# Fiix Forward 2024

## Expand Your Maintenance Universe

October 7-10th, 2024 | Memphis, Tennessee

Rockwell Automation | Fiix

Click here to register →

# Fiix Forward 2024

*Expand Your Maintenance Universe*

**Monday, Oct 7th**
Arrivals and registration
Evening welcome reception

**Tuesday, Oct 8th**
First full day of conference
Offsite dinner

**Wednesday, Oct 9th**
Final day of conference
Fiix Forward finale

**Thursday, Oct 10th**
Departures


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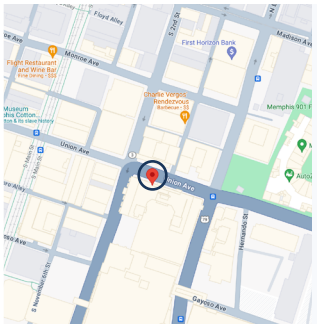
Speaker Bios 10

Fiix Forward 2024
Expand Your Maintenance Universe

## ARRIVALS - MONDAY, OCTOBER 7TH, 2024

| WHEN | WHAT |
|---|---|
| 2:00 - 5:00PM | **Registration & check-in**<br>Visit the Fiix Forward registration desk on the hotel's mezzanine level to pick up your conference package and check in to your room.<br>***Note: Hotel check-in is at 4 PM, but we will do our best to have your room ready earlier. You can store your luggage with the desk at any time and go explore the city.***<br>**The Peabody Memphis**<br>149 Union Ave, Memphis, Tennessee |
| 5:00 - 7:00PM | **Free time** |
| 7:00 - 9:00PM | **Welcome reception**<br>Join us at the Peabody Memphis to officially kickstart Fiix Forward 2024! This is the perfect setting to meet other attendees and get to know our team of Fiixers. There will be plenty of food served, so no need to make dinner plans. |



## DAY 1 - TUESDAY, OCTOBER 8TH, 2024

| WHEN | WHAT & WHO (SPEAKER BIOS) | SESSION DESCRIPTION |
|---|---|---|
| 7:00 - 7:50AM | **Breakfast** | |
| 8:00 - 8:10AM | **Opening remarks** | |
| 8:10 - 9:10AM | **Maintenance Evolved: Edge, GenAI, and the Future of Maintenance Strategy**<br>Jordan Reynolds, Luda Domakhina | Our keynote session will explore the ways emerging technologies like GenAI and Edge computing are revolutionizing maintenance, from enabling true predictive and prescriptive maintenance strategies to empowering teams with the help of intelligent AI-powered copilots. You'll learn how Fiix is minimizing the effort required to implement these advanced Industry 4.0 solutions through CMMS integrations and pretrained model libraries, allowing teams to base their maintenance on data-driven insights and set new standards of operational excellence. |
| 9:10 - 10:10AM | **Make It Stick: CMMS Implementation and Change Management**<br>Charles Rogers | This session will provide an overview of change management best practices, geared specifically towards maintenance teams. It will explore how to make your CMMS implementation successful by leading your team through change, getting buy-in, promoting adoption, and deploying ongoing training to make change stick. A special focus will be placed on the role of sponsors and middle managers in the adoption and retention of change. |
| 10:10 - 10:25AM | **Break** | |



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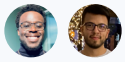
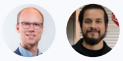
## DAY 1 - TUESDAY, OCTOBER 8TH, 2024

