



FIELD SERVICE

Advancing Service Together

The Event For Leaders In Customer Care, Service & Support

April 20-23rd, 2015

Omni Rancho Las Palmas Resort & Spa, Palm Springs, CA

www.fieldserviceusa.com

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“It was a great conference! The speakers, panel members and round table participants were insightful and presented thought-provoking material – which will help all of us stay on the cutting edge of service excellence. I will definitely be back.”

- Chris Westlake, Vice President Service, Gerber Scientific



The Event For Leaders In Customer Care, Service & Support

Get Inspired

For over a decade, our speakers have represented the best and brightest in service. Our 2015 speaking faculty is our biggest to date, with over 100 service innovators. Get ready to shift your thinking and walk away with new insights to apply at your company.

Meet New Friends

Enhance your connections through fun and interactive networking with cross-industry service leaders. From GE to Siemens, from Cisco to Ingersoll Rand, and from Airbus to Rolls-Royce... Palm Springs is where the entire service community comes together.

Discover Innovations In Technology

We're proud to showcase the latest advances in field mobility, preventative maintenance, and predictive analytics. Be sure to visit all of our innovative partners in The Solutions Zone.



Let's Have Some Fun!

✓ **Sunday, April 19th**

5:30-7:30pm Early Bird Welcome Drinks & Bocce Ball

Make sure you arrive in Palm Springs early to meet and network with your fellow attendees before the conference kicks off. Join us for beer, wine and appetizers and challenge a new friend to a game of bocce ball!

✓ **Monday, April 20th**

6:50am Morning Hike On The Bump & Grind Trail

Join us for a free hike while taking in the lush and beautiful surroundings of Palm Desert. A great way to start networking and exercising at the beginning of the day! Meet in the Lobby of the Omni Rancho Las Palmas at 6:50am for an on time departure. Shuttle space is limited so please RSVP to Celeste Dayawon at celeste.dayawon@wbresearch.com.

5:40pm: Speakeasy Party hosted by FieldSolutions

After a full day of interactive workshops, join us in Las Palmas & Fiesta Foyer for a Speakeasy Party with moonshine and bathtub gin, hosted by our partner FieldSolutions.

✓ **Tuesday, April 21st**

Join us in the Solutions Zone for Irish coffee at the AM break and beer and sliders at the PM break.

4:45pm: 20 Years Of Service Club

Do you have twenty years of experience as a leader in service? Share war stories with other executives at our 20 Year Club food and drink tasting directly after the PM break.

5:40pm: Around The World Gala

Join us for an exciting journey around the globe, with stops in Mexico, Italy, Morocco, and China. Taste exotic cuisines and enjoy surprise entertainers. Get your passport stamped in each country for a chance to win big!

✓ **Wednesday, April 22nd**

Come to the Solutions Zone for a Bloody Mary during the AM break and some ballpark beers, popcorn and ice cream during the PM break.

5:45pm: Cigars & Cocktails Reception

Unwind after another thought-provoking day of conference sessions with cigars and drinks on the lawn.



Find Your Inspiration In Palm Springs

An Oasis In The Desert

The conference venue is all about luxury. Visit the enormous spa with every service you can imagine. Or challenge your golf game on 27 spectacular, Ted-Robinson-designed holes.

Warm Temperatures + Snow-Capped Mountains

Wake up to views of snowcapped mountains, while enjoying 80 degree weather in April. Take a dip in one of the many pools if you like (just don't miss the conference sessions!).

Did We Mention The Palm Trees?

At your first palm tree sighting, you'll instantly relax, and remember why Palm Springs is a top vacation destination. Heck, you can turn your conference stay into a mini-vacation – Palm Springs is a short drive from the Los Angeles area, San Diego – basically you'll never really want to leave.

Omni Rancho Las Palmas Resort & Spa

41-000 Bob Hope Drive
Rancho Mirage, CA 92270-4497
(866) 423-1195
www.rancholaspalmas.com

And the best part? Through us you'll get discounted room rates! We have procured a special group rate of \$229 per night (plus tax) for attendees. To book this rate, please call Rancho Las Palmas reservation line at 1-866-423-1195 and identify yourself as a Field Service USA attendee. Rooms are limited and are on a first come, first served basis. The rate expires March 30, 2015. If you have missed this date, please inquire with the hotel as rooms may still be available.



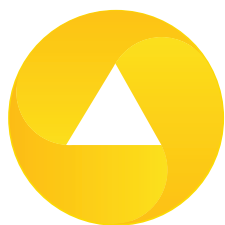
Billy Wang
Vice President Service
Schneider Electric



Joe Pinto
Senior Vice President
Technical Services
Cisco



Paul Oliver
Head of Field Services
Worldwide
Airbus



Get Inspired!

Here's a selection of your
2015 keynotes.



Jacques Blondeau
Vice President Maintenance
Services Worldwide
Embraer



Johannes Emmelheinz
President Rail Services
Siemens





























Dave Baker
Senior Vice President of Field
Services
DirectV

2015 Speaking Faculty

Field Service USA's largest speaking faculty ever - 100+ service leaders!

- | | | | |
|---|--|--|--|
|  | Johannes Emmelheinz
President Rail Services
Siemens |  | Chet Coates
Vice President Business Development Global Repair
Sanmina |
|  | Tom York
CEO
Essintial Enterprise Solutions |  | Billy Wang
Vice President Service Operations
Schneider Electric |
|  | Paul Oliver
Head of Field Services Worldwide
Airbus |  | James Mylett
Senior Vice President Service
Comfort Systems USA |
|  | Greg Manganello
Senior Vice President & Head of Services
Fujitsu Network Communications |  | Sudipto Ghosh
Executive Director Services
Lenovo |
|  | Art McGinn
Senior Vice President Service
Canon Solutions America |  | Wade Brown
Vice President Field Service
Roche Diagnostics |
|  | Jacques Blondeau
Vice President Maintenance Services Worldwide
Embraer |  | John Krill
Vice President Operations
Ainsworth Inc. |
|  | Andrew Kovach
Vice President US Life Cycle Services
ABB Inc. |  | Randy Daughtry
Vice President Services
Xerox |
|  | Joe Pinto
Senior Vice President Technical Services
Cisco |  | Syd Briggs
General Manager
Steele-Waseca Cooperative Electric |
|  | Amos Schneller
Vice President Customer Service and Technical Services
Medivators |  | Terry Cain
Vice President Global Customer Engagement
Avnet |
|  | Dave Baker
Senior Vice President Field Services
DirecTV |  | Kerry Caylor
Vice President Business Development, Global Client Care
Pitney Bowes |
|  | Julius Chepey
CIO
API Group |  | Srdjan Mucibabic
Vice President Customer Support
Husky Injection Molding Systems |

