



**CENTER  
SMART SERVICES**



RWTH certificate course

## Digital Product Manager

**04. – 06. November and 18. – 20. November 2020  
Smart Logistics Cluster on RWTH Aachen Campus**

# Introduction



Prof. Dr. Volker Stich,  
Head of the Smart Logistics Cluster  
Managing Director of FIR e. V. at  
RWTH Aachen University



Benedikt Moser  
Managing Director Center Smart Services

## 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 RWTH 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. Volker Stich

Benedikt Moser

# Course overview

## What is an RWTH certificate course?

RWTH certificate courses are part of a certified advanced training program at RWTH Aachen University. They are part of a training program for industry partners and experts on various current research topics. The courses consist of classroom-style modules lasting several days each and usually include a module in which the participants work on a business case independently and independently of location.

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 experts. 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 RWTH 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	RWTH-certificate “Digital Product Manager”		
Start	04. – 06. November and 18. – 20. November 2020		
Duration	6 days (2 x 3 days)		
Access requirements	University degree or numerous years of work experience in this field		
Fee	Regular:	3,500 €	Prices do not include VAT.
	Early-bird discount:	2,975 € (discount valid until 04.10.2020)	
	Centers Smart Services members:	2,500 €	

# Program

04. – 06. November 2020 the first module will be held digitally

Wednesday, 04.11.2020	Thursday, 05.11.2020	Friday, 06.11.2020
	<b>8.15 – 10.15 am</b> <b>How to turn data into business models</b> Dr. Fred Jopp, USU Software AG	<b>8.15 – 10.15 am</b> <b>General Data Protection Regulation–Importance of the GDPR for working with Smart Services</b> Christoph Gatz, Jana Keller, Dr. Neumann, Schmeer und Partner
<b>10.00 – 10.30 am</b> <b>Welcome</b> Prof. Dr. Volker Stich, FIR e. V. at RWTH Aachen University	<b>10.15 – 10.30 am</b> <b>Break</b>	<b>10.15 – 10.30 am</b> <b>Break</b>
<b>10.30 am – 12.30 pm</b> <b>Course introduction/ Potentials of data-based services</b> Benedikt Moser, Center Smart Services	<b>10.30 am – 12.30 pm</b> <b>Typical Use Cases of digital products in mechanical and plant engineering</b> Dr. Fred Jopp, USU Software AG	<b>10.30 am – 12.30 pm</b> <b>Digital products and cyber security</b> Thomas Steil, ComConsult Beratung und Planung GmbH
<b>12.30 – 1.30 pm</b> <b>Lunch break</b>	<b>12.30 – 1.30 pm</b> <b>Lunch break</b>	
<b>1.30– 3.30 pm</b> <b>Digitalization strategy/ Business models for digital products</b> Benedikt Moser, Center Smart Services	<b>1.30 – 3.30 pm</b> <b>Successful creation of digital Products in mechanical engineering</b> Marco Husmann, DMG MORI Service GmbH	
<b>3.30 – 4.00 pm</b> <b>Break</b>	<b>3.30 – 4.00 pm</b> <b>Break</b>	
<b>4.00 – 6.00 pm</b> <b>Case Study “Business models for digital Products”</b> Benedikt Moser, Center Smart Services	<b>4.00 – 6.00 pm</b> <b>Development of an integrated digital portfolio</b> Jana Frank, FIR e. V. at RWTH Aachen University	

## Social Events

In order to be able to offer you an open and efficient learning environment, we actively promote the exchange between the participants and the speakers. There are special events that make it possible to get to know the other course participants, to make important contacts and communicate with the course organizers and speakers.

