**DIGITAL SERVICES ROUNDTABLE FACILITATION GUIDE**

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| 1:00 – 1:30 | **Set up Room and Create Charts*** Arrange room in U shape (if possible)
* Post charts on wall
* Distribute pens and Post-It Notes
 | Charts:- 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)* Inform – background and purpose
* Excite – WIIFM (benefit to participants)
* Empower – you were selected to join because you’re experts
* Involve – raise hands activity
* Manufacturing is much different these days, and it continues evolving
	+ We’re just trying to keep up with it
* Machinery acts as a platform for digital services
	+ It’s increasingly a necessity to compete
* Problem: there’s no understood estimate of its value to manufacturing
	+ No reliable way to accurately track trade numbers of digital services related to machinery
	+ Knowing the value will enable multiple benefits
* You were invited because you are the experts, and we have a lot to learn
* Thank you for coming. Your input will help:
	+ 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
 | **Raise hands**- Whose company uses digital services connected to machinery?- Whose company delivers digital services connected to machinery?- Whose company does both?  |
|  | **Review Agenda and Ground Rules (4 minutes)**Review Agenda: Refer to discussion guide, main points on PPT. ***Discussing Digital Services*** – How do companies in this sector use them, what are most important, and what does the global landscape look like? ***Categorizing Digital Services*** – Can the digital services be grouped? ***Data Collection Methods***  - Most effective measures to capture impact or value? ***Wrap Up***Ground Rules (orally delivered)* 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
 | Refer to agenda, ground rules, and parking lot charts Have them read the ground rules |
|  | **Participant introductions (5 minutes)** *- (30 seconds each)** First name, role in your organization, why interested?
 | *Write down* Why interested in participating? (45 seconds) |
| 2:15 – 2:50 | **Discussing Digital Services (35 minutes)****ITA sector representative:** Autonomous Mobile Robot (AMR) example (3 minutes)Foundational questions (12 minutes)* *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)?*
	+ Example: Remote collection and analysis of machine performance data
* *What digital services does your industry provide as a standalone product, or as a portion of the final sale of a manufactured good?*
* *What digital services and related technologies does your industry currently export as stand-alone products or bundled with machinery goods?*
	+ *Any difference than what’s sold domestically?*

Prioritization (12 minutes)* *The most important digital services to your industry’s competitiveness/success?*
* *Predict what will be most important in the future?*
* *What is necessary to compete internationally?*
* *What digital services is the United States most competitive in overseas?*

Discussion(8 minutes)* *Are there regions or technologies the United States is losing out to?*
* *(How) Do you anticipate demand in your industry (providers or users) for digital services changing in the next five years?*
 | **Brainstorm/Listing Exercise*** Write down on post-its (3 minutes)
* Go around room, every person saying their idea while we record on flip chart

**Hand raising** Reference the services listed on the flip chart and have people raise hands if their companies do these (track using check marks)**Discussion****Dot voting exercise**Vote with one color dots for each question**Partner/group discussion:** partner up or split into 2 groups, talk for 2-3 minutes, and report out to the whole group*During discussion: ITA rep writes up priority services on Half-sheets of paper; ITA rep/Facilitator post on wall using painter’s tape* |
| 2:50 – 3:15 | **Categorizing Digital Services (25 minutes)**Review the list of categories/technologies/buzzwords (10 minutes)* 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)

Examples, if needed: * + AI, IoT, Cloud computing
	+ Data analytics, Cybersecurity

Selection (5 minutes)* *How would you categorize the digital services your industry exports abroad, whether sold as a stand-alone product or bundled with a manufactured good?*

Discussion (10 minutes)* *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?*
	+ *Under which larger category?*
	+ *Which existing ones will increase or decrease?*
 | **Listing****Sorting** ITA rep and Facilitator (or participants) will move around the pieces of paper **Dots** – use dots to select which categories you export**Open discussion** – 2 minutes (if time permits)**Write down** and report out**Partner/group discussion:** partner up or split into 2 groups, talk for 2 minutes, and report out to the whole group |
| 3:15 – 3:45 | **Data Collection Methods (30 minutes)** * *How would a seller of digital services estimate the value that their services add to:*
	+ *a customer’s production process*
	+ *to the sale of a finished product?*
* What would be the most effective measure to show the separate value of digital services that are bundled with machinery/goods sales?
	+ *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)*
 | **Partner discussion:** partner up or split into smaller groups, talk for 5 minutes, and report out to the whole group**Partner discussion:** partner up, talk for 5 minutes, and report out to the whole group |
| 3:45 – 4:00  | **Wrap Up**Facilitator: quick summary of our accomplishments. * Anything missing?
* Check parking lot

ITA representatives: Thank you and next steps |  |