**Session 1: Maximo Product Roadmap**

Dave Gasdia, Maximo Product Design and Architecture, IBM Tivoli USA

This presentation will include a review of the Asset Management development strategy, including the product roadmap for the next 18 months as well as a high-level overview of the latest enhancements to Maximo EAM.

Dave Gasdia joined IBM Tivoli as part of the MRO Software acquisition in 2006 where he served the Products and Technology Group as Director of Product Management. In the seven years that Dave was with MRO Software, he held various roles in Product Design & Development, Strategy and Product Management.

**Session 2a: Introducing Intelligent Asset Management**

Leon Pavlidis, Senior Maximo Specialist, IBM ANZ

Assets are now becoming smarter as they are increasingly software enabled, micro-processor driven, IP addressable and sensor enabled. Coupled with wireless and high speed networks, the opportunity to utilise data to increase efficiency, manage compliance and improve operations is now a reality. Attend this session to understand IBM's view of operational intelligence for asset management. We'll explain why the IBM Maximo Asset Management platform is a key component and hear how IBM Maximo customers are using the insight from their Maximo system to make smarter business decisions. This is your session to get introduced to smart asset management.

As the Senior Solutions Architect for the Maximo Business Unit of IBM A/NZ, Leon Pavlidis works closely with organisations to help them formulate an Enterprise Asset Management solution to meet their business requirements. Leon has been working with IBM for 9 years. With over 20 years business experience in Enterprise Asset Management (EAM) and Enterprise Resource Planning (ERP), Leon is well placed to advise organisations on appropriate Asset Management strategies, and how to integrate these strategies within their existing and future business processes, previously working for global companies such as JDEdwards, Infinity Solutions/Fujitsu and Marcam. Leon also previously spent 8 years as a Manager/Director for a Melbourne based Construction Company. Leon has worked on many projects for companies such as; Adelaide Brighton Cement, NT PowerWater Corporation, Petrocorp NZ (Fletcher Energy), Kraft Foods, General Electric, Berriwale Orchards, Don Smallgoods, Tasmanian Alkaloids, ConnectEast, Yarra Trams, Christchurch Airport, Brown Brothers wines, Mondavi (USA), Sime Tyres(Malaysia), Beringer (USA).

**Session 2b: Using Rational Tools to Assist in Migrating to V7 with GIS Asset Location**

Greg Bek, Maximo Testing specialist, Software Traction

Maximo systems generate vast amounts of transactions, especially in the areas of work orders, purchasing and workflow processes compounded by the inclusion of sending GIS information across the network. Learn how IBM Rational tools were used at a customer site to analyse performance and help tune network traffic on low bandwidth networks (including 3G) as the system was upgraded to version 7. This session will show you how the tools were used to simulate the load on the system and identify bottlenecks before they appear. Test scenarios were built based on user behaviour, and used to see the impact on performance. Learn how these tools were leveraged to ensure there was smart design and adequate capacity to meet customer needs.

Greg has been working as a Software Development professional for more than 24 years. He began his career in the technical area of Radar and Naval systems. He spent 14 years working for Rational Software, 8 years in the Asia Pacific region in technical and technical management roles, and 6 years as a product manager with a worldwide responsibility based in the US. Greg has extensive knowledge of the Rational tools – and is currently working with a number of customers needing to test and validate deployments of large corporate systems using Web based front ends.
Session 3a: Maximo for Utilities
Pete Karns, Worldwide Industry Solutions Leader, IBM Tivoli USA,
Jerry Miller, Utilities Design Architect, IBM Tivoli USA

IBM’s industry expertise, including our Maximo solution, provides the foundation for solving the most complex business problems, from Power Generation Optimisation to the Intelligent Utility Network. This session will begin with an overview of IBM’s Utility solutions and investments, and then outline how Maximo for Utilities supports and enables key Transmission & Distribution business processes, such as: Compatible Unit Estimating & the Multi-level compatible unit library, the ability to manage crew type and crew makeup and track labor, skills and certifications. In addition, we will discuss the deployment of an adaptor using the Maximo Integration Framework to extend your solution to: fixed asset accounting CPR, mobile workforce management and graphical design tools. We will also discuss GIS enablement within the Utilities Industry Solution and finally conclude with the product roadmap.

