**CENTER
SMART SERVICES**



RWTH Certificate Course

# Digital Business Developer

**16. – 18. February and 09. – 11. March 2022
Smart Logistics Cluster on RWTH Aachen Campus**

P3

# Introduction

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

Maximilian Schacht
Managing Director Centers Smart
Services

## Digital Business Developer

Rapid economic change and disruptive business models change entire markets and present companies with the challenge of having to develop their own organization quickly and in a targeted manner. To do this, existing business models and processes must be analyzed and put to the test. This serves to strengthen the current business model and to identify and realize growth potential.

More than ever, companies need future-oriented executives, who deal with the growth potential of digitalization in their company, set a strategic direction and are responsible for the operational implementation within the company.

Pronounced know-how in business development is indispensable for this. New markets and changing customer needs must be analyzed in order to develop goal-oriented and result-oriented business ideas. In addition to a certain feel for product and service trends, the decisive factor in this context is the confident application of the right management methods.

The aim of our course "Digital Business Developer", during which experts from industry and research teach the necessary methods of business model design and digital portfolio development, is to put this know-how into practice.

In case studies, you will develop concepts for the creation of sustainable new business foundations and the achievement of market success. You will learn how to ensure that your strategies on based on a solid footing, how to uncover weaknesses and realize potential. You will apply what you have learned as well, so that theory and practice go hand in hand.

In addition to knowledge transfer, the course focuses on personal exchange between speakers and course participants as part of the case studies. This gives you the opportunity to expand your personal network with valuable contacts.

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

Prof. Dr. Volker Stich          Maximilian Schacht

# 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 industrial partners and experts on various current research topics. The courses take place in face-to-face modules lasting several days and usually contain a module in which the participants work on a business case independently and regardless of location.

By successfully completing a certificate course, you will receive an official certificate from the RWTH Aachen International Academy, learn to better understand the development of digital business and learn how to drive it forward. In addition, you will benefit from the exclusive network, which you can share your experiences with. It is a great opportunity to make valuable contacts with other companies and researchers.

**Objective**
The certificate course "Digital Business Developer" offers a comprehensive course program consisting of lectures by industry and research experts, as well as case studies and practical exercises. You will gain valuable expert knowledge and learn how to successfully establish a digital business in the manufacturing industry.

**Main topics**
- Positioning and potential of digital markets
- Customer journey and experience design
- Business model development for digital products
- Management of digital units
- Cooperation with Start-Ups
- Successful sales of digital products

The course content is focused on companies in mechanical and plant engineering, manufacturing companies and industrial service providers who face the challenge of having to develop a digital business field. The course target group includes managers (managing directors, service managers, project managers, business development) who build, develop, manage and sell their company's digital product portfolio based on customer requirements. After having completed the course, you will be able to drive the development of existing and new business models in your company. Based on your new knowledge, you will know how to question outdated thinking patterns and establish a digital culture of innovation to ensure your company success in the digital world.

**Course overview:**

| Certificate | RWTH certificate "Digital Business Developer" | |
|---|---|---|
| Start | 16. – 18. February and 09. – 11. March 2022 | |
| Duration | 6 Days (2 x 3 Days) | |
| Admission requirements | Professional Job experience as well as management experience | |
| Fee | Regular: | 4,200 € |
| | Early-bird discount: | 2,975 € (discount valid until 31.12.2021) |
| | | 3,360 € (discount valid from 01.01.2022 until 16.01.2022) |
| | Center Smart Services members: | 2,940 €        Prices do not include VAT. |

