

smartcustomizationseminar

MIT DESIGN LAB CAMBRIDGE, MA MAY 20-21, 2010

AGENDA – The 2010 MIT Smart Customization Seminar (SCS 2010)



The **MIT Smart Customization Seminar 2010** connects thought leaders and reflective practitioners working on, implementing, or considering mass customization, personalization, and customer co-creation. Mass customization & personalization means **to create profit opportunities from the fact that people are different**. We define mass customization as the development, production, marketing and delivery of affordable goods and services with enough variety that nearly everyone finds exactly what they want -- while keeping control of cost. Personalization is applying the principles of mass customization on the customer interaction and the service delivery process.

The managers presenting their achievement at the 2010 MIT Smart Customization Seminar have cracked the code of mass customization and personalization. The key to profiting from it is to see it not as a stand-alone business strategy that replaces today's production and distribution systems, but as a set of organizational capabilities that can supplement and enrich an existing system. We call this paradigm of thinking **smart customization**. Some companies are even going a step further and engage their customers in the **co-creation of new assortments and product architectures**. They co-create with their users and customers in the innovation process. The 2010 Seminar will also present these international leaders in co-creation and will show how mass customization and customer co-creation can supplement each other.



**Massachusetts
Institute of
Technology**

MIT Media Lab Extension Building, Cambridge, MA

Building E14, 75 Amherst Street, Cambridge / Boston

<http://scg.mit.edu>

For up-to-date information and registration please head to <http://scg.mit.edu>

Sponsor of the 2010 Smart Customization Seminar



Pageflex enables companies across the globe to communicate their marketing messages more easily and effectively. At its core, Pageflex offers the ability to personalize any form of communication in print, e-mail, or on the Web. The Web-to-Print software, in particular, has earned widespread recognition as a best-in-class solution for online document customization and ordering. <http://www.pageflex.com>

Agenda for THURSDAY (May 20, 2010)

8.30 *Breakfast and Registration*

9.45 **Welcome to MIT: Opening remarks and an introduction into the agenda**

Speakers: Prof. William J. Mitchell & Prof. Frank Piller

10.00 **Cracking the Code of Mass Customization: Creating a Framework for the Seminar**



Managing the value and profit drivers of smart customization & personalization

Speakers: Frank Piller & Fabrizio Salvador, MIT SCG



The Customization500: Results from our global benchmarking study of 500 companies offering mass customization & personalization

Speakers: Dominik Walcher & Frank Piller, MIT SCG

11.00 **Mass Customization Best Practice: Build-A-Bear**



Founded in 1997, Build-A-Bear today has become a synonym for mass customization. With more than 400 stores world-wide, it is the largest chain dedicated to the create-your-own trend in the United States.

Speaker: Dorrie Krueger, Managing Director

Best practices:

- How to scale up a mass customization business
- How to create a truly unique customization experience in a retail environment

11.30 *Coffee & Networking Break*

11.45 **Leaders in Smart Personalization**



Pfizer Inc. is the world's largest pharmaceutical company. The presentation will share for the first time how Pfizer uses personalization and mass customization in the marketing and sales process of pharmaceuticals to establish win-win relationships in the professional market.

Speaker: Klaus Moser, Director Strategy Established Products

Best practices:

- Customization and personalization in the professional sales system
- Managing change towards personalization in a global company

PANDORA Pandora Radio creates thousands of personalized music streams every day. Based on an automated music recommendation system, Pandora Music, the company is a textbook example of simple but highly effective personalization.

Speaker: Tom Conrad, CTO

Best practices:

- How to create a simple but highly effective personalization mechanism
- How to profit from personalization in the entertainment industry

12.45 *Networking Lunch & Exhibition*

2.00 Smart Platforms to Scale Mass Customization Up



Founded in 1999, Zazzle is one of the world's leaders in mass customization. But with its platform-based system, the company also has democratized the selling and retail process by enabling everyone in the world – being it Disney or the average consumer – to open their own merchandising store with a custom assortment.

Speaker: Jeff Beaver, Co-Founder & CEO

Best practices:

- Bringing mass customization to the next level by customer co-creation
- Cooperating with established brands and manufacturers to enable mass customization



LEGO Group is one of the most recognized toy companies in the world. In many ways, its core building system – based on the LEGO® brick- is a classic example of effective modularization. In recent years, entirely new layers of customization have been introduced, including LEGO Design ByME, a true MC online experience.

