



**3RD ANNUAL**  
**SERVICE PRO USER**  
**CONFERENCE**  
**HOME OF SERVICE PRO®**



**PRELIMINARY AGENDA**

**September 8-10, 2025 | Baird Center, Milwaukee, WI**





# Our Customers are the Heart of Service Pro®

Service Pro® by MSI Data is committed to constant improvement - and you, our customers, are the reason we strive to make the best software possible.

SPUC is our way to amplify YOUR voices and to provide a gathering space for you and your industry peers. We anticipate our 3rd annual SPUC to be the biggest one yet - don't miss out on in-depth sessions, collaboration, and previews of the year ahead.

**Join us this September to immerse yourself in this 3-day event.**





# Hot Topics In 2025

## Explore the Top Industry Drivers at SPUC 2025

Get ready to dive into the latest trends and address the most pressing challenges in field service.

- **In-depth sessions** with 100 & 200 level content
- **Accelerating** speed to value from technology investments
- **Adapting** to today's customer expectations and employee needs
- **Revolutionizing** the future of service with AI
- **Enhancing** customer experience to drive better relationships & profitable growth





# Your Peers, Their Praise!



**"A fantastic  
opportunity to meet  
other clients like us!"**

**Andy Van Rens**  
Service Manager  
**Total Energy Systems**



**"As a scheduler myself, I  
was really excited to hear  
all the information, and  
also meet other people in  
the industry."**

**Abby Carter**  
Operations Coordinator  
**PMC Interior**



**"I haven't felt inspired  
like this in such a long  
time!"**

**Jon Bobbe**  
Operations Manager  
**Correct Digital Displays**





# AWARDS

We are thrilled to announce the return of the annual Service Pro® Awards!

Service Pro would truly be nothing without the support of our wonderful customers and partners. This is just one of the many ways we can show our appreciation, and honor our exceptional relationships.



- CUSTOMER OF THE YEAR**  
(Company Award)  
**2024 WINNER: PIEDMONT DOOR SOLUTIONS**
- AMBASSADOR OF THE YEAR**  
(Company Award)  
**2024 WINNER: TOTAL ENERGY SYSTEMS**
- PARTNER OF THE YEAR**  
(Company Award)  
**2024 WINNER: BIRDDOG**





# At SPUC: Bernie's Book Bank

## New for SPUC 2025: Our Partner Charity of Choice!

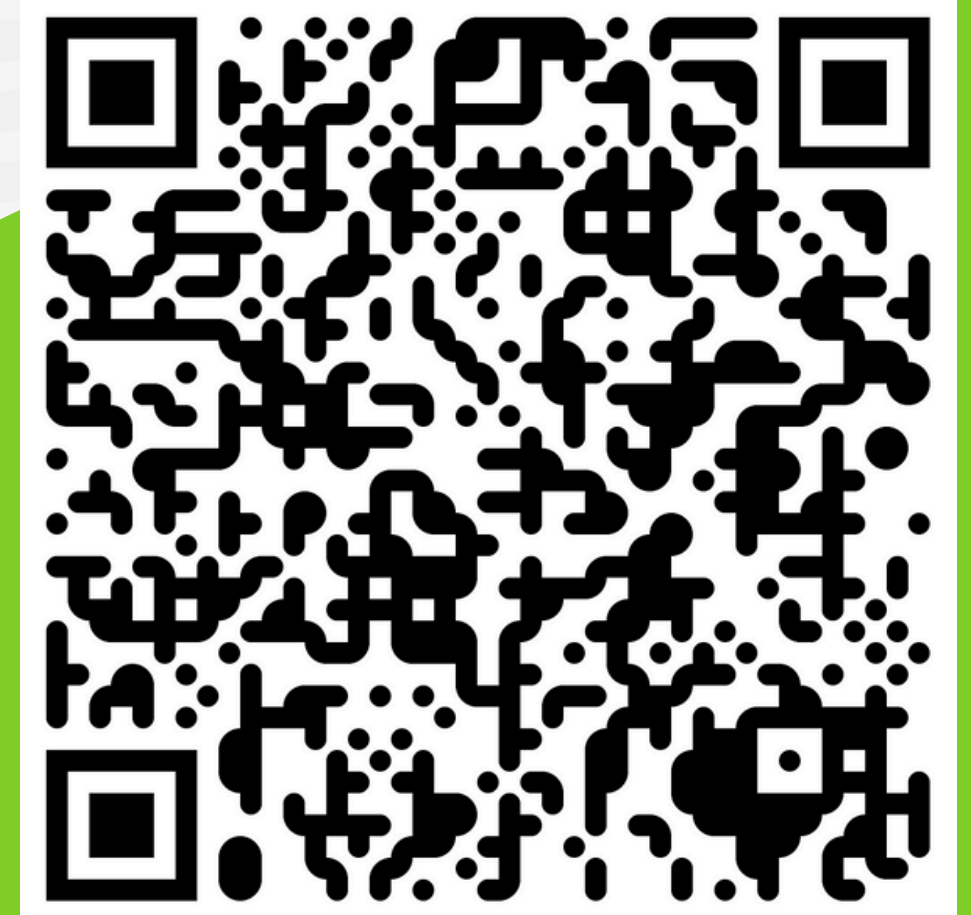
*Bernie's Book Bank is a nonprofit that transforms children's lives through book ownership by sourcing, processing, and distributing free high-quality books to children who need them most. Founded by Brian Floriani in 2009, it was inspired by his father, Dr. Bernard P. Floriani, who, never without a book, read his way to a better life.*