Pete joined IBM as part of the acquisition of MRO Software in October 2006. He currently manages the Maximo Asset Management Industry Solutions Program within IBM Tivoli, responsible for achieving growth objectives and leading various industry-oriented initiatives. Pete is a member and facilitator of the virtual Maximo management team, which is comprised of senior members of every department that touches Maximo with the directive to continue Maximo’s market leading position within the Asset Management space. Prior to IBM, Pete had been with MRO Software since 1999. As a member of MRO’s product development and marketing teams, he was engaged in the various initiatives to launch the industry solutions program, and the product strategy that expanded the portfolio with IT asset management and Service Desk solutions. Prior to joining MRO Software, Pete served in facility and plant engineering roles with ServiceMaster Management Services and GE Nuclear Services. He earned his B.S. in Facilities and Plant Engineering at the Massachusetts Maritime Academy, and his M.B.A. at the New York Institute of Technology.

Jerry Miller is a Design Architect for the Maximo for Utilities solution. He has been with IBM for 6 years and has been working within the T&D Industry for over 20 years. In his current role, he is responsible for identifying the product roadmap and future product enhancements. Jerry is a member of IEC TC 57 Working Group 14. Jerry began his career working for Florida, Power and Light as a Construction Services Engineer and was later a Business Process Re-Engineer. After FPL, he spent 6 years implementing Work and Asset Management systems within Gas and Electric utilities. Jerry has a BS in Industrial and System Engineering from the University of Florida and a MBA from Florida Atlantic University.

Session 3b: Maximo for Facilities Management
Kim Woodbury, Maximo Product Management and Strategy, IBM Tivoli USA

One of the largest expenses of running a business today is the cost of providing and maintaining facilities. IBM recently announced an agreement with Drawbase software to add space management and space planning capabilities into Maximo. Hear how this extends the facilities solution to include move management, space utilisation, occupancy tracking, capacity planning, and lock and key management. Get up to date on how space management further strengthens IBM’s smart, green, sustainable solutions for cities and buildings announced in February.

Kim is part of the Product Manager/Strategy team for Maximo with responsibilities for facilities and spatial as well as general Asset Management roadmap around supply chain functionality. She has been with Maximo for 12 years, and previously worked as a design/architect for Maximo for supply chain capabilities. Prior to that she managed the Premium Support (now AVL) group and initially was a support analyst for Maximo.
Session 4: Becoming a Smart Utility By Choosing Maximo  
Eric Merten, Program Manager, 2020 Vision Project, Portland General Electric

Portland General Electric have embarked on a multi-year project to deploy Maximo as the enterprise-wide asset and work management system, to replace over 68 maintenance and asset management applications in use. This presentation will discuss the strategic decision to go with Maximo, and the business benefits in moving to a corporate EAM system as they execute their 2020 vision. Here how choosing Maximo has enabled them to create a platform for the intelligent utility network infrastructure, enabling them to better leverage the new class of smart assets and manage the business processes these asset classes require. Eric will discuss the nitty gritty on how the board was convinced and the execution plan to position PGE to be the utility of the future. You won't want to miss their lessons learned so far!

Eric has helped lead Portland General Electric’s 2020 Vision Program from concept to reality. The 2020 Vision Project modernises and consolidates PGE’s technology infrastructure to ensure that the future technology path will accommodate the changing needs of PGE and its customers. The 2020 Vision represents the transformation of PGE’s current Enterprise Technology landscape into a flexible and integrated technology platform that when combined with process improvement will lead to increased efficiency and cost effectiveness. Eric has more than 11 years experience on the regulated and non-regulated sides of the utility industry. He has worked in T&D operations, IT, power plant development, large construction projects and legal. An attorney since 1997, Eric's areas of emphasis are in negotiation, intellectual property, and contracts. Prior to PGE, Eric worked for Enron as in-house counsel, but he really doesn’t like to talk about that. Eric holds a bachelor's of fine arts degree in photography, a bachelor's of arts degree in sociology, and a Juris Doctorate from Northwestern School of Law of Lewis & Clark College. Eric is a member of the Oregon and Washington State Bars. Eric lives in Portland, Oregon with his wife, two sons and one neurotic dog. When he's not chasing after his 3 and 5 year boys, Eric enjoys working on his fleet of old cars and running in Oregon’s beautiful countryside.

Session 5a: Planning and Scheduling  
Jerry Miller, Utilities Design Architect, IBM Tivoli USA

The demand for maintenance-oriented planning and scheduling has increased, as maintenance planners are becoming more accountable for accurate planning of resource usage and for maximizing asset availability. Using Maximo Asset Management Scheduler, maintenance planners can create schedules that contain work orders and tasks that meet user-defined criteria. These work orders can be viewed in a Gantt chart, along with their resource requirements. Drag and drop work orders to reschedule, and the resource load is recalculated in real-time and displayed as a bar graph inside the chart. This presentation will cover the major features and benefits of the current version and also preview the key elements of the new version.

