Fiix Forward 2025 | real results

📅 Sept 29th – Oct 2nd, 2025   📍 Phoenix, AZ

Rockwell Automation | Fiix

Click here to register →

Monday, Sept 29th

Arrivals and registration
Evening welcome reception

Tuesday, Sept 30th

AM: Keynote & speaker sessions
PM: Hands-on training sessions
Onsite dinner

Wednesday, Oct 1st

AM: Roundtable discussions
PM: Speaker sessions
Fiix Forward offsite finale

Thursday, Oct 2nd

Departures
Or, stay longer and enjoy Phoenix!
*(Guaranteed extended stay rates
available)*
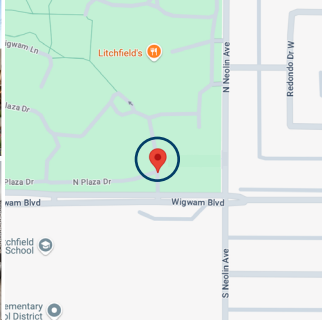
Fiix Forward 2025 | real results

WHEN	WHAT
2:00 - 5:00PM	**Registration & check-in** Visit the front desk to check in, then head over to the Fiix Forward registration desk near the Sahuaro Room to pick up your conference package. *Note: Hotel check-in is at 4 PM, but we will do our best to have your room ready earlier. Luggage storage is available upon request.* 📍 **The Wigwam** 300 E Wigwam Blvd, Litchfield Park, AZ
5:00 - 7:00PM	**Free time** ☕
7:00 - 9:00PM	**Welcome reception** Join us at the Sachem Terrace at The Wigwam Resort to officially kickstart Fiix Forward 2025! 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 don't make any dinner plans.

NEW!

🗨 FIIX OFFICE HOURS

Book a 20-minute 1:1 session with a Fiix CMMS expert during our new Office Hours. Whether you're looking for advice on a specific feature, help with optimizing your workflows, or just want to bounce ideas off someone who gets it, we're here for you. A booking link will be available soon.

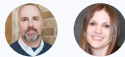| WHEN	WHAT & WHO (SPEAKER BIOS)	SESSION DESCRIPTION
7:00 - 7:50AM	**Breakfast** 🍴	
8:00 - 8:10AM	**Opening remarks** 🎤	
8:10 - 9:10AM	**Keynote: Harnessing Your Data with Fiix Maintenance Copilot** Stuart Fergusson & Luda Domakhina	From GitHub to Microsoft 365, AI copilots are emerging in multiple industries to automate manual work and free up time for higher-value tasks. In the Fiix Forward 2025 keynote, we'll share how Fiix CMMS is bringing the same agentic AI power to maintenance teams with the new Fiix Maintenance Copilot—our biggest release of the year. Embedded directly in Fiix CMMS and continuously trained on your maintenance data, this genAI-powered conversational chatbot is designed to help technicians learn faster and interact with maintenance data seamlessly in real-time. Learn how our new "Talk to your data" approach is making it easier to get instant answers to your questions about assets, work orders, parts, and downtime, alongside data-driven solutions to complex queries.

