



## **Agenda Partner Meeting & Social Program May 24, 2011**

**Version date: March 14, 2011**

The copyright and intellectual property rights for the program contents described in this document are owned by USU AG, 71696 Möglingen, as well as by the persons making presentations during the USU World conference.

This document may be used or reproduced only if full acknowledgement is given to the source. Any use for economic benefit shall only be allowed with the agreement USU AG or the respective program presenters.

This agenda and the information contained in it may be updated intermittently before the actual start of the event covered by it. Any such changes will be included in revised editions of this document. USU AG reserves the right to make improvements and/or changes to products or programs described in this document at any time.

## Partner Meeting May 24

**Date:** Tuesday, May 24  
**Event location:** USU corporate headquarters in Möglingen  
**Dress code:** Casual during the whole day  
**Meeting language:** English

### Agenda:

Starting at 11:30 AM: Welcome reception at the USU headquarters (Spitalhof)

12:00 PM – 1:00 PM **Lunch together in the USU company bistro**  
Please inform Julia Vollmer, should we need to consider any diet restrictions (e.g. vegetarian food, allergies, etc.)

1:00 PM – 1:15 PM **Official start of event and welcoming remarks by Sven Wilms, Member of the Board for Global Sales**

- Introduction of participants
- USU News: Market trends and company developments in 2009 and our goals for 2010

1:15 PM – 2:00 PM **Service Economics Solutions in Valuation 4.1**

- Utilization of the Valuation Service Portfolio Managers for service modelling provided as a “freemium” version in the Amazon cloud
- Premium: Service Level Manager
  - Derivation of specific Service Level Agreements based on the standardized service blueprints of the service model
  - Demand-based service planning on the basis of the service model
  - Service (Level) Monitoring within ZIS-System based on the service model
- Outlook
  - Derivation of a service request catalog (Service Request Manager) from the service model
  - Individual, customized service levels as a guideline for ticketing processes.

Dr. Peter Nattermann, Business Unit Manager, and  
Uwe Klasing, Solution Architect – USU AG

(To be continued on next page)

**Agenda Partner Meeting &  
Social Program May 24, 2011**  
Version date: March 14, 2011

---

2:00 PM – 3:00 PM

**Selected projects:**

Presentation of current/recent projects, best practices, and lessons learned during project planning and implementation

Alexander Betti, Business Unit Manager, and Dieter Mikulsky, Executive Consultant – USU AG

3:00 PM – 3:30 PM

**Partner support:**

A look at the Valuation Web-based demo and knowledge base

Martin Landis – Business Unit Manager, USU AG

3:30 PM – 4:00 PM

**GPS-based geocaching: A brief introduction**

Thomas Bantle – Senior Consultant, USU AG

Starting at 4:00 PM

Transfer to Stuttgart (by car / taxi)

Starting at 4:30 PM

**GPS-based geocaching in Stuttgart**

We'll go on a journey of discovery in downtown Stuttgart.

If you have your own geocaching device, feel free to bring it along (please inform Julia Vollmer in this case). If you don't have one, we'll have some available.

Starting at 8:00 PM

We'll top off the day by having dinner together in Stuttgart.

## Conference – Day 1 (May 25)

Starting at:	9:00 AM
Event location:	Stuttgart "SpOrt" complex (conference/event location)
Dress code:	Business dress (day), casual (evening)
Meeting language:	German and English (simultaneous interpretation available)
Agenda:	For the day's agenda, see <a href="http://www.usuworld.com/agenda">http://www.usuworld.com/agenda</a>

## Evening Event on May 25

Starting at 5:00 PM (optional)	During the break between the end of the conference and the start of the evening event, we offer conference attendees free admittance and a special, exclusive tour of the Mercedes Benz museum (from 5:30 – 6:30 PM)! Transfer is organized by by or car shuttle service.  Please register on <a href="http://www.usuworld.com">www.usuworld.com</a> via our online form if your interested in participating.
Starting at 7:00 PM	We'll pick you up from your hotel and take you to the location of the evening event. The evening event will take place in the Stuttgart "SpOrt" complex (conference/event location).  During this year's evening event, we'll be taking a short outing on the water. Just wait and see! You'll find out more about this outing on May 19.
Dress code:	Casual clothes
Return trip:	When the event is over, we'll bring you back to your hotel. These transfers will be made by bus or car shuttle service starting at 11:30 PM.

## Conference – Day 2 (May 26)

Starting at:	9:30 AM
Event location:	Stuttgart "SpOrt" complex (conference/event location)
Dress code:	Smart casual (no suits or ties)
Meeting language:	German and English (simultaneous interpretation available)
Agenda:	For the day's agenda, see <a href="http://www.usuworld.com/agenda">http://www.usuworld.com/agenda</a>