	David Douglas Vice President Service Management Scientific Games		Scotty Benda Vice President & General Manager Ciena Global Services and Support
	Michael Bielemowicz Executive Vice President Glory Global Solutions		Chris Westlake Vice President Service Gerber Scientific
	Tim Spencer Vice President Customer Experience WMS Gaming		Angela Collins Regional Vice President Service Comfort Systems USA
	Ken Walsh Vice President Engineering & Operations London Hydro		Eric Helmstetter Vice President Customer Care Alliance Machine Systems International
	Dane Taival Vice President Service & Contracting Trane		Bob Nelson Vice President, Aftermarket Parts and Customer Service Ray Lindsey Company
	Roger O'Connor Vice President & General Manager Product Support Gosiger		Ron Zielinski Global Customer Service Leader Coherent
	Buddy Saucier Vice President Service & Security & Fire Operations Johnson Controls		Mary Jo Bitner Executive Director, Center for Services Leadership Arizona State University
	Jerome Piche Vice President Service bioMerieux		Rhonda Monks Field Service Director CNH Industrial
	Jack Hager Vice President Operations Pendum, LLC		Mark Moran Director Operations Intrado
	Patricia Rash Vice President Remote Technical Support Operations Xerox		Edward Defraime Region Director Customer Care Coca-Cola
	Gerald Norz Vice President Global Operations MEGTEC Systems		Jeff Zirker Senior Director Global Technical Center Cisco
	Dan Sullivan Vice President Service Parata Systems		Thomas Grosskopf Director Global Commercial Services Abbott Medical Optics
	Thomas Fry Vice President Customer Care Zeiss		Stephen Abate Service Director Americas Edwards

	<p>Michael Saiphoo Director Customer Care Americas Intech Process Automation</p>		<p>Len VanderHulst Global Services & Support Leader Mettler Toledo</p>
	<p>Dave McCoy Director Technical Service Ariel Corporation</p>		<p>Simon Wooley Manager National Field Services Sunrun</p>
	<p>Brad Nagel Director Customer Care & Field Operations Toro</p>		<p>Lorraine Sikorski Customer Services Director Sasktel</p>
	<p>Sandra Fornasier Global Director of Customer Experience Ciena</p>		<p>Eric Paulik Senior Director, Global Field & Customer Service Spectranetics</p>
	<p>Steve Meyers Director Central US Field Service Vivint</p>		<p>Greg Parker Director Customer Care Trane</p>
	<p>Charles Hughes Director Field Services Walgreens</p>		<p>Steve Snedegar Director Service Sales North America Simplex Grinnell</p>
	<p>Vasiliy V. Krivtsov PhD, Sr. Staff Technical Specialist The Ford Motor Company</p>		<p>Brian Lindsay Storm Team Director Alabama Power</p>
	<p>Mike Lynn Director of Customer Support Operations Automated Packaging</p>		<p>Piyush Modi Head of Collaboration and Mobile Research Labs GE</p>
	<p>Tony Pesch Senior Director, Customer Support & Services Thales Group</p>		<p>Christopher Dann Service Director Durst Image Technology</p>
	<p>Kevin Young Director Service Munters</p>		<p>Cathy Brewer Services Marketing Manager FEI</p>
	<p>Phil Severe Director Product Support & Repair Services BD Biosciences</p>		<p>Marlin Morales Senior Service Consultant Bosch Rexroth</p>
	<p>Mike Conley After Sales Director BOMAG Americas</p>		<p>Gregg French Service & Dealer Development Manager Kawasaki Construction Machinery</p>
			<p>Brian McMillin Technology Manager, Customer Services Field Southern California Gas Company</p>



Scott Tarran
 Manager Service Operations
Bruker AXS



Marty Moses
 Senior Manager Customer
 Response
Bombardier Aerospace



Doug Kint
 Senior Project Manager
Lockheed Martin



Dan Schiess
 National Service Manager
 Customer Care
Fluid Management



Logan Brubaker
 Senior Manager Service
 Productivity & Programs
Simplex Grinnell



Shawn LaRocco
 Director of Service, Diagnostic
 Imaging
GE Healthcare



David Thomas
 Vice President Services
Ingersoll Rand



Joel Chait
 Director of Sales
ISC Group



Linda Woodford
 Head of Global Field Service
Swisslog



Bonnie Swaney
 Americas Service Manager
HP



Jim Crowl
 Vice President Service
ABB



Chris Gera
 Vice President Service
Vivint



Patrick Webb
 Director of Product Support
Thrustmaster



Bill Fusco
 Service Leader
Caterpillar



Curt Hill
 Vice President Technical
 Services
Cisco



Scott Wooden
 Field Services Manager
Card Monro



Greg Gauthier
 Director of Sustainability and
 Product Research
Lamar Advertising



“Many thanks for yet another successful conference! WBR’s Field Service conference is one of the best professional forums I’ve attended. It’s impeccably organized in terms of facilities, support, communication and also the content (a distinguished list of speakers, high quality presentations, and facilitated professional exchange). Overall, the conference was a very useful and meaningful spending of my time.”