WHEN	WHAT & WHO (SPEAKER BIOS)	SESSION DETAILS
9:10 - 10:10AM	**Understanding Risk: GenAI and Correlated Sensors in Fiix Asset Risk Predictor** Mike Cooper & Julie Robinson	This session is your deep dive into predictive maintenance, one of the most exciting capabilities today. We'll explore the transformative potential of using generative AI as an intelligent maintenance assistant to overcome the hurdles of traditional approaches. From automated anomaly detection and sensor visualizations to genAI-driven synthesis of data with clear, actionable recommendations, you'll learn how recent advancements can empower teams to proactively manage asset health, reduce false positives, and take precise, decisive action. Also showcased will be Fiix Asset Risk Predictor and its dashboards designed to deliver real-time insights into your asset risks.
10:10 - 10:25AM	**Break** 🍵	
10:25 - 11:25AM	**The Field Report: A Fiix Customer Panel** Jeff Saunders	In this session, you'll hear firsthand stories from Fiix users about their path to becoming CMMS experts and driving real results in maintenance. Our panel will share how they have navigated their digital maintenance journeys, aligned keystakeholders in their organization, and continute to strategically scale their proactive maintenance programs.
11:25AM - 12:10PM	**Gear Change: Evolving Your Maintenance with Fiix CMMS** Steve Ricard	This session will explore the different stages of the Fiix CMMS adoption journey, providing an opportunity to take stock of where you are and plan for what's next. We will introduce key CMMS features to be adopted at each stage, along with associated 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 - 1:45PM ☆ Beginner	**The Fiix Beginner Bootcamp** Kwabena Opoku-Adusei	Get the top DOs and DON'Ts that all Fiix CMMS users should know. We'll show novices exactly where to focus their time for a successful implementation and share some tips for intermediate users who may not be using Fiix CMMS to its full potential. All experience levels welcome.

OR

WHEN	WHAT & WHO	SESSION DETAILS
1:00 - 1:45PM ✨ Experienced	**Fiix, Connected: Unlocking Efficiency with IT & ERP Integrations** Dave Bak & Parveen Abbas	Seamless integrations between your Fiix CMMS and IT/ERP systems eliminates manual work, ensure real-time data sync, and enhances decision making. In this session, we'll explore best practices to connecting Fiix CMMS to business applications, automating processes, and driving operational efficiency.
1:45 - 2:00PM	**Break** 🍵	
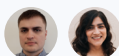
WHEN & WHAT	WHO (SPEAKER BIOS)	SESSION DETAILS

2:00 - 5:30PM ☰ **Hands-on Training Sessions**

Join our Fiix experts and get hands-on training in using your CMMS to the fullest. Like the other sessions, some hands-on trainings are designated beginnner, experienced or both. Don't forget to bring your laptops or mobile devices!

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. There will be a 15 minute break between sessions.

Better Decisions with Fiix Analytics

Jane Bilyayeva & Varinderpal Singh

☆ Beginner

This session is designed to help you confidently navigate the analytics features in your CMMS and integrate them into daily workflows. Learn how to customize dashboards and tailor them to your needs in just a few clicks using filters, ranges, and visualization types—no technical experience needed. We'll also explain how shared dashboards can be integrated into check-ins and planning sessions and make reporting easier.

How to Build a Custom Analytics Dashboard

Juan Bernal

✿✿ Experienced

In this hands-on training session, we'll build an intermediate-level custom analytics dashboard from scratch using user-defined measures, filters, and data visualizations. Participants will gain practical experience by following along on their own laptops and receive coaching to tailor analytics and reporting to their specific needs.

Parts Management 101

Gavin Atkins & Varinderpal Singh

☆ Beginner

This session will provide a comprehensive overview of parts management in Fiix CMMS. We'll cover best practices for adding, using, purchasing, and reporting on parts to maximize organization and control costs. Training will include a live demo showcasing parts management workflows and features to address your unique concerns.

Self-Onboard to Fiix ARP: Unlocking Predictive and Prescriptive Maintenance

Mike Cooper & Dave Bak
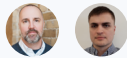
✿✿ Experienced

Dive into a live demonstration of Fiix Asset Risk Predictor and learn you can how integrate predictive and prescriptive maintenance into your existing strategy. We'll explore how to self-onboard with Fiix ARP and engage in collaborative discussion around practices to lower asset risks and boost operational efficiency.

Easy Ways to Manage Your Data with the Fiix API

Dave Bak & Juan Bernal
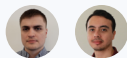
☆ Beginner

The Fiix API isn't just for integrations: It's also one of the best ways to bulk manage data in your CMMS. Join us for this hands-on training to learn how you can retrieve, update, and automate maintenance data using simple API calls with Postman. We'll cover the fundamentals of making requests, handling responses, and utilizing the API to automate basic workflows like updating work orders, syncing inventory, and managing assets.

