

Event Program



# Service Leaders Summit 2023

A hybrid event on **9 – 10 May**  
hosted at and streamed from  
**Hotel Bristol Berlin**

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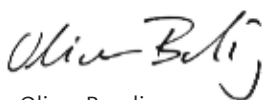
Inspire

ISLA's 14<sup>th</sup> Conference on Customer Service, Lifecycle Solutions, and Spare Parts Logistics will be packed with industry insights, information and case studies valuable for all managers navigating the service business through this time of multiple crises, with presentations from



## Dear Colleague,

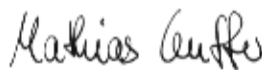
We live in a time of multiple, overlapping crises: a fading pandemic still affecting the global economy, the war in Ukraine, inflation numbers not seen for decades outside emerging markets, supply chain bottlenecks, the shortage of skilled personnel, and climate change. In such uncertainty, the importance of an excellent customer service, innovative lifecycle solutions, and a resilient spare parts management cannot be overestimated — for both an OEM itself and its customers. It is the service that keeps the customers' installed base running and helps minimize the negative impacts of dwindling sales of new products. It is the service that drives the digital transformation. In fighting climate change and achieving sustainability, service organizations can be important players by reducing energy, waste and water (as well as costs) in their customers' value chains. You see, there is a lot to discuss with other service professionals from across industries. As the Executive Board of ISLA, we are delighted to invite you to the Service Leaders Summit 2023. As a hybrid event, it combines a face-to-face meeting with connecting a global audience via the internet. So we look forward to welcoming you to our conference on 9<sup>th</sup> and 10<sup>th</sup> May — hopefully in person at the Hotel Bristol Berlin or as an online attendee.



