

5th Annual REMOTE SERVICES IMPLEMENTATION™

Transforming Data into Intelligent Business Decisions to Cut Costs and Maximize Product Lifecycles

February 16-18, 2011
Doubletree Hotel San Diego/Del Mar, CA

How are you implementing your remote services?

As systems become more complicated and business enterprises expand globally, it is imperative service management strategies keep pace. While understanding the value of smart remote services and the transparency they provide may be easy, realizing these changes and benefits through successful implementation can prove very challenging. Attend Remote Services Implementation 2011 and explore new methods and technologies to boost customer satisfaction and cut costs.

Improve your service by attending this hands-on, technical conference:

- ✓ Understand which data to collect and who to deliver it to
- ✓ Retrofit existing products with connectivity through implementing remote services
- ✓ Ensure data accuracy and security
- ✓ Design scalability into your remote services infrastructure

Register by 12/17/2010 and save up to \$1,496!
See page 7 for details

Hear from key practitioners and benchmark your remote service against success stories:



Scott Breeding
Services Product Line Leader
GE Energy



Phil Severe
Sr. Manager, Service Product Management
Life Technologies



Jim McDonnell
Sr. Director Services Technology
Cisco



Marvin Adeff
Remote Service Architect
Toshiba America



Robert Ticknor
Vice President Business Development
Qualtech Systems Inc



Jack Silberman
Director of Engineering and Partner
BioTronix

Plus many more...

Participating Companies include:

- Air Liquide
- Harbor Research
- The INSIGHT Group
- Xerox
- NEI
- Gardner Denver
- Philips

Hear Case Study examples from Cross Industry experts including:

- Print and Graphics
- Consumer Electronics
- Medical Devices
- Smart Grid Energy
- Telecommunications
- Nuclear Energy
- Healthcare



See remote services at work!!

Come and see live presentations in the exhibit hall

What's happening?

81

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5th Annual REMOTE SERVICES IMPLEMENTATION™

February 16-18, 2011 | Doubletree Hotel San Diego/Del Mar, CA

Dear Colleague,

As you know, smart remote services provide a proactive way to remotely diagnose problems, monitor system health and transform gathered information into valuable knowledge for your business. Although many companies have made efforts to implement remote services into their business model, the vast majority of business do not have efficient means of gathering and using remote data. This February, join IQPC for the **5th Annual Remote Services Implementation** conference and learn how to best put into practice **value-added smart services** and start **utilizing product feedback**.

In June 2010, we discussed how to combine business and technical aspects of remote device deployment projects at the Remote Device Conference. This winter, we'll be going back to look at the service that powers these devices. In order for a remote service to be successful it must provide secure access, reliable connectivity, and knowledge management.

Come to San Diego this **February 16-18, 2011** to learn of the business justification in adopting remote services and how to best put into action these services for your company.

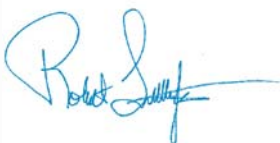
This conference will be looking at key issues in the field, including discussions on how to:

- Retrofit remote monitoring technology for products without remote design
- Improve overall equipment effectiveness and productivity through decreased downtime
- Tap unprecedented value streams through maximizing collected information
- Establish secure connections for condition based maintenances
- Integrate remote services in legacy, back office platforms through developing strategically designed network architecture

Remaining aware of trends in the field will help ensure high customer satisfaction along with insight into what others are doing so you can benchmark with your peers. As this fast growing technology takes off, make sure you aren't being left behind!

We look forward to seeing you in San Diego this February!

Sincerely,



Rob Littlefield
Program Director
IQPC

P.S. Maximize your learning experience by attending our pre-conference workshops! See page 3 and register today!

Who should attend...

- Director of Service Technology
- Program Manager, Remote Service
- Director of Product Development/Engineering
- Director of Technical Support Operations
- Product Manager
- Senior Firmware Engineer
- Software Systems Engineer
- Service Solutions Manager
- Network Services Manager

New industries exploring smart remote services include:

- Oil & Gas
- Defense
- Financial Services
- F & B
- Pharmaceuticals
- Print & Graphics
- Energy
- Telecommunications
- Medical Device
- Consumer Electronics
- Construction
- Transportation
- Business Processes
- Semiconductors

About the Organizer

Technology
a division of IQPC



Technology IQ, the division of **IQPC**, produces the world's most cutting-edge and strategic conferences across the US, Europe, Asia and the Middle East every year, educating almost 5,000 high-level executives annually. Our comprehensive events provide an unbiased, specialized forum where you can discuss the issues most important to you and network with industry leaders.

