Theme: “Customer Integration Through Open Innovation”
The why, what and how?

Conference Hotel: Dolce Hayes Mansion, 200 Edenvale Ave., San Jose, CA 95136
Hosted by Cisco on April 19: Welcome Dinner, 1401 N. Shoreline Blvd., Mountain View, CA 94043
Hosted by Cisco on April 20: Customer Experience Center, 300 E. Tasman Dr., #10, San Jose, CA 95134
Hosted by IBM on April 21: IBM Research Center, 650 Harry Rd., San Jose, CA 95120

Welcome Event: Tuesday, April 19

5:00pm  Welcome Reception Hosted by Cisco: Computer History Museum, Mountain View, CA 94043
6:05pm  Welcome: Mike Riegel, VP, Industries, Platforms and Services Marketing & Communications, Cisco
        Topic: “How does visionary leadership in a global environment work?”
        Inside Orientation Theater
7:00pm  Networking Dinner Hosted by Cisco
8:00pm  Museum Tour
9:00pm  Bus Pickup: Back to Hotel

Day 1 - Wednesday, April 20

7:15am  Bus Pickup: At Hotel to 300 E. Tasman Dr., San Jose, CA 95134-1404
7:45am  Breakfast: Cisco’s Customer Experience Center, 300 E. Tasman Dr., San Jose, CA 95134
8:45am  Welcome: Professor Henry Chesbrough
9:00am  Speed Dating: Networking and Relationship Session
9:45am  Keynote Speaker: Zorawar Biri Singh, SVP, Chief Technology Officer, Cisco
        Topic: “Open Innovation in a customer-centric landscape”
10:30am Cisco’s Customer Engagement Process for Innovation (Panel Discussion)
        Discussion on current challenges, barriers and opportunities moderated by Prof. Chesbrough
        • Mike Riegel, VP, Industries, Platforms and Services Marketing & Communications
        • Ron Ricci, Vice President, Customer Experience Services, Cisco
        • Munish Khetrapal, Managing Director - Smart Cities and IOT
11:15am  Break
11:45am  BIF Talk # 1: James Euchner, VP, Global Innovation, Goodyear
        Topic: Customer Integration from Front-end to the Back-end - an Open Innovation Approach
        • Goodyear’s Journey will answer: Why – What – How
        • What are the lessons learned during the journey?
        • What cultural changes were needed to adopt new Open Innovation processes?
12:30pm  **Networking Lunch**

1:30pm  **BIF Clinic:** Dr. Mohi Ahmed, Director of Open Innovation, Fujitsu, Japan  
**Challenges in Enhancing Customer Value at Fujitsu**  
- How does the existing process work? What are the current challenges?  
- What are the potential barriers for successful implementation?  
- BIF Members work on Customer Value Proposition Canvas & make recommendations  
- Interactive Discussion on Solutions Proposed

2:30pm  **Break**

3:00pm  **Happenings at Berkeley:** Solomon Darwin, Garwood Center for Corporate Innovation  
**Open Innovation At Work in India**  
Discussant #1: J.A. Chowdary, Chief Secretary of IT to the Chief Minister of AP Government, India  
Discussant #2: Sridhar Gadhi, CEO, Paradigm Mtuity, Inc., Hyderabad, India

3:45pm  **Research at Berkeley:** Open Innovation at work in incubators, accelerators and start-ups  
Professor Henry Chesbrough, Faculty Director, Garwood Center for Corporate Innovation

4:30pm  **Reflections of the day:** Prof. Henry Chesbrough

5:00pm  **Evening Reception – Cocktails/Networking**

5:30pm  **Cisco’s Customer Experience Center Tour**  (7-10 minutes at each station)  
*Station 1:* The Ultimate Collaboration Experience  
*Station 2:* The Ultimate Connected Learning Experience  
*Station 3:* Data Center & Virtualization  
*Station 4:* The Ultimate Customer Mobility Experience - Apple + Cisco Partnership  
*Station 5:* The Ultimate Enterprise Networking Experience  
*Station 6:* The Ultimate Fan Experience – The Connected Sports Stadium  
*Station 7:* Cyber Security Real-Time Watch: Before-During-After the Attack  
*Station 8:* The Ultimate Connected Factory Experience  
*Station 9:* The Ultimate Passenger, Management & Maintenance Experience

6:45pm  **Bus Departs:** Cisco for transport to Hilton Santa Clara

7:00pm  **Dinner:** Coastal Ballroom, Santa Clara Hilton, 4949 Great America Parkway, Santa Clara, CA

9:00pm  **Bus Pickup:** Transport back to hotel
Day 2 - Thursday, April 21

7:15am  Bus Pickup: At Hotel to IBM Almaden Research Center, 650 Harry Rd., San Jose, CA 95120

7:45am  Breakfast: Networking Buffet at IBM

9:00am  Keynote Speaker: Charles Hill, CTO, IBM Design
        Topic: “IBM Design Transformation Through Co-Creation With Customer Platform”
        Discussant: Ray Harishankar, IBM Fellow
        Topic: “Apple-IBM Mobile App Design Relationships”

10:00am  IBM’s Virtual Lab Tour of Emerging and Anticipated Technologies:
         • Screen 1: Nanotechnology, Quantum Computing, Battery Technologies & Desalination
         • Screen 2: Low-Energy Brain Chip, Cognitive Computing & Edge Computing in IoT Networks
         • Screen 3: Robotics Service Platforms - Moving Towards Light-Weight Robots With Arms & Legs
         • Screen 4: Data Science Accelerated Discovery Lab - Co-Creation with Customers & Universities
         • Screen 5: IoT & Mobile Enterprise Anticipated Technologies Under Development
         • Screen 6: Artificial Leaf – Capturing the Power of the Sun

10:45am  Break

11:00am  BIF Talk #2: Nicole Martin, Global Director of Open Innovation, Heatcraft Worldwide Refrigeration
        Topic: Overcoming customer Integration challenges through Open Innovation
        • Heatcraft’s Journey will answer: Why – What – How
        • What are the lessons learned during the journey?
        • What cultural changes were needed to adopt new Open Innovation processes?

11:45am  Recap - Professor Henry Chesbrough

12:00pm  Feedback on the BIF Meeting. Evaluations - of the 1.5 day meeting

12:10pm  Lunch Tables hosted by Experts in Emerging Innovations at IBM
        Table Registrations are needed in advance: 6 people at each table
        1. Co-Creations with Customer Platforms - Charles Hill, CTO, IBM Design
        2. Co-Creations with Partners - Ray Harishankar, IBM Fellow, Apple-IBM Mobile Enterprise
        3. Co-Creations with Universities - Jim Spohrer, IBM Global Univ. Programs
        4. Life 50 Years from Today - Spike Narayan, IBM Research - Director Science and Technology
        5. Role of Research in the Changing Landscape - Jeff Welser, VP, IBM Research - Almaden
        6. Relevance of Watson Applications - Rama Akkiraju, Distinguished Engineer, IBM Watson
        8. Emerging Breakthroughs in Cloud Technologies: Sandeep Gopisetty, Cloud and Mobile Lab
        9. Robotics for Tomorrow - Wayne Imaino, IBM Research - Almaden, Robot Lab
        10. What’s New? - Rudy J. Wojtecki, IBM Research - Physics, Chemistry, New Materials Lab

1:30pm  End of Program