



**SERVICE
PERFORMANCE
CENTER**



Certificate Course

Digital Product Manager

Introduction



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“Digital Product Manager”

In the age of digitalization and Industrie 4.0, data-based, digital services represent an important part of the service portfolio of machine and plant manufacturers and industrial service providers. Data-based services can, for example, help to identify implicit customer needs and address them with value-added services. New flexibility opportunities, such as software-defined platforms, offer the potential to adapt the offered services continuously to changing conditions. The scalability of data-based services also creates the opportunity to reach many customers in a very short time.

Are you wondering what data-based services look like in the context of your business activities and how you can develop them and introduce them to the market in a short amount of time? Do you want to get to know the potentials and challenges that go hand in hand with the development and offering of data-based services and the transformation of business models? Do you want to get to know real Smart Service use cases, understand the underlying strategies of the providers and create your own service offerings based on collected data? We can provide what you need, because this is exactly where the new certificate course ‘Digital Product Manager’ comes in:

The objective of the course ‘Digital Product Manager’ is to provide comprehensive training in key skills in the field of development and management of data-based services for executives. Experts from industry and research areas will teach current trends and developments in the management of data-based services, which are important for executives working on setting up a company division and for the development of data-based service offerings. Participants will learn proven and tested methods for the development and management of Smart Services. They will go into further detail and apply what they have learned in case studies and practical exercises. The exercises and the opportunities to get in touch with the course instructors help to make the course participants aware of current challenges and of hurdles the future might hold. They are also given the opportunity to expand their personal network through valuable contacts and to implement ideas in their own company.

We hope to have sparked your interest and look forward to your participation!

Prof. Dr. Wolfgang Boos

Lukas Bruhns

Course Overview

Certificate courses in cooperation with the FIR at RWTH Aachen University – Fit for the challenges of tomorrow

Our certificate courses are run in cooperation with the FIR at RWTH Aachen University. The courses take place in two three-day face-to-face modules and are sometimes supplemented by a module in which you work on a business case independently and from any location. Our certificate courses provide participants with extensive specialist knowledge in various subject areas.

Successful participation in a certificate course not only sends a competence signal, but also gives you the opportunity to exchange experiences in an exclusive network and to establish valuable contacts with other companies and researchers.

Objective

By participating in the certificate course “Digital Product Manager”, you will gain valuable knowledge about digital products in numerous lectures by industry and research ex-

perts. One particular focus of the course content is on digital products in the field of Mechanical Engineering. You will learn about the current trends and developments in the management of data-based services and receive the necessary tools to actively promote the area of data-based services in your company in the future. After participating in the course, you will be able to quickly recognize and evaluate the potential of new digital products and initiate the appropriate measures for implementing the service in existing organizational structures. You will learn how to develop a digitalization strategy and design a sustainable business model. You will also understand the modern methods of data analysis and be able to estimate their potential by getting to know the typical use cases. The certificate course ‘Digital Product Manager’ helps you to:

- develop data-based business models,
- manage and guide organizations and departments to ensure the successful development of digital products,
- recognize the benefits of data and realize them for your customers and your company with a systematic approach.

Overview:

Certificate	Certificate ‘Digital Product Manager’		
Dates	You can find all the dates and options to register on our website: spc-campus.com/en/further-education/digital-product-manager		
Duration	6 days		
Access requirements	Experience in the area of product management and or service development		
Fee	Regular:	4,200 €	Enrolled members of one center of the FIR Aachen GmbH: 3,780 €
	Early bird discount: (until 6 weeks before)	3,360 €	Early bird discount: (until 6 weeks before) 3,020 €
	Course materials incl. examination fees, refreshments during breaks and lunch, the evening event as well as WLAN use and parking are included in the price.		

Prices do not include VAT.

Service Performance Center: Design Solutions. Excite Customers.

We support industrial companies in the transformation from product manufacturer to a solution provider. In establishing and expanding a profitable service business, we see ourselves as a partner for innovation, development and market launch of new services, digital products and subscription business models. We bridge the gap between cutting-edge research and industry. In our community of industrial partners in production industry, you benefit from practical insights and expert knowledge. We develop results with which our partners take the next step. The Service Performance Center is also committed to this idea – in a unique alliance of international, renowned partners from science

and practice. Since our founding in 2015, we have not only been able to successfully develop and optimize databased services for the manufacturing industry, but also actively help numerous companies in this sector to gain concrete insights from available data and formulate recommendations for action. In addition, through intensive collaboration we have grown into an extensive network from whose strength and wealth of ideas all the center's partners benefit. The Service Performance Center is responsible for the conception and implementation of the development course "Digital Product Manager".