*Fifteen years later, we've gotten over 29 million children's books into children's homes. Funded by generous donors and committed companies and fueled by a passionate team of partners and volunteers, we believe better futures begin with books.*

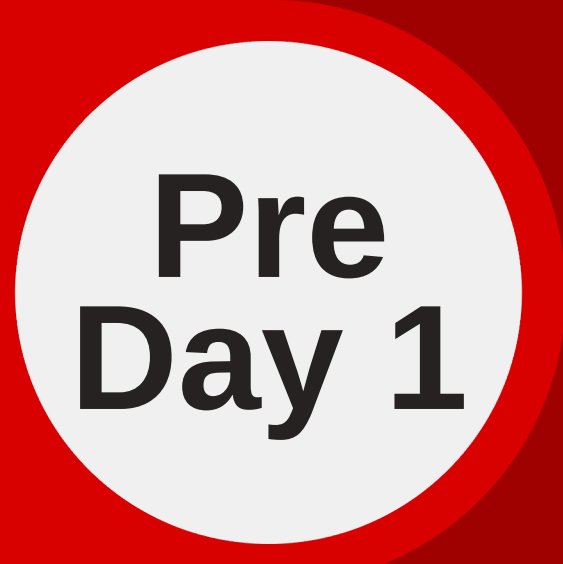
**Help us support children's literacy at SPUC this year by bringing clean, good or great condition children's books to donate, or scan the QR code below.**

**FOR SPUC ONLY:**  
**MSI Data will be matching donations up to \$5,000!**

**Donate Here**







Monday, September 8th, 2025

# Pre-Conference Kick-Off Event



## Registration & Evening Welcome Event

5:00 PM

Registration Opens

Welcome Event (Location - MSI Data Office!)

7:30 PM

Reception and Registration Concludes



Welcome Event:  
MSI Data Headquarters  
Schlitz Park, Milwaukee,  
WI  
September 8-10, 2025  
Baird Center  
Milwaukee, WI

 **WEBSITE**  
[info.msidata.com/2025-service-pro-user-conference](https://info.msidata.com/2025-service-pro-user-conference)

 **CONTACT**  
[msidata.com/contact](https://msidata.com/contact)





Day  
1

# Tuesday, September 9th, 2025

11:30 AM

**Registration & Lunch for All Attendees**  
| Sponsor Hosted

12:00 PM

**Welcome Address**  
Geoff Surkamer, CEO, **MSI Data**

12:15 PM

**OPENING KEYNOTE:**  
"Squeezing more "I" out of AI" by **Derek Riley, Ph.D**

1:15 PM - 4:00 PM

**Afternoon Sessions**  
(next slide)

5:00 PM

**Happy Hour |**  
**Sponsor Hosted**

6-9 PM

**Dinner, drinks, and darts at the New Fashioned**

1122 N Vel R. Phillips Ave, Milwaukee, WI  
53203

## Genius Room: All Day

Stop on by and learn more about certified Service Pro partners and how they can help you maximize profitability







