Exploring Future Technologies That Will Drive Field Service Innovation

Dennis Pappas
Senior Director, Service Operations,
Hologic

HOLOGIC

Meredith Powers
Senior Product Marketing Manager
AT&T

at&t

This client case study highlights and takeaways include:

- Emerging network capabilities (including unified communications)
- Integrated application standards
- Next generation devices

9:35 Panel Session: The Development And Growth Of Service



Johannes Emmelheinz
President Rail Services
Siemens

SIEMENS



Michael Niesen
Vice President Technical Service
Heidelberg USA

HEIDELBERG



Ivin L. Smith
Vice President Customer Service & WW Technical Support
Pitney Bowes

PitneyBowes

Bruce Nelson
Vice President of Support Services
Ikon Office Solutions

ikon

Service organizations need to rethink the way they are delivering service. As the economy rebounds and organizations continue to look for new ways to define their service and create differentiation, in way they're starting from scratch. This panel session discusses insights on:

- Service Models
 - Offering more consultative services to meet your overall customers needs
- Pricing Strategies
 - Understanding how to transition from free-to-fee based services
 - Revenue Channels
- Introducing Web Service/Sales
- Improving TAC Center Service/Sales
- Increasing Service/Sales from field force
- Technologies
 - Expanding knowledge through systems implementation

10:15 Field Service 2011 Roundtable Ideas Xchange

Be sure to join these interactive roundtable sessions, and take a deep dive into the specific areas you came to discuss. Opportunities to sit and learn from executives like these do not exist elsewhere. From people, processes and technology advancements these roundtables have it all.

President's Boardroom

Attend the Presidents' Boardroom to network and knowledge-share with the most senior level service executives in the business. Join your peers for this one-hour in depth discussion on streamlining your service organization to control costs and "re-prioritize" your business.

11:00 Morning Coffee & Refreshment Break In The Solutions Zone

Track A: CRM & Data Management

11:40 Optimizing Your Global Field Force Utilizing Customer Feedback And Industry Benchmarking



Bob Feiner
Executive Director Of Global Field Services
Dell



Where does your field force measure up in terms of industry standards? Do you have solid strategy to capture customer feedback and analyze how your customers actually perceive your service? In this session Bob shares Dell's practices for:

- Identifying customer needs and optimizing your field service model for those needs
- Benchmarking field services to identify enhancement opportunities for your field service models
- Utilizing rigorous management and measurement to drive improvement across the globe

Track B: Service Optimization

Achieving An Industry Best In Contract Renewals And Service Revenue

Michael Bielamowicz
Executive Vice President, Director - Global Solutions
Talaris



In this session Mike shares how Talaris' strategies and service practices have led them to achieving greater than 95% new equipment contract capture rates and very high (85%+) total renewal rates (and over 90% in strategic product lines). Attend this session to understand how you can achieve the same success and also improve your new line objectives including third party work.

Knowledge Partner: McKinsey&Company

Sponsored By:

12:20 **Executive Presentation From Brother**
Please visit www.fieldserviceusa.com for an update on this session

"I thought the event was very useful and loaded with practical, real world information. In fact, as I'm now with a new company, I brought my entire FS Management team to expose them to the industry at large and not only provide them educational opportunities, but to see that regardless of the industry or market, Service is a primary business function, and we are all faced by very similar, if not the same challenges. So in this regard, it helped them to see that some of the problems that we're seeking to address, and the solutions we're pursuing, are not unique to just us." – Herb Hughes,

VP NA Customer Support - Carl Zeiss SMT Inc.

More Power To The Mobile: How Us Foodservice Keeps Mobile Workers Connected To Create Loyal Customers




Dan Corcoran
Manager, Shared Services
U.S. Foodservice, Inc.



Erik Helms
Regional Vice President
NetMotion Wireless



U.S. Foodservice's goal is to become the most service-oriented partner for their customers. To accomplish this, the \$20B company realized their mobile workers needed reliable, real-time access to CRM and other enterprise applications while they changed locations throughout the day. In doing so, the company realized that field staff could spend more time with the customer, generating more orders, faster, and increasing customer satisfaction. But there were many obstacles: How to achieve the goal without re-architecting their systems? How to eliminate application crashes and maintain network connections while workers change locations? How to centrally manage thousands of remote workers? This case study provides valuable insights on how US Foodservice overcame these challenges to increase field productivity, reduce help desk tickets, grow sales and boost customer satisfaction.

1:00 **Luncheon** Hosted by FLS GmbH 

2:00 **Successfully Implementing Scheduling And Mobility Solutions To Drive Enhanced Customer Service And Operational Efficiencies**



Scott Taylor
Field Service Director
APX Alarm



As the APX Alarm customer base increased by 60 percent from 2008 to 2010, the company realized it needed to improve upon its legacy scheduling platform that had been developed in-house. In this session Scott provides a snapshot of how they achieved success in:

- Building a Business Case
- Making correct decisions for quick deployment
- APX Field Service Solution 1 Year ROI Metrics
- Overcoming shiny "new toy" critical errors
- "Hidden" change management needs
- Deployment case study