Using Failure Codes in Fiix CMMS Enterprise

Kathir Haran

✿✿ Experienced

Failure Codes are an important Enterprise-tier feature that can be leveraged to improve data quality and boost overall equipment reliability. This session will provide step-by-step instructions for setting up and using Failure Codes in Fiix CMMS. We will conclude with a demo of how our CRUD API can be used to configure Failure Code Nesting Configurations.

WHEN & WHAT	WHO (SPEAKER BIOS)	SESSION DETAILS

2:00 - 5:30PM — Hands-on Training Sessions

Working Smarter with Workflows

Jane Bilyayeva & Gavin Atkins

✦ Experienced

Workflows are a powerful way to automate repetitive tasks and keep maintenance running smoothly behind the scenes. Whether it's sending a reminder, updating a specific field, or triggering the next step in a process, workflows help reduce manual effort and improve consistency. In this session, we'll share some simple workflow solutions that can make a big impact on your daily operations.

5:30 - 7:00PM — Free time ☕

7:00 - 9:00PM — Fiix Forward Social

Join us at Litchfield's at the Wigwam Resort to experience the warm hospitality and vibrant spirit of the Southwest. We have a fun evening planned with Arizona-inspired ranch dining, good music, refreshing drinks, and fantastic company.

📍 **Litchfield's Restaurant**
300 E Wigwam Blvd, Litchfield, AZ

NEW!

ⅈ **FIIX OFFICE HOURS**

Book a 20-minute 1:1 session with a Fiix CMMS expert during our new Office Hours. Whether you're looking for advice on a specific feature, help with optimizing your workflows, or just want to bounce ideas off someone who gets it—we're here for you. A booking link will be available soon.

WHEN & WHAT	WHO (SPEAKER BIOS)	SESSION DETAILS

7:00 - 7:50AM — Breakfast 🍴

8:00 - 10:45AM — Roundtable Discussions

Moderated by our Fiix experts, these roundtable discussions are your chance to dive deeper into select topics alongside your peers. Ask questions, learn from each other's experiences, and collaborate on ideas you can start applying immediately. Roundtables are offered in different tiers: beginner, experienced, or both.

Note: Attendees will be able to select two 75 minute roundtable topics and advance sign-up will be sent out prior to the conference. There will be a 15 minute break between sessions.

DAY 2 - WEDNESDAY, OCTOBER 1ST, 2025

WHEN & WHAT	WHO (SPEAKER BIOS)	SESSION DETAILS

8:00 - 10:45AM ⚙ **Roundtable Discussions**

Strategies for Reliability Centered Maintenance

Kathir Haran

⭐ Experienced

Reliability Centered Maintenance (RCM) is a proven methodology for building comprehensive maintenance programs. In this roundtable, we'll provide an overview of RCM and highlight how you can support it with Fiix CMMS. We'll also discuss a simple use case to illustrate the steps of implementing RCM in practice.

Snap, Scan, Act: Using Image Capture and AI to Improve Maintenance

Luda Domakhina & Mohammad Esmalifalak

Is your team attaching images to assets and work orders in Fiix CMMS? Join us to discuss how image capture is currently benefitting users and how computer-vision tools can make that process even faster and smarter. You'll also get a chance to share your feedback will help steer the future of image-based use cases in Fiix CMMS. Finally, we'll share a short proof-of-concept feature that turns any asset photo in suggested next steps, from flagging a missing part to logging a part number to validating job quality.

If you send us a few equipment photos before the session, we'll run them through our prototype AI image recognition tool and share the results during the roundtable.

Everything Mobile: Using Fiix CMMS On the Go

Michael Chahley

Join us for an interactive session focused on all things Fiix CMMS mobile. We'll begin with an overview of recent and upcoming mobile releases and then kick off a brainstorming session with opportunities to share your feedback on desired features. What's working and what's missing? Make your voice heard and help guide the future of the Fiix CMMS mobile app.

Maintaining Regulatory Compliance with Fiix CMMS

Charles Rogers

Join us for a discussion on how Fiix CMMS can support you in regulatory compliance, including health & safety, environmental, HSC, and integrity management requirements.