- Vasily V. Krivtsov, Ph.D.,
Senior Staff Technical Specialist, Reliability & Risk Analysis, **Ford Motor Company**

Agenda-At-A-Glance

[Click Here For The Full Performance Workshop Day Agenda](#)

Performance Workshop Day, April 20th

9:00	Continental Breakfast & Registration		
9:55	Welcome Remarks Jarrett Spagnoli, Head Of Production, WBR	Welcome Remarks Jonathan Massoud, Divisional Director, WBR	Welcome Remarks Jen Montgomery, Executive Director, Field Service
10:00	IceBreaker		
10:05-11:05	WORKSHOP A: Strategies for Fighting and Thriving with 3rd Party Parts Suppliers Ron Zielinski, Global Customer Service Leader, Coherent	WORKSHOP B: Developing Highly Effective Front-Line Leadership Teams Ed DeFraine, Region Director Customer Care, Coca-Cola	WORKSHOP C: Providing Value Added Services To Existing Clients Kerry Caylor, Vice President Business Development Global Customer Care, Pitney Bowes
11:10-12:10	WORKSHOP D: Addressing The Strategic Choices Necessary For Service Transformation Michael Anderson, Senior Director Solutions Management, PTC	WORKSHOP E: Uncovering And Solving Today's Challenges In Implementing A Mobility Strategy Jeremy Gold, Manager of Strategic Business Alliances, SOTI , Scott Andrews, Strategic Account Manager, SOTI , Mark Stevenson, Strategic Account Manager, SOTI	WORKSHOP F: Field Service Assessment Workshop: How Does Your Organization Stack Up? Patrice Eberline, Vice President Global Customer Transformation, ServiceMax
12:10	Luncheon		
1:10-2:10	WORKSHOP G: Envisioning The Future Of Field Services Piyush Modi, Head of Collaboration & Mobile Research Labs, GE Global Research , Douglas Roth, Director Global Partner Management & FLM, Ciena	WORKSHOP H: Attaining Magical Realism In Customer Service Syd Briggs, General Manager, Steele-Waseca Cooperative Electric	WORKSHOP I: Accelerating Service Growth Chris Westlake, Vice President Global Service, Gerber Scientific
2:10	Afternoon Networking & Refreshment Break		
2:50-3:50	WORKSHOP J: Streamlining Workflows With Field Service Mobility Tools Jeff Morris, Vice President Marketing, Trimble	WORKSHOP K: Sustainable Technology Transformation ROI Through People & Process Optimization Bryan Ward, EVP Sales & Business Development, Diabsolut & Chris Gera, Vice President Service, Vivint	WORKSHOP L: Navigating The Changing Landscape Of Field Service In The Era Of Connected Devices Abhay Mahagaokar, Senior VP and Head Manufacturing, Distribution, Logistics, iGate
3:55-4:55	WORKSHOP M: Four Keys to Commercial Service Success Cathy Brewer, Services Marketing Manager, FEI	WORKSHOP N: Achieving The Perfect Workday Marlin Morales, Senior Service Consultant, Bosch Rexroth	WORKSHOP O: Exploring The Benefits Of IoT Tom York, CEO, Essential Enterprise Solutions
5:00	Speakeasy Party hosted by FieldSolutions		

Agenda-At-A-Glance

Main Day One, April 21st: Service Model Innovation

[Click Here For The Full Main Day One Agenda](#)

7:15	Continental Breakfast & Registration	12:15	Roundtable Ideas Xchange
8:00	Welcome Remarks Jen Montgomery, Executive Director, Field Service		<ul style="list-style-type: none"> • Table 1: Identifying Areas Of Extra Value For Customers To Maximize Retention And Customer Loyalty Hosted by Amos Schneller, Vice President Customer Service and Technical Services, Medivators • Table 2: Balancing Business Requirements Against Customer Needs/Satisfaction Hosted by Eric Paulik, Senior Director, Global Field & Customer Service, Spectranetics • Table 3: Driving Customer Loyalty By Reducing Customer Effort Hosted by David Douglas, Vice President Service Management, Scientific Games • Table 4: Scheduling Onsite Manager Visits To Improve Technician Productivity & Customer Loyalty Hosted by Gregg French, Service & Dealer Development Manager, Kawasaki Construction Machinery America • Table 5: Overhauling Field Operations with Driver Centric Data Hosted by an executive from Fleetmatics • Table 6: Service Innovation & Transformation Hosted by Tony Solano, GM & Senior VP Americas Sales, CoreSystems • Table 7: Best Practices In Employee Training Hosted by Scott Tarran, Manager Service Operations, Bruker AXS • Table 8: What Do You Need To Build A Mobility Strategy? Hosted by Scott Andrews, Strategic Account Manager, SOTI • Table 9: Interest, Benefits And Traps Of Rolling Out A CRM For Service Hosted by Jerome Piche, Vice President Service, bioMerieux • Table 10: TBD Hosted by Mike Lynn, Director of Customer Support Operations, Automated Packaging • Table 11: Overcoming Obstacles In Adopting Predictive Maintenance Hosted by Kyle Herring, Vice President Marketing, TerraXML • Table 12: TBD Hosted by Charlie Isaacs, VP & CTO for Customer Connection, Salesforce
8:05	Chairperson’s Opening Address Vince Beacom, EVP Sales, Verisae		
8:20	Capturing Value Creation With Customer Outcome-Based Services Joe Pinto, Senior Vice President Technical Services, Cisco		
8:40	Creating Loyal Customers Through Enhanced Customer Education Jacques Blondeau, Vice President Maintenance Services Worldwide, Embraer		
9:00	Differentiating Your Service To Demonstrate Superior Value Greg Manganello, Senior Vice President & Head Of Services, Fujitsu Network Communications		
9:20	Master Your Moment of Customer Engagement Stephen Timms, President Americas, ClickSoftware		
9:45	How To Define New Business Models To Generate Additional Revenue Based On New Data-Based Services Herbert Padinger, Vice President Customer Support, Siemens Mobility		
10:05	Morning Refreshment & Networking Break In The Solutions Zone		
11:05	Fleetmatics Presents: Overhauling Field Operations with Driver Centric Data An executive from Fleetmatics		
11:25	PANEL DISCUSSION: A Cross-Functional Perspective On Effective Service Offerings Joe Pinto, Senior Vice President Technical Services, Cisco Gopal Narasimhan, Marketing Manager Global SupplyChain Services & Market Development, FedEx Art McGinn, Senior Vice President Service, Canon Julius Chepey, CIO, API Group Cathy Brewer, Services Marketing Manager, FEI		
12:05	Ten Minute Stretch	1:15	Luncheon

