**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 measures 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)*   + How would your industry calculate those measures? | **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 |  |