

Service & Logistics Summit 2017

Making customer service even better in an always-connected world

9th European Conference
on Aftersales Service and
Spare Parts Logistics

May 16th – 17th

Hamburg, Germany
Sofitel Alter Wall



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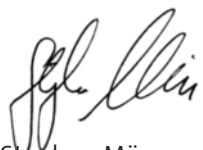
Event Brochure

including final conference program and schedule

ISLA
International Service Logistics Association

Dear Colleague,

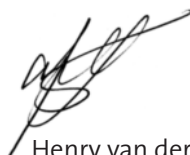
Attending a conference is a great opportunity to learn, share, and discuss topics of your professional interest. Provided that you meet the right people: Managers who deal with similar issues and challenges in their business. Our business is all about Aftersales Service and Spare Parts — in different industries, but always striving for the highest customer satisfaction and operational efficiency. As members of the International Service Logistics Association, we are pleased to invite you to the **Service & Logistics Summit 2017**. It is Europe's only conference on Aftersales Service and Spare Parts Logistics organized by an association that is supported by global OEMs. Budget to break even, not for profit, we aim to provide the best forum for networking and the exchange among aftermarket managers — most important today with digitalization as a constant game changer. We look forward to meeting you at the **Sofitel Hamburg Alter Wall** on **May 16th – 17th**.



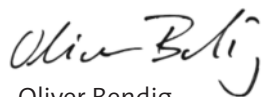
Stephan März
Member of Group Executive
Committee and Head of
BU Services at Bobst Group,
and Chairman of ISLA




Magne Svendsen
Executive Vice President
After Sales and Crop Care
at Kverneland Group, and
Deputy Chairman of ISLA



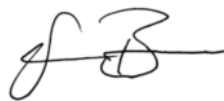
Henry van der Schoot
Sr. Director Customer Demand
& Fulfillment, Service Parts
Supply Chain at Philips,
and Deputy Chairman of ISLA



Oliver Bendig
Partner at Barkawi
Management Consultants,
and Deputy Chairman of ISLA



Joe DiPietro
Vice President
AGCO Parts Americas, and
Deputy Chairman of ISLA



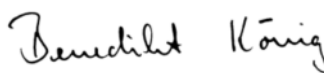
Stefan Brehm
Vice President
After Sales at
Jungheinrich



Ralf Kolshorn
Senior Vice President
and Head of Parts Logistics
at MAN Truck & Bus



Milan Meža
Service Director
at Gorenje



Benedikt König
General Manager
Operations Support
at Wärtsilä

The Event at a Glance

Tuesday, May 16th, 2017

9:00 – 10:00	Registration & Light Breakfast	
10:00 – 12:45	Plenary Session	
12:45 – 13:45	Lunch Break	
13:45 – 15:00	Plenary Session	
15:00 – 15:15	Coffee Break	
15:30 – 17:00	Round Tables	Optionally Tour Spare Parts Distribution Center of Jungheinrich
19:30	Dinner & Evening Socializing	

Wednesday, May 17th, 2017

9:15 – 12:45	Aftersales Service Focus Session	Spare Parts Logistics Focus Session
12:45 – 13:45	Lunch Break	
13:45 – 16:00	Plenary Session	
16:00	Closing Reception	

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

Attending the Service & Logistics Summit 2017, you will find two days filled with inspiration, practical insight and occasions to mingle outside the conference rooms. Listen to in-depth case studies, and contribute to the Q&A and discussion following each presentation. We have invited senior-level managers from leading OEM companies to built up a cross-industry panel that covers sectors such as Aerospace, Agricultural Technology, Automotive, Construction Equipment, Energy Systems, Industrial Machinery, Kitchen Equipment, and others. This year's speakers will give insight into strategies and projects at



Meeting at Great Locations



The Service & Logistics Summit 2017 will take place at Sofitel Hamburg Alter Wall. This 5-star conference hotel is located in the heart of the Hanseatic city between the port and the town hall and within easy reach of the main train station and airport. The hotel's business center offers a perfect setting for presentations, discussions and networking during the sessions and breaks. All conference rooms enjoy natural daylight.

At the end of the first conference day, all delegates are invited to dinner to be hosted by Barkawi Management Consultants. The Elbe Panorama Penthouse is one of Hamburg's greatest places to unwind and chat with peers over good food and excellent wines. Located on the 20th floor of Atlantic House, floor-to-ceiling windows and outdoor terraces command stunning views over the city, the river and the Port of Hamburg, which is one of the largest and most important sea ports in the world.