Maintenance Inspiration: Learn from Fellow Fiix Users

Andrés De Rojas & Kwabena Opoku-Adusei

⭐ Beginner

Ever wonder how other maintenance teams are using Fiix CMMS? Hear it straight from your peers and share your own stories in this collaborative roundtable design to inspire, motivate, and problem-solve new ways to get more from your CMMS.

Revolutionizing OT Integrations with FT Optix and Fiix CMMS

Mike Cooper & Dave Bak

⭐ Experienced

Join us for a dynamic session on transforming operational data into actionable maintenance insights using FT Optix and Fiix CMMS. We'll present a live demo to show you how operators perform work order inspections, take meter readings, and receive real-time feedback on maintenance tasks directly at the machine. Discussion will explore how to adapt our flexible, tailor-made integration approach to your unique OT environment and enable a proactive, data-driven maintenance strategy.

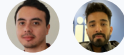| WHEN & WHAT	WHO (SPEAKER BIOS)	SESSION DETAILS

8:00 - 10:45AM   ⚙️ **Roundtable Discussions**

Improving Maintenance with Metrics and KPIs

Juan Bernal & Varinderpal Singh

☆ Beginner

Metrics and KPIs are essential for maintenance success, and they go far beyond just pass/fail or good/bad. In this roundtable, we'll go over 5 core maintenance KPIs and explore how they're defined, what they can tell you, what kind of data you need to track them, and how you can report on them with Fiix CMMS analytics.

Growing in Maintenance Maturity

Kathir Haran

☆☆ Experienced

What is the maintenance maturity journey? Join us for a roundtable on this essential concept, with discussions ranging across maintenance strategy, standardization, and stakeholder engagement. You'll have an opportunity to share your big wins in continuous improvement and hear what's working for others.

Your Voice, Our Future: UX Roundtable

Greg Keller

Take a break from the usual conference script... this session is all about you! Join our interactive user experience (UX) roundtable to share your experience, insights, and ideas for Fiix CMMS. Anything is fair game, from inventory and work order management to AI, analytics, and more. Bring your own device to explore live prototype features, engage in surveys, and help shape the future of Fiix CMMS.

Help & Support Resources for Fiix Users

Roopali Bagaria

Discover everything available to help you on your CMMS implementation and improvement journey. We'll discuss the role of your customer success manager, the benefits of Fiix Premium Support, and how to get targeted help with Consulting on Demand.

10:45 - 11:00AM   **Break** ☕

11:00AM - 12:00PM

Proven Sustainability Strategies for Real Results

Tadeo Rodriguez & Gavin Atkins

Reducing your resource consumption can both drive profitability and support sustainability goals. Join us to discover how companies like yours are leveraging existing and emerging technologies to support sustainability projects with proven ROI. We'll explore what you can do to significantly contribute to your sustainability KPIs and conduct an immersive exercise on how to take your initial steps with Fiix CMMS as part of Rockwell Automation's overall sustainability strategy.

12:00 - 1:00PM   **Lunch** 🍴

1:00 - 2:00PM

Anchoring Your CMMS Implementation through Change Management

Charles Rogers

This session will explore how to make your CMMS implementation stick with a thoughtful change management strategy. Suitable for new Fiix users as well as experienced teams that have struggled with user adoption.
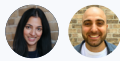
DAY 2 – WEDNESDAY, OCTOBER 1ST, 2025

WHEN	WHAT	
2:00 – 3:00PM	**Real-World Maintenance Impact with Fiix** Roopali Bagaria & Jason Afara	In this session, Fiix experts share real stories from users who achieved measurable maintenance improvements with a specific feature. In these CMMS success stories, they'll walk through the challenges, implementation process, and the ultimate impact it had on operations—each packed with key takeaways you can apply in your own organization.