# Program
## 15. – 17. September 2021

| Wednesday, 15.09.2021 | Thursday, 16.09.2021 | Friday, 17.09.2021 |
|---|---|---|
| | **08.15 – 10.15 am**<br>**Introduction to Customer Experience**<br>Rico Ludwig,<br>P3 Group | **08.15 – 10.15 am**<br>**Introduction to Profitability Analysis and Components of a Business Case**<br>Donald Schulz,<br>P3 Group |
| **10.00 – 10.15 am**<br>**Come-together** | | |
| **10.15 – 10.30 am**<br>**Welcome**<br>Prof. Dr. Volker Stich,<br>FIR e. V. at RWTH Aachen | **10.15 – 10.30 am**<br>**Break** | **10.15 – 10.30 am**<br>**Break** |
| **10.30 am – 12.30 pm**<br>**Introduction to the Certificate Course/Market Analysis**<br>Maximilian Schacht,<br>Center Smart Services | **10.30 am – 12.30 pm**<br>**Workshop: User Journey Mapping**<br>Rico Ludwig,<br>P3 Group | **10.30 am – 12.30 pm**<br>**Workshop: How to calculate a Use Case**<br>Donald Schulz,<br>P3 Group |
| **12.30 – 01.30 pm**<br>**Lunch break** | **12.30 – 01.30 pm**<br>**Lunch break** | **12.30 – 01.30 pm**<br>**Lunch break** |
| **01.30 – 03.30 pm**<br>**Market Analysis and Potential**<br>Ruben Conrad,<br>FIR e. V. at RWTH Aachen | **01.30 – 04.30 pm**<br>**User-Centered Design: Methods and Tools**<br>Rico Ludwig,<br>P3 Group | **01.30 – 03.30 pm**<br>**Workshop: Result Evaluation using Key Figures, Management Summary Preparation**<br>Donald Schulz,<br>P3 Group |
| **03.30 – 04.00 pm**<br>**Break** | **04.00 – 06.00 pm**<br>**Break** | |
| **04.00 – 06.00 pm**<br>**Workshop: Positioning in the Ecosystem**<br>Ruben Conrad,<br>FIR e. V. at RWTH Aachen | **04.00 – 06.00 pm**<br>**Workshop: Iterative Design of a Minimal Viable Product**<br>Rico Ludwig,<br>P3 Group | |
| **07.30 pm**<br>**Evening Event** | **06.00 pm**<br>**Self-Study** | |

**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
## 29. September – 1. October 2021

| Wednesday, 29.09.2021 | Thursday, 30.09.2021 | Friday, 01.10.2021 |
|---|---|---|
| | **08.15 – 10.15 am**<br>**How to work with Start-ups**<br>Fabian Franzen,<br>Utimaco GmbH | **08.15 – 10.15 am**<br>**Case-Study-Review**<br>Maximilian Schacht,<br>Center Smart Services |
| **10.15 – 10.30 am**<br>**Summary Module 1**<br>Maximilian Schacht,<br>Center Smart Services | **10.15 – 10.30 am**<br>**Break** | **10.30 – 11.30 am**<br>**Certificate Exam** |
| **10.30 am – 12.30 pm**<br>**Organizational anchoring of Digital Business Units**<br>Maximilian Schacht,<br>Center Smart Services | **10.30 am – 12.30 pm**<br>**Management of Integrated Service Portfolios**<br>Lennard Holst,<br>FIR e. V. at RWTH Aachen | **11.45 am – 12.15 pm**<br>**Industry Best Practice Keynote**<br>Dr. Philipp Jussen,<br>Schaeffler |
| **12.30 – 01.30 pm**<br>**Lunch break** | **12.30 – 01.30 pm**<br>**Lunch break** | **12.15 – 12.45 pm**<br>**Closing Presentation**<br>Maximilian Schacht,<br>Center Smart Services |
| **01.30 – 03.30 pm**<br>**Digital Business Models – Implementation from a Process & IT Perspective**<br>Dr. Ricco Deutscher,<br>billwerk GmbH | **01.30 – 3.30 pm**<br>**Sales of Digital Products**<br>Tobias Leiting,<br>Center Smart Services | |
| **03.30 – 04.00 pm**<br>**Break** | **03.30 – 04.00 pm**<br>**Break** | |
| **04.00 – 06.00 pm**<br>**Case-Study-Workshop**<br>Maximilian Schacht,<br>Center Smart Services | **04.00 – 06.00 pm**<br>**Case-Study-Workshop**<br>Maximilian Schacht,<br>Center Smart Services | |
| **07.30 pm**<br>**Evening Event** | **06.00 pm**<br>**Self-study** | |