Panel Session: Developing An e-Service Platform For Your Service Organization

Jerry Adamski
Global Customer Service Director
Gleason Corporation



David Waxberg
Director e-Business
Honeywell Aerospace



James Patrick Welch
Director US Service Sales
Kodak



Are you looking for new methods to execute service sales training? Do you need to understand new online methodologies and customer tools? If so, you cannot afford to miss our panelists share how you can:

- Benchmarking industry solutions that best fit your products and services
- Create a platform for services advertising, service level agreement management, and third-party management
- Develop access to a data repository and application support for internal and external customers
- Consistently update your e-service platform to ensure continuous revenue

2:40 **Increasing Service Effectiveness With Serial Number Based Service And Parts Information**

Bill Berutti
DVP and General Manager
PTC Arbortext



Brian Lindauer
SVP Product Development,
PTC Arbortext



Are your service information processes supporting field service success as your products become more complex and customer demands increase for more personalized information? Bill and Brian will present process improvements that transform how your organization can plan, develop and deliver service and parts information in the context of the specific product configuration and the worker's task. By increasing the accuracy and applicability of product information, you will ensure more effective service workers, higher asset utilization and increased customer satisfaction. This session will cover how to define and adopt new processes to:

- Enable service planning in parallel with product development cycles to optimize field performance
- Deliver contextual service information that is serial number based and task specific to provide the right information to fix right the first time
- Maintain associativity between real-time product development data and service information to reflect changes in procedures as product designs change
- Ensure every NPI includes accurate operator, training and spare parts information

Cloud Computing, Mobility And Collaboration Are Transforming Field Service: Are You Prepared?

Athani Krishna
Founder and Head of Product Strategy
ServiceMax Inc.



The advent of cloud computing and advances in mobility and collaboration are transforming field service organizations. No longer limited by archaic systems architectures, innovative companies are rethinking the possibilities of field service, and reaping the rewards. Come to this session and learn how field service organizations have leveraged technology advances to rethink field service and drive new levels of efficiency, revenue and customer delight. In this session you will:

- Learn how the latest advancements in cloud computing, mobility and collaboration are driving innovation in field service.
- Learn how field service leaders have eliminated technology hurdles that have hampered the industry for decades.
- See a demonstration of ServiceMax, the first and only complete suite of field service applications delivered in the cloud,
- Prepare yourself to rethink the possibilities of field service.

3:20 Ensuring Continuous Improvement Through The Implementation Of Next Generation Service Principles



Mel Drummond
Vice President Product Support & Services
Eaton Aerospace



In this session Mel shares how you can effectively benchmark your service model while at the same time discover and implements the different models and best practice processes and strategies in the market place, including:

- Integrating appropriate technology into your offering which focuses on continuous improvement from your current service model
- Ensuring that your senior management understands, can utilize and receives value from your new technology
- Effectively measuring improvements and acting on quantifiable data
- Maintaining the right kind of attitudes in serving customers

Optimizing Your Service Supply Chain To Increase Customer Satisfaction In Today's Economy



Dillard Myers
Vice President Global Operations Technical Services
Cisco



Cisco's Global Service Supply Chain organization supporting more than \$7B in services revenue globally and has designed, build and deployed capabilities to support their customers that:

- continually adapt to market transitions and volatility
- provides global visibility to every aspect of supply network
- adds enterprise value to both their customers and shareholders.

In this presentation Dillard highlights how the journey to agility began with fundamental organizational and technology decisions over a decade ago, which has enabled Cisco to continually add to its supply chain capacity and capability while reduce operating costs, increase the numbers of services and technologies it supports while leveraging a common infrastructure, maximize its coverage and service delivery performance while rigorously controlling expenses and delivering operational excellence. Dillard will also describe how Cisco is continuing to grow this capability and implementing new technologies that will deliver even higher levels of visibility, support close to real time decision making and enable proactive and predictive delivery of services.

4:00 Afternoon Coffee & Refreshment Break In The Solutions Zone

Hosted by **ASTEA**
Service Supply Chain
Enterprise Provider

4:40 Panel Session: Ensuring Quality Within Your Service Organization



Tom Chowaniec
Head of Service
Leica Microsystems



Mark Hessinger
Executive Director Worldwide Customer Service
Gerber Scientific, Inc



Michael Olmsted
Vice President, North America Services & Quality
Satisloh



Ensuring quality and consistency within service often derails by failing processes and weak links in mentality and culture. Let our panel put your service organization to the test by sharing and discussing your challenges in:

- Setting standards of performance and delivery levels for service
- Exploring current standards for response time, time to dispatch, phone triage, meantime between failure, out of box failure to go beyond traditional performance levels
- Utilizing tools and your service management system to stack and report data across the organization

Panel Session: Transforming Your Service Organization's Technology And Culture To Meet Enhanced Customer Requirements

Frank Diorio
Vice President Service Operations
Pitney Bowes



Frans Laverman
SVP and CIO
Dover-PIDG



This panel session provides the following takeaways for service executives looking to revamp their people, process and technology all to the benefit of customers satisfaction:

- Creating a new customer interface system implemented via a hosted system
 - Utilizing key productivity tools while dramatically expanding flexibility
 - Improving your reporting capabilities
- Enhancing the customer interface routing to the right expert the first time
- Streamlining the customer remote interface process
 - Technical and "soft" skill enhancements
- Promoting top field technicians to remote engineers without having to relocate the engineers
- Transitioning to support processes so support engineers have exact customer configurations
- Developing and tracking new KPIs for overall resolution time for corrective maintenance