# Program

18. – 20. November 2020

Wednesday, 18.11.2020	Thursday, 19.11.2020	Friday, 20.11.2020
<p><b>10.15 – 10.30 am</b>  <b>Summary Module 1</b>            Benedikt Moser,            Center Smart Services</p>	<p><b>8.15 – 10.15 am</b>  <b>Machine-Learning/            Artificial Intelligence</b>            Björn Heinen,            INFORM GmbH</p>	<p><b>8.15 – 9.45 am</b>  <b>Exam</b></p>
<p><b>10.30 am – 12.30 pm</b>  <b>Workshop:            “Design Thinking”</b>            Sabine Bergs,            Center Smart Services</p>		
<p><b>12.30 – 1.30 pm</b>  <b>Lunch break</b></p>	<p><b>10.15 – 10.30 am</b>  <b>Break</b></p>	<p><b>9.45 – 10.15 am</b>  <b>Break</b></p>
<p><b>1.30 – 3.30 pm</b>  <b>Introduction to IOT Platforms</b>            Max-Ferdinand Stroh,            FIR e. V. at RWTH Aachen University</p>	<p><b>10.30 – 12.30 pm</b>  <b>Digital Leadership</b>            Ruben Conrad,            FIR e. V. at RWTH Aachen University</p>	<p><b>10.15 – 10.45 am</b>  <b>Spare Parts Demonstration</b>            Dietrich Baumann,            PTC</p>
<p><b>3.30 – 4.00 pm</b>  <b>Break</b></p>	<p><b>12.30 – 1.30 pm</b>  <b>Lunch Break</b></p>	<p><b>10.45 – 11.30 am</b>  <b>Closing presentation:            “Perspectives/Outlook”</b>            Benedikt Moser,            Center Smart Services</p>
<p><b>4.00 – 6.00 pm</b>  <b>Rapid-CPS Prototyping</b>            Max-Ferdinand Stroh,            FIR e. V. at RWTH Aachen University</p>	<p><b>1.30 – 3.30 pm</b>  <b>Market introduction and sales of            digital products</b>            Tobias Leiting,            FIR e. V. at RWTH Aachen University</p>	<p><b>11.30 – 12.00 am</b>  <b>Presentation of certificates</b></p>
<p><b>6.00 – 6.45 pm</b>  <b>Practice DFA eLab</b></p>	<p><b>3.30 – 4.00 pm</b>  <b>Break</b></p>	
<p><b>8.00 pm</b>  <b>Evening Event</b></p>	<p><b>4.00 – 6.00 pm</b>  <b>Workshop: “Market introduction and            sales of digital products”</b>            Tobias Leiting,            FIR e. V. at RWTH Aachen University</p>	
	<p><b>6.00 pm</b>  <b>Self-Study</b></p>	



**More information:**

<https://center-smart-services.com/en/events/rwth-certified-course-smart-service-manager>

The program is subject to change.

# Center Smart Services: Engineering Digital Business

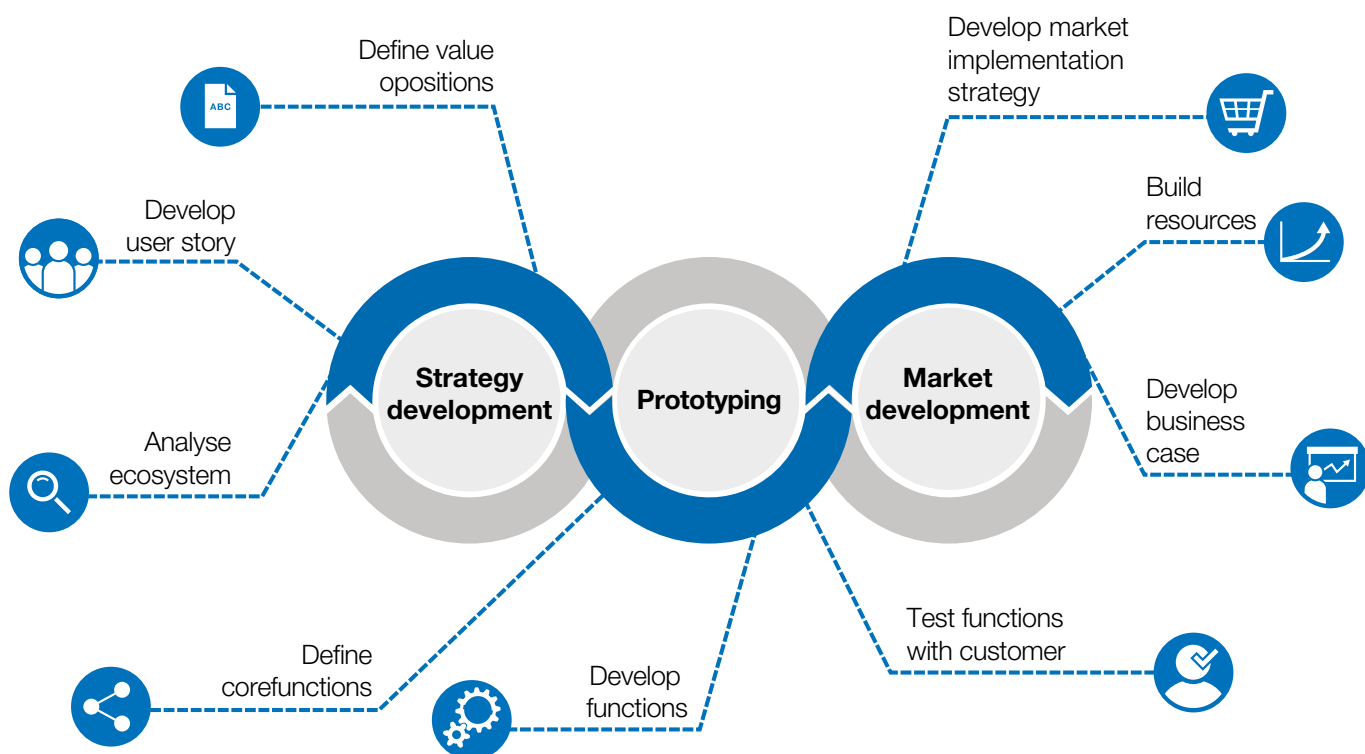
The subjects Digital Transformation and Smart Services have been growing increasingly in all industry areas for a few years now - more and more companies are recognizing the enormous value of data for their development and success. For this reason, research and industry worldwide are working on bringing the idea of Industrie 4.0 from theory to reality. The Center Smart Services has also committed itself to this idea - in a unique alliance of international, renowned partners from science and practice.