Oliver Bendig  
Partner, Customer  
Service & After Sales  
Monitor Deloitte



Dr. Bernd Garbe  
President  
KSB SupremeServ



Mathias Lentfer  
Vice President  
After Sales  
Jungheinrich



Stephan März  
Head of BU Pharma  
Liquid & Inspection  
Syntegon



Alisha McCartney  
Vice President  
Aftermarket Solutions  
Caterpillar



Simon Roberts  
Senior Vice President  
Services  
ATS Automation

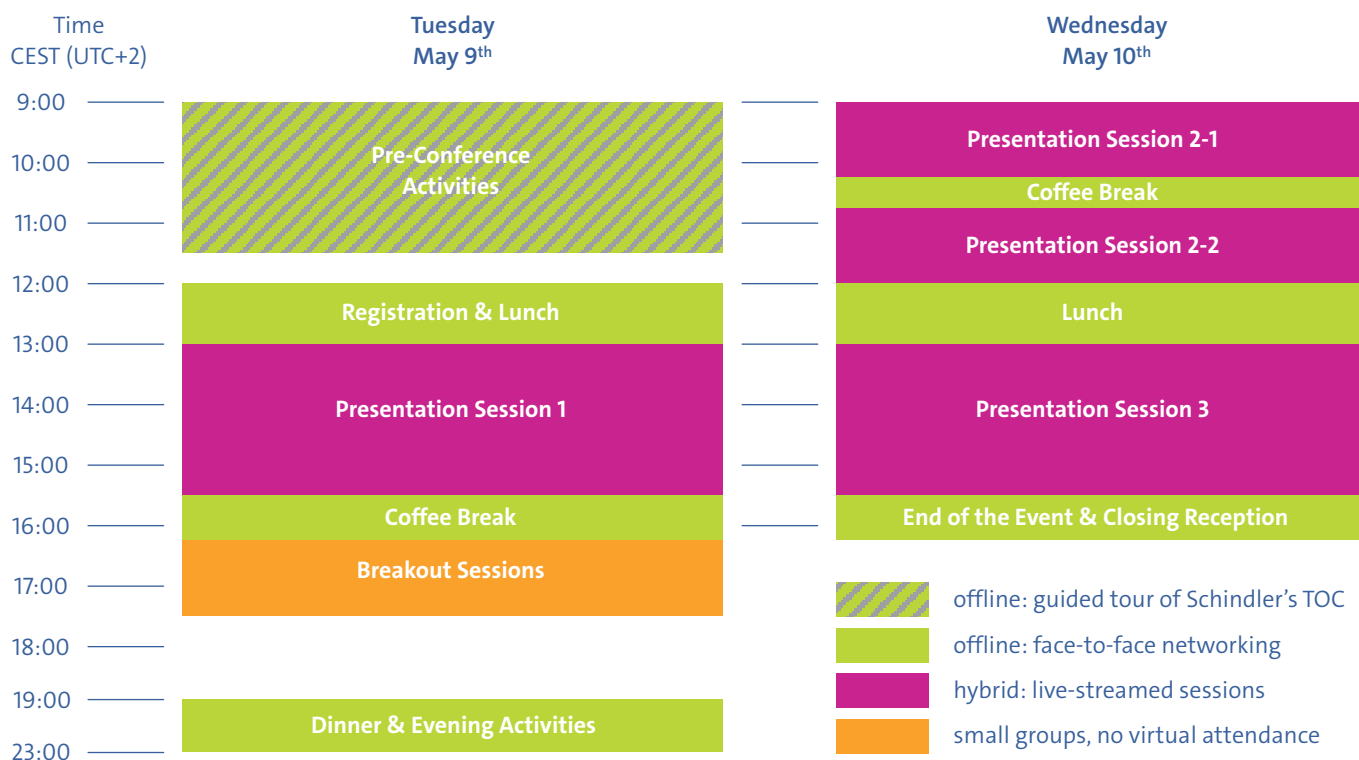


Peter Rudzio  
Managing Director  
CLAAS Service and Parts



Ulf Nitz  
ISLA Association  
Coordinator

## The Event at a Glance



## Speakers



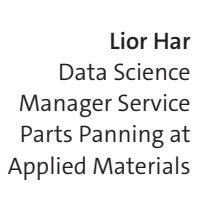
**Shalhevet Azran**  
Data Science  
Manager at  
Applied Materials



**Oliver Bendig**  
Partner at Monitor  
Deloitte, and Member  
of the Executive  
Board of ISLA



**Christian Burdin**  
Head of Sales  
Operations Service  
and Support at Festo



**Lior Har**  
Data Science  
Manager Service  
Parts Planning at  
Applied Materials



**Rainer Hundsdörfer**  
Former CEO of  
Heidelberger  
Druckmaschinen



**Martin Lowinski**  
Head of Group  
Repairs & Spare  
Parts at Schindler



**Wouter Roels**  
Connected Solutions  
Business Develop-  
ment Leader at  
Trane Technologies



**Suru Oruganti**  
Head of Strategy &  
Portfolio Manage-  
ment Service at  
Hitachi Energy



**Hansjoachim Pfaff**  
Head of Digital Unit  
Food & Healthcare  
Technologies at GEA



**Klaus Rütth**  
Senior Vice President  
Customer Services  
Managed Logistics at  
Siemens Healthineers



**Melanie Schwarzmann**  
Head of Vendor  
Logistics Solutions at  
Siemens Healthineers  
Customer Service



**Jochen Schweitzer**  
Vice President  
Sustainability & EHS  
at Jungheinrich



**Patrick Stelter**  
Product & Mar-  
keting Manager  
Parts & Service  
at Manitowoc



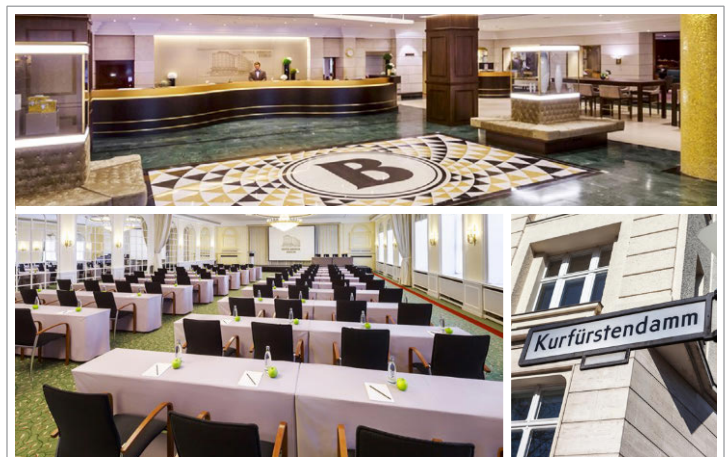
**Virve Viitanen**  
Head of Global  
Service Line at  
ABB Motion



