

USU World: May 23-24, 2012 in Esslingen (Stuttgart)

BENEFITS

We'll create an event platform letting you benefit from the following:

- *Top-notch, renowned keynote speakers and subject-area specialists*
- *Best practices and successful projects run by service-oriented companies*
- *Intensive networking with industry specialists from international companies*
- *Valuable suggestions and contacts for your next strategic and operational steps*
- *Moderated discussions and workshops of great practical relevance*
- *Live presentations of relevant solutions in our trade exhibition.*

You'll find the conference agenda, the online registration form and further information at www.usuworld.com

USU World 2012 is the 22nd international conference for customers and partners of the USU Group as well as other interested persons. Last year, some 220 participants from more than 120 companies and 11 countries attended the USU World conference to extend the depth and breadth of their knowledge – even beyond their own areas of expertise.

The Focus of USU World 2012

IT & Service Lifecycle Management

Case studies and discussions on core ITIL® processes and their reciprocal effects on each other (such as the influence on license management and service monitoring) throughout the five defined ITIL® stages for service strategy, service design, service transition, service operation and continuous service improvement.

Service Portals

How customer-oriented service processes are best presented in portals and how process and system integration can help to achieve this end. Applying best practices in designing service and consulting processes, in using frameworks, in achieving integration by means of SOA, in using Liferay open-source solutions and in integrating content and collaboration.

Knowledge Bases in Call and Service Centers

Best practices in deploying knowledge and solution bases with the focus on centralizing knowledge. Factors contributing to successful operation, such as document quality, flexible evaluation methods for service center monitoring and control, and integration of new facets such as social media. Providing municipal services.

USU World is truly a unique event – in both German-speaking regions and beyond. The topics to be presented include keynote addresses and practice-oriented presentations on current trends, strategies and successful solutions for deploying knowledge-based service management. Event participants especially value the opportunity to network with decision-makers and industry specialists from different companies and recognized sector-independent IT experts and service experts.

We'll provide you with new approaches and strategies applying to hot topics in IT and customer service. Following this, you'll learn in three series of presentations how these strategies are successfully put into practice. Customer presentations will show you the key features of successful solutions and projects. Thus you'll acquire additional knowledge specific to your sector and business.

Find out how fellow specialists in your sector have been able to meet these major organizational and technical challenges. You'll get a look at how the USU solutions that you are now using are being further developed. During the USU user forum, you'll be able to discuss your needs with other specialists and the USU Product Management team. At our trade exhibition, you'll also have an opportunity to get specific information about new solutions and discuss your questions and concerns with experts.



Organizational Information

The conference will begin on May 23 at 10:00 AM and end on May 24 at around 4:00 PM. USU World is an international conference. Presentations will be held either in German or English and simultaneously interpreted, as required.

Target Group

Managers and specialists in IT service provision and from customer-oriented service organizations:

- Top-level enterprise managers in charge of IT and service
- Managers in charge of IT areas and departments
- Those in charge of IT and service-strategy development
- Specialists and IT project managers in the areas of IT asset and license management, IT controlling, IT planning, IT purchasing and data-center management
- Supervisors and experts in call/service centers offering service to internal and external customers
- Supervisors and experts in municipal service areas (providing information to the public)
- Internal and external consultants in knowledge-based IT/service management
- Product, technology, consulting and sales partners of the USU Group
- Supervisors and members from IT/service organizations
- Representatives from industry journals and the press

Conference Location

The Neckar Forum in Esslingen is a modern, attractively designed convention center located very close to the historic old section of town. Its expansive, modern facilities and inviting premises are an ideal location for USU World 2012. The activities during both conference days and the evening event on May 23 will all take place there. Centrally located close to Stuttgart, the Neckar Forum is easy to reach by all means of transportation. For the convenience of those attending the conference, blocks of rooms have already been reserved in nearby hotels.

Workshops & Training Courses

On May 22, before the start of the two-day conference itself, you'll already be able to participate in special workshops designed to increase the depth and breadth of your knowledge in key areas like service portfolio management, software license management and change management. On May 25, after the conference has concluded, users will be able to attend product training courses. For detailed information on these options, please go to our special event website www.usuworld.com

Registration

Starting in mid-February, you'll be able to register to attend USU World 2012 by using the convenient online registration form available on our special event website www.usuworld.com

Attendance Fees

- 250 € (plus VAT) per person for registrations made through March 31, 2012
- 300 € (plus VAT) per person for registrations made as of April 1, 2012

Those persons making a presentation at USU World may attend free of charge. A discount of 50 € (plus VAT) applying to the attendance fees will be granted to the following:

- Employees from the same company as a person making a presentation
- Companies having three or more persons in attendance (applies to registrations made at the same time)

Members of the following organizations will receive a professional discount of 10%: itSMF e.V., SERVIEW Institute, Call Center Forum Deutschland and callcenterforum.at.

Services Included

Your attendance fee covers the following services:

- Attendance at the USU World conference on May 23 and 24
- Participation in the evening event on May 23
- Participation in the user forum
- Contents of presentations and meeting documentation (available after the event)
- All food and beverages

Companies Participating in 2011

Abraxas Informatik, Airbus Deutschland, Allianz Managed Operations & Services, AOK Rheinland/Hamburg, ARBURG, Basler Versicherungen, BASF, Bausparkasse Schwäbisch Hall, Berliner Verkehrsbetriebe, Bernische Kraftwerke, BMW AG, Bundesagentur für Arbeit, Bundesamt für Justiz, Daimler AG, Deutsche Leasing, Deutsche Rentenversicherung, DEVK Versicherungen, Ferrovie dello Stato, FIDUCIA IT, gkv informatik, Globalfoundries, Hannover Rückversicherung, Hansgrohe, Heraeus infosystems, Hutchison 3G Austria, Jungheinrich, Kraftanlagen München, KUKA Roboter, Landesbank Baden-Württemberg, Landeshauptstadt München, Landratsamt Bodenseekreis, LANXESS Deutschland, LIWEST Kabelmedien, LVM Münster, Ministero Economia e delle Finanze, MTU Aero Engines, Müller Drogeriemärkte, Raiffeisen Informatik, RUAG Electronics, RWE IT, Rechenzentrum Region Stuttgart, Saint-Gobain, sds business services, SIG Information Technology, Silhouette, Sparda-Datenverarbeitung, Statistisches Bundesamt, Tognum, Touring Club Suisse, T-Systems International, VR Kreditwerk, W&W Informatik, Wincor Nixdorf, Zweites Deutsches Fernsehen – and many more!