A Select List of Speakers



Tony Abouzolof

Co-Founder of Synchron
and Managing Director
Synchron UK



Hans-Werner Albrecht

Managing Director
RATIONAL Technical
Services GmbH



Karim Barkawi

Managing Partner
Barkawi Manage-
ment Consultants



Stefan Brehm

Vice President
After Sales
Jungheinrich



Dr. Lars Brzoska

Member of the
Board of Management
Jungheinrich



Dr. Wolfgang Handrich

Vice President, After Sales
Product Management
MAN Truck & Bus



Dr. Guido Hild

Sr. Vice President, Service
Business Management
GEA Group AG



Sylvain Jaguelin

Operations Manager
Spare Parts
Manitou



Bart Jongen

BJ Solutions
Director Supply Chain
EMPower Program
AFI KLM E&M



Paul Kilmister

Global Head of Ware-
house & Transportation
Satair Group / Airbus



Julien Laran

Head of Supply
Chain & Operations
BU Services, Bobst Group



Petra Popp

SVP Global Service
& Customer Care
Carl Zeiss Meditec



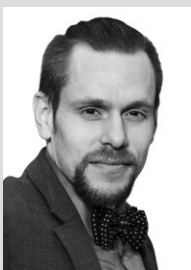
Gerben Potters

Director
Supply Chain
Lely



Jean-François Sourdoire

Director of Customer
Care for EMEA
JLG Industries



Mikko Tepponen

Vice President, Digital
Portfolio Management
Wärtsilä



Erald Verbruggen

Head of Operations
Global Service
Nordex



Wim Vercauteren

Vice President
Global Parts
Manitou



Peter van der Vlugt

CTO
Kverneland Group
Mechatronics



Thomas Wolf

COO
Services
DMG MORI



Stephan März

Head of BU Services
Bobst Group, and
Chairman of ISLA

As Conference Chairman

Foyer

9:00 – 10:00	Registration and Light Breakfast
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Plenary Session in the Main Conference Room

10:00 – 10:15	Welcome Note and Opening Remarks from ISLA's Chairman Stephan März, Member of Group Executive Committee and Head of Business Unit Services at Bobst Group
10:15 – 10:50	Everything as a service — How digital transformation will revolutionize the service business Mikko Tepponen, Vice President Digital Portfolio Management Wärtsilä
10:50 – 11:30	A digital end-to-end operating model for spare parts involving customers, dealers and service engineers Petra Popp, Senior Vice President Global Service & Customer Care Carl Zeiss Meditec
11:30 – 12:10	Putting the <i>Customer First!</i> by delivering maximum service quality throughout the entire product lifecycle Thomas Wolf, COO at DMG MORI Services
12:10 – 12:45	Boost After Sales — Service and Parts as key drivers of corporate growth Stefan Brehm, Vice President After Sales at Jungheinrich

Foyer

12:45 – 13:45	Lunch Break
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Plenary Session in the Main Conference Room

13:45 – 14:25	How a changing world is changing After Sales Service Tony Abouzolof, Co-Founder & Managing Director Syncon UK, and Sylvain Jaguelin, Operations Manager Spare Parts at Manitou
14:25 – 15:00	Crisis management in aerospace aftermarket Paul Kilmister, Global Head of Warehouse & Transportation at Satair Group / Airbus

Foyer

15:00 – 15:15	Coffee Break
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15:15 – 18:30

15:30 – 17:00

Option 1



Option 2

Spare Parts Distribution Center of Jungheinrich

Visit of Jungheinrich's central spare parts warehouse (in Kaltenkirchen, 35 km north of Hamburg) which was opened in September 2013. With its highly automated distribution center — stretching across 22,000 m² — Jungheinrich sets a new standard within service logistics, ensuring a spare parts availability for clients around the world of 98%. Transportation from and back to the hotel will be provided.