| WHEN | WHAT & WHO (SPEAKER BIOS) | SESSION DETAILS |
|---|---|---|
| 10:25 - 11:25AM | **Fiix Customer Panel: Secrets to CMMS Success**<br>Jeff Saunders, Mark Thompson<br>Sharon Sinclair, Steve Gilbert | An in-depth customer panel sharing the experiences of real Fiix users in becoming CMMS experts and driving critical outcomes. You'll learn how these Fiixers navigated their digital maintenance journeys, aligned with key stakeholders to succeed within their respective organizations, and now continue to strategically scale their proactive maintenance programs. Plus, they'll share their experiences with relevant solutions like Fiix Professional Services and Fiix Asset Risk Predictor. |
| 11:25AM - 12:10PM | **Crawl, Walk, Run: What's Your Next Step with Fiix?**<br>Kwabena Opoku-Adusei, Camilo Avila  | This session explores the different stages of the CMMS adoption journey, giving maintenance teams an opportunity to take stock of where they are while setting their sights on what's next. We will introduce the key CMMS features to be adopted at each stage, along with noteworthy KPIs. Discussion will include the advantages of phased implementation, how to support incremental adoption, and how to ensure smooth transitions between stages. |
| 12:10 - 1:00PM | **Lunch** | |
| 1:00 - 2:00PM | **Maintenance, Sustainability, and the State of Smart Manufacturing**<br>Max Materne, Tadeo Rodriguez  | As manufacturing evolves faster each year, AI solutions are becoming workflow staples, computer vision is going mainstream, and advancements in 5G are opening up new cloud computing possibilities. At the same time, environmental concerns are redefining success in virtually every industry. What does it all mean for maintenance? This session will provide an overview of Rockwell Automation's 2024 State of Smart Manufacturing report and identify the themes, challenges, and opportunities relevant to maintenance teams. Special emphasis will be placed on the role of maintenance tools and technologies in supporting sustainability goals, including AI. |
| 2:00 - 2:15PM | **Break** | |
| 2:15 - 5:00PM | **Roundtable discussions** | Moderated by our Fiix experts, these roundtable discussions are your chance to dive deeper into select topics with your peers. Ask questions, learn from each other's experiences, and collaborate on ideas that you can start using immediately.<br>***Note: Attendees will be able to select two 75 minute roundtable topics. Advance sign-up will be sent out prior to the conference. There will be a 15 minute break between sessions.*** |
| | **Equipment Management in Fiix CMMS**<br>James Binckly | Get up to date on the recent and upcoming enhancements to the Fiix CMMS Equipment Management module, including features to manage your warranties, metering, and equipment events. |
| | **All Things Mobile**<br>Michael Chahley | Beginning with an overview of upcoming mobile releases, this roundtable will then transition into a brainstorming session with opportunities to share your feedback on desired features. Make your voice heard and help guide the future of the Fiix mobile app! |



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# DAY 1 - TUESDAY, OCTOBER 8TH, 2024

| WHEN | WHO (SPEAKER BIOS) | SESSION DETAILS |
|---|---|---|
| 2:15 - 5:00PM | | **Roundtable discussions** |
| **Demo & Discussion: OT Integrations**<br>Mike Cooper | | This session will showcase a simulated Fiix CMMS integration, walking through the integration process from beginning to end. We will review how to connect to a PLC or historian, transfer data to and from these locations into Fiix, and finally how to use Fiix to visualize that data in Analytics or trigger scheduled and condition-based maintenance activities. |
| **Connecting your CMMS through the API**<br>Stuart Fergusson | | An in-depth discussion on how we're building the next generation Fiix API. We'll collect your feedback on key use cases and goals to help drive a more connected CMMS. |
| **Open Forum/Ask an Expert**<br>Jason Afara, Gavin Atkins | | Bring your questions! This open forum will provide 1-on-1 time with our Fiix experts. If you have a specific challenge or idea you need some help on, this is the perfect opportunity to draw on the wealth of experience we've gained working with a wide range of customers. |
| **Fiix Analytics & Reporting**<br>Juan Bernal<br>☆ Beginner | | An open conversation on Fiix's Analytics dashboards and reporting features. Swap best practices with other Fiix users, discuss obstacles to analytics & reporting success, and give feedback on what you would like to see added to these CMMS features. |
| **The Evolution of AI Tools in Maintenance**<br>Luda Domakhina, Mohammad Esmalifalak<br>☆☆ Experienced | | This roundtable will discuss the way AI tools in maintenance have changed over time, with particular attention being paid to the AI and GenAI-powered tools from Fiix, including new offerings such as Fiix Prescriptive Maintenance and Fiix Maintenance Copilot. There will be opportunity to share your feedback on potential new features with the product team and help guide the future of Fiix's AI maintenance tools. |
| **CMMS Standardization**<br>Kathir Haran, Kwabena Opoku-Adusei | | This roundtable will offer an open discussion of best practices for setting up and using your Fiix CMMS, from single tenant vs. multi-tenant considerations to asset hierarchies and CMMS audits. |
| **Fiix Help & Support**<br>Roopali Bagaria | | A general info session and discussion on all the help & support options available to you as a Fiixer, both free and paid. Topics will include Fiix Support, the Fiix Learning Center, Fiix Professional Services, Fiix Consulting on Demand, Fiix Premium Support, CMMS health checks, and more. |
| **Greener with Fiix: Sustainability Forum**<br>Tadeo Rodriguez | | An open conversation on how you can use Fiix CMMS to align your maintenance goals and ESG goals. Topics include data collection, key metrics relevant to sustainability, and which Fiix CMMS modules can help support your environmental goals. |



