



## SPECIAL SESSION (SS1.18)

### *“Innovative Product-Service Design using Manufacturing Intelligence”*

#### Methods and tools to support different life cycle phases of PSS

Industrial European companies face fierce competition around the world. European industry should emphasise flexibility and fast response as key differentiating aspects. Companies have started extending their product offering with services, developing product service systems (PSS). However, most companies still see products and services in a fragmented and isolated way, hindering their possibility of really propelling forward.

To meet requirements of mass customisation, the manufacturers of machines and equipment for production of mass customised products need powerful engineering environments to allow for multidirectional exchange of knowledge between product design, service design and manufacturing, as well as customers and other relevant organisations across the value chain, distributed all over the globe.

This special session aims at exploring methods and tools to support companies in designing innovative PSS, in a systemic perspective, and adopting a mass-customisation paradigm.

#### Target Attendees

- Attendants working on industrial product-service systems or interested in supporting its introduction in companies.

#### Chair:

- Dr. Ana Rita Campos ([arc@uninova.pt](mailto:arc@uninova.pt)), UNINOVA, Portugal

#### Co-Chair:

- Prof. Dimitris Mourtzis, LMS, University of Patras, Greece