



Global Business Services

IBM's Nordic Services Science Summit

Feb 28, 2007

Panel Discussion Findings

 ON DEMAND BUSINESS™

Forest & Paper Innovation Centre/ J. Saarikorpi



Panel discussion – main findings

- We need multidisciplinary approach in Services Science
 - Platform is ready – we have foundation – we should not re-invent the wheel
 - Not only technical/natural sciences – also behavioural/human science
 - Collaboration with practice and integration of both wide and deep knowledge (T-shape) is needed
- Customer power is essential
 - Is a co-producer of a service not just a receiver
 - Customer knowledge is essential to use in own company's competence renewal
- We need new approaches in service productivity measurements
 - Forward looking KPI's are needed – often employee satisfaction is a sign of service level
 - Direct connection to profitability is identified – it is a necessary condition but not sufficient
- We need knowledge warehouse
 - Where is existing knowledge in Service Science
 - We need project portfolio to position efforts and investments, for companies and researchers