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## DAY 1 - TUESDAY, OCTOBER 8TH, 2024

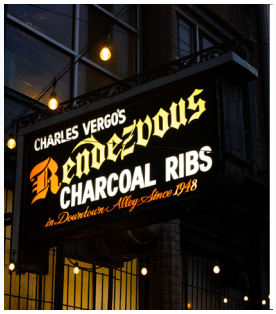
| WHEN | WHAT |
|---|---|
| 5:00 - 7:00PM | **Free time** |

7:00 - 9:00PM

**Fiix Forward Feast**

Join us at a local hot spot for some casual BBQ dinner. And for those with gas still left in the the tank, swing over to Beale St. afterwards to catch some live music and soak in the Memphis atmosphere.

**Charlie Vergos' Rendezvous**
52 S 2nd St, Memphis, TN



## DAY 2 -WEDNESDAY, OCTOBER 9TH, 2024

| WHEN | WHAT & WHO (SPEAKER BIOS) | SESSION DETAILS |
|---|---|---|
| 7:00 - 7:50AM | **Breakfast** | |
| 8:00 - 8:45AM | **CMMS Tips & Tricks for Everyone**<br>Gavin Atkins | This session will teach you some tips & tricks for getting the most out of Fiix CMMS. All experience levels welcome. |
| 8:45 - 9:30AM | **The Connected Plant: OT and Fiix**<br>Mike Cooper | This session will provide a general overview of connecting your shop floor technology (OT) to Fiix. We will review the tools used to bring data into Fiix and how to use Fiix CMMS to generate insights, schedule work, and more. |
| 9:30 - 10:00AM | **An Overview of Reliability Centered Maintenance (RCM)**<br>Kathir Haran | This session will provide an introduction to the concept of reliability centered maintenance (RCM) for planning, condition monitoring and preventive maintenance. The talk will conclude with a discussion on hidden failures. |
| 10:00 - 10:15AM | **Break** | |



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## DAY 2 -WEDNESDAY, OCTOBER 9TH, 2024