**Max J. Zenglein**  
Chief Economist  
at the Mercator  
Institute for China  
Studies (MERICS)

## Venue

The Service Leaders Summit 2023 will be held as a hybrid conference at the Hotel Bristol Berlin. This elegantly refurbished hotel was the first new hotel building in Berlin in the nineteen-fifties. The Hotel Bristol Berlin is centrally located on the famous Kurfürstendamm boulevard with its stylish shops. A total of 1,000 m<sup>2</sup> of meeting space makes it a perfect venue for our conference. All rooms enjoy natural daylight. Equipped with state-of-the-art AV technology, it is a good set to live stream the presentation sessions to a global online audience. Local public transport is within walking distance. Berlin Central Station is 4 km away. Travelling to Berlin Brandenburg Airport (BER) takes less than one hour.



## The Agenda

Tuesday, 9 <sup>th</sup> May	<b>Pre-Conference Activities</b> / 9:00 – 11:30 a.m. Visit of the Schindler Technical Operations Center (TOC) in Berlin-Mariendorf. Bus transfer is provided.
	<b>Registration and Lunch</b> / 12:00 – 1:00 p.m.
	<b>Afternoon Session Day 1</b> / 1:00 – 3:30 p.m. Oliver Bendig // Monitor Deloitte <b>Welcome note and conference opening</b> Rainer Hundsdörfer <b>The spare parts business is increasingly under pressure — Digitize to defend your profits</b> Jochen Schweitzer // Jungheinrich <b>Sustainable services enable customers to reach their climate and ESG goals</b> Suru Oruganti // Hitachi Energy <b>Sustainably caring for a century of technology leadership, through the digital transformation</b> Shalhevet Azran & Lior Har // Applied Materials <b>Global spares optimization in the semiconductor industry —</b> <b>Real-life case studies of analytical tools and AI-powered prediction</b>
	<b>Coffee Break</b> / 3:30 – 4:15 p.m.
	<b>Breakout Session</b> / 4:15 – 5:30 p.m. Subject specific, pre-defined moderated discussions in small working groups using the World Café method
Wednesday, 10 <sup>th</sup> May	<b>Dinner &amp; Evening Activities</b> / 7:00 – 11:00 p.m.
	<b>Morning Session Day 2</b> / 9:00 a.m. – 12:00 p.m. with coffee break in between Martin Lowinski // Schindler <b>Spare parts distribution chain supporting growth and circularity</b> Klaus RÜth & Melanie Schwarzmann // Siemens Healthineers <b>What did we learn from supply chain disruptions? A new operating model to become more resilient and to create more transparency and accountability for customer experience and performance as its best</b> Hansjoachim Pfaff // GEA <b>The world is enough — Future through digitalization</b> Christian Burdin // Festo <b>Making your customer operations more predictive and sustainable</b>
	<b>Lunch</b> / 12:00 – 1:00 p.m.
	<b>Afternoon Session Day 2</b> / 1:00 – 3:30 p.m. Patrick Stelter // Manitowoc <b>Kickstarting a new digital era of owning and operating cranes to reshape the customer experience, deliver better performance, and enhance sustainability</b> Wouter Roels // Trane Technologies <b>24/7 fleet monitoring in the cold chain — Maximizing uptime, reducing food waste and cargo loss, and meeting the “Gigaton Challenge”</b> Virve Viitanen // ABB <b>You can’t afford to leave talents out — Building diverse teams to drive success in service</b> Max J. Zenglein // Mercator Institute for China Studies (MERICS) <b>China’s quest for global tech leadership — What are the challenges European manufacturers must cope with?</b>
	<b>End of the Event &amp; Closing Reception</b> / 3:30 p.m.



