

# SERVICE RECOMMENDED AGENDA

## LEGEND



KEYNOTE



BREAKOUT SESSION



LUNCH



XTROPOLIS



SOCIAL ACTIVITY & NETWORKING EVENT

## MONDAY - May 22

**5:00 PM** "Welcome to Boston" Opening Reception

## TUESDAY - May 23

**8:00 AM** Physical Digital Convergence: The New Frontier of Innovation with Jim Heppelmann

**9:00 AM** Explore the marketplace of ideas and solutions in Xtropolis

**9:30 AM** Service Keynote

**10:30 AM** Delight Customers and Gain Their Loyalty for Life

**11:30 AM** Service Transformation: New Ways to Grow Your Business for Less

**12:15 PM** Grab a bite to eat at Lawn on D and savor local food trucks

**1:30 PM** Head over to the Digital Transformation Showcase & IoT Innovation Studio in Xtropolis

**2:15 PM** The A to Z of Parts Pricing and Inventory

**3:15 PM** Managing the World of Spare Parts

**5:15 PM** The Second Wave of the Second Machine Age with Erik Brynjolfsson

**6:00 PM** Happy Hour

**7:00 PM** Mix and mingle at local Industry Receptions | Seaport

## DON'T FORGET TO SAY HELLO TO OUR FEATURED EXHIBITORS



Cognizant

servicemax

Tech  
Mahindra



L&T Technology Services



ptc

## WEDNESDAY - May 24

- 8:00 AM Service Simulation: Taking the Guesswork Out of Service Parts Supply Chain
- 9:00 AM Head over to the Digital Transformation Showcase & IoT Innovation Studio in Xtropolis
- 9:15 AM How Augmented Reality is Really Changing OEM's Reality
- 10:15 AM Overcoming Obstacles and Defining Success on the Path to Successful Connected Service Initiatives
- 11:15 AM Redesigning Innovation: Breaking Beyond the Competition with Eric Warren, Rod Copes and David Feygin
- 12:00 PM Pick up your lunch in Xtropolis and head over to the Premier Theater for live demos
- 1:30 PM Industry X.O: Realizing Digital Value in Industrial Sectors with Eric Schaeffer  
The Internet of Things – a Digital Transformation Master Plan for Businesses with Ivo Rook
- 3:00 PM Leveraging Your Engineering Product Content From PLM System for Service Users
- 5:15 PM Kick-Starting America's Digital Transformation with Aneesh Chopra and Nicholas Thompson
- 6:00 PM Mix @ 6 Tech Meetup at Lawn on D; Hosted by Julian Edelman

## THURSDAY - May 25

- 8:00 AM Define the Future of Connected Service
- 7:00 AM **Breakfast Topic Tables:** Start your morning with lively discussions about the most pressing topics in Digital Transformation
- 9:45 AM Head over to the Digital Transformation Showcase & IoT Innovation Studio in Xtropolis
- 12:30 PM How Failing First, Hard, and Fast Fueled a National Movement with Reshma Saujani