



IBM Almaden Services Research

Services Sciences, Management, and Engineering (SSME)



Welcome and Introduction



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What is SSME?

- SSME is the application of
 - Scientific, management, and engineering disciplines to tasks that one organization beneficially performs for and with another (i.e., services).
- SSME goal
 - Make productivity, quality, performance, compliance, growth, and learning improvements more predictable in (co-production) relationships.
- SSME is the study of service systems
 - Aimed at improving service systems



Why is SSME important?

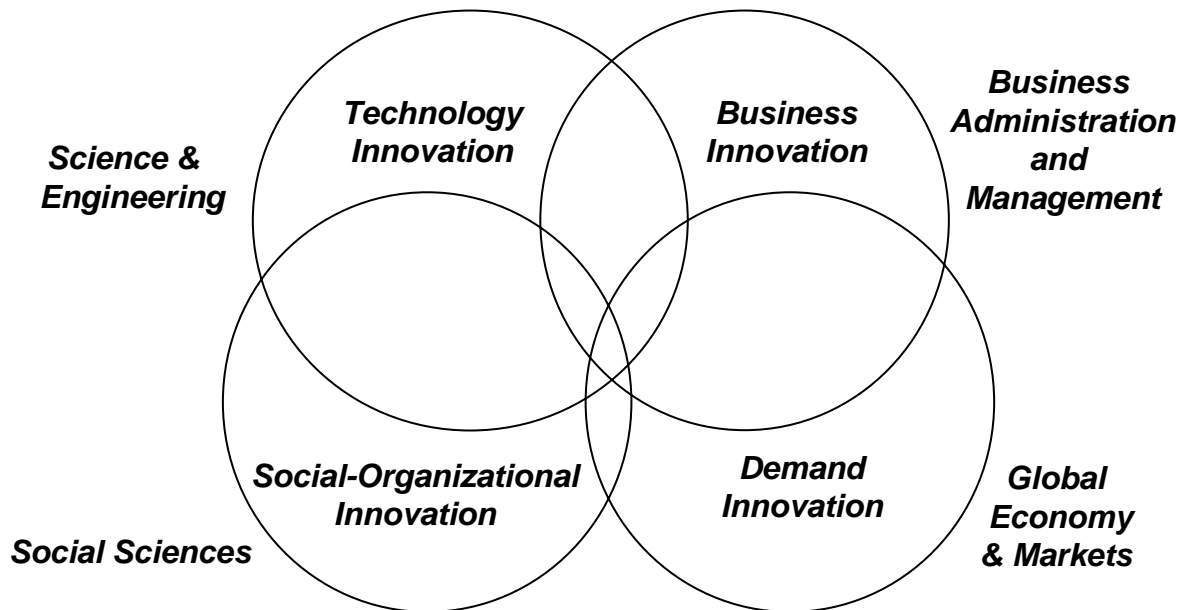
- The world is becoming networked, dependent on information and information technology
- Science will provide tools and methods to study services and develop solutions to problems that span multiple disciplines
- Graduates may be solution designers, consultants, engineers, scientists, and managers who will grow into becoming entrepreneurs, executives, researchers, and practitioners



Service innovation is inherently multidisciplinary

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Knowledge sources driving service innovations...



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Modules

- Services
 - What are services?
- Systems
 - Services depend on socio-technical systems
- Management, marketing, & operations
 - What's different for services?
- Productivity & Innovation
 - Do services resist productivity gains?
- Challenges, frameworks, call for participation

Planned modules

- Engineering
 - Can engineering foster innovation? Can we be systematic about it?
- Methods
 - Delivery depends on methods
- Industrialization, componentization, commoditization
 - Delivery 'factory', standards, modules
- Science
 - Is there a science of services?