Sponsorship and Exhibition Opportunities

Sponsorships and exhibits are excellent opportunities for your company to showcase its products and services to high-level, targeted decision makers attending the **5th Remote Services Implementation**. IQPC and Technology IQ help companies like yours achieve important sales, marketing and branding objectives by setting aside a limited number of event sponsorships and exhibit spaces – all of which are tailored to assist your organization in creating a platform to maximize its exposure at the event.

For more information on sponsoring or exhibiting at the **5th Remote Services Implementation**, please contact Georgia Foster at 212-885-2799 or sponsorship@iqpc.com.

A 8:00am-10:00am 7:30am Registration for Workshop A **Deployment Strategies: Transforming Collected Information into Valuable Knowledge**

As more and more companies get devices connected, organizations are being forced to identify new ways to differentiate their products and services in the marketplace. The key here lies in being able to not only collect data through smart services, but also ultimately generate usable knowledge from this monitoring. This workshop will look at the evolution of remote service programs and discuss ways to maximize the use of your remote service while reducing analysis time of collected data.

What will be covered:

- The evolution of remote services programs
- Transition from data to knowledge using machine data

- Understanding what action items are deliverable

How you will benefit:

- Learn to use your remote service to improve customer relations and increase profits
- Develop appropriate prognostics through service records for proactive maintenance
- Lower operational costs while keeping customer satisfaction high

Scott Breeding, Services Product Line Leader, GE Energy

B 10:30am -12:30pm 10:00am Registration for Workshop B – Boxed Lunch will be served **Investigating the Security and Reliability of Your Remote Service Solution**

With remote services being introduced into a wider range of industries, the type of data being transmitted is changing too. With increasingly large volumes of sensitive information being sent over wireless networks, it is imperative that the security protocols for these services remain airtight. While internal networks may offer a more secure connection over open networks, understanding the possible weak links in your service will help transmitted data remain private. Additionally, the success of a remote service deployment is heavily dependent on not only the proper IT Architecture but also the support that's devoted to the systems and processes. Providing proper support escalation and repair workflows are vital to the success of security of service. This workshop will look at issues with ensuring the security and reliability of your remote service connection, including available options and possible pitfalls.

In this Session You'll Learn How to:

- Take steps to define key objectives to overcome
- Define the metrics that will change once you have a remote service
- Understand the weakest points in security and data access
- Identify the industry tools developed to support this strategy

How you will benefit:

- Investigate system policies and look critically at methods of communication
- Learn of administration best practices to guarantee system security and data integrity
- Gain insight regarding how to handle regulatory compliance and challenges

Phil Severe, Sr. Manager, Service Product Management, Life Technologies

C 1:00 - 3:00 12:30 Registration for Workshop C **Future Directions in the Field of Remote Services: Hear it from the Experts**

Remote services have supported businesses for many years now, but with recent developments in the wireless and smart phone industry there has been a large impact on the broader business model. This working session will look in depth at what capabilities remote service support gives you, future directions for shared data, investigations of bigger opportunities within the field and understanding the utility of how shared services will be invested in. Come to this session to hear of tangible case study examples looking at the framework for future directions in the remote service field and understand how companies are benchmarking technology to set the stage for validation of investment. Moreover, gain a better understanding of how to implement the newest technology into your business model.

What will be covered:

- Case study examples from leading experts in the field with cross industry experience
- Paradigm shift of market relationships giving way to more networked and collaborative schemes
- Understand how the business model will grow as technology advances

What you will learn:

- Tangible take home evidence of the return on investment for remote services
- What are the revenue models and where are profits coming from
- How to deliberating organize in order to anticipate emerging technologies and community based services

Glen Allmendinger, President, Harbor Research

D 3:30 - 6:30pm 3:00 Registration for Workshop D **Implementing Remote Services into Machine-to-Machine Applications**

Integrating remote services into systems with many components can help with on-line and off-line instrument health monitoring, diagnostics and maintenance management tasks. There needs to be an integrated strategy of on-board and on-line to truly maximize instrument availability and uptime to support these systems in the field. These services must be flexible and versatile to ensure that they can evolve with the product and starts with the product design. Minimizing the life-cycle cost of a system is paramount, and machine-to-machine strategy can streamline this process.

