

Agenda
Thought Leadership Summit on Digital Strategies
Service and Support: From Cost Reduction to Revenue Generation
February 11, 2003

Tuesday, February 11

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| 8:00–8:30 A.M. | Continental Breakfast |
| 8:30–9:00 A.M. | Welcome and Introductions
<i>Hans Brechbühl, Executive Director</i>
<i>Center for Digital Strategies, Tuck School of Business</i>
<i>Ron Ricci, Vice President of Corporate Positioning</i>
<i>Cisco Systems, Inc.</i> |
| 9:00–9:15 A.M. | Moderator’s Kick-Off
<i>Rich Karlgaard, Publisher, Forbes</i> |
| 9:15–10:45 A.M. | Session I
Strategies, Approaches and Models |
| 10:45–11:00 A.M. | Break |
| 11:00 A.M.–12:30 P.M. | Session II
Enabling and Optimizing the Models |
| 12:30–1:45 P.M. | Lunch |
| 1:45–3:15 P.M. | Session III
Where are we headed with services? |
| 3:15–3:30 P.M. | Break |
| 3:30–4:30 P.M. | Session IV
Summary |
| 4:30–5:00 P.M. | Thought Leadership Summit Series Discussion
Looking Ahead: Topic Statement for Next Summit |
| 5:00 P.M. | Cocktail Reception |