| WHEN | WHAT & WHO (SPEAKER BIOS) | SESSION DETAILS |
|---|---|---|
| 10:15 - 11:15AM<br>Experienced | **Using MTTR to Guide Maintenance and Reduce Downtime**<br>Mike Cooper, Juan Bernal | This session will focus on mean time to repair (MTTR) as a foundational maintenance metric that can be used both to correct short-term reactive failures and identify broader systemic failures. We will review a basic MTTR methodology that maintenance teams can apply to identify and reduce unplanned downtime on both reactive and systemic timelines, and thereby improve MTBF automatically. |
| | OR | |
| 10:15 - 11:15AM | **How to Manage Your Data in Fiix**<br>Gavin Atkins | This session will show you different ways of managing your data in Fiix CMMS, including how to use the Bulk Edit tool, important templates, and use Fiix's API. |
| 11:15 - 11:30AM | **Break** | |
| 11:30AM - 3:40PM | **Hands-on Training Sessions** | Join our Fiix experts and get hands-on training in using your CMMS to the fullest. Don't forget to bring your laptops or mobile devices!<br>***Note: Attendees will be able to select three 60 minute hands-on training sessions. Advance sign-up will be sent out prior to the conference. Breaks will be provided in between sessions.*** |
| 12:30 - 1:30PM | **Lunch** | |
| | **Maintenance KPIs for Beginners**<br>Juan Bernal<br>Beginner | Ready to take your first steps into reporting but feel unsure what to measure or how to measure it? This session will get you started with KPIs you can begin tracking today that will help you understand the performance and trajectory of your team. You'll leave with core metrics even beginners can track, including completion %, planned percentages, backlog numbers, time spent, and more. |
| | **Advanced KPIs**<br>Jason Afara<br>Experienced | For teams ready to expand their reporting in Fiix CMMS, this session will explore how to use Analytics to monitor more specialized KPIs. You'll leave understanding the difference between leading and lagging metrics, how often to report on them, and how to communicate results with your team to keep momentum high. |
| | **The Ultimate Guide to Failure Codes**<br>Kathir Haran<br>Beginner | This session will cover everything you need to know about failure codes: How to develop, import, and apply them in your CMMS to improve your maintenance strategy. |
| | **Best Practices in Resource Planning**<br>James Binckly, Camilo Avila<br>Experienced | Planning and scheduling work is an essential part of your operation. In this session, you'll discover how to use Fiix CMMS to streamline your planning and scheduling processes using tools like Calendar Beta and Analytics. |

## DAY 2 -WEDNESDAY, OCTOBER 9TH, 2024

| WHEN | WHO (SPEAKER BIOS) | SESSION DETAILS |
|---|---|---|
| 11:30AM - 3:40PM | | **Hands-on Training Sessions** |
| | | **Getting Buy-in on Your Maintenance & Reliability Strategy**<br>Charles Rogers<br>☆ Beginner<br>In this session, you'll discover what information you need to clearly define to win support for your asset maintenance & reliability vision, mission, and strategy. Learn how to communicate maintenance needs, value, and ROI with stakeholders across your organization to gain traction for your program. |
| | | **Meet Your GenAI Assistant, Fiix Maintenance Copilot**<br>Luda Domakhina, Mohammad Esmalifalak<br>Imagine getting instant answers to maintenance questions, no matter who's on shift. Fiix Maintenance Copilot is a new conversational chatbot included in Fiix Asset Risk Predictor (ARP). In this session, we'll show you this exciting new feature from Fiix and discuss how GenAI innovations are enhancing efficiency and helping to address skills gaps in maintenance. |
| | | **How to Select the Right KPIs for your Strategy**<br>Charles Rogers<br>☆☆ Experienced<br>How can you measure the progress and impact of your maintenance or reliability strategy? In this session, we'll explore how to align your goals with the KPIs you need to measure them. You'll learn the differences between process and results indicators, and how to use them to make adjustments along the way. |
| 3:40 - 3:50PM | **Break** | |
| 3:50 - 4:35PM | | **Fiix Quarterly Product Roadmap**<br>Stuart Fergusson, Nathan Pieri<br>Join the Fiix product team as they review the recent features and functionalities they're excited about (and share why you should be too!). They'll also preview what's planned for the upcoming quarter and the year ahead, so you know what to expect from future releases. Finally, you'll learn what the CMMS of the future could look like based on the latest trends that are driving the market. |
| 4:35 - 4:45PM | **Closing remarks** | |
| 4:45 - 5:30PM | | **Peabody Duck March**<br>Don't miss this local tradition going back to 1932! The march of the famous Peabody Ducks has been happening daily for the past 90 years. More info here. |
| 5:30 - 7:30PM | **Free Time** | |