In this Session You'll Learn How to:

- Utilize information gathered to measure and improve quality of service
- Define key challenges to overcome
- Learn of industry available tools to support your products, regardless of what stage of development they are in (design or production)

- Understand metrics to measure problem detection and isolation
- Reduce the overall Cost of Service
- Understand metrics to maximize the remote service model

How You Will Benefit:

- Decrease downtime of products
- Examples of how this integrates with your service system
- Collect meaningful information through telediagnosics
- Develop a remote network of machines to transmit data to personal appliances
- Investigating both wired and wireless communication

Robert Ticknor, Vice President Business Development, Qualtech Systems Inc.

8:00 **Registration & Coffee**

8:55 **Chairperson's Welcome and Opening Remarks**

9:00 **Remote Service Platform Architecture and Back Office Integration**

You've decided you want to introduce a smart remote service into your business model, but aren't sure how to do it. This presentation will look at design concerns with developing platform architecture to best support your remote service, ways to integrate connectivity equipment and services into your already successful company infrastructure, and challenges with remote connectivity to each of your systems. Learn from someone who's built their network from the ground up. Come to investigate questions such as:

- What do you have to work with diagnostically? How can you access it remotely?
- What is the best type of service to implement: Off the shelf? Custom made? Open source? Home grown?
- What are the challenges of dealing with individual customer networks and ensuring tight security?

Marvin Adefff, Remote Service Architect, Toshiba America

9:45 **Investigating the Value Proposition for Using Embedded Services in Your Business**

In order to better understand how to best approach the market through service infrastructure implementation, it is important to realize the value and impact of your embedded service. Developing a business strategy to go to market will help you overcome internal and external obstacles to successfully increase device-level intelligence and isolate faults while reducing troubleshooting activities and downtime.

- Investigating the value proposition for using embedded services
- Looking at approaches for implementing services within the market
- Aligning around a single strategy across your company for successful integration

Jim McDonnell, Sr. Director Services Technology, Cisco

10:30 **Morning Networking & Refreshment Break**

11:15 **Establishing a "Virtual Installed Base"**

Looking to leverage already connected sites, establishing a "virtual installed based" data base enables you to treat all of the connected sites as individual distributed remote data objects that make up a larger data base of raw equipment and performance information. This installed base information can be mined with business intelligence analytics to reveal opportunities for system upgrades, performance optimization, and turn key projects amongst other projects.

- A new business model and strategy to significantly change the way one would approach utilizing and implementing remote services
- Leveraging connected sites to generate business, and leap over the hurdle of obtaining a remote service agreement
- Quicker return on investment for your remote service technology platform
- Convince your customer of value by using their actual equipment/system data
- Motivate sales channels with warm to hot leads
- Extend equipment and device data content by adding performance and runtime properties.

John Dubay, Business Development Manager - Remote Services, Ingersoll Rand - Trane

12:00 **Retrofitting Existing Products for Remote Service: Stitching Together Networks Out of End Devices**

The competitive landscape within industry today requires that companies take aggressive approaches to ensuring efficient and proactive maintenance and diagnosis. Implementing a remote service into an application that previously has had little to no remote communication can prove difficult, and the task can even seem impossible. This presentation will discuss opportunities for implementing remote services, along with giving examples of how unlikely candidates for remote service have become connected.

- Implications of software incorporation on code modification, verification and validation (V&V), 3rd party certification
- Investigating enterprise integration with tech support, call center, field service engineers and problem escalation
- Prioritizing internal resources within the IT infrastructure and your support personal

Jack Silberman, PhD, Vice President of Engineering, BioTronix

12:45 **Networking Luncheon**

1:45 **Panel Discussion: Investigating the Future of Remote Services**

While knowing how to best implement your service is important, understanding the future of the industry will help you keep current with emerging technology. With the advent of wireless availability and affordable cellular service, what will be the impact of collaborative community-based services? This interactive panel discussion will investigate the future of remote service technology and expectations for changes in the future.