	TRACK A: ADDING VALUE THROUGH THE CUSTOMER EXPERIENCE	TRACK B: ADDING VALUE THROUGH WORKFORCE MANAGEMENT	TRACK C: ADDING VALUE THROUGH TECHNOLOGY INNOVATION
2:15	<p>Welcome Remarks Jarrett Spagnoli, Head Of Production, WBR</p>	<p>Welcome Remarks Jonathan Massoud, Divisional Director, WBR</p>	<p>Welcome Remarks Jen Montgomery, Executive Director, Field Service</p>
2:20	<p>Chairperson’s Opening Address Randy Reynolds, Vice President Product Marketing, ServiceMax</p>	<p>Chairperson’s Opening Address An executive from Fleetmatics</p>	<p>Chairperson’s Opening Address John Snow, Vice President Marketing & Strategic Alliances, CaseBank Technologies</p>
2:30	<p>The Human Side Of Field Service: Why People Matter David Baker, Senior Vice President Field Services, DirecTV</p>	<p>The Evolution of “Good Neighbor” Service Katinka Bryson, Agency Vice President, State Farm Insurance</p>	<p>Are You Ready For This: The Advent Of IoT, Mobility And Related Technology Advancements Tom York, CEO, Essential Enterprise Solutions</p>
2:50	<p>Drive Field Service Revenue by Connecting Service with Sales: Insights from the 2014 WBR Field Service Study Meredith Bixler, Solutions Consultant, Canon Information and Imaging Solutions</p>	<p>Astea Presents: Make The Most Out Of Mobile Julius Chepey, CIO, API Group</p>	<p>Closed-Loop Support: Cleansing IOT For Real World Actions John Snow, Vice President of Marketing and Strategic Alliances, CaseBank Technologies</p>
3:20	<p>Modernizing Technical Service Delivery Patricia Rash, Vice President Remote Technical Services, Xerox</p>	<p>Transforming Maintenance To Improve Customer Service Dane Taival, Vice President Service & Contracting, Trane</p>	<p>Mobile Solutions for Storm Restoration Efforts Brian Lindsay, Storm Team Director, Alabama Power</p>
3:40	<p>Driving Customer Loyalty By Reducing Customer Effort Jeff Zirker, Senior Director Global Technical Center, Cisco</p>	<p>Enhancing The Customer Lifecycle By Commercializing Service Operations Jack Hager, Vice President Operations, Pendum LLC</p>	<p>The Technician Of The Future, Today: How And Why To Reap The Benefit Of Technology-Driven Technicians Greg Parker, Director Customer Care & Field Development, Trane</p>
4:00	Afternoon Networking & Refreshment Break		
4:55	<p>PANEL DISCUSSION: Uncovering Hidden Customer Demands To Deliver Superior Service & Support Charles Hughes, Director Field Services, Walgreen Co. Charlie Isaccs, VP & CTO for Customer Connection, Salesforce Doug Kint, Senior Project Manager, Lockheed Martin MST Wade Brown, Vice President Field Service, Roche Diagnostics Curt Hill, Vice President Technical Services, Cisco</p>	<p>PANEL DISCUSSION: Shaping An Employee Value Proposition That Drives Loyalty Dan Sullivan, Vice President Service, Parata Systems Gerald Norz, Vice President Global Operations, MEGTEC Systems Andrew Kovach, Vice President US Life Cycle Services, ABB Inc</p>	<p>PANEL DISCUSSION: Developing An End-To-End Technology Roadmap John Krill, Vice President Operations, Ainsworth Inc Brian McMillin, Technology Manager, Customer Services Field, Southern California Gas Company Kelly Frey, Vice President Marketing, Telogis Ryan Crandell, Business Director, LoJack</p>

5:35	Highlighting The Importance Of Customer Sensitivity Dave McCoy, Director Technical Service, Ariel Corporation	Case Study: Toro's Journey To Customer Service Excellence Brad Nagel, Director Customer Care & Field Operations, Toro	Optimization of Preventive Maintenance Schedules in Field Service Operations Vasily V. Krivtsov, PhD, Senior Staff Technical Specialist, Ford Motor Company
5:55	Around The World Gala		

Agenda-At-A-Glance

Main Day Two, April 22nd : Understanding The Human Side Of Field Service

[Click Here For The Full Main Day Two Agenda](#)

7:30	Continental Breakfast & Registration In The Solutions Zone	11:05	The Road To Modern Field Service Jeffrey J. Wartgow, Director, Product Management, Oracle
8:20	Welcome Remarks Jen Montgomery, Executive Director, Field Service	11:25	PANEL DISCUSSION: Beyond Giving Back: Exploring The Benefits Of Community Engagement Chris Westlake, Vice President Service, Gerber Scientific Jeff Zirker, Senior Director Global Technical Center, Cisco Ed DeFraine, Region Director Customer Care, Coca-Cola
8:25	Chairperson's Opening Address Steve O'Brien, Marketing, Pega Mobility, Pegasystems	12:05	Ten minute stretch
8:40	Promoting Service Agreement Retention Through Targeted Customer Care Michael Bielemowicz, Executive Vice President, Glory Global Solutions	12:15	Roundtable Ideas Xchange <ul style="list-style-type: none"> • Table 1: People Retention - How Does Your Company Retain Top Service Talent? Hosted by Jim Crowl, Vice President Service, ABB • Table 2: Service Issue Resolution: Closing The Loop Effectively To Address Quality At The Source Hosted by Srdjan Mucibabic, Vice President Customer Support, Husky Injection Molding Systems • Table 3: The Impact of the Internet of Things on Service Hosted by Michael Anderson, Senior Director Solutions Management, PTC • Table 4: Vehicle As A Mobile Network: Opportunities Abound For Service Fleets Hosted by Kelly Frey, Vice President Product Marketing, Telogis • Table 5: Creating Customer Loyalty Hosted by Bob Nelson, Vice President, Aftermarket Parts and Customer Service, Ray Lindsey Company
9:00	Creating A Signature Service Experience: Enabling Technicians To Do More Onsite Billy Wang, Vice President Service Operations, Schneider Electric		
9:20	Vehicle As A Mobile Network: Opportunities Abound For Service Fleets Kelly Frey, Vice President Product Marketing, Telogis		
9:40	Exploring The Future of Field Services Chris Watkins, Director of Field Service, Airbus		
10:00	Morning Refreshment & Networking Break		
10:45	Increasing Customer Participation With Enhanced Remote Support Capabilities Buddy Saucier, Vice President Service & Security & Fire Operations, Johnson Controls		

