

DIGITAL SERVICES ROUNDTABLE FACILITATION GUIDE

1:00 – 1:30	Set up Room and Create Charts <ul style="list-style-type: none"> • Arrange room in U shape (if possible) • Post charts on wall • Distribute pens and Post-It Notes 	Charts: <ul style="list-style-type: none"> - Agenda - Rules - Parking lot - BE-120 categories (4 categories)
1:30 – 2:00	Participants gather in room	
2:00 – 2:15	Introduction (6 minutes) ITA representatives: kick off session and introduce Facilitator (1 minute) Facilitator opening Remarks to introduce project (5 minutes) <ul style="list-style-type: none"> • Inform – background and purpose • Excite – WIIFM (benefit to participants) • Empower – you were selected to join because you’re experts • Involve – raise hands activity <ul style="list-style-type: none"> • Manufacturing is much different these days, and it continues evolving <ul style="list-style-type: none"> o We’re just trying to keep up with it • Machinery acts as a platform for digital services <ul style="list-style-type: none"> o It’s increasingly a necessity to compete • Problem: there’s no understood estimate of its value to manufacturing <ul style="list-style-type: none"> o No reliable way to accurately track trade numbers of digital services related to machinery o Knowing the value will enable multiple benefits <ul style="list-style-type: none"> • You were invited because you are the experts, and we have a lot to 	Raise hands <ul style="list-style-type: none"> - Whose company uses digital services connected to machinery? - Whose company delivers digital services connected to machinery? - Whose company does both?

	<p>learn</p> <ul style="list-style-type: none"> • Thank you for coming. Your input will help: <ul style="list-style-type: none"> ○ Understand the true value of digital services in manufacturing ○ The U.S. Government better advocate for industry ○ Develop more effective policies around manufacturing ○ The U.S. Government become more informed in trade discussions and negotiations 	
	<p>Review Agenda and Ground Rules (4 minutes)</p> <p>Review Agenda: Refer to discussion guide, main points on PPT.</p> <p>Discussing Digital Services – How do companies in this sector use them, what are most important, and what does the global landscape look like?</p> <p>Categorizing Digital Services – Can the digital services be grouped?</p> <p>Data Collection Methods – Most effective measures to capture impact or value?</p> <p>Wrap Up</p> <p>Ground Rules (orally delivered)</p> <ul style="list-style-type: none"> • Details stay in this room • Do not share business confidential information • No wrong answers • Respect the speaker • Everyone speaks and we want to hear individual perspectives • Parking lot 	<p>Refer to agenda, ground rules, and parking lot charts</p> <p>Have them read the ground rules</p>
	<p>Participant introductions (5 minutes) - (30 seconds each)</p> <ul style="list-style-type: none"> • First name, role in your organization, why interested? 	<p><i>Write down Why interested in participating? (45 seconds)</i></p>

<p>2:15 – 2:50</p>	<p>Discussing Digital Services (35 minutes)</p> <p>ITA sector representative: Autonomous Mobile Robot (AMR) example (3 minutes)</p> <p>Foundational questions (12 minutes)</p> <ul style="list-style-type: none"> • <i>As a user, what digital services related to this sector does your industry currently use to accomplish day-to-day manufacturing operations (e.g. Internet of Things (IoT) services, predictive maintenance, cybersecurity, data analysis)?</i> <ul style="list-style-type: none"> o Example: Remote collection and analysis of machine performance data • <i>What digital services does your industry provide as a standalone product, or as a portion of the final sale of a manufactured good?</i> • <i>What digital services and related technologies does your industry currently export as stand-alone products or bundled with machinery goods?</i> <ul style="list-style-type: none"> o <i>Any difference than what's sold domestically?</i> <p>Prioritization (12 minutes)</p> <ul style="list-style-type: none"> • <i>The most important digital services to your industry's competitiveness/success?</i> • <i>Predict what will be most important in the future?</i> • <i>What is necessary to compete internationally?</i> • <i>What digital services is the United States most competitive in overseas?</i> <p>Discussion (8 minutes)</p> <ul style="list-style-type: none"> • <i>Are there regions or technologies the United States is losing out to?</i> 	<p>Brainstorm/Listing Exercise</p> <ul style="list-style-type: none"> - Write down on post-its (3 minutes) - Go around room, every person saying their idea while we record on flip chart <p>Hand raising Reference the services listed on the flip chart and have people raise hands if their companies do these (track using check marks)</p> <p>Discussion</p> <p>Dot voting exercise Vote with one color dots for each question</p> <p>Partner/group discussion: partner up or split into 2 groups, talk for 2-3 minutes, and report out to the whole group</p> <p><i>During discussion: ITA rep writes up priority services on Half-sheets of paper; ITA rep/Facilitator post on wall using painter's</i></p>
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	<ul style="list-style-type: none"> • (How) Do you anticipate demand in your industry (providers or users) for digital services changing in the next five years? 	tape
2:50 – 3:15	<p>Categorizing Digital Services (25 minutes)</p> <p>Review the list of categories/technologies/buzzwords (10 minutes)</p> <ul style="list-style-type: none"> • Give participants time to view categories on wall and write down names of overarching categories (3 minutes) • Quick listing exercise – read out names of categories (2 minutes) • For each service, what is the larger category this particular service is in? (5 minutes) <p>Examples, if needed:</p> <ul style="list-style-type: none"> o AI, IoT, Cloud computing o Data analytics, Cybersecurity <p>Selection (5 minutes)</p> <ul style="list-style-type: none"> • How would you categorize the digital services your industry exports abroad, whether sold as a stand-alone product or bundled with a manufactured good? <p>Discussion (10 minutes)</p> <ul style="list-style-type: none"> • New digital services categories emerging within the next 5-10 years? • Exports of digital services or related technologies in manufacturing beginning in the next 5-10 years that are not currently exported? <ul style="list-style-type: none"> o Under which larger category? o Which existing ones will increase or decrease? 	<p>Listing</p> <p>Sorting ITA rep and Facilitator (or participants) will move around the pieces of paper</p> <p>Dots – use dots to select which categories you export Open discussion – 2 minutes (if time permits)</p> <p>Write down and report out</p> <p>Partner/group discussion: partner up or split into 2 groups, talk for 2 minutes, and report out to the whole group</p>

3:15 – 3:45	<p>Data Collection Methods (30 minutes)</p> <ul style="list-style-type: none"> • <i>How would a seller of digital services estimate the value that their services add to:</i> <ul style="list-style-type: none"> ○ <i>a customer’s production process</i> ○ <i>to the sale of a finished product?</i> • <i>What would be the most effective measures to show the separate value of digital services that are bundled with machinery/goods sales?</i> <ul style="list-style-type: none"> ○ <i>Example, if needed: The percentage of a company’s total machinery sales or revenue attributed to the bundling of digital services in the sale/export of final products? (We are not asking for the value of digital services in the manufacturing process of the final product)</i> ○ <i>How would your industry calculate those measures?</i> 	<p>Partner discussion: partner up or split into smaller groups, talk for 5 minutes, and report out to the whole group</p> <p>Partner discussion: partner up, talk for 5 minutes, and report out to the whole group</p>
3:45 – 4:00	<p>Wrap Up</p> <p>Facilitator: quick summary of our accomplishments.</p> <ul style="list-style-type: none"> • Anything missing? • Check parking lot <p>ITA representatives: Thank you and next steps</p>	