Evening

19:30	Transfer to the Atlantic House in Hamburg St. Pauli, and dinner at Elbe Panorama Penthouse on the building's 20 th floor Dinner Speech by Karim Barkawi, Founder of ISLA and Managing Partner at Barkawi Management Consultants & CEO of Barkawi Group
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Round Table Sessions
in Conference + Meeting Rooms

Behind-the-Scenes Tour
outside the conference hotel

Aftersales Service

Focus Session in Meeting Room 7+8

9:15 – 10:00	Customer service creates your brand — So brand your service Dr. Guido Hild, Sr. Vice President, Service Business Management GEA Group AG
10:00 – 10:45	Product services and the Internet of Things (IoT) — Supporting leveled cost of energy Erald Verbruggen, Head of Operations Global Service Nordex

Foyer

10:45 – 11:15	Coffee Break
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Aftersales Service

Focus Session in Meeting Room 7+8

11:15 – 12:00	The benefits of telemetry based services for OEM, rental companies, and end-users Jean-François Sourdoire, Director of Customer Care for EMEA JLG Industries
12:00 – 12:45	Providing excellent customer service in 100 plus countries as a world-class niche player Hans-Werner Albrecht, Managing Director RATIONAL Technical Services GmbH

Spare Parts Logistics

Focus Session in Meeting Room 9+10

Defining and implementing a blue print for spare parts logistics in the airline industry Bart Jongen (BJ Solutions), Director Supply Chain EMPower Program Air France Industries KLM Engineering & Maintenance
A supply chain redesign from the ground up to dramatically improve efficiency, parts availability and delivery performances Julien Laran, Head of Supply Chain & Operations, BU Services Bobst Group

Spare Parts Logistics

Focus Session in Meeting Room 9+10

How to integrate a dealer network into your e-commerce activities Wim Vercauteren, Vice President Global Parts Manitou
On the road to having a future-proof spare parts strategy Gerben Potters, Director Supply Chain Lely

Wednesday, May 17th — The Afternoon



Foyer

12:45 – 13:45	Lunch Break
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Plenary Session in the Main Conference Room

13:45 – 14:30	Connectivity: Changing the relationship between truck manufacturer and customers Dr. Wolfgang Handrich, Vice President After Sales Product Management MAN Truck & Bus
14:30 – 15:15	Smart Farming trends towards 2025 will boost new After Sales Service models Peter van der Vlugt, Chief Technology Officer Kverneland Group Mechatronics
15:15 – 15:45	Lithium-Ion Technology — Trends and transformation in Intralogistics Dr. Lars Brzoska, Member of the Board of Management of Jungheinrich
15:45 – 16:00	Wrap-up of conference and farewell message from ISLA's Chairman Stephan März, Member of Group Executive Committee and Head of Business Unit Services at Bobst Group

Foyer

16:00	Closing Reception
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About the Conference

The Service & Logistics Summit was established in 2007. With eight editions since then, it has become one of Europe's leading events for Aftersales Service and Spare Parts Logistics. But it is not just another conference: It is the only one for aftermarket managers organized by a network of aftermarket managers. As ISLA's high-light event, the Service & Logistics Summit is held in leading hotels either in vibrant cities or at scenic places out-of-town. The previous conferences took place in Munich (2007), Berlin (2008), at Bavaria's Lake Tegernsee (2009), in Hamburg (2010), at the Kameha Grand on River Rhine (2011), in Stuttgart (2012), Frankfurt (2014), and Dusseldorf (2016).



In addition to the Service & Logistics Summit, we arrange further events such as Service & Parts Focus Days, ISLA Academies, Innovation Forums and the ISLA Campus "Business meets Science". Regional activities in the United States were launched in 2012. Participants from nearly 400 companies attended at least one, but often several ISLA events in recent years. Presentations were contributed by 280+ Directors, Vice Presidents and Executive Board Members from leading companies such as

ABB • AGCO • Airbus • Alstom • Applied Materials • Bang & Olufsen • Barco • BMW • Bobst • Bosch • Brembo • BSH Home Appliances • Cisco • CLAAS • CNH • Crown • DAF Trucks • Daimler • Deutsche Bahn • Diebold Nixdorf • DMG MORI • Electrolux • EMC • Emerson • Endress+Hauser • Ericsson • Fiat Group Automobiles • Ford • Fujitsu • Gamesa • GE • GEA • GGP • Gorenje • Gunnebo • Haier • Heidelberg • Hella • Hilti • HP • IBM • Iveco • JLG Industries • KitchenAid • Knorr-Bremse • John Deere • Kone • Konecranes • Kverneland Group • Leica Microsystems • LEMKEN • Linde Material Handling • Lufthansa Technik • Manitou • MAN • manroland • Mettler-Toledo • Miele • Navistar • Nokia • Nordex • Océ • Oerlikon • Orbotech • Ottobock • Pentax Medical • Philips • Polaris • Porsche • Rolls Royce • Scania • Sears • Sharp • Siemens • SMA Solar Technology • SMS Group • Sony • Suzuki • STILL • Terex • thyssenkrupp • Valmet • Vestas • Volkswagen Group • Volvo • Wärtsilä • Whirlpool • ZTE • and many more.