Tuesday, September 9th, 2025

# Session Breakdown - Afternoon

	Track A - 100 Level	Track B - 200 Level	Track C - All Levels
1:15 PM	<b>Inspections - Building &amp; Checklists</b> Bill Langosch, Head of Professional Services	<b>Business Intelligence - Turning Data into Actionable Insights</b> Tyler Hart, Solution Engineer & David Palmer, <b>WPI</b>	<b>The Rise of AI Agents: Shaping Tomorrow's CX</b> Presented by John Heinen, CTO/COO and <b>AWS</b>
2:15 PM	<b>All Things Contracts - How To Get Started</b> Tyler Hart, Solution Engineer & Andrew Knox, VP Sales & Marketing	<b>Inspections - Multi-Form Inspections, Conditional Logic, &amp; More</b> Bill Langosch, Head Professional Services	<b>Exclusive Reveal: Service Pro Insider</b> Presented by Steve Berry, Head of Product Management and <b>THR</b> V
3:15 PM	<b>API - Custom Integration &amp; Data Extracts</b> Kayla Reid, Product Owner	<b>Contracts - Getting the most out of Periodic Order Generation</b> Tyler Hart, Solution Engineer & Bill Langosch, Head of Professional Services	<b>AI In Field Service: What Is It? Where To Get Started?</b> Steve Berry, Head of Product Management and Andrew Knox, VP Sales & Marketing





# Evening Event

Tuesday, September 9th, 2025



## The New Fashioned Dinner, Drinks, Darts, and more

Located right in the center of Deer District just a short walk away from the Baird Center, make sure to join us for a night of food and fun after an exciting day at SPUC!

Explore their [website here](#) to learn more.





Day  
2

Wednesday, September 10th, 2025

7:30 AM

Breakfast for All Attendees |  
Partner Sponsored

8:15 AM

Day 2 Kick Off  
Geoff Surkamer, CEO, MSI Data  
Andrew Knox, VP Sales & Marketing, MSI Data

8:30 AM

General Session: Field Service Leader Panel  
Shana Duthie, Duthie Consulting Group

9:15 AM - 2:15 PM  
Morning Sessions  
(next slide)

12:15 PM  
Lunch for All Attendees |  
Partner Sponsored

1:15 PM

General Session  
Scheduler+ & SDRO+  
Kayla Reid, Product Owner, MSI Data

2:15 PM

General Session  
Product Innovation and Roadmap  
Steve Berry, Product Management Leader, MSI Data

3:00 PM - 3:15 PM

Awards & Closing Remarks  
Geoff Surkamer, CEO, MSI Data  
Andrew Knox, VP Sales & Marketing, MSI Data

Genius Room: All Day

Stop on by and learn more about certified Service Pro partners and how they can help you maximize profitability







Wednesday, September 10th, 2025

# Session Breakdown - Morning

	Track A - 100 Level	Track B - 200 Level	Track C - All Levels
9:30 AM	<b>Business Intelligence: Building a Foundation &amp; Getting Started</b> Tyler Hart, Solution Engineer, MSI Data and Vincent Barterian, <b>Total Industrial Air</b>	<b>API: Customer Story &amp; Use Case</b> Steve Berry, Head of Product Management	<b>Inspiring Adoption When No One Wants To Change</b> Presented by Kelly Grosskreutz, <b>Heartland Business Systems</b>
10:30 AM	<b>Customer Experience: Customer Portal &amp; Technician Tracker</b> John Heinen, CTO/COO	<b>Service Pro Mobile - Best Practices</b> Bill Langosch, Head of Professional Services	<b>"Connect Service Pro to the World"</b> Presented by Robin Zwirtz, <b>BirdDog Software</b>
11:30 AM	<b>Field Service Workshop - Hot Topics</b> Geoff Surkamer, CEO	<b>Field Service Equipment - Tracking Assets</b> Tyler Hart, Solution Engineer & Bill Langosch, Head of Professional Services	<b>Field Service Workshop - Maximizing the Mobile Experience</b> Steve Berry, Head of Product Management & Kayla Reid, Product Owner





# Venue

## Enjoy Milwaukee's Newly Renovated #1 Event Space

The newly expanded Baird Center (formerly known as the Wisconsin Center) has doubled the convention center space to more than 1.3 million square feet.

As part of the Wisconsin Center District (which includes the Miller High Life Theater and the UW Panther Arena), Baird Center is the largest convention center in the state.

Enjoy a warm Wisconsin welcome during SPUC 2025 at the The Big Cheese of Meetings and Conventions!





# Hotel Information

## Enjoy The Beautiful Hilton Hotel

Connected via Skywalk to the Baird Center, enjoy a discounted event rate at this art-deco Milwaukee landmark. The Hilton was built in 1927 and still maintains many of its original features.