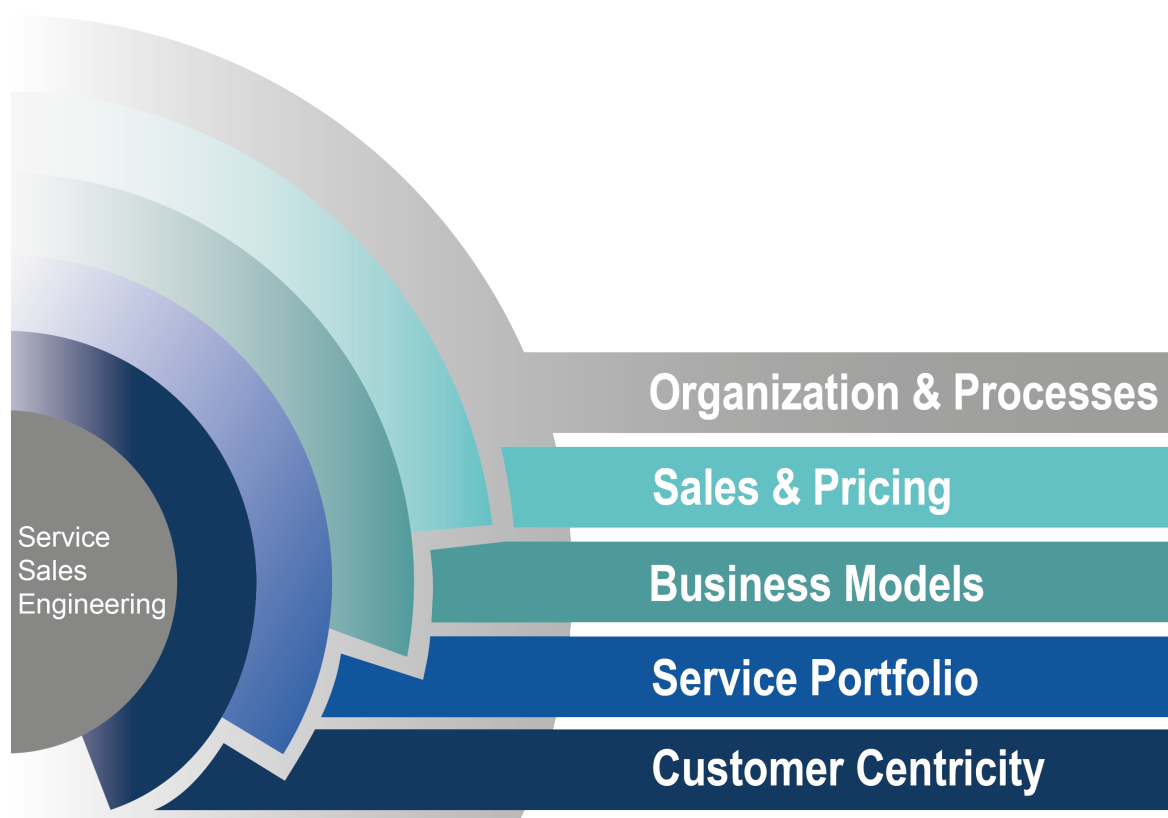
Framework Model of the Digital Product Manager

We have developed a comprehensive regulatory framework to support companies in the manufacturing industry in the development and implementation of their digital product range. This takes into account the overarching topics that need to be considered for the successful introduction of a digital service offering.

The first module of the course introduces the topic of digital products and digitalization strategies for industrial companies. The focus here is on strategic considerations and the question of how digital products can be developed. On the second day, the focus will then shift to the customer, as digital products must meet the needs of potential customers. Building on this, the topic of „portfolio design“ will then be concretized. In other

words, how can a digital service portfolio be developed based on customer needs that meets these requirements?