5:20 Statistical & Engineering Inferences From Field Data Analysis



Dr. Vasiliy V. Krivtsov
Staff Technical Specialist
Ford Motor Company



Dr. Krivtsov's lecture reviews probabilistic models and statistical methods used for the analysis of field data and forecasting of respective warranty costs. Included in the discussion are practical aspects of field data collection as well as methods of extracting engineering and statistical inferences from these data. Failure rate trends statistically estimated from field data help direct the root cause analysis. Further, special statistical models can be used to identify specific design, manufacturing, usage or environmental factors that might be causing field failures. Also included is an overview of certain practical aspects related to field data analysis, such as, for example, data "maturation" phenomenon.

Employee Engagement: The Human Side Of Improvement



James Joyner
Director of Lean, Quality & Service
Card-Monroe Corp.



When striving to develop a complete and total customer oriented services mindset there is a number of challenges when it comes to successful execution. In this session James gets you to think outside the box when it comes to employee engagement and shares how he's:

- Achieving breakthrough levels of performance by capturing the hearts and minds of employees
- Exploring the differences between involvement and true engagement to influence employees
- Utilizing the Employee Engagement Model to synchronize Core Principles with the Six Step Process for profound improvement

6:00 Field Service 2011 Welcome Reception

7:00 End Of Main Conference Day One

Knowledge Partner: McKinsey&Company

Sponsored By: **ASTEA** **at&t** **Bluewin** **ClickSoftware** **CSDP** **decisionpoint** **FAST LEAN SMART** **fls** **LXE** **METRIX** **NetMotion** **PTC** **SERVICE MAX** **SERVICE SOURCE** **SERVICES** **SYSTEMS** **Sprint** **STRATIX** **TOA**

Main Conference Day Two

Thursday, April 28, 2011

Attend this day to take a deep-dive into the many functional areas service organizations are currently focused on. From developing multi-tiered support operations to discussing the advancements in service technologies in the CIO Workshop, Day Two of Field Service 2011 is ideal for attendees who are attending in groups. Split-up and strategically attend sessions that are relevant for your specific function within your service organization.

7:00 Continental Breakfast & Registration

8:00 Chairperson's Opening Remarks

8:15 Developing A Services Center Culture In An Equipment Centered Company



Larry Wash
President Global Services
Trane



8:55 Transforming Field Service Productivity And Customer Experience



Mitesh Prema
Associate Partner
McKinsey & Company

McKinsey&Company



Rajan Naik
Partner
McKinsey & Company

McKinsey&Company

This presentation looks at the challenge of achieving world-class productivity and customer experience through new business processes and technology. With ever increasing technology available to facilitate a 'connected workforce' the task of driving transformational change in behaviors, performance and customer experience is often overlooked. The presenters draw on experience of having implemented several large change programs, achieving significant business benefit, and walks through a specific customer example that involved changes to personnel, work practices and technology to drive a 40% productivity improvement and a 20% quality improvement in a workforce of more than 10,000 field engineers.

9:35 Panel Session: Effectively Building A Multi-Tier Support Organization To Achieve Increased Productivity And Customer Value



Michael Niesen
Vice President Technical Service
Heidelberg USA



Erwin Thomas
Senior Director, Customer Care Solutions Center
Philips Healthcare



Ivin L. Smith
Vice President Customer Service & WW Technical Support
Pitney Bowes



Developing key levels of support not only has proven to increase customer satisfaction and improved performance levels, but can also open up resource availability to further reduce costs and increase revenue generating opportunities. This panel session discusses methods to develop a robust and efficient service organization. Highlights include:

- Identifying service leaders for your multiple service entities
 - Field
 - TAC
 - Web
- Optimizing your escalation management module for seamless support
- Implementing your own Follow The Sun Strategy
 - Selecting the best field techs and moving them from indirect support to balanced support in all regions and time zones
- Continuously tying the proverbial look between support, productivity and customer value

10:15 Technical Assistance Center And Service Deployment Strategies Roundtables

These roundtables are specifically tailored for service executives with particular responsibility in either a technical assistance center or contact center with either internal or external customers, or both. Be prepared to walk-away with industry specific insights into how to best manage and operate a technical assistance center while providing around the clock support.



Michael Niesen
Vice President Technical Service
Heidelberg USA



Erwin Thomas
Senior Director, Customer Care Solutions Center
Philips Healthcare



Warranty Management Workshop



Michael Didonato
Director Field Services
Boeing



Greg Norden
Sr. Manager Field Service Operations
Boeing



Bill Lange
Director Warranty & Services Administration
Electrolux



This focused warranty management session begins with an innovative warranty strategy covered by Boeing, followed by a roundtable discussion including Electrolux. Attend this session to learn innovative warranty policies, coverage and reimbursement terms, and much more!

