DIGITAL SERVICES ROUNDTABLE FACILITATION GUIDE

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
	    o We're just trying to keep up with it
	• Machinery acts as a platform for digital services
	    o It's increasingly a necessity to compete
	• Problem: there's no understood estimate of its value to manufacturing
	    o No reliable way to accurately track trade numbers of digital services related to machinery
	    o Knowing the value will enable multiple benefits
	
	• You were invited because you are the experts, and we have a lot to
		Raise hands
		- Whose company uses digital services connected to machinery?
		
		- Whose company delivers digital services connected to machinery?
		
		- Whose company does both?

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learn
- Thank you for coming. Your input will help:
  - o Understand the true value of digital services in manufacturing
  - o The U.S. Government better advocate for industry
  - o Develop more effective policies around manufacturing
  - o The U.S. Government become more informed in trade discussions and negotiations

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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

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Refer to agenda, ground rules, and parking lot charts

Have them read the ground rules

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Participant introductions (5 minutes) - *(30 seconds each)*
- First name, role in your organization, why interested?

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Write down Why interested in participating? (45 seconds)

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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)? o Example: Remote collection and analysis of machine performance data	**Brainstorm/Listing Exercise** - Write down on post-its (3 minutes) - Go around room, every person saying their idea while we record on flip chart
	• *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?* o *Any difference than what's sold domestically?*	**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**
	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?*	**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
	Discussion (8 minutes) • *Are there regions or technologies the United States is losing out to?*	*During discussion: ITA rep writes up priority services on Half-sheets of paper; ITA rep/Facilitator post on wall using painter's*

3

	• *(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	**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:
	   o AI, IoT, Cloud computing
	   o 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?*
	   o *Under which larger category?*
	   o *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:*
	      o *a customer's production process*
	      o *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?
	      o *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	