Session 5b: Strategic Asset Management in a Tertiary Educational Environment  
Emmett Mackle, Facilities Manager, The University of Auckland

The University of Auckland is using Maximo as a strategic asset management tool for systematic inspection and identification of the physical and functional adequacy of its facilities. Maximo is used across the campuses to examine everything from a single building to gain the operational benefits of quantifying the required maintenance, to reviewing an entire estate, obtaining strategic benefits of comparative assessments. You'll see how the tool is used to identify and quantify deferred maintenance, manage job costing and help better reconcile project and maintenance spending. Maximo allows the University to create a current and future strategy for maintenance, repair, operations and capital works that maximises productivity and extends the life of its revenue-generating assets.

Session 6a: What do you know about Maximo?  
Wayne Morris, Richard Berthet and Louis Stoop, IBM Maximo Specialists

Test your Maximo knowledge and prove to the world that you are THE Maximo champion of Pulse 2010. This quiz will probe the depths of your knowledge to dredge up information you may have never heard of and you will learn some new tips while having fun!
**Session 6b: Linear and Discrete Asset Management for Australia's Newest Road Tunnel - Brisbane Motorway Services, A Leighton Contractors and Conneq Joint Venture**
Clare Scanlon, Asset Engineer, Clem Jones Tunnel, Brisbane Motorway Services

Hear from an Australian user of Maximo on the challenges of delivering faster, safer and more reliable travel through the efficient management of their infrastructure. Hear about their experience tracking the condition of fixed and linear assets including the tunnel structure, road pavement, ventilation and communications systems. Understand how they manage preventive and corrective maintenance including maintenance inspections, daily safety patrols, and programmed closures for a large publicly listed, public-private partnership infrastructure project.

**Session 7a: Spatial Asset Management**
Jerry Miller, Utilities Design Architect, IBM Tivoli USA

GIS functionality in Maximo is designed to extend and enhance users’ ability to capture, analyze, and display assets, locations, and work orders in a geospatial perspective. A map tab on the Maximo Work Order Application, Service Requests, Assets and Locations provides a real time view into the GIS System. Understanding specifically where assets, locations and work are located on the map within proximity to service centers or current assignments can aid in the dispatch of appropriate resources for service appointments and corrective/emergency maintenance work. The main focus of this presentation will be to demonstrate the functionality of Maximo Spatial and discuss the product roadmap and ongoing development of this product. This presentation is intended for all Pulse 2010 attendees interested in learning about GIS enabled IBM Maximo.

**Session 7b: Designing the Optimal Maximo User Experience**
Lori Landesman, Product Designer and Architect, Maximo User Interface, IBM Tivoli USA

Out of the box, Maximo applications display everything you might potentially want to know about in that context -- not honed in on what a specific user needs to know to do a specific job. This session will explore tips and best practices for configuring user-friendly Maximo applications, so that users can accomplish their tasks in the most efficient manner. It will also discuss the variety of tools available to modify Maximo screens and functions, and offer advice on how to choose and use them.

Lori has been with IBM for more than 4 years, joining just as MRO was acquired by IBM. In that time, she has consistently focused on Maximo's user experience, researching and exploring who is using Maximo and why, and how the user interface supports or hinders users in their efforts. Her background is in software and web-site usability, and over the past 15 years, she's worked at companies including Netscape, User Interface Engineering and The MathWorks, always with the goal of having customers enjoy using products she designs.

**Session 8a: Implementing efficiency using Maximo's automation and integration framework**
Jon Wilkinson-Baldry, Senior Managing Consultant, Asset Management Strategy and Transformation, IBM GBS

The Maximo Integration and Automation Frameworks provide a flexible and powerful mechanism for increasing the efficiency of data input, communication, data enrichment and communication. This session looks at the high level capabilities of the framework and some examples on how clients can increase usability and connectivity through use of best practice and standard product features such as web services, interactions, escalations and communication templates.

Jon Wilkinson-Baldry is a Senior Managing Consultant in the IBM Global Business Services Supply Chain Maximo practice. He has 15 years IT experience and has worked with Maximo for over 10 years, joining IBM Global Business Services as part of the MRO Software acquisition. Jon joined IBM Australia in 2008 after working as the Technical Services Manager for Maximo services in Europe, and is an expert in Maximo architecture, infrastructure planning, and enterprise integration.
Session 8b: A Switched-on Upgrade Success Story
Cameron Simpson, Senior IT Business Analyst, Meridian Energy

Meridian Energy is the largest state-owned electricity generator in New Zealand, supplying electricity from hydro stations and wind farms to the largest customer, the Tiwai Point Aluminium Smelter and over 180,000 residential, business and rural customers throughout the country. Attend this session to hear how they have successfully upgraded to Maximo 7.1, under budget and well within the expected timeframe. Carefully managing the steps they went through, and partnering with a key Business Partner, they delivered with a fully stable and functional system. In this presentation you will learn from their experience to avoid the pitfalls and maximise your results for your upgrade.

