



**Analytical, Life Science & Diagnostics Association
Annual Meeting for Service & Support Executives
The Charles Hotel
Cambridge, Massachusetts
November 12, 2019**

PROGRAM

8:00 AM Registration/Continental Breakfast

9:00 AM Welcome/Program Introduction

Our November 12 meeting will examine several emerging and important topics in the product service and support area. Our lead-off is a follow-up to last year's presentation on "customer success." The Alexander Group will offer practical advice on constructing the business case for "customer success" and outline several actions and how they manifest into roles and proactive customer engagement. Also shared will be a "customer success" story.

The role of IoT and related technologies in service are drawing considerable attention. In the first of two presentations, TSIA will examine using IoT as a differentiator in the service process. A challenge is that introducing new digital technologies transforms the traditional business model. A key differentiator is to expand the scope of IoT activities beyond the product towards the creation of new service offerings based the data collected.

In a complementary presentation, Forrester Research will present its latest insights on the keys to successful connected business operations through IoT and other emerging technologies.

Completing our program will be an assessment of how the medical/recreational cannabis market is growing and evolving, with advice from a cannabis testing lab on how to best support the service needs of client service customers in the cannabis space.

The one-day meeting is directed to senior executives in the service and support function including VPs, directors, and other executives interested in emerging trends impacting customer service and support, and in business strategies to increase performance and drive revenue growth.

8:00 AM Registration and Continental Breakfast

9:00 AM Welcome and Program Introduction

Customer Success – Applying Winning Practices in the Life Science and Analytical Industry

*Matthew Greenstein
Partner & Leader, Life Science Practice
The Alexander Group, Inc.*

*Jacob (Jake) Johnson
Manager
The Alexander Group, Inc.*

Customer Success refers to a strategy of making your product and customer experience overwhelmingly positive for the customer. Matt Greenstein and Jake Johnson will provide practical advice on constructing the business case for investment in Customer Success. Among other things, they will describe the types of Customer Success motions and how they manifest into roles and proactive customer engagement. In addition, Matt and Jake will share practical Customer Success applications within the Life Science and Analytical instrument industry as well as a “Customer Success Story” – how one company is leveraging the strategy to create competitive advantage and deliver differentiated growth.

Using IoT as a Service Differentiator

Vele Galovski
Vice President, Field Service Research
Technology Services Industry Association

Many companies are using IoT and other digital technologies to understand how their products are performing in the field and as a key enabler of remote diagnostics and predictive maintenance to increase and ensure customer uptime. In this session, Mr. Galovski will examine how IoT offers much more. The operative word in Digital Transformation is transformation. The introduction and use of new digital technologies are resulting in a business model transformation for equipment manufacturers that is turning the traditional make, sell, repair/PM model on its head. A key is to expand the scope of IoT activities beyond the “product”, towards the creation of new and innovative service offerings based on the data collected.

The Keys to Successful Connected Business Operations through IoT and Emerging Technology

Michele Pelino
Principal Analyst, Infrastructure & Operations Team
Forrester Research, Inc.

The market for internet-of-things (IoT) professional services is robust but immature. Moreover, the noise coming from the 5G, Edge, Cloud, and other emerging technology markets makes buying decisions even more complex. Consequently, technology stakeholders driving connected business operations initiatives must sift through services firm options to identify which can best help them. In this session, Forrester’s Michele Pelino will discuss:

- How technology leaders can envision the future of their connected services operations
- Which emerging technologies can create the most business value
- How to Navigate through the noise of IoT and emerging technology service provider

12:15 PM

Lunch

1:30 PM

Service Needs in the Growing Cannabis Market

Brianna Cassidy, Ph.D.
Chief Science Officer
CDX Analytics LLC

The emerging market for cannabis testing presents many opportunities and challenges for the service and support function. In this presentation, Dr. Brianna Cassidy will present an update on the growing and ever-evolving medicinal and recreational cannabis market, and explore how

cannabis testing laboratories differ from other testing laboratories, special service needs, and how members of ALDA can best support the service needs of customers in the cannabis space.

2:45 PM

Wrap-Up/Adjournment