- Where is the remote service story headed in the future? What's next?
- Paradigm shift as business-to-business services become increasingly consumer related
- Taking remote service beyond typical maintenance and to the next level
- Expected evolution of remote service as communication increases and connectivity becomes hand-held

Glen Allmendinger, President, Harbor Research

Jim McDonnell, Sr. Director Services Technology, Cisco

Mike Bakalyar, Manager Enhanced Services, Gardner Denver

2:30 **Remote Services Adoption Strategies: A Case Study of Xerox Corporation**

There are many hurdles to overcome when implementing a remote service platform, including challenges with retrofitting connectivity to unconnected machines, issues with establishing a secure connection, overcoming any organization resistance through benefit analysis, and tying it all together to provide superior remote service support. Remote services allows Xerox personnel to proactively access and analyze data to prevent machine-related problems and decrease product downtime, while limiting data transfer to device engineering and service-related information.

- Initiating the repair process without opening any holes in the firewall
- Adopting service in hundreds of thousands of machines worldwide
- Ensuring internal adoption of the benefits of a remote service platform upstream and downstream

Sara Kleiman, Product Marketing Manager, Enterprise Business Group, Xerox

Robin Sing, Manager, Business Operations, Xerox Services

3:15 **Afternoon Networking & Refreshment Break**

4:00 **Utilizing Remote Monitoring and Tracking to Gather Valuable Data**

Remote services have supported businesses for many years now, but recent developments in GPS tracking and remote monitoring have had a large impact on the broader business model. In order to take advantage of these technologies, it is important to identify the key drivers for customers in choosing their service providers for remote implementation. Track What Matters, LLC seeks to follow the enterprise approach of empowering businesses to do their own work and analysis themselves, and has given flexibility to its client in using their own IT department and existing carrier contract with adopted remote strategies.

- Case study examples of remote tracking and monitoring services at work
- Bringing clients to the drawing board to see what in this industry they really and what key data points will support their business
- Identifying critical components of field service and understanding metric processes to ensure customer satisfaction

Steven Van Ooyen, Chief Executive Officer, Track What Matters LLC

4:45 **Honing Your Competitive Edge: Upgrading Your Remote Service as Technologies Advance**

In order to increase your competitiveness and keep current with emerging products and technological advances, it is imperative that you keep an ear to the ground and adapt to the competitive landscape. Upgrading your remote systems and products will ensure that your customers stay satisfied and your services are not outdated. Come to this session to better understand methods for improving on what you have currently:

- Identifying criteria for decision making and how to make the "Go / No Go" decision
- Investigating necessary changes and upgrades while keeping budget costs manageable
- Understanding how to support new upgrades and services through careful planning

Scott Terdic, Program Manager, U.S. M2M Services, Air Liquide America Corp

5:30 **Close of Conference Day 1**

MAIN CONFERENCE DAY 2

Maximizing Service Resources

Friday, February 18, 2011

8:30 **Registration & Coffee**

8:55 **Chairperson's Recap of Conference Day One**

9:00 **Handling Remote Service Data: Determining Where and How Actionable Items Need to be Delivered**

While companies seek seamless integration of remote services into their business model, often times understanding where to send remote monitoring solution information can prove to be a roadblock. Developing a carefully planned system that addresses near term response objectives as well as longer range learning and back office objectives can be challenging. Without careful consideration, actionable items can be lost in the system and confusing clutter can build up. This talk will focus on issues in gaining value from your remote service, including:

- Determining who wants information and where value is to be delivered
- Identifying multiple value drop offs in an enterprise based platform
- Interfacing with stakeholders to promote reliable feed back and back office integration

Mike Bakalyar, Manager Enhanced Services, Gardner Denver

9:45 **Selecting the Right Remote Service Solution to Meet Customer and Internal Needs**

There are many key points to consider when implementing a new remote service solution or upgrading your current solution. Insource or outsource, software and hardware vendor selection, process requirements, etc. all come into play. How does a company go about sorting through the myriad of available solutions to get to an end result and after doing so, how do you insure your service is differentiated from your competition? This session will highlight the issues of:

- Developing requirements and understanding Vendor selection techniques
- Does the process drive the system or the system drives the process?
- Investigating Differentiation through intellectual capital.