## Pricing and Registration

The Service Leaders Summit 2023 is a hybrid conference, hosting up to 120 in-person participants and an unlimited online audience. It is open to attendees from globally operative companies running service and spare-parts intensive businesses. No matter if they are corporate members or not. Anyway, an ISLA membership reduces the attendance fee and has several additional advantages.



**Attendance requires one single corporate ticket** that already includes one free seat for on-site participation in Berlin. It also allows an unlimited number of managers from a company's service organization to join all presentation sessions online (and to watch the recordings after the event). Additional onsite places are available for an extra charge. Once a corporate ticket has been booked for a group/company, the only requirement to attend the online sessions is an individual registration using the corporate e-mail. For registration use the form on last page or go to ISLA's website to fill out the webform at [www.serviceleaders.site/events/sls-2023](http://www.serviceleaders.site/events/sls-2023)

Conference fees	regular rate non-members of ISLA	reduced rate ISLA members
<b>Corporate ticket</b>		
on-site & online	1,250 Euros	990 Euros
online-only *	1,250 Euros	990 Euros
<b>On-site participation</b>		
one attendee	no extra fee	no extra fee
additional attendee	890 Euros	670 Euros
<b>Online attendance</b>		
every attendee	no extra fee	no extra fee

\* including a 250 € voucher for an upcoming ISLA event in 2023/2024

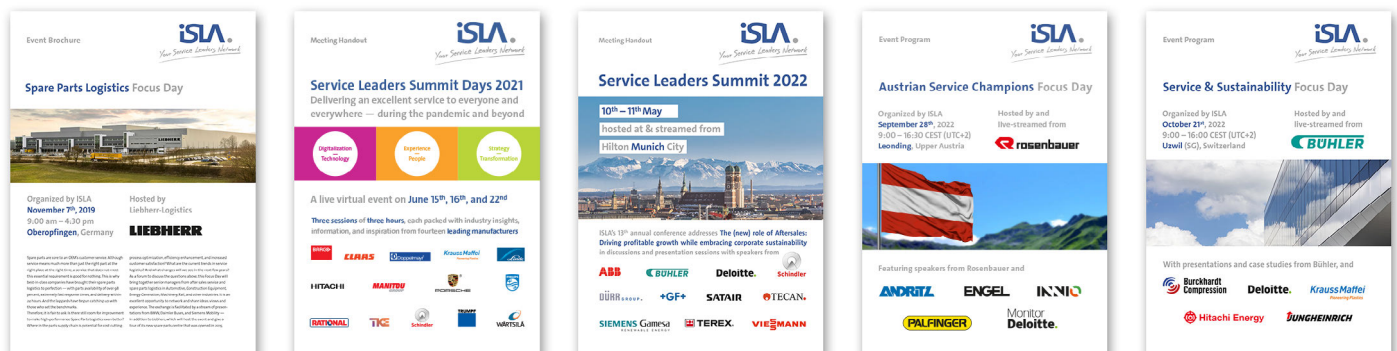
## Organizer

The Service Leaders Summit 2023 is organized by ISLA. Our association is a network of professionals dedicated to Customer Service, Lifecycle Solutions, and Service Logistics in the digital age. It is based in Munich where it was founded in 2003. Since ISLA is not commercially driven, it depends on the support of its corporate members. Some 60 companies from Europe and North America have joined the association (see some of them listed next page).