10:55 Morning Coffee & Refreshment Break In The Solutions Zone

11:25 Increase Maintenance, Support And Subscription Renewals By 15 Percentage Points



Natalie McCullough
Chief Marketing Officer
ServiceSource



Service revenue has become an increasingly important revenue stream for technology-based companies. In this keynote, ServiceSource, the pioneer and global leader in cloud-powered Service Revenue Performance solutions, will reveal how to increase maintenance, support and subscription revenue by dramatically improving renewal rates. Their track record speaks for itself. Across 90+ customer engagements and over \$5Billion in annual service revenue under management, ServiceSource increases its customers' renewal rates on average by 15 percentage points, and sometimes up to 40 or 50 points. ServiceSource brings together its purpose built cloud applications, dedicated service sales teams, and proprietary Service Revenue Intelligence Platform to drive this level of improvement in renewal rates for its customers. ServiceSource's intelligence platform is a data warehouse of transactional, analytical, and industry data reflecting over 2 million service transactions. We will detail how our experts analyze over 100 renewals-specific key performance indicators (KPIs), metrics, and industry benchmarks from this platform to manage and optimize the results we drive for our customers. Attend this keynote session to find out how leading companies in over 100 countries and in 30 languages successfully grow their service revenue today!

12:05 Key Learnings From Aerospace And How You Can Use What They Know In Your Organization



Dick Frishkorn
Director Global Commercial Field Service
GE Aviation



Deb Nevins
Vice President Global Technical Operations
Honeywell Aerospace



As you well know there are many different lessons to be learned from understanding service principles that transcend industry. For years executives in the Aerospace industry have been introducing fresh ideas and methods to achieve service excellence. Join this session to uncover the latest developments in Aerospace service delivery including workforce management, process improvements and service systems from Aerospace service leaders Dick Frishkorn and Deb Nevins.

12:45 Panel Session: Exploring Tools And Optimizing Organizational Learning



Mike Wittrock
Vice President Field Service
Directv



Mike Urban
Director Technical Support & Training
Ikon Office Solutions



- Effectively pulling from historical data to avoid the same mistakes
- Developing capabilities and process to move forward with your new strategy

- 1:25 Luncheon

Please visit www.fieldserviceusa.com for an update on this session



METRIX
ADVANCE YOUR SERVICE

 Springer

Paul Mercina
Director, Software and Services Product Management
Diebold



This panel highlights the latest developments in service technology that just may catch the eye of your CIO, if it already hasn't. Attend to learn more about developing best-practice service networks, capabilities in cloud computing for service, challenges in security, and much more. But most importantly with the speed of today's technology advancements be sure to attend so you don't get left behind.



John Dubay
Business Development Manager Remote Services
Ingersoll Rand/Trane



Designing for quality includes the basics of meeting your customer's expectations. This panel discusses how you can improve service by:

- Effectively cleansing data to identify product failure trends
- Integrating knowledge bases and embedded tools that assist with repair activities
- Integrating diagnostic packages and networks to optimize necessary connectivity
- Maintaining continuous feedback and reporting with manufacturing/engineering personnel
- Consistently forecasting consumption hence repair and maintenance
- Creating and renewing documentation on serviceability guidelines

5:45 **Conclusion Of Main Conference Day Two**

Medical Device Focus Day

Friday, April 29, 2011

Throughout this focus day you're encouraged to take the time and share, network and discuss specific challenges relating to medical device service delivery. Highlight challenges in workflow management, technical assistance, and discuss the latest compliance and regulatory issues affecting the medical device service industry. However, the information still may be relevant for you even if you're not at a medical device manufacturer the cross-industry knowledge may still be of value to your organization.

8:00 **Continental Breakfast & Registration**

8:45 **Chairperson's Opening Remarks**

9:00 **Achieving Operational Excellence: Reducing Waste Within Service**



Tom Chowaniec
Head of Service
Leica Microsystems



In this session Tom highlights how you can begin your journey to not only waste but also cost reduction. Discussion includes:

- Understanding your current operational realities
 - Outlining your redundancy in people, process and technology
- Developing a reduction/waste mindset to ensure that your service operation is as profitable as possible
- People: Tackling the HR challenges of salary structures and pay rates
- Process: Exploring Lean, Kai Zen, Root Cause Counter Measure and creating standardized work
- Technology: Creating a Prioritized Matrix Criteria or dashboard which includes revenue increase, cost reduction, customer satisfaction improvements and time to execute cost to ensure that you are measuring your true KPI's
- Consistently measuring what you're measuring to ensure that you have as little waste/redundancy as possible in your service organization

9:30 **Intertwining Inventory And Workflow Through Your CRM To Maximize Field Efficiency**



Richard Springer
Vice President Service
Tomotherapy



Session highlights include:

- Synchronizing your inventory metrics with your workflow charts and scheduling to meet your customers service expectations
- Evaluating systems and applications that can optimize your network and aggregate inventory at any given time
 - Exploring whether to purchase off-the-shelf or to design homegrown potential upgrades to existing platforms
- Capturing performance data to ensure to productivity and the impact on your field efficiency

10:00 **Panel Session: Maximizing Remote Services Within The Medical Devices Industry**

Richard Eng
General Manager of Product Service
GE Healthcare



Brock Faulkner
Vice President of Service, Vice President of Sales & Service, Latin America
Dornier MedTech America, Inc.



David Bisciotti
Vice President Field Operations, The Americas and Worldwide
Particle Therapy Service, **Varian Medical Systems**



This panel discussion we'll specifically focus on the advancements and challenges remote services have had in the medical devices industry, including but not limited to security, regulation, and technology advancements.