Cameron is the business analyst for asset management and Meridian's Maximo support & development analyst. Cameron provides day to day support for Maximo and recently played a pivotal role in the recent upgrade to version 7 from the business case through to project go live. Whilst about to relinquish his support role, Cameron will be working on opportunities for Maximo to add value to the business.

Session 9a: Maximo Everyplace
Lori Landesman, Product Designer and Architect, Maximo User Interface, IBM Tivoli USA

Customers who want to access Maximo via an iPhone or iPod Touch can use Maximo Everyplace to configure applications in the Application Designer and then use those applications wherever they have network connectivity, without installing anything on the device. You’ll see this new functionality in action and learn how it complements and can coexist in a customer implementation with Maximo Mobile.

Session 9b: Managing a Merger: Process Improvement with Exceptional Asset Management
Phil Duggan, Project Manager, Sunshine Coast Regional Council

Sunshine Coast Water is located in the rapidly growing South East Queensland region north of Brisbane. It was formed as part of the State Government separation of Water from Councils. The objective of this separation was to provide improved regional coordination, accountability and consistent levels of service to customers. Sunshine Coast Water is responsible for the delivery and treatment of Water and Sewerage for the Caloundra, Maroochy and Noosa regions. Learn how Maximo provided the framework to consolidate the three existing organisations and their business processes. As the consolidation process evolved Maximo was able to quickly adapt to changes as the business matured. The project was completed in three months and included works management, dispatch, job costing, time-sheeting for payroll, mobile computing and GIS integration. Future challenges include an additional restructure to amalgamate Moreton Bay Water with Sunshine Coast Water into Unitywater.

Session 10a: Increasing the value of your Maximo implementation
Eddy Moh, Managing Consultant, IBM Global Business Services Supply Chain Maximo Practice.

As part of implementing an asset management solution, the wider value realisation potential of supply chain and inventory optimisation are frequently overlooked and rarely fully exploited. The session includes an overview of what it takes to optimise the Business Outcome for your Maximo Implementation and lessons learnt through these implementations.

Eddy Moh has worked with Maximo for over 6 years, joining IBM Global Business Services as part of the MRO Software acquisition. Eddy joined MRO/IBM Australia in 2004 after graduating from university, and has since acquired an MBA. Eddy has delivered multiple projects across A/NZ, in industries of oil & gas, facilities and road management.
Session 10b: Maximo: It’s Not Just for Maintenance
Natalie Souness, Asset Management System Coordinator, Port Taranaki

Port Taranaki is a modern port which handles a diversity of cargoes and offers a full range of providoring, stevedoring, ship agency and government border protection services. As part of an upgrade to version 7, Port Taranaki have transformed their purely asset maintenance management implementation of Maximo into a enterprise platform leveraging the full capability of an integrated system, including procurement of services and supplies. Hear how they planned and managed the upgrade and their future plans to integrate IT Asset Management into the solution.

Maximo Working Groups
3.20pm – 5pm Thursday 29th July

Led by our worldwide experts, these working groups will discuss the challenges and trends in the industry and how Maximo is evolving to support those shifts. This open, interactive session will enable you to connect personally with those in IBM designing the strategy, as well as network with like-minded industry specific peers.

Maximo Utilities Working Group
Hosted by Pete Karns, Worldwide Industry Solutions Leader, IBM Tivoli USA
Jerry Miller, Dianne DePuy
Wayne Morris, NZ Lead for Utilities, IBM Maximo ANZ

1. Welcome and Intros
2. MUWG Overview and Value
3. IBM in Utilities
4. Q&A and Next Steps

Maximo Travel & Transportation Working Group
Hosted by Ken Donnelly, Worldwide Maximo Industry Leader - Transportation, Strategy & Product Management Team, IBM Tivoli USA
Leon Pavlidis, T&T Lead, IBM Maximo ANZ

1. Welcome, Introductions and Agenda
2. International Trends in Transportation
3. Local Trends in Transportation
4. Maximo Solutions for Transportation, and the upcoming product roadmap
5. Future meetings/discussions, meeting format, leader nomination
6. Thank you and close

Maximo Facilities Management Working Group
Kim Woodbury, Maximo Product Management/Strategy, IBM Tivoli USA,
Narinder Chackan, IBM GBS ANZ
Richard Berthet, Maximo FM Lead, IBM Maximo ANZ

1. Welcome, Introductions and a run through the Agenda
2. International Trends in Facilities Management
3. Local Trends
4. Maximo Roadmap for Facilities Management
5. Future meetings/discussions, meeting format
6. Thank you and close