3:00 – 3:15PM — **Break** ☕

| 3:15 – 4:15PM | **The Fiix CMMS Product Roadmap**

James Binckly | Discover what's next for your CMMS in this product roadmap session. Our product team will be on hand to recap recent product developments, highlight new capabilities launching to support your maintenance, and reveal how broader trends are shaping the future of Fiix software. |
| 4:15 – 5:00PM | **Awards ceremony & closing remarks** 🏆 | New for Fiix Forward 2025, join us for the first-ever Fiix awards ceremony as we recognize the achievements of teams and users from our awesome CMMS community. We'll finish with some closing remarks from our host. |

5:00 – 7:00PM — **Free Time** ☕

| 7:00 – 10:00PM | **Fiix Forward Finale**

Wrap up the final evening of the conference together with food, drinks, craft beer, and friendly competition! Join us at State 48 Funk House, a brewery with a twist, featuring 12 bowling lanes, pool tables, shuffleboard, and plenty of good times to go around.

📍 **State 48 Funk House Brewery**
6770 N Sunrise Blvd, Glendale, AZ | |

DEPARTURES – THURSDAY, OCTOBER 2ND, 2025

WHEN	WHAT	
11:00AM	**Hotel check-out** Hotel check-out is at 11 AM. You're welcome to store your luggage with the front desk to go explore everything Phoenix has to offer. Safe travels home!	

Andrés De Rojas
Manager, Enterprise Customer Success, Fiix by Rockwell Automation

With a decade of experience in SaaS and cloud solutions, Andrés leads the Enterprise Customer Success Managers at Fiix by Rockwell Automation to help large teams get the most out of their CMMS. Focusing on building long-term strategic partnerships, Andrés' team helps Fiix champions drive digital transformation and boost operation efficiency.

Charles Rogers
Senior Implementation Consultant, Fiix by Rockwell Automation

Charles is a mechanical engineer with over 36 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 experience primarily lies in refining, pulp and paper, manufacturing, pharmaceutical, chemical/petro-chemical processes, metallurgical, and extraction industries.

Dave Bak
Operational Technology Integration Specialist, Fiix by Rockwell Automation

David is a systems integration specialist with nine years of experience in various roles in the tech industry. His expertise is in building connections to leveraging data from factory floor systems with Fiix CMMS and enhance our customers maintenance operations.

Gavin Atkins
Solutions Consultant, Fiix by Rockwell Automation

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

Greg Keller
Senior UX Researcher, Rockwell Automation

Greg Keller has been a Senior UX Researcher at Rockwell Automation for four years, currently serving as Lead UX Researcher for Fiix CMMS. With a background in healthcare software and a passion for user-centered design, Greg champions users' needs. A 2015 University of Michigan graduate, he enjoys outdoor adventures with his wife Tori and dog, Kane.

James Binckly
Product Manager, Fiix by Rockwell Automation

Since joining Fiix by Rockwell Automation 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.

Jane Bilyayeva
Solutions Consultant, Fiix by Rockwell Automation

Jane has over seven years of experience in the SaaS industry, with a strong background in Customer Success, Support, and Development. As a Solutions Consultant at Fiix by Rockwell Automation, she works closely with customers to understand their operational goals and challenges to design tailored CMMS solutions that deliver long-term value. Jane plays a key role in bridging the gap between customer needs and product capabilities, combining technical insight with a customer-first mindset to drive adoption and business impact.

Jason Afara
Director, Solution Consultant, Fiix by Rockwell Automation

Jason brings over eight years of experience in operations and maintenance working as a production supervisor, maintenance planner, maintenance supervisor, capital projects manager, and maintenance manager. In the past four years at Fiix by Rockwell Automation, he has helped customers with various projects from improving reporting to optimizing their work order processes and driving overall maintenance continuous improvement.

Jeff Saunders
Senior Director, Customer Success, Fiix by Rockwell Automation

Leading the Fiix Customer Success organization, Jeff is responsible for ensuring Fiix users are generating consistent, long-term value with 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 CMMS and improve efficiency, control costs, and reduce downtime.