William Puso, Managing Partner, The INSIGHT Group

10:30 **Morning Networking & Refreshment Break**

11:15 **Growing Profitability Using Flexible Remote Service Deployment Models**

Learn how some companies are growing profitability using flexible methods for deployment, outsourcing expertise and switching from fixed costs to variable costs. Your solution must adapt to the rapidly changing technology environment as well as changes in business processes. Investigate how using the cloud as well as hardware and virtual appliances can provide the long term flexibility you need. Additionally, understand how to get your solution up and running quickly with no investment risk. This presentation will look at:

- Secured, tightly controlled solutions using a variable cost model
- Reducing development, operational, and support costs
- Remote monitoring for both legacy and new device deployments

Claire Ortega, Senior Services Product Manager, NEI

12:00 **Scaling to Achieve Successful Service Methodologies and Maximizing Winning Strategies**

While smart remote services help to diagnosis system problems, the real value in remote services lies in being able to preemptively fix failures or problems, and utilize informed prognostics to identify problems before they occur. Adding design requires for continuous and ad-hoc monitoring of the health of the service package system and your customer is provided preventative device service at minimal

cost. In order to filter out unnecessary information, you will need resource efficient data collection paired with algorithms for data reduction and parameter extraction of just in time information regular data collection.

- Just-in-Time approach to provide value at each level of services
- Methods for identifying and analyzing precursors based on failure mechanisms that differentiate your remote service from a tools perspective.
- Demonstrating value to your customers through techniques for predictive maintenance and data gathering

Denzil Simmons, Manager, Engineering Program Management, CareFusion

12:45 Networking Luncheon

1:45 Promises of Mobile Health through Remote Service

The mission of West Wireless Health Institute is to lower health care costs by accelerating the availability of wireless health solutions. Wireless health encompasses a broad range of solutions including remote monitoring, medication compliance and imaging. The Institute believes low-cost sensors and wireless remote monitoring, as well as many other mobile health solutions, will enable infrastructure-independent health care, which translates into the right care at the right time, wherever the patient may be. This discussion will focus on:

- Innovation and validation of remote monitoring technologies to decrease health care costs
- Transforming medicine through advocating, investing in and commercializing wireless services
- Understanding challenges with promoting mobile health as a vanguard solution to improve our quality of life

Mohit Kaushal, Executive Vice President Business Development and Chief Strategy Officer, West Wireless Health Institute

2:30



Live Demonstration: Respiroics Remote Service

Come to this session to see how Respiroics service engineers conduct remote diagnosis and service upgrades using a secure portal. Understand key points in customer concerns regarding privacy and learn how Respiroics offers end-user focused solutions leaving the patient in control. Attendees are invited to participate in an interactive Q&A throughout the demo as well as get a closer look at used devices after the session.

Dave Richardson, Service Products Developer, Phillips

Richard Ellis, Hospital Respiratory Care Service, Phillips

3:15 Afternoon Networking & Refreshment Break

3:45 Panel Discussion: Developments in Predictive Service Methodologies and Maximizing Diagnosis Techniques

While smart remote services help with diagnosis system problems, the real value in remote services lies in being able to preemptively predict system failures or problems. This involves utilizing informed decisions to identify the specific route cause as well as the materials, tools, knowledge or skills needed to resolve the issue before the customer is aware. Adding Design for Service strategies into design can help with detecting impending failures, but this requires continuous monitoring of the health of the system. In order to filter out unnecessary information, you will need resource efficient data collection paired with algorithms for data reduction and parameter extraction. This talk will focus on issues with proactive service intelligence, including:

- Software for Health Monitoring and Serviceability Analysis
- Methods for identifying and analyzing precursors based on failure mechanisms
- Techniques for predictions that can be used for assisting maintenance and logistics decisions

Robert Ticknor, Vice President Business Development, Qualtech Systems Inc.