- **Table 6: Helping Technicians Sell Parts** Hosted by Eric Helmstetter, Vice President Customer Care, **Alliance Machine Systems International**
 - **Table 7: Managing & Leading A Global Field Force** Hosted by Scott Wooden, Field Services Manager, **Card Monroe**
 - **Table 8: Are You Ready For This: The Advent Of IoT, Mobility And Related Technology Advancements** Hosted by Tom York, CEO, **Essential Enterprise Solutions**
 - **Table 9: Ensuring Health And Safety Program Development Keeps Pace With The Technology Paradigm Shift** Hosted by Ken Walsh, Vice President Engineering & Operations, **London Hydro** 1:15
 - **Table 10: Should You Hire An Engineer With Superior Technical Skills Or One with Superior People Skills?** Hosted by Tim Spencer, Vice President Customer Experience, **WMS Gaming**
 - **Table 11: The Road To Modern Field Service** Hosted by Kayleigh Fitch, Product Manager, **Oracle**
 - **Table 12: Exploring Talent Management** Hosted by Patrice Eberline, Vice President Global Customer Transformation, **ServiceMax**
- Innovation Spotlight**
An executive from Comarch
- Luncheon** 1:25

	TRACK A: PREPARING FOR TOMORROW'S WORKFORCE	TRACK B: ADDING VALUE THROUGH KNOWLEDGE MANAGEMENT	TRACK C: ADDING VALUE THROUGH SERVICE OPTIMIZATION
2:15	<p>Welcome Remarks Jen Montgomery, Executive Director, Field Service</p>	<p>Welcome Remarks Jonathan Massoud, Divisional Director, WBR</p>	<p>Welcome Remarks Jarrett Spagnoli, Head of Production, WBR</p>
2:20	<p>Chairperson's Opening Address Jeff Oskin, President, Jolt Consulting</p>	<p>Chairperson's Opening Address Jonathan Berman, CEO, Kextil</p>	<p>Chairperson's Opening Address Aly Pinder, Senior Research Analyst, Service Management, Aberdeen Group</p>
2:30	<p>Ensuring Employee Safety In A Truck Based Service Business James Mylett, Senior Vice President Service, Comfort Systems USA</p>	<p>How Enforcing A Strong Process Culture Maximises Top Quality Customer Service From Your Field Service Engineers Linda Woodford, Head of Global Field Service, Swisslog</p>	<p>Improving The Field To Management Connection: Increasing Utilization And Morale Patrick Webb, Director of Product Support, Thrustmaster of Texas</p>
2:50	<p>The Impact Of The Internet Of Things On Service Strategy Ron Salvador, Director SLM Business Development, PTC</p>	<p>Intelligent Field Service Scheduling Karl Hohmann, Vice President Sales North America, ServicePower</p>	<p>How Labor As A Service Builds Field Service Capabilities Mac Lewis, CEO of FieldSolutions; Tom York, CEO of Essential; Neil Dimond, Vice President Americas Field Services, Pitney Bowes; Jim Harper, Vice President of Services, America, Mitel; Led by Stephanie Williams, President, ignite Marketing</p>

3:20	<p>Determining The Optimal Level of FSE Utilization Gerald Norz, Vice President Global Operations, MEGTEC Systems</p>	<p>Structuring Skills Assessments For Technicians Michael Saiphoo, Director, Intech Process Automation</p>	<p>Maintaining Field Service Quality Through A Dealer Partnership Rhonda Monks, Field Service Director, CNH Industrial</p>
3:40	<p>Afternoon Networking & Refreshment Break</p>		
4:35	<p>PANEL DISCUSSION: Best Practices In Hiring New Service Talent Chris Westlake, Vice President Service, Gerber Scientific Steve Meyers, Director Central US Field Service, Vivint Christopher Dann, Service Director, Durst Image Technology</p>	<p>PANEL DISCUSSION: Troubleshooting The Struggles Of An International Service Organization Len VanderHulst, Global Services & Support Leader, Mettler Toledo Joel Chait, Director of Sales, ISC Group Michael Bielamowicz, Executive Vice President, Glory Global Solutions</p>	<p>PANEL DISCUSSION: Maintaining Growth While Meeting Customer Expectations Thomas Fry, Vice President Customer Care, Zeiss Angela Collins, Regional Vice President Service, Comfort Systems USA Simon Wooley, Manager Field Services, Sunrun Syd Briggs, General Manager, Steele-Waseca Cooperative Electric Sandi Thomas, Vice President Strategic Alliances, FieldAware</p>
5:15	<p>Cigars & Cocktails Reception</p>		

Agenda-At-A-Glance

Main Day Three, April 23rd: Creating Additional Value Through Service

[Click Here For The Full Main Day Three Agenda](#)

8:30	<p>Continental Breakfast & Registration</p>	10:05	<p>PANEL DISCUSSION: Enacting Customer Transparency: A Necessary Evil Or Too Much Information? Marty Moses, Senior Manager Customer Response, Bombardier Aerospace Tony Pesch, Senior Director Customer Support & Services, Thales Group Dan Schiess, National Service Manager Customer Care, Fluid Management Inc. Mike Conley, After Sales Director, BOMAG Americas</p>
9:10	<p>Welcome Remarks Jen Montgomery, Executive Director, Field Service</p>		
9:15	<p>Chairperson's Opening Remarks</p>		
9:25	<p>Profiting From Services & Solutions: What Product-Centric Firms Need To Know Mary Jo Bitner, Executive Director Center for Services Leadership, Arizona State University</p>		
9:45	<p>The Road To Customer Centricity Terry Cain, Vice President Global Customer Engagement, Avnet</p>		

10:45	Effective Capacity Planning During Periods Of Rapid Growth Sudipto Ghosh, Executive Director Services, Lenovo	1:35	Exploring The Benefits Of Regional Versus Local Support Stephen Abate, Service Director Americas, Edwards
11:05	Morning Refreshment & Networking Break	1:55	The Benefits Of Partnering With An Outsource Repair Provider Mike Reynolds, Senior Director of Business Development, Sanmina
11:35	Ensuring Effective Communication With A Deployed Field Force Randy Daughtry, Vice President Services, Xerox	2:15	Parts Optimization: When Just-In-Time Is Too Late Kevin Young, Director Service, Munters
11:55	Remodeling The Customer Relationship: Reinforcing A True Partnership Scotty Benda, Vice President & General Manager, Ciena Global Services & Support	2:35	Supporting Your Customer In A New Geography (Latin America A Case Study) Joel Chait, Director of Sales, ISC Group
12:15	Managing An Overbearing Sales Force Steve Meyers, Director Central US Field Service, Vivint	2:45	Soft Skills Training for Front Line Field Service Personnel Bill Fusco, Service Operations Consultant, Caterpillar Inc.
12:35	Luncheon	2:55	Close of Field Service USA



“I have been participating in the Field Service USA conference for 6 years and I’ve noticed that the community has grown not only in size, but the participants have an increased depth of knowledge particularly in the aspects of the arts and science of service.”