Juan Bernal
Senior Solutions Consultant, Fiix by Rockwell Automation

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

Julie Robinson
Director Design & Control Software, Rockwell Automation

Julie leads Rockwell Automation's Design & Control software business, driving innovation to boost customer productivity and minimize automation system maintenance. Her unique perspective, honed over 12 years as a process and automation engineer in Life Sciences and diverse roles within Rockwell, allows her to translate complex technical challenges into practical, high-impact solutions.

Kathir Haran
Solutions Consultant, Fiix by Rockwell Automation

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

Kwabena Opoku-Adusei
Implementation Consultant, Fiix by Rockwell Automation

Kwabena is a seasoned consultant with over four 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.

Luda Domakhina
Group Product Manager, Fiix by Rockwell Automation

Luda is a Group Product leader with over 20 years of building software products. She holds a PhD in Data Science. At Fiix by Rockwell Automation, she ensures that modern innovative AI and GenAI technologies are integrated into Fiix CMMS to serve our customers in making data-driven decisions and improving the efficiency of their maintenance operations.

Michael Chahley
Product Manager, Fiix by Rockwell Automation

As a product manager, Michael is passionate about delivering a seamless and productive experience to our mobile users. With six 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 Fiix CMMS mobile application.

Mike Cooper
Manager, Post Sales Solutions Consultants and OT Integrations, Fiix by Rockwell Automation

Mike brings over 20 years of experience in manufacturing, including maintenance, automation, and management. With a background in computer science and automation, he specializes in integrating technology to optimize customer operations. At Fiix by Rockwell Automation, Mike is dedicated to developing sustainable solutions that enhance efficiency and create lasting value for those who depend on the Fiix CMMS.

Mohammad Esmalifalak
Lead Data Scientist, Fiix by Rockwell Automation

Leading the data science team at Fiix by Rockwell Automation, Mohammad oversees the operation of AI models and predictions. His role involves producing useful insights for your organization's preventive maintenance strategies. With a focus on maintaining consistent performance, he keeps pace with advancements in AI and data science.to sustain the effectiveness of preventive maintenance with Fiix CMMS.

Parveen Abbas
Integrations Manager, Fiix by Rockwell Automation

Parveen specializes in connecting Fiix CMMS to other systems, helping organizations align maintenance with broader business operations. With over 10 years of experience in system integration and a strong understanding of how platforms work together, her team delivers solutions that reduce manual work, improve data accuracy, and increase visibility—helping maintenance teams work more efficiently and enabling smarter business decisions.

Roopali Bagaria
Implementation Manager, Fiix by Rockwell Automation

Roopali began her career in accounting, earning her CPA and building a strong foundation over six years. For the past six plus years at Fiix by Rockwell Automation, she's partnered with hundreds of clients leading implementations, providing expert consulting and technical expertise, and delivering end-user training as part of the Professional Services team.

Steve Ricard
Manager, Implementation Consulting, Fiix by Rockwell Automation

With over 35 years of experience in maintenance and reliability, Steve Ricard is a proven leader in asset management and operational excellence. He holds certifications in Change Management, Facilities Management, Reliability Leadership, and Leadership and Management Excellence. Steve specializes in CMMS implementation, continuous improvement, and cross-functional leadership, helping organizations drive sustainable maintenance strategies and long-term performance.

Stuart Fergusson
Director, Product Management, Fiix by Rockwell Automation

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 users in meeting their strategic business objectives with Fiix CMMS.

Tadeo Rodriguez
Customer Sustainability Operations Lead, Rockwell Automation

Tadeo has a decade of industrial experience to draw on when solving multidisciplinary engineering problems. As part of the sustainability team, he aims to leverage digital and automation technologies to decarbonize, optimize water utilization, and reduce waste in industrial operations.

Varinderpal Singh
Solutions Consultant, Fiix by Rockwell Automation

Varinderpal has over five years of experience in developing Business Intelligence (BI) reporting solutions tailored to client needs. He specializes in translating complex data into clear and actionable insights, with a strong focus on visualizing CMMS data for Fiix clients.