10:30 **Morning Coffee & Refreshment Break In The Solutions Zone**

10:45 **Service Excellence Case Study: Team Medrad**



Denis Olson
Executive Director, Global Field Service & Tech Operations
Medrad



John Ortiz
Field Manager, SW Service Zone
Medrad



Jeff Koehne
Supervisor SW Service Zone
Medrad



Diane Watson
Executive Director, Global Service Commercialization
Medrad



Joe Hulbert
Manager, Technical Operations Medrad Products
Medrad



Join Medrad in this unique workshop and drill down to the specifics of one company's service business culture. Learn how to effectively structure your company's service business and improve front-to-back office processes.

11:25 **Medical Device Roundtable Discussions:**

Table 1: Marvin Jenkins, Vice President of Service, **Shimadzu Scientific Instruments, Inc.**

Table 2: Paul Davy, Manager, Field Service - Western US, **Field Operations, Molecular Devices**

Table 3: Ed Klosterman, Senior Field Service Manager, **BioMerieux**

Table 4: Stephen Hotz, Senior Director Field Operations - North America, **Varian Medical Systems**

Unlike any other manufacturing sector the Medical Industry has its own processes and procedures. It has its own technologies and tactics. Join us for this brand new workshop, completely and totally for the medical industry, by the medical industry, and exclusive for you at Field Service 2011.

12:20 **Luncheon**

1:20 **Conclusion Of Field Service 2011**

About Our Partners

Knowledge Partner:

McKinsey&Company

McKinsey & Company is the world's leading management consultancy. Part of the firm's Operations practice, our Service Operations service line works with companies in all sectors to use their service offerings as a source of competitive advantage. We help our customers design, transform, refine, and improve their full spectrum of service operations. Our work encompasses after-sales service, support and maintenance; customer service operations and call centers; front-line operations; back office and transaction processing operations; and business support functions. We also support our clients at a strategic level with their service strategy, helping them choose the best service offerings for their customers and deliver them at the right level.

Sponsors:



Astea International (NASDAQ: ATEA) is a global provider of software solutions that offer all the cornerstones of service lifecycle management, including customer management, service management, asset management, reverse logistics management and mobile workforce management. Astea's solutions link processes, people, parts, and data to empower your team and provide the agility you need to achieve sustainable value in less time, and successfully compete in a global economy. Since 1979, Astea has been helping more than 400 companies achieve new levels of service excellence. To learn more visit: www.astea.com. Service Smart. Enterprise Proven



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Brother Mobile Solutions, Inc. is a wholly owned subsidiary of Brother International Corporation. Brother Mobile Solutions, Inc. offers a full line of ultra-portable and innovative mobile printers and scanners for the mobile workforce. These highly reliable mobile devices are a perfect fit for printing work orders, reports, diagrams, and invoices. The small-format MPrint™ along with the full-page PocketJet® mobile printers and full-color DSMobile® 600 scanner demonstrate Brother Mobile Solutions Inc.'s continued commitment to offer innovative, affordable, and easy-to-use mobile printing and scanning solutions for the mobile workforce. The MPrint™ family of ultra-portable printers produce professional quality 300-dpi output on A6 ad A7 size cut sheet notepaper and 2-ply carbon copy sheets. The rugged PocketJet® printers, available in either 200 or 300 dpi, print full-size letter and legal forms. The DSMobile 600 scanner provides full-color scanning at 600 dpi. Ideal solutions for in-vehicle, luggage, and wearable needs.



ClickSoftware is the leading provider of automated workforce management and optimization solutions for every size of field service business. Our portfolio of solutions, available on demand and on premises, create business value through higher levels of productivity, customer satisfaction and operational efficiency. Our patented concept of 'continuous planning and scheduling' incorporates customer demand forecasting, long and short term capacity planning, shift planning, real-time scheduling, mobility and location-based services, as well as on-going communication with the consumer on the expected arrival time of the service resource.



CSDP is a services led software company that fully integrates customer service operations - end to end. We provide a tailored suite of process management tools to consumer businesses, OEMs and technology manufacturers, as well as government and municipal agencies. Long term success of our client partnerships is based on flexibility, responsiveness and speed to execution in the market. We offer companies (organizations) an affordable way to increase efficiency, reduce expenses and enable cost centers to become profit drivers.



DecisionPoint Systems delivers improved productivity to your field-based workforce through mobile computing automation. We utilize the latest mobile technologies and offer superior services and support. Our unique MobileArc™ Field Mobility practice supplies you with everything needed to successfully automate your field service workforce and quickly realize the benefits of mobility. Our MobileCare™ Support offerings are designed to take the complexity out of your deployment. This includes

our Up and Running offering for the services and support you need to get your mobile system "up and running" and Keep it Running to provide you ongoing support.



FLS is a technology and thought leader in mobile workforce management solutions - defining new standards in appointment scheduling, route planning and dynamic optimization. Leveraging two decades of experience, FLS has developed its flagship product, VisiTour Service, into the most intuitive, elegant, and efficient solution possible. Our customers benefit from low implementation costs, high adoption rates, low total cost of ownership, and a reduction of field service operational costs by up to 20%. Join the over 100 satisfied FLS customers worldwide! For more information, or to request a live demonstration, please visit www.fastleansmart.com. FLS. Fast, Lean, Smart. Made in Germany.