Alon Sagie, Service Product Line Head, Applied Materials



Let Us Show You The Solutions You Need To Succeed

Identifying the right technologies for your business is critical. Field Service USA is your opportunity to connect with leading technology solutions that will increase your bottom line. Our Solutions Zone is your one-stop-shop for technology to improve service operations. Whether your goal is to improve customer experience, increase field mobility or optimize remote support, we'll make sure you that we showcase only the most relevant and innovative solution providers for you to meet and evaluate.

Interested In Sponsoring Field Service USA? Contact Rachel Today!

Rachel is here to put together a customized sponsorship package that will ensure your solution reaches the people you want it to reach. Contact Rachel today!



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Astea International

www.astea.com

Astea International (NASDAQ: ATEA) is a global provider of software solutions that offer all the cornerstones of service lifecycle management, including customer management, service management, asset management, reverse logistics management and mobile workforce management. Astea's solutions link processes, people, parts, and data to empower your team and provide the agility you need to achieve sustainable value in less time, and successfully compete in a global economy. Since 1979, Astea has been helping more than 400 companies achieve new levels of service excellence. To learn more visit: www.astea.com. Service Smart. Enterprise Proven. Check out the latest news from Astea here: <http://bit.ly/ZOYuKT>



CaseBank

www.casebank.com

CaseBank technology provides troubleshooting, reliability and defect trend analysis so engineering and service teams can accelerate equipment repair, increase uptime, reduce warranty costs and enhance product support and performance. CaseBank captures field technician experience, guides the troubleshooting process and connects it to repair procedures and parts catalogs so OEM customers and support personnel get fast, accurate answers for equipment failures. CaseBank solutions capture and apply previous maintenance experience to improve

- turnaround time (return-to-service)
- repair quality (first-time fix rate/FTFR)
- warranty exposure (no-fault-found/ NFF and unscheduled removals/ UR)
- cost of service (labor)
- cost of parts (inventory and logistics)
- customer support (brand perception and loyalty)
- product support (call center)
- maintenance collaboration (engineering)
- product reliability (failure reporting and corrective action/FRACAS)

CaseBank's tools support unscheduled maintenance activities in a variety of industries, including aircraft manufacturing, commercial aviation, automotive, heavy equipment, high technology and transportation.



ClickSoftware

www.clicksoftware.com

ClickSoftware is the leading provider of automated workforce management and optimization solutions for every size of field service business. Our portfolio of solutions, available on demand and on premises, create business value through higher levels of productivity, customer satisfaction and operational efficiency. Our patented concept of 'continuous planning and scheduling' incorporates customer demand forecasting, long and short term capacity planning, shift planning, realtime scheduling, mobility and location-based services, as well as on-going communication with the consumer on the expected arrival time of the service resource.



coresystems

www.coresystems.ch

coresystems is an award-winning cloud-based mobile business solutions company. The company builds innovative platforms, tools and applications that enable small, medium and large companies to effectively manage their business processes and better serve their customers. Over 120,000 users throughout the world in a range of industries use coresystems' apps to quickly navigate, capture, record and report on highly complex business processes. In addition, coresystems has a team of qualified consultants to guide complex ERP projects to find solutions that best fit customer needs. Headquartered in Windisch, Switzerland, coresystems was founded in 2002 and currently has several offices around the world, including London, New York, Sao Paulo and Shanghai.



Dell

www.dell.com

Dell listens to customers and delivers innovative technology and services that give them the power to do more. Forging close partnerships with governments at all levels, Dell helps governments address complicated problems with open, capable and affordable IT solutions. For more information, visit www.dell.com.



Diabsolut

www.diabsolut.com

Diabsolut is a solution integration & consulting partner offering a complete suite of solutions across strategy, operations & technology that support business transformations. Our core technology expertise is in Workforce Management with ClickSoftware, Client Relationship Management with Salesforce.com & Enterprise Mobility with SOTI. Our Management Consultants employ industry-specific experience; maximizing the potential of system integrations by optimizing people & process performance. Diabsolut's mission is to enable our clients to achieve consistent & sustainable results that exceed their industry benchmarks, in turn, making every client a reference. Founded in 2003, Diabsolut operates out of Montreal, Toronto, Boston & Regina. For more information, please visit www.diabsolut.com



FedEx

www.fedex.com

As an integrated logistics provider, FedEx SupplyChain executes solutions that leverage the FedEx transportation and information networks in commercial markets around the world. The company provides integrated FedEx services for customers with high-value products or complex supply chain requirements. FedEx SupplyChain offers specialty logistics services that include critical inventory logistics, transportation management and temperature-controlled transportation through a network of owned and managed resources – all tightly integrated via advanced IT systems. FedEx SupplyChain helps customers turn logistics management into a competitive strategy by enabling them to focus on core competencies, reduce costs and improve customer service. The company's portfolio of specialty services includes: FedEx Critical Inventory Logistics® Centralized, multi-customer fulfillment centers, a forward logistics network and a central command center, tightly integrated with the FedEx global network, to support our customers' most critical products in every region. FedEx® Fulfillment Services Services designed to leverage the advantages of multi-client, shared facilities, including 24/7 Global Distribution Centers with late-night access to FedEx Express World Hubs. FedEx® Transportation Management Optimized management of multi-carrier shipments for all modes of transportation. FedEx® Healthcare Shared Network Premium, time-definite, temperature-controlled delivery service for pharmaceutical and diagnostic industries. Recent Awards: Logistics Management Magazine: Quest



FieldAware

www.fieldaware.com

FieldAware is a made for mobile, cloud-based field service management solution. Designed with the most important member of every field service organization in mind – the technician, FieldAware’s native mobile apps (iOS and Android) are robust yet easy to use. They are the enablers that help technicians increase their productivity, generate more revenue, improve customer service, build brand recognition and customer loyalty. Architected to be infinitely extensible, FieldAware’s cloud-based architecture (no legacy server-based code) and open API (based on a RESTful architecture and JSON data interchange format) simplify integration with existing CRM, ERP and accounting systems. And when combined with our scheduling, dispatch, customer and asset management and item replenishment capabilities, deliver the industry’s most advanced field service management solution.