Room registration within our room block **closes Monday, August 18<sup>th</sup>**.

### Room Rate:

**SPUC Attendees**  
Special 2025 rate

**\$157\***  
per night

\*To make your reservations in our room block, please [click here](#).

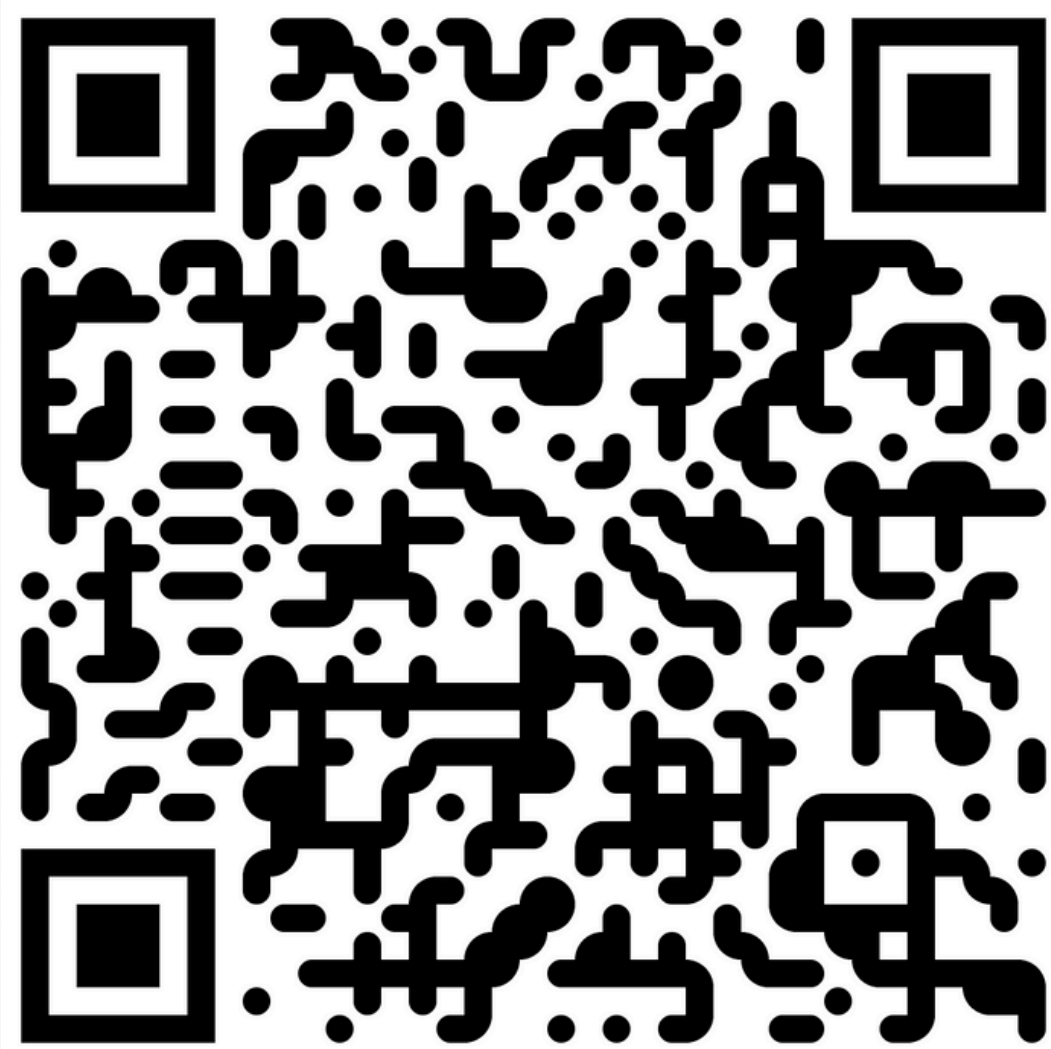




# VIDEO RECAP: SPUC 2024

Check out the SPUC 2023 experience, and [check out our blog](#) for more in depth reviews of SPUC '24 and '23!

*Scan the QR code to watch the SPUC 2024 recap!*





# SPUC 2025: BAIRD CENTER – 2 DAYS

## Regular Pricing

Two Day Conference (and Welcome Event)

September 8-10

**\$550**

**BOOK NOW**