Speaker: Hanne Træholt Odegaard, Director LEGO Digital & Head of Customization Business Development

Best practices:

- Using customer communities to test and launch a mass customization offering
- Effective change management towards adapting established manufacturing, supply chain and marketing processes for customized products



Bivolino became one of the leading mass customization companies in the European apparel industry and a key player in the EU Open Garment initiative. It has enabled large retailers like Marks&Spencer, OTTO, WE, and many others to offer customized items within established e-commerce sites.

Speaker: Michel Byvoet, CEO Bivolino Services

Best practices:

- Enabling established companies to enter mass customization
- How to make customer co-design as simple as possible

3.30 *Coffee & Networking Break*

3.45 Customization & Personalization in Fashion & Lifestyle



Luxury brand Louis Vuitton is reinterpreting the individualization trend that has defined the luxury industry since many decades. Mixing modern interactive media and craftsmanship, LV creates entirely new experiences for its customers by customization and personalization.

Speaker: Kamel Ouadi, Worldwide Digital Media Director

Best practices:

- How to utilize the latest personalization services on the internet
- How to combine a strong company heritage with latest technologies



Since many years, Archetype Solutions enables large US brands in the fashion industry to offer customized items. In 2008, Archetype went BtoC by opening indiDenim and indiTailored, two of the leading consumer-direct services that offer truly custom-made jeans and dress shirts.

Speaker: Marybeth Luber, Chief Executive Officer

Best practices:

- Building a platform to enable established brands to offer mass customization
- Latest trends in customer interaction for fashion related products



Located in London, Munich, and New York, Selve has reinvented the old craft of tailor-made shoes with high-tech and an industrial production system. CEO Claudia Kieslering will share her experiences how to build a global MC operation, including setting up a MC manufacturing system in China.

Speaker: Claudia Kieslering, CEO

Best practices:

- Establishing a dedicated MC supplier base in China
- How to make customer co-design as simple as possible

4.45 Coffee & Networking Break

5.00 Customization & Co-Creation in Personal Transportation



Smart is the microcar by Daimler AG (Mercedes Benz). Recently, smart launched a highly successful customer co-creation contest where consumers created more than 50,000 custom designs within just a few weeks.

Speaker: Wolfgang Gruel, Project Leader Business Innovation

Best practices:

- Implementing customer co-creation in a traditional organization
- Thinking beyond the product by customer co-creation of services and experience



Bixi is the North American champion of shared city bicycles. Different to other companies in the field, Montreal based Bixi has connected its bike sharing service with a set of personalization offerings that enable a truly custom mobility service.

Speaker: Louise Guay, Project Leader, and Alain Ayotte, President

Best practices:

- Using personalization to change consumer behavior in the mobility domain
- Personalization beyond the product: from smart products to smart cities

6.00 Reflecting the Day: Success factors in customer interaction



Share and co-create experiences with other seminar participants: What are success factors you experienced during the first day of the seminar? How does this match with your own experiences?

An open space discussion in parallel workshops to share your own impressions and to co-create with fellow participants.

Facilitators: The MIT SCG Faculty

7.00 SCS 2010 Reception: Networking, Drinks, and Fingerfood in the MIT Media Lab

Agenda for FRIDAY (May 21, 2010)

7.30 Breakfast & Registration

8.15 Latest Research on Smart Customization & Personalization from MIT



MIT Living Labs: Products, places, and experiences that respond to a changing world. The convergence of globalization, changing demographics, and urbanization is transforming almost every aspect of our lives. We face new choices about where and how we work, live, travel, communicate, and maintain health. MIT Living Labs brings together interdisciplinary experts to develop, deploy, and test - in actual living and working environments - new technologies and strategies for design that respond to this changing world. MIT Living Labs also is a place for companies and organizations to become engaged in joint research with the MIT research community. This session will provide an overview of how research on customization and personalization can be brought to complex product-service systems.

Facilitator: Kent Larson, Director, MIT Living Labs

MIT Research Briefings:

- **Sustainability and Customization:** Evaluating the relation
- **GreenWheel:** A Customizable Smart Electric Bike
- Mass Customization: **Models and Algorithms**
- Digitally Fabricated **Mass Customized Relief Housing**

Speakers: Kent Larson, Ryan Chin, Jose Duarte, Dimitris Papanikolaou, Daniel Smithwick and members from the MIT i-Team project

10.00 Coffee & Networking Break

10.30 Co-Creation Best Practices



Quirky is a social product development company. It has established an entirely new model to cope with assortment variety and heterogeneous customer demands, crowdsourcing the entire new product creation process to its community.