FieldSolutions

www.fieldsolutions.com

FieldSolutions is a leader in sourcing and management of independent third party field technician resources serving the electronics industry. Our technician sourcing and dispatch services include on-line client self-service, full service field management, and technician long-term leasing. FieldSolutions achieves quality results with flexibility and responsiveness through our automated technician sourcing and work order management tools, our experienced field service project management team, state of the art quality assurance and analytical processes, and a trained and motivated group of over 26,000 independent field technicians. FieldSolutions serves a broad range of technologies, including: PC’s, telephony, internet, cabling, POS, security, and peripheral equipment. FieldSolutions clients are leading electronics manufacturers, resellers and service providers. With a singular focus on field service management our clients trust us for their break/fix and national program requirements.



Fleetmatics

www.fleetmatics.com

Fleetmatics Group PLC is a leading global provider of fleet management solutions for small to enterprise sized businesses and is delivered as software-as-a-service (SaaS). Our solutions enable businesses to meet the challenges associated with managing local fleets, and improve the productivity of their mobile workforces, by extracting actionable business intelligence from real-time and historical vehicle and driver behavioral data. Fleetmatics Group’s intuitive, cost-effective web-based solutions provide fleet operators with visibility into vehicle location, fuel usage, speed and mileage, and other insights into their mobile workforce, enabling them to reduce operating and capital costs, as well as increase revenue. Fleetmatics serves more than 23,000 customers, with over 500,000 subscribed vehicles worldwide.



IFS

www.ifsworld.com/en-na

IFS is the recognized leader in field service management and asset management software. IFS offers software to manage teams of mobile technicians, including customer relationship management (CRM), mobile service, parts management, contract management, scheduling and maintenance repair and overhaul (MRO). Whether you manage a field service workforce handling high volumes of calls each day or technicians on longstanding and complex repair, refit or overhaul engagements, IFS has software to facilitate your business. IFS supports its more than 2,000 customers and 800,000+ users from offices in more than 50 countries. IFS, a public company (OMX STO: IFS) was founded in 1983.

**Jolt Consulting Group**

www.joltconsultinggroup.com

Jolt Consulting Group was formed based on a simple premise; service is the great differentiator. We believe in the fiber of our being that delivering outstanding customer service is a prerequisite for achieving business excellence. The data is overwhelming. Think about a company or product you admire. What is it about that company or product that resonates with you? Chances are it is because of the service you receive. Conversely think about those companies or products that frustrate you. Why are you frustrated? Chances are it is because their services is lacking or flawed.

Our clients partner with us because our unparalleled domain expertise yields savings for our clients, while helping to grow their businesses. We are passionate about improving customers experiences and our passion seeps into all we do and provide.

**Kextil**

www.kextil.com

Kextil is a breakthrough solution that improves the quality of service delivery. Kextil will help your entire field organization perform as well as the top 10%; eliminate 100% of the time required to complete service reports; build knowledge by gathering an exact understanding of the actual work performed on the job; ramp technicians to proficiency is significantly less time. Kextil's speech recognition based solution makes it the first solution meant to be used while the technician is actually performing service work. Our solution places a virtual administrator and virtual supervisor on the shoulders of every field technician. This makes Kextil uniquely capable of capturing analytic insight that enables you to understand exactly why and how valuable resources are being spent in the field. With Kextil you will be able to drive compliance with best practices, workforce utilization and ultimately customer satisfaction to levels that were previously unimagined.

**Librestream**

www.librestream.com

Librestream gives you a live Virtual Presence in the field with the Onsite enterprise mobile video collaboration system. Through Onsite, your experts can instantly assess remote environments and tools to help field workers make accurate decisions without ever leaving the office.

The Onsite system includes collaboration software for smartphones, tablets and PCs as well as rugged wireless video devices built for extreme environments. Optimized to perform in real world field situations, Onsite provides a uniquely interactive experience and the advanced tools needed for experts to inspect, diagnose, and help field workers solve complex problems remotely. Unlike consumer video chat solutions, Onsite provides enterprise-grade security and control, optimized performance for ultra-low bandwidth settings and a highly interactive experience with live video, audio, onscreen drawing, image sharing, remote control capabilities and much more.

**LoJack**

www.lojack.com/fleet

LoJack Fleet Management is a comprehensive GPS-based advanced telematics system designed for tracking and managing fleets ranging from 5 to 5,000 vehicles. It's ideal for all your U.S. fleet tracking needs! LoJack Fleet Management can be customized to fit the business needs of a wide range of companies in diverse industries. LoJack Fleet Management can provide Business Intelligence and GPS insight that allows fleet managers to achieve a wide range of operational efficiencies – maximizing fuel economy, minimizing driver/ labor costs, extending fleet vehicle life cycle, optimizing customer service, and ultimately, boosting your business' productivity and profitability.

**Oracle**

www.oracle.com

Oracle's Service Cloud strengthens relationships with your customers by providing a platform for optimizing engagements, improving service consistency, and ensuring repeatable quality for every single service engagement. Oracle will make your brand stand out with the most complete cross-channel customer experience, combining leading technologies for Web, Social, Mobile, Contact Center and Field Service. By guiding customers to relevant content and empowering them to answer their own questions, you deliver a differentiated customer service experience that builds loyalty. For more information, please visit our website.

**Pegasystems**

www.pega.com

Pegasystems delivers secure, reliable, mobile apps for the world's largest companies in the most demanding environments. Pega Mobility is built on the powerful Pega 7 application development platform, enabling global enterprises to build and manage integrated, run-the-business mobile apps that get to market quickly and are extremely adaptable to change. The company helps organizations mobilize crucial business processes from the front office to the field. Visit us at <http://www.pega.com>.

