Service Science Innovation Lab
Invent the Future of Services
RWTH Aachen Campus Vision: Catalyst for research and trigger for innovation

**Research Yesterday**
- Long development times
- Narrow scope for solutions

**Solution Space**

**Zeit**

*Knowing, where it is written*

**Research Today**
- Long development times
- Narrow scope for solutions

**Solution Space**

**Zeit**

*Knowing, who knows what*

**Research Tomorrow**
- Shortened development times
- Ample room for solutions

**Solution Space**

**Zeit**

*Knowing, where knowledge is created*
The RWTH Aachen CAMPUS and the CAMPUS-Area Melaten

- With its two new areas, RWTH Aachen University covers an area of approx. 2.5 km².
- RWTH Aachen University is therefore one of the largest technology-oriented campus areas in Europe
- The RWTH Aachen Campus
  - Area: 546,000m²
  - Capital commitments: 2,000,000,000 €
  - New direct and indirect jobs: approx. 10,000

- The CAMPUS-Areal Melaten covers a total area of ca. 200,000m²
- This area will provide space to develop nine CAMPUS-Cluster (Offices, Laboratories, Lecture Halls, Hi-Tech Production)
- Additional Central Facilities will develop (Center for Continuing Education, Boulevard, „Campus Gate“, Child Care, Gastronomy, Hotels, Shopping, Services)
RWTH Aachen Campus – Cluster „Logistics“ and Aachen Enterprise Integration Center

Strategic targets and research priorities of this cluster

- **Strategic targets of the cluster logistics**
  Oriented at a completely new form of cooperation between research and industry, the complex relationships in logistics come alive in real production and IT-surroundings.

- **Cluster Board**
  Prof. Dr. Günther Schuh (FIR at RWTH Aachen)
  Prof. Dr. Volker Stich (FIR at RWTH Aachen)

- **Enterprise Integration Center**
  - Innovation Labs
  - Learning Factory
  - Demonstration Factory

- **Innovation Labs**
  - Invent the Future of Services
    How can innovations for and with services be realised successfully by the use of latest processes and technics?
  - Create the Future of Collaboration
    Which systems, technologies and standards are necessary to realise an ideal exchange of information in logistic networks?
  - Enable High Resolution Transparency
    Which technologies and standards can depict real-time logistic processes in information systems?
Invent the Future of Services
Our Challenge

Creativity and Innovation-Management

How to use the creative potentials of a cooperation between industry and researchers for the development of new services?

Which methods and tools can accelerate the process of new service development – from the idea to the market-ready service?

Digitization, Visualisation and Simulation

How can new media contribute to make new services „touchable“ and come alive?

How can future scenarios for our service-society be developed and evaluated?

How can new service concepts be made concrete and how can their realizability be tested?
Our mission: Companies learn to innovate

**Service Science Innovation Lab (SSIL)** offers, based on a completely new type of cooperation between research and industry, a platform for exchange and interaction for leading companies and excellent research institutions in the High Tech Campus Location RWTH Aachen.

Modern technologies such as digitization, visualization and simulation services enable service innovation from the idea to the market.
Our Concept: From the Idea to the Market

ServiceScience InnovationLab
How does the future look like?

ServiceScience
InnovationLab

Idea
What does the customer need and does the offer match?
How are resources used optimally?

ServiceScience
InnovationLab

Implementation
Where are development potentials?

ServiceScience
InnovationLab
Our Philosophy: Computer Aided Service Innovation
Your Benefit: Make your Innovation touchable!
Our Proposal

We offer you:

- Development and improvement of your services with latest methods of service research

- Qualification of executive juniors in the „Executive Internship Program“

- Exchange of experiences and ideas together with other companies

- Access to international research networks and research fundings

- Direct connection to the RWTH Aachen University
Your Partners at the SSIL
Your Partners of the FIR

Cluster Logistics at RWTH Aachen Campus

Prof. Dr. Günther Schuh
Head of Cluster Logistics
Scientific Director FIR

Prof. Dr. Volker Stich
Head of Cluster Logistics
Executive Director FIR

Dr. Gerhard Gudergan
Director SSIL
Head of Department Service Management FIR

Marc Hübbers
Project manager SSIL
Head of Team Service Engineering FIR

Service Science Innovation Lab at Cluster Logistics

Boris Ansorge
Team SSIL
Service Engineering FIR

Christian Fabry
Team SSIL
Lean Services FIR

Arno Schmitz-Urban
Team SSIL
Community Management FIR
Invent the Future of Services!
Your Contact

Dr. -Ing.

Gerhard Gudergan
Head of Department Service Management
Head of Division Research FIR
Director SSIL at RWTH Aachen Campus

Telefon: +49 (0)241 477 05 202
Fax: +49 (0)241 477 05 199
Mobil: +49 (0)177 5790 057
Email: Gerhard.Gudergan@fir.rwth-aachen.de