Speaker: Ben Kaufman, Founder and CEO

Best practices:

- Bringing customer co-creation and community innovation to a new level
- Establishing an entirely new business model in the consumer market



NEDSENSE
enterprises n.v.

NedSense has created a physical virtuality tool that enables designers and manufacturers in textile and apparel to co-create personal virtual showrooms with their end customers (architects, buyers, etc.).

Speaker: Pieter Aarts, CEO

Best practices:

- Co-create a fully personalized showroom around the customer's own environment: "How does this fabric look in my room design during daylight?"
- Generate client insight and knowledge to re-use in future product development

11.30 Panel Discussion: Success Factors in Co-Creation

12.00 *Networking Lunch & Exhibition*

1.00 The Next Generation of Customization & Personalization: Success Stories & Best Practices of Smart Start-Ups



mymuesli has become one of the largest and most successful European mass customization company, building on today's mega-trend of customizing food and nutrition. Learn how the company became an international leader in just a few years and what will be next.

Speaker: Hubertus Bessau, Co-Founder and CEO

Best practices:

- How to scale-up a mass customization start-up to become an international category leader
- Customer interaction systems for repeat orders in mass customization



Named "start-up of the year" by Business Week Germany, chocri offers consumers the opportunity to design their own chocolate bars online, an inherently viral product due to its fit as a gift. It also is has been the first German mass customization startup that expanded to the American market.

Speaker: Carmen Magar, CEO Chocri USA

Best practices:

- Starting a mass customization business with very limited funds and manage a period of strong growth
- Managing the international expansion of a mass customization startup

smartcustomizationseminar

MIT DESIGN LAB CAMBRIDGE, MA MAY 20-21, 2010



Combining high-tech production technologies adapted from semiconductor manufacturing with design skills and a 2000-year old craft, Artaic makes the old art of mosaic accessible to every artist as a medium to work within in the building and construction industry.

Speaker: Ted Acworth, Founder and CEO

Best practices:

- Setting up a flexible manufacturing system for mass customization
- Building an network of interaction partners along the value chain



Ertl/Renz became a leading European specialized sports good retailer by changing the way how ski equipment, golf shoes, and running shoes are being sold. Based on a unique scanning solution by **corpus-e**, the company combines personalization in retail and product customization to offer a one-of-a-kind sports experience.

Speaker: Dirk Rutschmann, CEO Corpus-e AG

Best practices:

- Value-based up-selling in retail environments by personalization
- Using a new generation affordable body scanning solutions

2.30 Open Space Discussion: What to do on Monday morning?



Meet in small groups to share experiences how to implement mass customization and personalization in your organization. What are the pitfalls you did experience when implementing mass customization & personalization? How did you overcome these hurdles? What are your "lessons learned" to win diverse stakeholders for customization?

Facilitators: The MIT SCG Faculty



In Parallel: Working Group Meeting for all Companies Interested in Joining the MIT Living Labs Consortium

Facilitator: Kent Larson, MIT Media Lab

3.15 Summary & Concluding Remarks by Prof. Frank Piller

3:45 Adjourn and More Opportunities to Network or Meet in Smaller Groups

Plan to stay an hour or so longer to network and talk to new friends and potential partners. Ask that question you still have. Discuss a point from a presentation in more depth. Agree on next steps. Talk to the MIT seminar faculty and the seminar chairs in a relaxed atmosphere. It is often during these "after hours" meetings, when everyone is happy and sharing a great seminar experience, that the best opportunities are being created.

5.00 End of the SCS 2010

smartcustomizationseminar

MIT DESIGN LAB CAMBRIDGE, MA MAY 20-21, 2010

Travel and Accommodation

The seminar takes place on May 20 and 21, 2010 in the event space (6th floor) of the new Media Lab Building, right in the center of the MIT Campus.

Address: Building E14, 75 Amherst Street, Cambridge, MA 02139
(map: <http://whereis.mit.edu/?selection=E14>)

The building is just a short walk from the Kendall T-Station ("Red Line" subway). The "**Marriott Hotel Boston-Cambridge**" is in very close walking distance. A good alternative, if you prefer a smaller, family-owned hotel, is the "**The Kendall Hotel**". Also the "**Residence Inn Boston Cambridge**" is just around the corner.

Links to these hotels, more hotels and travel information (including **information about parking**) is here: <http://www.media.mit.edu/contact/accommodations>