New members, first and foremost OEMs running spare-parts and service-intensive businesses, are welcome. For more information, please visit [www.serviceleaders.site](http://www.serviceleaders.site) or contact us: ISLA International Service Logistics Association e.V. Rosenheimer Platz 4, 81669 Munich, Germany +49-(0)89-510 76 431 and [isla@servicelogistics.info](mailto:isla@servicelogistics.info)  
Executive Board: Oliver Bendig, Dr. Bernd Garbe, Stephan März, Alisha McCartney, Mathias Lentfer, Simon Roberts, and Peter Rudzio

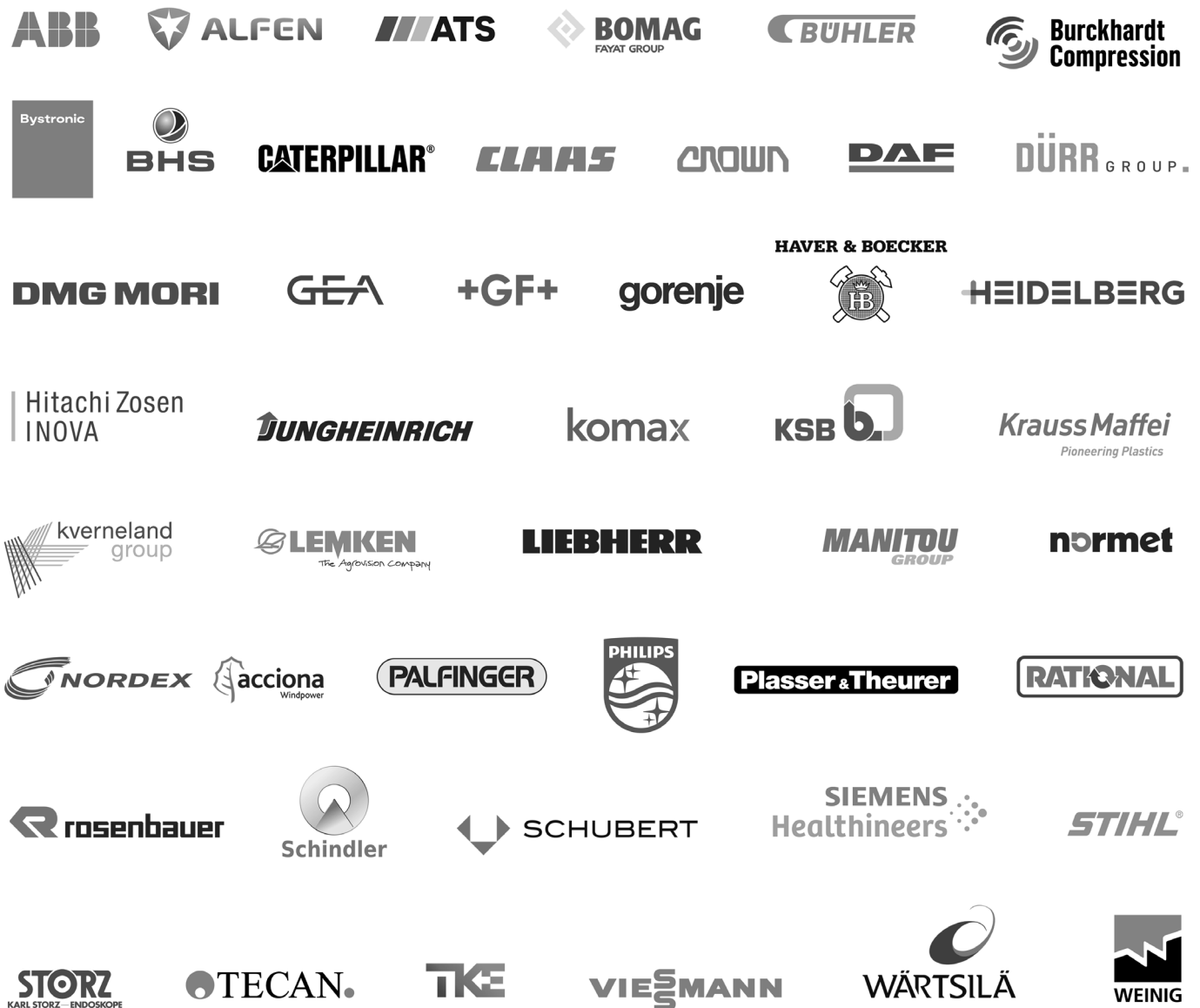
## ISLA Events

Since we started our activities, peers from 500+ companies attended our events, and 400+ speakers gave their presentations. During the pandemic, we moved online. The digital formats we developed in those months will remain part of our extended event portfolio.