The second module begins with the topic of „Pricing“ and shows ways in which these innovative services can be priced and monetized. The first day of the second module is then concluded with „Sales“, as the digital products developed and priced must be successfully marketed. The following day will focus on topics relating to „Organization & Processes“. This includes how the management culture must change in an increasingly digitalized company and how the quality of digital products can be ensured. This block of topics will be rounded off with presentations on contract design and the technological security of digital products.



The Smart Service Engineering model forms the basis for the „Digital Product Manager“

Topics

Introduction & Strategy

Introduction to the topic of „digital products“ and clarification of their strategic importance for the company.

Organization & Processes

The process and organizational structure must support a company's new offering. Integrating new service components requires, among other things, a new understanding of leadership and adjustments to quality management.

Sales & Pricing

Sales and pricing of digital products are based on a mutual value proposition. The decisive purchase criteria is not unique performance, but trust and transparency in the sense of long-term customer loyalty. This requires a radical rethink, regarding to the value-based pricing of digital products, the necessary skills of employees and the incentive and payment systems.

Portfolio Design

The aim is to transform the company into a solution provider and thus analyze which additional services create added value for both provider and customer and enable long-term cooperation.

Customer Centricity

Too many services are conceived from a product perspective and customers' needs are not given sufficient consideration. However, this is the most important prerequisite for a needs-based and sustainably successful digital offering.

Further Informationen:

spc-campus.com/en/further-education/digital-product-manager



Social Events

In order to offer you an open and efficient learning environment, we actively promote dialogue between participants and instructors. Special events are organised to enable you to get to know other course participants, make important contacts and enter into dialogue with the organisers and speakers.



Speakers



Lukas Bruhns

Center Director
Service Performance Center



Dipl.-Bw. (BA)

Christoph Gatz

Auditor, tax consultant
and partner
Dr. Neumann, Schmeer
und Partner



Alisa Göckler

Partner Manager
Service Performance Center



Clara Herkenrath

Project Manager
FIR at RWTH Aachen University



Dr. Jana Keller

Lawer
Dr. Neumann, Schmeer
und Partner



Regina Schrank

Head of Department
Service Management
FIR at RWTH Aachen University



Florian Schuldt

Project Manager
FIR at RWTH Aachen University



Franziska Sommer

Project Manager
FIR at RWTH Aachen University



Theo Twieling

Head of IIOT
Worldline Germany



Rolf Urban

Manager Business Development
Fanuc Europe GmbH

Organizer



**SERVICE
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Service Performance Center

The Service Performance Center supports companies in their transformation from traditional product manufacturers to intelligent solution providers. The center's team sees itself as a partner for innovation, development and market launch of new services, digital products and subscription business models. The central pillars of the center's offering are cross-industry center projects and studies, as well as consulting and training services that bridge the gap between cutting-edge research and industry. Practical insights and expert knowledge from the strong community of industry partners in mechanical and plant engineering create practice-relevant knowledge that ensures the establishment and expansion of profitable service organizations.

service-performance.center/en



FIR at RWTH Aachen University

The FIR is a non-profit, cross-industry research and training institution at RWTH Aachen University in the field of business organization, information logistics and corporate IT with the aim of creating the organizational basis for the digitally networked industrial company of the future. By researching and transferring innovative solutions, the FIR contributes to increasing the competitiveness of companies. To this end, the institute taps into the potential of digitalization as a driver for innovative business processes with a particular focus on sustainability. The focus is on solutions for a value-enhancing circular economy that reconcile resource efficiency with the ecological and social responsibility of companies.

fir.rwth-aachen.de/en

Organization

Organizer

Service Performance Center
FIR Aachen GmbH
Campus-Boulevard 55
52074 Aachen, Germany

Venue

FIR Conference Center
on RWTH Aachen Campus
Campus-Boulevard 55
52074 Aachen, Germany

Follow us on Twitter, Xing or LinkedIn.

Registration

Register online via our website:



[spc-campus.com/en/further-education/
digital-product-manager](https://spc-campus.com/en/further-education/digital-product-manager)

Withdrawal / Cancellation policy

All participants have the option of appointing a replacement participant before the event starts. There is no fee for this change. Cancellations must be made in writing by letter or E-Mail. If a registration is canceled later than four weeks in advance of the event, a fee of 50 % of the participation fee is due. If the organizer receives a cancellation later than two weeks before the start of the event, the full participation fee must be paid.

Sources

Titel: AdobeStock, iStock

Service Performance Center

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