Since our establishment in 2015, we have not only successfully developed and optimized data-based services for the manufacturing industry but have also helped numerous companies in this sector to gain insights from available data and specify recommendations for action. Moreover, we have grown into a large network, whose strength and wealth of ideas provides a benefit to every member.

The Center Smart Services is responsible for the conception and organization of the "Digital Product Manager" course.



# Smart Service Engineering



The Smart Service Engineering model provides the basis for the "Digital Product Manager" course.

In order to support manufacturing companies in the development of data-based services, we have developed our own innovative process model: The "Smart Service Engineering". The core of this process model (see above) consists of the rapid development and testing of solution-oriented prototypes.

Instead of remaining in protracted and costly analysis and development phases, this procedure of so-called prototyping enables quick learning effects through high implementation speed. Speed in the development and implementation of targeted solution concepts is the new decisive target factor that determines the success of digital transformation. While more and more companies are pushing into the market with their industrialization efforts, it is essential to be able to offer innovative solutions to customers and partners quickly with suitable smart service offers.

That's why "speed as a success factor" was the title of our Center Smart Service meeting during the Cluster Insights series in December 2017, during which we discussed this idea with our members, interested companies and guests. With the Smart Service Engineering model, we support companies throughout the entire development process of service innovations. This process ranges from strategic positioning, identification of customer needs and development of prototypes to the roll-out of marketable Smart Services and the development of new markets. We use an extraordinary set of methods and benefit from the unique infrastructure at the Campus Cluster Logistics, which was developed and implemented together with our partners. This includes a demonstration factory and innovation laboratories as well as various IT infrastructures, such as operational IoT platforms.



# Organizer/Partner



## Center Smart Services

The Center Smart Services establishes digital business models for the manufacturing industry using data and modern methods of data analysis. By using the special development approach “Smart Service Engineering” as well as the unique infrastructure at the Smart Logistics Cluster, digital business models can be brought to market maturity much faster and more successfully. The Smart Service Engineering approach is based on agile development principles and enables quick learning effects by trying ideas out at an early stage, allowing you to test them under real conditions. As a result, relevant questions can be answered, such as the selection of the right data, data analysis processes and the design of a user interface. Companies that use this approach place digital business models on the market up to six times faster.

[www.center-smart-services.com](http://www.center-smart-services.com)



## FIR e. V. at RWTH Aachen University

FIR at RWTH Aachen University is one of the leading institutes for applied research in the field of business organization and corporate development. For over 60 years, the institute has been focusing on topics related to increasing competitiveness, entering new markets and securing and creating new jobs. Activities focus on the areas business transformation, services, information and production management. In addition to this, the FIR offers professionals and managers additional qualifications in various subject areas on an academic level and prepares participants for positions in senior management.

[www.fir.rwth-aachen.de](http://www.fir.rwth-aachen.de)



## RWTH International Academy

The further education academy “RWTH International Academy” offers practitioners and professionals the opportunity to benefit from the university’s wide range of topics as well as its practice-oriented training and current expertise. The formats on offer range from refresher courses to courses focusing on the specialization within a field or special training for a specific area of application.