**More information:**
center-smart-services.com/en/events/digital-business-developer

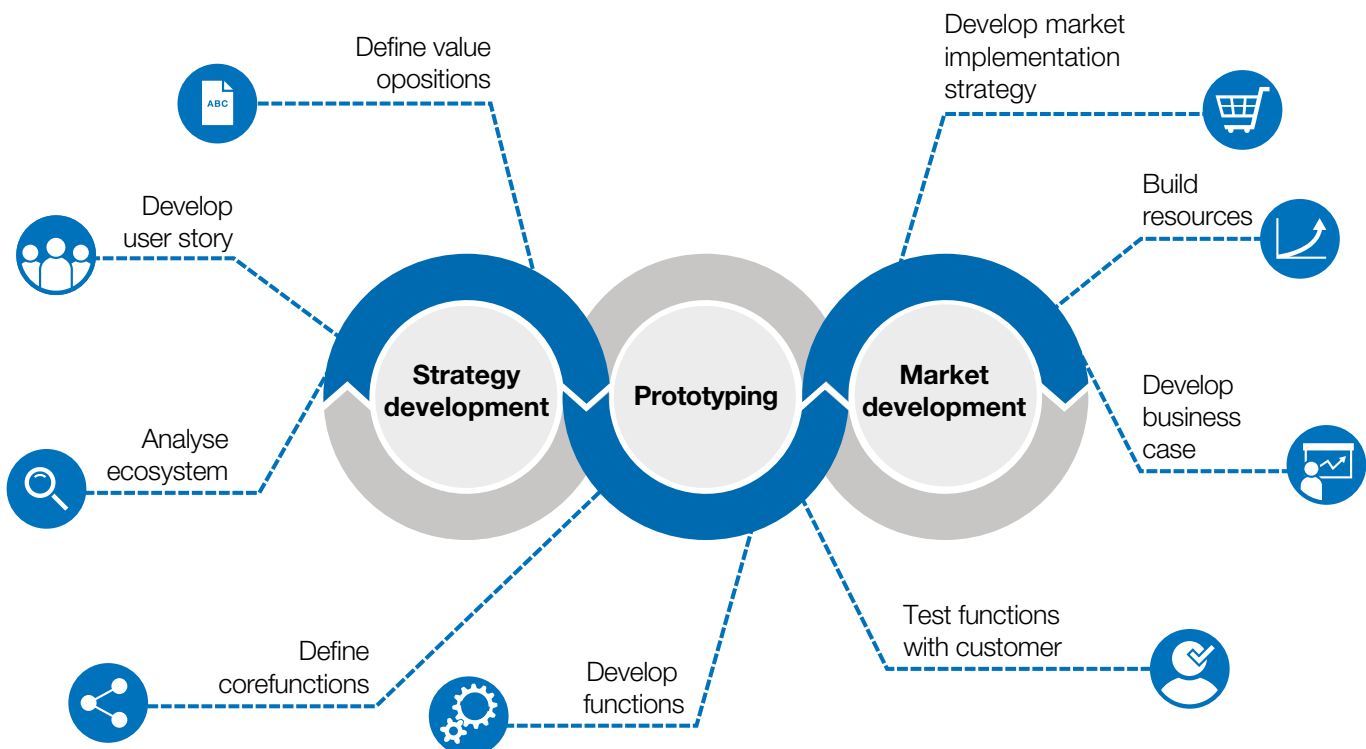The program is subject to change.

# Center Smart Services:
# Kickstart your digital business!

The Center Smart Services is a platform on RWTH Aachen Campus, connecting science and industry to develop digital business models. As such, it supports manufacturing companies in setting up their digital business from the development of the digitalization strategy to market launch and professionalization.

Thanks to a special development approach, the so-called "Smart Service Engineering", digital business models are brought to market maturity much faster and with a higher success rate. The core of this approach consists of the rapid development and testing of solution-oriented prototypes.

The aim is to learn quickly and put ideas into practice instead of trying to solve all problems "on paper" first. Instead of extensive strategy concepts, you create market-ready solutions in no time. As a result, you gain a valuable speed advantage compared to other market players, which is a significant success factor on the market.

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

Define value opositions

Develop user story

Analyse ecosystem

Define corefunctions

Develop functions

**Strategy development**

**Prototyping**

**Market development**

Develop market implementation strategy

Build resources

Develop business case

Test functions with customer

# P3 Group:
# Business as unusual.

The P3 Group is an international consultancy with more than 1,000 employees focusing on the sectors automotive, energy, transportation, banking & insurance and digitalization/IT. P3 Group works with leading companies to develop innovative solutions for digital services. Together, new sources of income will be tapped. After the successful market launch, full support for the further development of skills will be offered.

With the help of the specially developed Lean Service Design Framework, P3 supports companies in the development and validation of new business ideas and innovative business models. A combination of human-centered design methods and business model innovation approaches makes it possible to develop and test entrepreneurial ideas in a very short time.