For detailed information about the Service & Logistics Summits and other ISLA events in recent years, please visit www.servicelogistics.info, where you will find the programs including event speakers and presentations.

Lots of opportunities to exchange



Event Organizer

The International Service Logistics Association (ISLA) is a network of professionals dedicated to Service Management and Spare Parts Logistics. Founded in 2003, more than 50 corporate members from Europe, Israel and the US have joined the association now, among others ABB, AGCO, Bobst, CLAAS, Crown, Gorenje, Heidelberg, Jungheinrich, KSB, Kverneland Group, LEMKEN, Linde MH, MAN, Manitou, Normet, Orbotech, Philips Healthcare, Siemens Healthineers, thyssenkrupp Elevator, Toyota Material Handling Europe, Valmet, Wacker Neuson, Wärtsilä and others. For more information, visit www.servicelogistics.info or contact us:



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Executive Board: Stephan März, Oliver Bendig, Joe DiPietro, Henry van der Schoot, and Magne Svendsen

Special Event Supporters

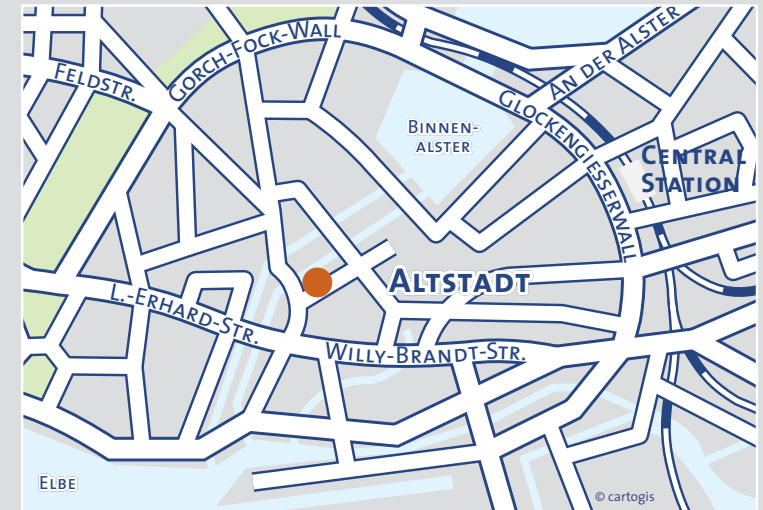
The Service & Logistics Summit 2017 is sponsored by two ISLA members, who are substantially involved in making the event possible through funding and non-financial support:



Barkawi Management Consultants is an international management consultancy that focuses on supply chain management and after sales services. Karim Barkawi founded the company in 1994, which today employs more than 200 people and has offices in Munich (HQ), Shanghai, Moscow, Atlanta and Vienna. Among the clientele of Barkawi are globally active companies with capital-intensive and logistically complex business models, such as BSH Hausgeräte, Coca-Cola, Daimler, Heidelberg, Lufthansa, Nokia Networks, Philips, Porsche, Vestas and Vodafone. For more information, visit www.barkawi.com

Synchron is the only aftermarket service provider that exclusively focuses on service parts inventory management and pricing for the world's leading manufacturers. The company's award-winning SaaS solutions enable companies around the world to transform their aftermarket service operations by dramatically increasing profitability, cash flow and customer loyalty. Synchron's global customer base includes a variety of market-leading companies across diverse industries. The company is privately held, with its headquarters in Stockholm and additional offices throughout Europe, the U.S. and Asia. For more information, visit www.synchron.com

Venue



The Service & Logistics Summit 2017 will take place at Sofitel Hamburg Alter Wall. This hotel is located directly in the city center of Hamburg, only 1 km from the central railway station and 12 km from the airport. It is well connected to public transport with three underground stations within walking distance.

ISLA had booked a block of rooms at Sofitel Hamburg Alter Wall, but our group reservation has expired in the meantime. Please contact the hotel directly to check availability and rate and make your reservation (see contact details below). In addition, you will find many other hotels of different categories at close quarters.



Sofitel Hamburg Alter Wall • Booking Code: ISLA 2017
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