



Turn ideas into outcomes

with Expert-Led Sessions in Delta Room B



Tuesday, August 18

8:00 – 8:45 am	Kyle Harding ALM Solution Architect Arrow Electronics, Inc. Scott Shulman Automation Evangelist Arrow Electronics, Inc.	AI Cost-Transparency for ALM: The cost of AI Consumption and Governance (aka “Tokenomics”) in Maximo	This session explores IBM MAS 9.2 Tokenomics, covering what tokens are, the factors that drive token consumption, and how AI governance frameworks help manage usage and costs. Learn through a practical customer use case that demonstrates AI-driven token consumption, planning, optimization, and business value realization.
9:00 – 9:45 am	Dan Moss VP, Consulting Operations TRM Group Ray Miciek EVP, Strategic Alliances TRM Group	Data Debt: The Silent Killer of Maximo ROI	The latest innovations in MAS are designed to drive efficiency and reliability. But there's a catch: they're only as powerful as the data behind them. Don't let poor data undermine your Maximo investment! Attend this session to explore an approachable path to unlock the full value of your system.
10:15 – 11:00 am	Omar Chaar Director of Solutions and Sales Engineering Strategic Maintenance Solutions, Inc.	Condition Based Maintenance – From Concept to Reality	By leveraging asset master data, reliability strategies, BIM/3D models through our YouBIM solution, industrial dataops and monitoring protocols through our DIME solution, and asset health, attendees will see practical and relevant examples that they can bring forward to their organization
11:15 – 12:00 pm	Andrew Carrie Director, Enterprise Asset Management (EMEA) Cohesive	When Maximo Really Matters: Delivering Asset Management in Defense and High-Consequence Environments	In this session, Cohesive shares hard-won lessons from delivering Maximo into defense and other high consequence environments, where equipment availability, safety and assurance are non negotiable & where Maximo is a critical enabler of Defense Asset Management to directly support mission outcomes.

Wednesday, August 19

8:00 – 8:45 am	Arul Varadarajan Managing Partner Sedin Technologies (EAM360)	Executing at Scale: Multilingual MAS Upgrade + Mobility Rollout for Billion Dollar Hospitality Brand	Explore how a billion dollar hospitality brand achieved a rapid, large scale multilingual MAS + Mobility go-live across five sites through a phased rollout, efficient cutover migration, and performance-focused execution
10:00 – 10:45 am	John Connell Chief Executive Officer JFC & Associates Matt Midas VP Sales and Business Development JFC & Associates	Beyond the 3D Model: Building an Operational Digital Twin with IBM Manage and MREF	Learn how to improve visibility with MAS Manage/MREF with an operational digital twin that connects assets, facilities, space, IoT, BIM, and maintenance into one trusted environment, improving decisions, productivity, and asset performance. A Picture is worth 1,000 words; a Digital Twin is priceless
11:00 – 11:45 am	Michael Marsonet Founder and President MRM-EAM Consulting Kyle Harding ALM Architect Arrow Electronics	Accelerating Maximo Innovation: Discover how an IBM Business Partner successfully leveraged the Arrow Experience Center to accelerate the development, testing, and packaging of IBM Maximo applications	Case study showing how the Arrow Experience Center accelerates Maximo app development with rapid provisioning, integrated tools, and expert support—enabling faster validation, streamlined deployment, and high-quality, scalable enterprise solutions aligned to business goals.
2:15 – 3:00 pm	Joseph Mendoza Vice President of Technical Services Interloc Solutions	Building the AI Workforce for IBM Maximo Application Suite: The Interloc Agentic AI Solution and Practical Approach	Agentic AI is transforming asset management and operations. Join Interloc Solutions to discover the Interloc Agentic AI solution for IBM Maximo Application Suite, enabling intelligent agents to automate workflows, enhance decisions, and drive operational performance.
3:45 – 4:30 pm	Srikar Ande Director of Innovation ZPro Solutions	From Data Blind Spots to a Reliability Roadmap: Before You Predict, Assess: A Repeatable APM Data-Readiness Assessment by Asset Class	Reliability programs stall on weak data, not weak tools. This demo shows a repeatable, MAS-native sprint: score APM data quality by asset class, convert it to a reliability maturity level (L1-5), and recommend the right strategy per failure mode - with a live interactive demo.