

CONNECTICUT VALLEY SPECTATOR

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Tuck School hosts summit on digital strategies

HANOVER — On Feb. 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.

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.