User requirements play an important role in this context, which is why detailed knowledge of the target group and a thorough investigation of user behavior using customer clinics is essential. Based on this knowledge, the business model can be developed further, validated in an entrepreneurial manner and finally placed on the market successfully.

As part of the "Digital Business Developer" certificate course, P3 is responsible for the main topics "Customer Journey and Experience Design" and "Business Model Development for Digital Products".

## P3 LEAN SERVICE DESIGN FRAMEWORK

SCALE FIT

PRODUCT MARKET FIT – PRICING

PRODUCT MARKET FIT – DEMAND

PROBLEM SOLUTION FIT

EQUIPMENT CHECK

| I | II | III | IV | V |
|---|---|---|---|---|
| 1 WEEK | 1 WEEK | 4 WEEKS* | 4 WEEKS* | 1 WEEK |
| P3 CANVAS | PAIN & GAIN | EXPERIMENT DESIGN + BUSINESS CASE | EXPERIMENT DESIGN + BUSINESS CASE | GROWTH ROADMAP |

# Organizers/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

### FIR 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

### 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 trainings for a specific area of application.
www.rwth-academy.com

### P3 Group

The company P3, founded in Aachen, specializes in the areas of electromobility, autonomous driving, digital & connected services and business innovations, making it an ideal partner for the Center Smart Services Community! Since it was founded in 1996, P3 has continuously expanded its skills and today employs over 1,000 people at 17 locations on 3 continents. Creativity, innovation, close cooperation with customers and a "hands-on mentality" are very important in P3 projects. With this practical approach, complex challenges such as digitalization, future mobility and innovative services are mastered together with the customer - and not just in the automotive environment.
www.p3-group.com

# Speakers

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

**Fabian Franzen**
Manager Corporate Strategy and M&A
Utimaco GmbH

**Lennard Holst**
Head of Service Management
Department
FIR e. V. at RWTH Aachen

**Rico Ludwig**
UX Consultant
P3 Group

**Maximilian Schacht**
Managing Director
Center Smart Services

**Donald Schulz**
Consultant Cost Management &
E-mobility
P3 Group

**Tobias Leiting**
Project Manager
Center Smart Services

**Dr. Philipp Jussen**
Head of Product Lifecycle
Management 4.0
Schaeffler

**Ruben Conrad**
Deputy Department Manager Business
Transformation
FIR e. V. at RWTH Aachen

**Dr. Ricco Deutscher**
CEO
billwerk GmbH

# Organization

**Date:**
16. – 18. February and 09. – 11. March 2022

**Organizer**
Center Smart Services
ElCe Aachen GmbH
Phone +49 241 47705-606

**Venue**
Smart Logistics Cluster on RWTH Aachen Campus
Campus-Boulevard 55
52074 Aachen

Follow us on Twitter, Xing or LinkedIn!

**Ihre Ansprechpartnerin**
Sabine Bergs
Sabine.Bergs@center-smart-services.com

**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:

center-smart-services.com/en/news/digital-business-developer/

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 email. 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 2022**
14. – 16. September and 28. – 30. September 2022
More dates available on our website.

**Sources**
Title: unsplash.com

# Registration

**Certificate Course "Digital Business Developer" | Smart Logistics Cluster on RWTH Aachen Campus, Campus-Boulevard 55, 52074 Aachen**

Course fee: 4,200 € (Regular fee)  |  2,975 € (Early-bird discount valid until 31.12.2021)  |  3,360 € (Early-bird discount valid from 01.01.2022 until 16.01.2022)  |  2,940 € (Enrolled members)

Prices do not include VAT.

I hereby register to participate.
☐ **16. – 18. February and 09. – 11. March 2022**
☐ **14. – 16. September and 28. – 30. September 2022**

☐ Yes, I am an enrolled member of the Center Smart Services.

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| | | |
|---|---|---|
| Surname* | Name* | Academic title |

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|---|---|
| Company* | Department |

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|---|---|---|
| Street / Postbox* | Postcode / Area* | Country |

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|---|---|---|
| Phone number* | Fax | Email* |

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|---|---|
| Signature | Date |

*Mandatory details

Please return the completed form to the Center Smart Services, ElCe Aachen GmbH, Campus-Boulevard 55, 52074 Aachen
or online via:  https://center-smart-services.com/en/events/digital-business-developer/

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                     ☐ Via Email as well          ☐ via Email only
You can object to the use of your data for the purpose of advertising by mail or email at any time.

## Contact
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