## ISLA Members

Leading companies from across industries support ISLA actively in its effort to provide the best forum for the exchange among senior managers in service and parts businesses. Our membership base is primarily made of Original Equipment Manufacturers (OEMs). We are proud that, amongst others, the below companies are corporate members of ISLA:



## Sponsor

The Service Leaders Summit 2023 is sponsored by Deloitte. Deloitte is a leading global provider of audit and assurance, consulting, financial advisory, risk advisory, tax and related services; legal advisory services in Germany are provided by Deloitte Legal. Its global network of member firms and related entities in more than 150 countries and territories

**Deloitte.**

serves four out of five Fortune Global 500<sup>®</sup> companies. Learn how Deloitte's approximately 330,000 people make an impact that matters at [www.deloitte.com/de](http://www.deloitte.com/de).

## Registration

To register for attendance to the Service Leaders Summit 2023, please complete the below form, or sign up online at [www.serviceleaders.site/events/sls-2023#sign-up](http://www.serviceleaders.site/events/sls-2023#sign-up). We look forward to meeting up to 120 participants face-to-face at Hotel Bristol Berlin, but the presentation sessions will be also live streamed as webinar (7.5 hours in total). No matter if you want to attend in person or online, the group/company you are employed at has to purchase one corporate ticket. The corporate ticket includes one free seat for on-site attendance at the conference hotel (or a 250 € voucher for a future event if no one can join on-site). Additional places for on-site participation are subject to an extra charge, but online attendance is free for an unlimited number of people from the company/group which purchased the corporate ticket. Once your registration is confirmed, we will contact you to clarify the payment procedure, namely who at your company (what department) takes over the costs for the corporate ticket, depending on the information provided in the form below or at ISLA's website.

The corporate ticket **fees** are 1,250 € (regular price) and 990 € (ISLA members). On-site places in addition to the included free one can be booked for 890 € (regular price) and 670 € (ISLA members). Special discounts are available for research organizations (upon request). All fees for the event attendance in Berlin (Germany) are subject to German VAT of 19%.

ISLA reserves the right to make changes to the program as stated in this document. Cancellations received up to 10 days prior to the event are free of charge. However, you may change your attendance to online-only or delegate a substitute at any time by contacting us. ISLA may cancel the event due to force majeure, or an incident beyond its control that makes it impossible to hold the event. Registration fees will be refunded. No further liability is accepted.

Title, first and last name \_\_\_\_\_

Company / Institution \_\_\_\_\_

Position / Job Title \_\_\_\_\_

Country \_\_\_\_\_ Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

### Event attendance

- ☐ I plan to attend in person and make use of the one free seat that is added to the corporate ticket
- ☐ I plan to attend in person and would like to book one additional seat (a colleague of mine already makes use of the free one included in the corporate ticket)
- ☐ I plan to attend the conference online only (but may change my mind at any time)
- ☐ Please send me the reservation form to book a room at the Hotel Bristol Berlin at a special rate of 169 €

### Payment information

- ☐ Please charge me for the corporate ticket
- ☐ The company/group that employs me has already purchased a corporate ticket
- ☐ I do not know who/what department is in charge of payment or if the ticket has been already purchased
- ☐ Regarding ticket purchase/payment, please contact:

Name \_\_\_\_\_

Department \_\_\_\_\_

E-Mail / Phone \_\_\_\_\_

- ☐ I consent to ISLA keeping my contact details given above for the following purpose: Registration to the Service Leaders Summit 2023 and providing information on future events. According to the EU's General Data Protection Regulation (GDPR), we are required to obtain your permission ("consent") to keep and process your personal data.

Date, Signature \_\_\_\_\_