**PTC**

www.ptc.com

PTC offers manufacturers, service providers and equipment operators a comprehensive system for Service Lifecycle Management (SLM) that provides a consolidated view into the extended service network and connects the planning, delivery and analysis of service. PTC's complete system for service gives organizations the unique ability to make full use of service intelligence – which includes the knowledge on how products and service are intended to perform, up-to-date product configurations and service information history – to enable smarter decisions at the point of service and continuous improvement across the product's entire lifecycle. PTC's strong service and product domain expertise and best-in-class SLM technology solutions empowers companies to transform themselves into strategic service organizations that drive growth, profitability and customer value. For more information on PTC solutions for Service Lifecycle Management, please visit www.ptc.com/go/service.



ServiceMax

www.servicemax.com

ServiceMax is the only complete suite of cloud-based, social and mobile field service applications. ServiceMax gives companies unprecedented capabilities in field service to increase revenue, perfect field service delivery, and delight customers. Companies use ServiceMax to manage the entire field service process including scheduling, parts and contracts. Customers include large enterprises such as Dupont, Elekta, and Electrolux, and smaller companies such as McKinley Equipment and Kinetico. For more information go to www.servicemax.com.



ServicePower

www.servicepower.com

ServicePower (AIM: SVR), is the only global company that provides a complete mobile field management platform enabling clients to utilize both employed and contracted resources, and control all elements of the job life cycle, from opportunity to execution to analysis. We offer a range of integrated software products that are used by leading manufacturers, third party administration, insurance, and telecommunications companies, to schedule mixed channel resources, including employees, contractors or open market field resources.



ServiceStrategies

www.servicestrategies.com

Service Strategies - Company Description Service Strategies advances service excellence by helping companies deliver the highest quality service and support to their clients. The world's leading service providers have adopted Service Strategies' Service Capability & Performance (SCP) Standards as their road map to service excellence and benchmark measure of success. In addition, thousands of service professionals around the world have enhanced their skills through participation in the company's training and certification courses, while its strategic advisory and consulting services are helping industry leading service organizations optimize business operations and achieve substantial performance gains. For more information about Service Strategies, visit www.servicestrategies.com



Software AG

www.softwareag.com/us/default.asp

Software AG helps organizations achieve their business objectives faster. The company's big data, integration and business process technologies enable customers to drive operational efficiency, modernize their systems and optimize processes for smarter decisions and better service. Building on over 40 years of customer-centric innovation, the company is ranked as a leader in 15 market categories, fueled by core product families Adabas and Natural, ARIS, Terracotta, webMethods and also Alphabet and Apama. Learn more at www.softwareag.com/na



SOTI
www.soti.net

SOTI is the world’s most trusted provider of Enterprise Mobility Management (EMM) solutions, with over 12,000 enterprise customers and millions of devices managed worldwide. SOTI’s innovative portfolio of solutions and services provide the tools organizations need to truly mobilize their operations and optimize their mobility investments. SOTI’s flagship product, MobiControl, allows enterprises to enable, optimize and secure their mobile workforce across all platforms to support corporate-liable and Bring Your Own Device (BYOD) policies. SOTI extends secure mobility management beyond basic MDM to provide a total, flexible solution for comprehensive management and security of all mobile devices deployed in an organization.



Telogis
www.telogis.com

Telogis provides a cloud-based location intelligence software platform that has a transformative effect on the way businesses optimize their mobile assets and critical data. The Telogis platform is about delivering mission-critical, actionable information for companies with mobile workforces and continues to set the standard for global location intelligence. Telogis has a consistent track record of global growth and innovation, and we continue to build a world-class list of enterprise customers by providing exceptional products and service. Telogis is dedicated to enhancing the value of its customers’ businesses through intelligent integration of location technology, information and services.



Trimble
www.trimble.com/fsm

Trimble Field Service Management provides visibility into field and fleet operations so businesses can streamline efficiency and increase productivity. The Field Service Management suite includes fleet management, work management and scheduling, worker safety and mobility solutions that transform the effectiveness of work, workers and assets in the field. The cloud-based portfolio allows Trimble to offer customers industry-specific, enterprise-level solutions for exceptional performance and ease of use. For more information, visit: www.trimble.com/fsm



“We all face similar challenges managing our field service departments. This conference provides an opportunity to learn from each other. In addition, the selection of presentations and the mix of vendors were very helpful.”

Greg Fahnestock, Director of Support Services, OPEX Corporation

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Field Technologies

Field Technologies is the premier resource for the optimization of your field workers, service, and assets. Field Technologies provides service, transportation, and public works professionals with information on technologies including field service software, mobile computing hardware, RFID, and M2M. For more information, visit www.fieldtechnologiesonline.com.

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Enterprise Mobility Network

The Enterprise Mobility Network is a global community for strategic mobility decision makers. It brings together in one place a wealth of tools and resources to help professionals working in or around the area of Mobile and Wireless Technology freely access the most up to date information about the sector and to connect and collaborate with a professional community that spans continents and verticals.



Mobile Enterprise

Mobile Enterprise: Wireless solutions from the C-suite to the field. Mobile Enterprise covers the full range of the mobile workforce, from wireless infrastructure to machine-to-machine communications. Mobile Enterprise takes our readers beyond the solutions themselves, to examine the processes and strategies involved in mobilizing your workforce, managing mobile devices and infrastructure and ensuring a secure environment.



National Association of Service Managers

The National Association of Service Managers is the oldest professional nonprofit association of product service executives in the United States. Founded when service techniques were just beginning to be highly recognized as a sales and marketing tool. NASM is an organization dedicated to provide professional leadership and education to the service executive, while developing their managerial expertise in the business and organizations that they represent.

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The BirdEye team (Yahoo, Google, Amazon alumni) has created an innovative platform that powers 10,000 businesses, 12M reviews — ranging from prominent F1000 brands to SMBs. <http://birdeye.com/>

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Group Pricing for Service & Support Executives

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To secure space for your team, contact Mimi Fox at 1-416-597-4808 or email mimi.fox@wbresearch.com.

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- *Solution Providers include any service provider to service and support organizations, i.e. software vendors, technology vendors, solution providers, third party logistics providers, consultants or companies with primary revenues resulting from commissions, subscriptions and/or advertising.
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