



“How can manufacturers compete through Services: Servitization as a new business model for growth and profitability”



PROGRAM

16:00: Welcome
16:30-18:30: Workshop

SPEAKERS

Professor Tim Baines, Aston Centre for
Servitization Research and Practice
Professor Rui Soucasaux Sousa, Service
Management Lab

ABSTRACT

The objective of this workshop is to discuss how manufacturers can use services to become more competitive, increase sales and profitability. The workshop is a joint initiative of the Service Management Lab and the Aston Centre for Servitization Research and Practice. Professor Tim Baines, a leading international authority on servitization and Director of the Aston Centre for Servitization will address how manufacturers can compete through servitization. Professor Rui Soucasaux Sousa, Director of the Service Management Lab, will discuss the adoption of servitization strategies in Portugal.

BIOS

Tim Baines. Professor Baines is the leading international authority on servitization and spends much of his time working hands-on with both global and local manufacturing companies to understand servitization in practice and help to transform businesses. Tim spent ten years working in manufacturing businesses, beginning his career as an apprentice. His background gives him a personal understanding of the challenges faced by the industry and of the need for practical, relevant guidance on implementing change strategies. He delivers executive development and custom programmes to global and local industry alike. His book *Made to Serve: How manufacturers can compete through servitization and product service systems* described as, ‘Essential reading for any companies or executives looking to explore this option for their business’ provides a practical guide to servitization, based on in-depth research with leading corporations such as Xerox, Caterpillar, Alstom and MAN Truck & Bus UK.

Rui Soucasaux Sousa, Professor at Católica Porto Business School. Rui is Director of SLab (Service Management Lab) and has conducted extensive research in the management of services and servitization. He has worked with organizations such as Sonae MC, Optimus, EDP, BES, Rank Xerox, Siemens and France’s Ministry of Finance. Rui is currently engaged in an international project about the adoption of servitization strategies around the world, involving over 900 manufacturing firms in Europe, America and Asia. He has taught at the London Business School, London School of Economics, European Institute for Advanced Studies in Management (EIASM, Brussels) and several Portuguese business schools.



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RESEARCH CENTERS

The **Service Management Lab (SLab)**, www.catholicabs.porto.ucp.pt/slab, is a cutting-edge research center of Católica Porto Business School. The objective of SLab is to produce and transfer knowledge for increasing productivity, quality and innovation in service-related activities. Working in close cooperation with businesses, SLab develops research projects focused on real-world problems in several areas of Service Management.

The **Aston Centre for Servitization Research and Practice** (www.aston-servitization.com/) combines an unmatched depth of knowledge with unrivalled industrial experience of servitization. It is the world's first and only centre dedicated entirely to understanding and promoting servitization within the global market, and incorporates researchers, practitioners and industry leaders who have a unique depth of knowledge and experience of the models, frameworks and practical requirements of this business model transformation for manufacturers.



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AIMMAP – Associação dos industriais metalúrgicos, metalomecânicos e afins de Portugal

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