LXE, a division of EMS Technologies, Inc., manufactures rugged mobile computers purpose-built for the field service worker. Our Marathon Field Computer represents a new form factor, with a larger screen size and greater computing power than a PDA, and improved ergonomics compared to a laptop. The Marathon weighs less than a kilogram, and is powered by an Intel® Atom processor that runs full Windows® 7 or Windows® XP. It combines multiple built-in data-entry options, including a 7" outdoor-visible touchscreen, full QWERTY keyboard, integrated biometric mouse, and a high-resolution color camera. The unit's available desk and vehicle SmartDock cradles allow one-handed undocking and user-friendly peripheral interfaces. Additional bolt-on accessories include a mag stripe reader, 2D imager, and extended life batteries, all of which attach securely to the unit while maintaining the overall IP-65 rating for protection against dust and water. The Marathon field computer connects via Gobi™ WWAN radio. The Gobi technology means the Marathon computer can connect through either GSM- or CDMA-based mobile carriers. The computer can also connect to a local area Wi-Fi network via 802.11 a/b/g/n. Bluetooth connectivity provides users with the potential to connect various peripherals wirelessly. To learn more, please see us at WBR Field Service or go to lxe.com/marathon.



Metrix enables profitable service management by providing high-value call center, dispatch, scheduling, warranty, repair, service contracts, inventory and mobile field service software solutions. Leveraging over 30 years of experience, Metrix helps innovative companies like Olympus, Cubic, Ericsson, Makino, Motorola and IMAX automate complex service business processes worldwide. For more information, visit www.metrix.com.



NetMotion Wireless is a software company that enables organizations to maximize the productivity of their mobile workforces. The company's flagship solution, Mobility XE, allows mobile workers to maintain and optimize mobile data connections as they move in and out of wireless coverage areas and roam between networks. Mobility XE mobile VPN software resolves today's key mobile deployment challenges including coverage gaps and interruptions; inter-network roaming; performance issues and network security. Over 1,700 organizations worldwide rely on NetMotion every day. NetMotion has been named one of the country's 50 fastest growing wireless companies and has earned over 25 industry awards for its outstanding technology.



PTC/Arbortext is your company struggling with critical product support and service performance issues such as low productivity, lengthy repair times, and expensive service errors? Arbortext Service Information Solutions deliver intelligent service information on demand to support downstream processes such as product assembly, operation and service throughout the product's lifecycle to overcome service performance challenges. Additionally, Arbortext provides the industry's only solution that repurposes product design data to ensure service information is up-to-date with the shipping products.



Servicemax is the first and only complete on-demand field service solution for post-sales service, field service, and strategic service chain management. The complete suite increases both revenue and customer satisfaction by streamlining and optimizing all field service activities. Customers include large enterprises like DuPont, BioRad and Pentair, and smaller companies like Everyday Wireless and Advanta Clean. ServiceMax is headquartered in Santa Clara, California.



ServiceSource focuses on driving increased service revenue, profitability and customer satisfaction for technology and technology-enabled healthcare and life sciences companies. ServiceSource manages the sales process for renewals of maintenance, support and subscription agreements on behalf of its customers. ServiceSource's integrated solution consists of a

suite of cloud applications, dedicated service sales teams working under our customers' brands and a proprietary Service Revenue Intelligence Platform. By integrating software, managed services and data, ServiceSource addresses the critical steps of the renewals process including data management, quoting, selling and service revenue business intelligence. ServiceSource's business is built on its pay-for-performance model, whereby its revenues are based on the service renewals customers achieve with its solution.



Servigistics is the worldwide leader in service lifecycle management software. The company's award-winning solutions include service parts management, service workforce management, service parts pricing, reverse logistics, service warehouse management, warranty management, and service knowledge management. The breadth and depth of the solution set enables companies to transform their global service operations by dramatically increasing profitability, cash flow, and customer loyalty. Servigistics' Oracle Fusion and SAP NetWeaver-certified solutions have been deployed and proven globally by a highly referenceable client base of market-leading companies across industries in high technology, aerospace and defense, motor vehicles, telecommunications, medical equipment, and consumer and industrial products. Servigistics is a privately-held company headquartered in Atlanta, with regional headquarters in the UK, Japan, and India, and sales and service professionals around the world. Please contact Servigistics at 1.888.942.8623 or +1.770.565.2340, via e-mail at info@servigistics.com, or via the Web at <http://www.servigistics.com/>.



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Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel served more than 48.8 million customers at the end of the third quarter of 2010 and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States; offering industry-leading mobile data services, leading prepaid brands including Virgin Mobile USA, Boost Mobile, Common Cents Mobile and Assurance Wireless; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. Newsweek ranked Sprint No. 6 in its 2010 Green Rankings, listing it as one of the nation's greenest companies, the highest of any telecommunications company. You can learn more and visit Sprint at www.sprint.com or www.facebook.com/sprint and www.twitter.com/sprint.



Stratix is a leader in enterprise mobility software and services, architecting the entire mobile infrastructure for companies needing to move and access mission critical data anywhere anytime. From delivering highly configurable, rules-based Stratix Mobile Field Service applications to provisioning, activating and managing every asset within the mobile field service chain, Stratix delivers end-to-end mobility solutions that drive tangible business results in operational efficiency, accelerated workflow, and improved customer service. Twenty-four of the world's Fortune 500 companies in Field Service, Retail, and Transportation & Logistics and rely on Stratix for application consulting, design and deployment of an integrated mobile solution.