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## DAY 2 -WEDNESDAY, OCTOBER 9TH, 2024

| WHEN | WHAT |
|---|---|
| 7:30PM - ONWARDS | **Fiix Forward Finale**<br>Join us for a final evening together packed with dinner, drinks, live music, games, and maybe a lil' line dancing as we take over Silky O'Sullivan's in the heart of Memphis.<br>**Silky O'Sullivan's**<br>183 Beale St, Memphis, TN |

## DEPARTURES - THURSDAY, OCTOBER 10TH, 2024

| | |
|---|---|
| 11:00AM | **Hotel check-out**<br>Hotel check-out is at 11 AM. If you'd like to explore Memphis a bit on the day of departure, you can store your luggage at the front desk. |

# SPEAKER BIOS

**Camilo Avila**
**Implementation Consultant, Fiix Software**

Camilo spent 3 years working in the manufacturing industry as an Industrial Engineer working on continuous improvement initiatives across different industries. Since he joined the Fiix team, he has been working on multi-site implementations, enabling customers on their CMMS utilization and guiding them through their implementation journey.

**Charles Rogers**
**Senior Implementation Consultant, Fiix Software**

Charles is a mechanical engineer with over 35 years of training and field experience in maintenance and reliability, risk management, and process safety management (OSHA PSM). He holds a certificate in Change Management and has held various positions throughout his career including Maintenance/Reliability Manager, Maintenance Engineer, Project Engineer, Plant Engineer, PM Coordinator, Environmental Manager, and Consultant. His direct and consulting experience are in refining, pulp and paper, manufacturing, pharmaceutical, chemical/petro-chemical processes, metallurgical processes, and extraction industries.

**Gavin Atkins**
**Solutions Consultant, Fiix Software**

Gavin is a mechanical engineer who spent 7 years in automotive manufacturing working alongside maintenance teams prior to joining Fiix. He uses his industry background to help organizations maximize the potential of their operations through Fiix.

**James Binckly**
**Product Manager, Fiix Software**

Since joining Fiix in 2018, James has worn many hats, making his mark in customer success and solutions consulting roles before joining the product team. Through helping customers, he's learned many of the challenges that maintenance operations face and now brings that knowledge and empathy to evolving the Fiix product.

**Jason Afara**
**Director, Solution Consultant, Fiix Software**

Jason brings over 8+ years of experience in operations and maintenance. He has worked as a production supervision, maintenance planner, maintenance supervisor, capital projects manager and maintenance manager. In the past four years at Fiix he has helped customers with various projects from improving reporting to optimizing their work order process and overall maintenance continuous improvement.

**Jeff Saunders**
**Senior Director, Customer Success, Fiix Software**

Leading the Fiix Customer Success organization, Jeff is responsible for ensuring Fiix users are generating consistent, long term value from their CMMS. With 10 years of customer success experience, Jeff and his team work with Fiix users at all stages of their digital journey to unlock the benefits of Fiix to improve efficiency, control costs, and reduce downtime.

**Jordan Reynolds**
**Vice President, Artificial Intelligence and Autonomy, Rockwell Automation**

Jordan leads the AI strategy at Rockwell Automation, overseeing both the AI Research Science team, which develops critical AI applications, and the Common Connected Application team. Previously, Jordan led the global Data Science and AI practice at Kalypso, a Rockwell business specializing in consulting and professional services for digital transformation initiatives.

# SPEAKER BIOS

**Juan Bernal**
**Solutions Consultant, Fiix Software**

Juan has been supporting and consulting clients on best practices across different SaaS products and industries for over half a decade. He uses his product and data experience to help customers through their CMMS maturity journey with a particular interest on enabling them in their analytics and reporting goals.

**Kathir Haran**
**Solutions Consultant, Fiix Software**

Kathir has a strong background in reliability-centered maintenance and has led maintenance teams to successfully change their maintenance strategies. Kathir leverages his industry experience to create customer value by providing ongoing solutions to Fiix users.

