

Fortune 500 CIOs Address Services as a Business Strategy

Tuck and Cisco Co-Host 3rd Summit on Digital Strategies

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HANOVER, N.H.—On February 11, the Center for Digital Strategies at Dartmouth's Tuck School of Business and Cisco Systems will co-host the third Thought Leadership Summit on Digital Strategies. The roundtable discussion, "Service and Support: From Cost Reduction to Revenue Generation," will examine the potential for value-chain partnering in new revenue-generating service ventures. It will also address the organizational and structural issues service offerings can pose. CIOs and other senior executives from a number of Fortune 500 companies will participate in this roundtable forum in Durham, N.C.

Services represent the largest potential revenue and profit-growth opportunity for many firms. Increasingly, customers seek services related to the products they buy. Being prepared to bundle services with products is a vital source of growth for corporations. Yet, in some organizations, the focus of activities such as product support and after-sales services is still simply cost avoidance. With the help of digital strategies, companies can dramatically reduce cost and ultimately transform their after-sales and other current service-related business processes from cost centers to revenue generators and explore new business opportunities.

"The need for service offerings is clear," says Hans Brechbühl, executive director of Tuck's Center for Digital Strategies. "The question is how you transition from a mainly product-oriented company to one that offers the right services. There are tremendous opportunities for cross-company collaboration in determining and offering the right services, but the challenges of both internal change and external collaboration are significant. We want to take a pragmatic look at these issues in this intimate, noncompetitive setting."

Participants will include CIOs and service executives from 3M, Cargill, Cisco, Eaton Corporation, General Motors, Lowe's Companies, Staples, and Whirlpool, and senior academics from Harvard Business School, Tuck School of Business, and USC's Marshall School of Business, including Tuck Professor and Center Director Eric Johnson. *Forbes* magazine publisher, Rich Karlgaard, who pens the Digital Rules column, will serve as the roundtable moderator.

For more information about the Center for Digital Strategies, visit www.tuck.dartmouth.edu/digitalstrategies.

The Thought Leadership Summit on Digital Strategies (TLSDS) is a series of summits for CIOs and functional VPs organized by the center in partnership with Cisco Systems' Executive Thought Leadership group. For more information, visit the TLSDS website: www.cisco.com/go/tlsummit.

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