[www.rwth-academy.com](http://www.rwth-academy.com)



## USU Software AG

The USU Group is the largest European provider of IT and knowledge management software. With USU applications, market leaders from all parts of the international economy create transparency are more agile, save costs and reduce their risks. The “IT Management” competence area supports companies with comprehensive ITIL®-compliant solutions for strategic and operational IT & enterprise service management. USU solutions give customers a complete overview of their IT processes and IT infrastructure, enabling them to plan, charge, monitor and actively control services transparently. In the area of software license management, USU is one of the leading manufacturers worldwide.

[www.usu.de](http://www.usu.de)



# Speakers



**Prof. Dr.-Ing. Volker Stich**  
 Managing Director  
 FIR e. V. at RWTH Aachen University



**Marco Husmann**  
 Assistant to the Executive Board Service  
 DMG MORI Service GmbH



**Ruben Conrad**  
 Head of Business Transformation  
 FIR e. V. at RWTH Aachen University



**PD Dr. Fred Jopp**  
 Head of Data Science  
 Project Management  
 USU Software AG



**Jana Frank**  
 Head of Service  
 FIR e. V. at RWTH Aachen University



**Jana Keller**  
 Lawyer  
 Dr. Neumann, Schmeer und Partner



**Benedikt Moser**  
 Managing Director  
 Center Smart Services



**Tobias Leiting**  
 Project Manager  
 Center Smart Services



**Sabine Bergs**  
 Head of Strategic Account Management  
 and Marketing  
 Center Smart Services



**Thomas Steil**  
 Head of Competence Center Smart  
 Technologies of ComConsult  
 Beratung und Planung GmbH



**Dipl.-Bw. (BA)  
 Christoph Gatz**  
 Accountant, Tax Consultant and Partner  
 Dr. Neumann, Schmeer und Partner



**Max-Ferdinand Stroh**  
 Informationstechnologiemanagement im  
 Bereich Informationsmanagement  
 FIR e. V. at RWTH Aachen University

# Organization

## Date:

04. – 06. November and 18. – 20. November 2020

## Organizer

Center Smart Services  
c/o EICe Aachen GmbH  
Phone +49 241 47705-606



## Contact

Sabine Bergs  
Sabine.Bergs@center-smart-services.com

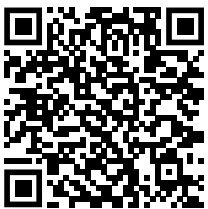
## Venue

Smart Logistics Cluster on RWTH Aachen Campus  
Campus-Boulevard 55  
52074 Aachen  
Phone +49 241 47705-606

Follow us on Twitter, Xing or LinkedIn!

## Registration

You can register for this course via fax (see attachment) or online. We recommend the simple and quick online registration on our website at:



<https://center-smart-services.com/en/our-offer/further-education/>

It is possible to reserve a spot in one of our courses via telephone. If we do not receive your written registration up to four weeks after this reservation, we reserve the right to give your temporarily reserved space to another interested party.

## 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, fax 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.

## Dates 2021

05. – 07. May and 19. – 21. May 2021  
More dates available on our website.

## Sources

Title: AdobeStock, iStock  
P. 5: David Wilms

## Registration

**Certificate Course “Digital Product Manager” | Smart Logistics Cluster on RWTH Aachen Campus,  
Campus-Boulevard 55, 52074 Aachen**

Course fee: 3,500 € (Regular fee) | 2,975 € (Early-bird discount valid until 04.10.2020) | 2,500 € (Enrolled members)  
Prices do not include VAT.

I hereby register to participate.

- 04. – 06. November and 18. – 20. November 2020**  
 **05. – 07. May and 19. – 21. May 2021**

- Yes, I am an enrolled member of the Center Smart Services.  
 No, I am not an enrolled member of the Center Smart Services.

Surname*	Name*	Academic title
Company*	Department	
Street / Postbox*	Postcode / Area*	Country
Phone number*	Fax	E-Mail*
Signature	Date	

\*Mandatory details

Please return the completed form to the Center Smart Services c/o EICe Aachen GmbH, Campus-Boulevard 55, 52074 Aachen  
or online via: <https://center-smart-services.com/en/our-offer/further-education/>

I agree that my name and business address will be included in the list of participants and will be processed and stored using IT technology for the purposes of event organization.

Data protection information: We will use your data to provide you with similar offerings (see our terms and conditions for details). Please let us know if you want us to send you event information

- Via Email as well  via E-Mail only

You can object to the use of your data for the purpose of advertising by mail or E-Mail at any time.

### Contact

#### Sabine Bergs

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