**Kwabena Opoku-Adusei**
**Implementation Consultant, Fiix Software**

Kwabena is an seasoned Implementation Consultant with over 4 years of experience navigating the complexities of various industries. With over a decade of expertise in the manufacturing sector, he brings a unique blend of technical know-how and strategic thinking to every challenge. When he's not streamlining operations, you can find Kwabena flexing his problem-solving muscles in escape rooms, or completing intricate puzzles.

**Luda Domakhina**
**Group Product Manager, Fiix Software**

Luda is a Group Product leader with over 18 years of building software products and PhD in Data Science. At Fiix she ensures that modern innovative AI and GenAI technologies are leveraged in CMMS to serve our customers with data-driven decisions, and preventative maintenance leading to improved efficiency of their maintenance operations.

*CUSTOMER SPEAKER*

**Mark Thompson**
**Director of Capital Expense, American Bath Group**

Mark has around 30 years of experience in the finished goods import procurement industry. He first joined American Bath Group in 2015 as the Director of Procurement, and since then he has moved on to earn the title Director of Capital Expense. In his current role, he manages the organization's operations, capital expense, maintenance administration and ESG initiatives.

**Max Materne**
**Product Marketing Manager, Fiix Software**

Max has 8 years of experience in the maintenance and software industry. As a product marketing manager, he brings his prior first-hand understanding of customers, market trends, and knowledge of Fiix products.

**Michael Chahley**
**Product Manager, Fiix Software**

As our Mobile Product Manager, Michael is passionate about delivering a seamless and productive experience to our mobile users. With five years of experience at Fiix and a background in industrial engineering, he strives to meet the needs of our users where they are with the mobile application.

# SPEAKER BIOS

**Mike Cooper**
**Manager, Solutions Consultant, Fiix Software**

Mike Cooper has 20 years of manufacturing experience through various roles in maintenance, automation, and management and possesses a computer science background. At Fiix, he is focused on implementing and determining solutions that are sustainable and create value for those who rely on the Fiix CMMS.

**Mohammad Esmalifalak**
**Lead Data Scientist, Fiix Software**

Leading the data science team at Fiix, Mohammad oversees the operation of AI models and predictors. His role involves producing useful insights for the organization's preventive maintenance strategies. With a focus on maintaining consistent performance, he keeps pace with advancements in AI and data science. This effort aids in sustaining the effectiveness of preventive maintenance within Fiix.

**Roopali Bagaria**
**Implementation Manager, Fiix Software**

Before moving to the world of maintenance, Roopali spent over six years in the accounting and technology industry earning her CPA along the way. After spending a couple of years at Fiix, she has worked with hundreds of clients, providing professional services including implementation, consulting, and end-user training.

*CUSTOMER SPEAKER*

**Sharon Sinclair**
**Director, Operating Systems Delivery at a North American Beverage Packaging Manufacturer**

Sharon has been in the packaging industry for 19 years, working in maintenance, technical services, product development, and reliability. Now, as Director of Operating Systems Delivery, one of her main accountabilities is Fiix. Her company has 8 North American plants utilizing Fiix with an SAP integration. With over 1800 users in Fiix Sharon is working on integrating the production monitor and various condition-based monitoring into Fiix. She's also assisted in the rollout of Fiix at her company's plants in South America and Europe.

*CUSTOMER SPEAKER*

**Steve Gilbert**
**Reliability Superintendent, Westlake Pipe and Fittings**

Steve has over 30 years of experience in maintenance and reliability. He has been at Westlake for 9 years, leading the reliability-centered maintenance strategy of 13 plants across North America.

**Stuart Fergusson**
**Director, Product Management, Fiix Software**

A Project Engineer and former Production Line Manager in the consumer goods industry, Stuart uses his manufacturing, plant controls, and information systems experience to assist Fiix users in meeting their strategic business objectives with their CMMS.

**Tadeo Rodriguez**
**Customer Sustainability Operations Lead, Rockwell Automation**

Tadeo has a decade of industrial experience leveraging engineering to solve multidisciplinary problems. Being part of the sustainability team, he aims to leverage Digital and automation technologies to decarbonize, optimize water utilization and reduce waste in industrial operations.