TOA is a Cloud-based, on-demand mobile workforce management application that delivers efficiency, scalability and customer service capabilities that traditional solutions cannot provide. The heart of the solutions is a predictive, statistical engine which analyses learned historical performance patterns, overlays skill set, job history and customer proximity to accurately predict the amount of time each field worker will take to complete a job and personalises his or her schedule accordingly. This results in dramatically reduced operational costs, immediate return on investment and improved customer experience.

Wheels Inc. provides comprehensive fleet management services to organizations around the world. We strive to provide service which exceeds client expectations. We are committed to helping you manage costs, making administering the fleet simple, taking care of your drivers - increasing productivity and satisfaction, and delivering measurable results.

Knowledge Partner: McKinsey&Company

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Managing Automation has been a leading voice in forward-thinking manufacturing for 25 years. Our audience of executives and business and technology management turn to Managing Automation for advice when researching, evaluating, and implementing technology solutions. Business agility is what separates manufacturers who prosper from those who struggle. Managing Automation is the go-to resource for companies that need to identify technology options that will help them boost their competitive advantage. ManagingAutomation.com.



Manufacturing-Executive.com is the only social media platform built exclusively for global executives in the manufacturing industry. Manufacturing Executive is designed to connect, educate, and support a global network of executives dedicated to building a stronger, more vibrant manufacturing industry worldwide, and to help manufacturers make better decisions, in less time and with less risk, by helping them collectively solve their biggest challenges.



Mobile Enterprise: Wireless solutions from the C-suite to the field. Mobile Enterprise covers the full range of the mobile workforce, from wireless infrastructure to machine-to-machine communications. Mobile Enterprise takes our readers beyond the solutions themselves, to examine the processes and strategies involved in mobilizing your workforce, managing mobile devices and infrastructure and ensuring a secure environment.



The **National Association of Service Managers** is the oldest, professional nonprofit association of product service executives in the United States. Founded when service techniques were just beginning to be highly recognized as a sales and marketing tool. NASM is an organization dedicated to provide professional leadership and education to the service executive, while developing their managerial expertise in the business and organizations that they represent.



The Mission of **SIA** is to create a forum where service partnerships are made and business transactions are completed and to serve as a forum where every member can enhance their business and to take collective action for the betterment of the industry whenever necessary. SIA promotes an open environment of interdependence & co-operation between manufacturers, independent servicers and users by providing value-adding solutions for customers. For information on SIA and the annual Executive Summit held each March at the Mirage go to their website at www.servicenetwork.org or call 619 221 9200.



TelePlaza is a comprehensive online directory that provides more valuable and relevant call center content than any other "niche" industry Web site. TelePlaza's market intelligence, tactical resources and database management make the site the ultimate resource for linking buyers and sellers. Companies who appear on the TelePlaza directory find themselves just 2-3 clicks away from the FRONT pages of Google, Yahoo, MSN, and 30+ other search engines. TelePlaza visitors have access to the most up to date industry information available Online.



Wireless Design Online provides detailed product and engineering information related to the design and integration of wireless circuits, systems, and devices. We bring you the technology you need to remain competitive in your job and your industry. Topics includes cellular, personal communications services (PCS), Bluetooth, wireless local area network (WLAN), wireless local loop (WLL), handheld personal computer (HPC), cordless, LMDS/MMDS, mobile computing and personal digital assistant (PDA).



Wireless Networks Online is designed to serve the needs of wireless professionals involved in the development and operation of wireless networks, in order to help them do their jobs more efficiently. Reflecting the dynamic and interactive character of the Internet, Wireless Networks Online is the most accurate and convenient technical source of business, product, design, and news information available for the rapidly changing and growing wireless industry.

Here Are The Top **5** Reasons Why Field Service 2011 Is The Leading Forum To Invest Your Marketing And Business Development Dollars:

- 1 Full exposure to over 300 qualified conference attendees** comprised of senior level executives responsible for their company's strategy: you gain direct access to the senior decision makers leading the way in service and support
- 2 Extensive networking opportunities**, allowing for face to face customer contact and one to one meetings
- 3 Tailor-made sponsorship packages** enable you to competitively position your company the way you want
- 4 Opportunity to promote your brand** and align it with the other industry leaders participating in the conference
- 5 Increased flow of traffic** through the solutions zone during breakfast, coffee breaks and receptions.