4:30 Monitoring of Navy Equipment

One of the challenges facing today's Navy Engineering Departments is the ability to develop and test Next Generation Combat Systems and other maintenance concepts to better support the Fleet. Various Distance Support and Business Intelligence tools are currently being evaluated by the various commands that operate as In-Service Engineering Agents (ISEA) to support future and in-service systems. Through Fleet experiments, tools and processes used to assess Ships Systems maintainability, supportability, and readiness can be evaluated more effectively. An exercise sponsored by Third Fleet and US Fleet Forces Command called 'Trident Warrior 2010' tested the use of remote monitoring, remote diagnostic, and integration of Business Intelligence processes and tools. The goal of the testing was to assess the value of the informational awareness and mission readiness assessment to the engineering community (In Service Engineering Agents), decision maker (Class Squadrons), and the Fleet (Warfighter). This, and other exercises and experiments, also help the Navy to determine how the results can be used to determine future maintenance development, increase remote monitoring activities, reduce manpower aboard ships, and how these new programs can help to reduce Total Ownership Costs (TOC).

Kenneth Gilliam, Distance Support Remote Monitoring Lead, Naval Sea Logistics Center

Joel Timm, Remote Monitoring Engineer, Naval Surface Warfare Center

Richard Schumacher, Metrology Branch Director, Naval Surface Warfare Center

5:30 Chairperson's Closing Remarks and End of Conference

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Registration Information

5 EASY WAYS TO REGISTER!

- 1 Website: www.remoteserviceevent.com
- 2 Email: info@iqpc.com
- 3 Phone: 1-800-882-8684 or 646-378-6026
- 4 Fax: 646-378-6025 24 Hours a Day
- 5 Mail: IQPC - 535 5th Avenue, 8th Floor, New York, NY 10017

(Email this form to info@iqpc.com or fax to 646-378-6025)

YES! Please register me

- Main Conference Only
 All Access
 Workshop A
 Workshop B
 Workshop C

Name _____ Job Title _____

Organization _____ Approving Manager _____

Address _____ City _____ State _____ Zip Code _____

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Please keep me informed via email about this and other related events.

Check enclosed for \$ _____ (Payable to IQPC)
 Charge my AmEx Visa Mastercard Discover

Card # _____ Exp. Date ____/____ CVM Code _____

I cannot attend, but please keep me informed of all future events.

11122.005/D/HF

PACKAGE	Register and Pay By Dec. 17, 2010	Register and Pay By Jan. 14, 2011	Standard Price
Main Conference Only	\$1,699 (Save \$200)	\$1,799 (Save \$100)	\$1,899
*All Access	\$2,599 (Save \$1,496)	\$2,699 (Save \$1,396)	\$2,799 (\$1,296w)
Workshops	\$549 each		

*All access pass includes conference + all workshops. Please note multiple discounts cannot be combined.

A \$99 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

MAKE CHECKS PAYABLE IN U.S. DOLLARS TO: IQPC

* CT residents or people employed in the state of CT must add 6% sales tax.

Team Discounts: For information on team discounts, please contact IQPC Customer Service at 1-800-882-8684. Only one discount may be applied per registrant.

Special Discounts Available: A limited number of discounts are available for the non-profit sector, government organizations and academia. For more information, please contact customer service at 1-800-882-8684.

Details for making payment via EFT or wire transfer:

JPMorgan Chase - Penton Learning Systems LLC dba IQPC: 957-097239

ABA/Routing #: 021000021

Reference: Please include the name of the attendee(s) and the event number: 11122.005

Payment Policy: Payment is due in full at the time of registration and includes lunches and refreshments. Your registration will not be confirmed until payment is received and may be subject to cancellation.

For IQPC's Cancellation, Postponement and Substitution Policy, please visit www.iqpc.com/cancellation

Special Dietary Needs: If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

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Venue & Accommodations:

Doubletree Hotel San Diego/Del Mar
11915 El Camino Real, San Diego, CA
92130-2539

Reservations Telephone – 800-222-TREE(8733)

IQPC has arranged a special Group Rate - \$129 per night

Please identify you are part of the **IQPC – 5th Remote Services Implementation** event to ensure the special rate. Note you are eligible for this rate three days prior and three days post the event based on availability.

Please make your reservation before **January 26, 2011** in order to ensure you are eligible for the group rate.