

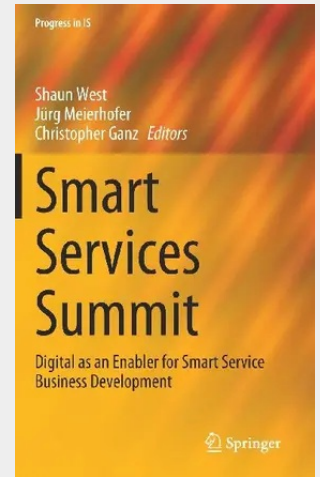
Smart Services Summit

Digital as an Enabler for Smart Service Business Development

This book offers state-of-the-art descriptions of intelligent service innovations in industry, supported by novel scientific approaches. It gathers findings presented at the 3rd Intelligent Services Summit, which took place in Zurich in September 2020, and chiefly focused on the design and application of Digital Twin as an enabler for business development in the field of smart services.

Divided into three parts, the book addresses the challenges involved in the successful development and implementation of smart services for industry and science, ranging from data management to product design and lifecycle management. The four main aspects covered are industrial challenges, value system design (how to integrate resources into service ecosystems to create value), value creation through value proposition (how to create value for ecosystem actors), and value capture (how to create value for ecosystem businesses). Given its scope, the book offers an essential guide for practitioners and advanced students alike.

Business-centred, data-centred, or user-centred? A perspective on the role of designerly approaches to user centrality in big data innovation:- Value Creation with Digital Twins - Framework Validation and Analysis of further Development Priorities.- The role of AI platforms for the servitization of manufacturing companies.- Smart Service Development in Public-Private Settings - Assessment Methodology and Use-Cases in the Lake Constance Region.- A Customer-Centric Search for Triggers as a Basis for Automation and Service Design.- A capability model for Equipment-as-a-Service adoption in manufacturing companies.- Service discovery in complex business ecosystems.- A Cognitive Approach to Manage the Complexity of Digital Twin Systems.- Smart Dust for Smart(er) Industrial Product-Service-Systems: Three Strategies and Their Application.- Digital Twin based Decision Support Services in Business Operations.- Procurement of advanced services within the domain of servitization: preliminary results of a systematic literature review.- BIM-enabled Issue and Progress Tracking Services using Mixed Reality.



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