NOT TO MENTION THIS IS THE BIGGEST FIELD SERVICE EVER! You won't find this many executives of this caliber anywhere else! Space is limited! **Call Mark Barrett at 646-200-7494 or email him at Mark.Barrett@wbresearch.com for sponsorship opportunities at Field Service 2011.**

FIELD SERVICE 2011

Registration Information

Conference Pricing

Manufacturers	\$300 Discount Until Jan 31st	Full Price
2 Day Main Conference + 4 Workshops + Medical Device Focus Day	\$2,699.00	\$2,999.00
2 Day + 4 Workshops	\$2,195.00	\$2,495.00
2 Day Main Conference + Medical Device Focus Day	\$1,999.00	\$2,299.00
2 Day Main Conference Only	N/A	\$1,799.00
Medical Device Focus Day	N/A	\$499.00

Group Discounts For Manufacturers Only:

Book a Team of 2 or More for 3 Days or more By Jan. 31st and Receive \$400 Off Each Pass

Others	Full Price
2 Day Main Conference + 4 Workshops + Medical Device Focus Day	\$4,149.00
2 Day + 4 Workshops	\$3,449.00
2 Day Main Conference + Medical Device Focus Day	\$3,099.00
2 Day Main Conference Only	\$2,399.00
Medical Device Focus Day	\$699.00

Choose from 12 different workshops on April 26th each focusing on different areas of improvement and function. Take home fresh ideas whether you're looking at how to successfully implement CRM solutions, develop sophisticated e-Services, leverage automated solutions and streamline your mobile platforms. Roll up your sleeves and drill down to your top challenges, and get to know the other attendees that you'll surely be attending sessions with over the four days. **See pages 5-7 for more information on the workshops.**

Please Note:

- To secure your team discount, register online at www.fieldserviceusa.com or contact Bill Penney at 1-866-691-7771 or bill.penney@wbrresearch.com.
- Team discounts must be booked and paid for at the same time. Team discounts do not apply to sponsoring or exhibiting companies or non manufacturers.
- All discounts are taken off the full conference price. No two discounts or offers can be combined.
- Payment is due in full at the time of registration. Your registration will not be confirmed until payment is received and may be subject to cancellation
- CT Residents must add 6% sales tax to their registration fee
- *Presentations available are at the approval of conference speakers. Allow 3-4 weeks after event date for shipping.
- For WBR's complete pricing policy, including cancellation information, please visit www.fieldserviceusa.com.

PURCHASE SELECT AUDIO PRESENTATIONS* FROM THIS EVENT!

Can't make it to Field Service 2011 or worried that there is too much information to digest in a few short days at the event? No need to worry. You can purchase select audio presentations to share with your entire team.

- Register for the event today and for an additional \$250 gain access to select audio presentations from this event.
- Can't attend? Purchase the CD-ROM only for \$580

*Presentations available are at the approval of conference speakers. Allow 3-4 weeks after event date for shipping.



The Smile Train

For every registration received for Field Service 2011, WBR will donate a portion of the registration fee to Smile Train. For more information about WBR's involvement with Smile Train, please visit www.fieldserviceusa.com.

Venue Information



Sheraton Wild Horse Pass Resort & Spa

5594 West Wild Horse Pass Boulevard
Chandler, Arizona 85226

Reservations: 1-800-325-3535

Tel: 602.225.0100

Fax: 602.225.0300

www.wildhorsepassresort.com

Field Service has procured a **special conference rate of \$219.00 per night** (plus tax). To book your reservations, call Sheraton Wild Horse Pass Resort & Spa at 1-800-325-3535 and identify yourself as a Field Service attendee. Rooms are limited and are on a first come, first served basis, so make your reservations as soon as possible. After the hotel cut-off date of April 1st, 2011, rooms may still be available, so inquire with the hotel if you have missed the cut off date.

The Sheraton Wild Horse Pass Resort & Spa was designed to be an authentic representation of the Gila River Indian Community's heritage and culture. The architecture, design, art and legends of the Pima (Akimel O'otham) and Maricopa (Pee Posh) tribes are celebrated in every detail imaginable, indoors and out.

The AAA Four Diamond resort includes:

- Aji Spa, a 17,500 square foot spa with 17 treatment rooms
- Whirlwind Golf Club, with two 18-hole, Troon-managed golf courses
- Koli Equestrian Center for riding lessons, trail rides and outdoor events
- Four pools with cascading waterfalls and a 111-foot waterslide modeling the ancient Casa Grande Ruins
- Tennis courts and jogging trails
- A 2-1/2 mile replica of the Gila River with scenic boat rides to shuttle guests to nearby attractions

Knowledge Partner: McKinsey&Company

Sponsored By:



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2011

WBR
535 Fifth Avenue, 8th Floor
New York, NY 10017

**April 26-29, 2011 • Sheraton Wildhorse
Pass Resort & Spa, Chandler, Arizona**

*98% Of Field Service Attendees Would
Recommend The Event To A Colleague!
(Based on the Field Service 2010 delegate survey)*

Your priority booking code is:

When registering please provide the code above.

Attention Mailroom: If undeliverable to the addressee this time sensitive information should be forwarded to the **VP of Service & Support**

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www.fieldserviceusa.com

**Special Early
Bird Discounts
Available. See
page 15 for details**

April 26-29, 2011 • Sheraton Wild Horse Pass Resort & Spa, Chandler, Arizona

Moving Forward: Achieving Quality And Operational Excellence In The Services Industry

*We Are Very Excited To Announce Field Service 2011 Has Confirmed
72 Speakers, The Largest Speaker Faculty Ever! Open To See More*

Knowledge Partner: **McKinsey&Company**

Sponsored By:



Organised By:



**Register Now: CALL: 1-888-482-6012 or 1-646-200-7530 | FAX: 1-646-200-7535
EMAIL: fieldservice@wbresearch.com | WEB: www.fieldserviceusa.com**