



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!

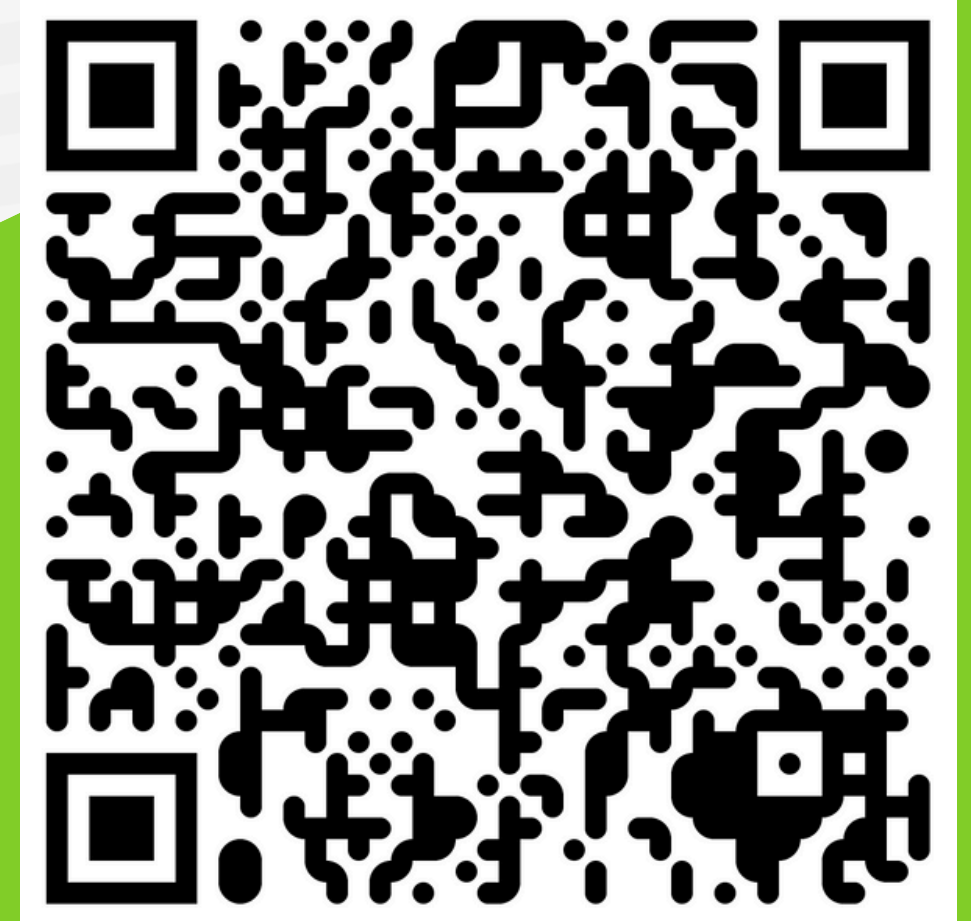
Bernie's Book Bank is a nonprofit that transforms children's lives through book ownership by sourcing, processing, and distributing free high-quality books to children who need them most. Founded by Brian Floriani in 2009, it was inspired by his father, Dr. Bernard P. Floriani, who, never without a book,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

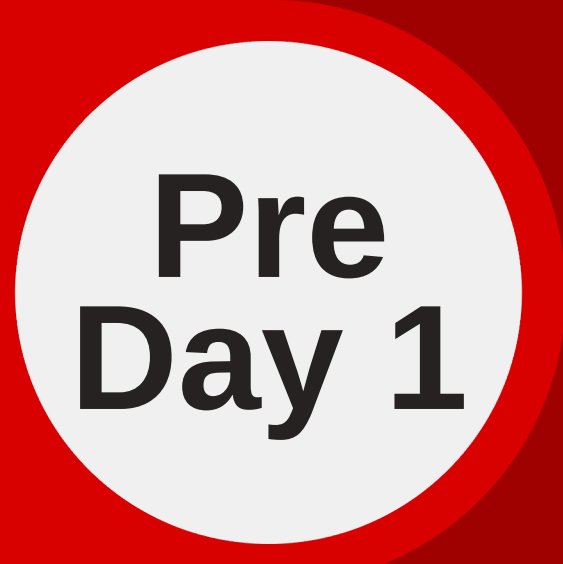
Fifteen years later, we've gotten over 29 million children's books into children's homes. Funded by generous donors and committed companies and fueled by a passionate team of partners and volunteers, we believe better futures begin with books.

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!

Give the Gift of Literacy!





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,
September 8th
MSI Data Headquarters
Schlitz Park, Milwaukee, WI

SPUC 2025,
September 9-10
Baird Center
Milwaukee, WI

 **WEBSITE**
info.msidata.com/2025-service-pro-user-conference

 **CONTACT**
msidata.com/contact





Tuesday, September 9th, 2025

11:30 AM
Registration & Lunch for All Attendees
| Sponsored by **BirdDog Software**

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
Exclusive Reveal: Supercharge your Technicians with Voice AI
The MSI Data Team, THRV

2:15 PM - 4:00 PM
Afternoon Sessions
(next slide)

4:00 PM
Happy Hour |
Vendor Booths + Terrace

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

	Room N206A - 100 Level	Room N206B - 200 Level	Room 206C - All Levels
2:15 PM	Inspections - What You Need to Know Bill Langosch, Head of Professional Services, and Beth Fales, Solution Consultant	Business Intelligence - Turning Data into Actionable Insights Tyler Hart, Solution Engineer & David Palmer, WPI	The Rise of AI Agents: Shaping Tomorrow's CX Presented by John Heinen, CTO/COO and AWS
3:15 PM	Customer Experience: Customer Portal & Technician Tracker John Heinen, CTO/COO, and Kayla Reid, Product Owner	Contracts - Getting the most out of Periodic Order Generation Tyler Hart, Solution Engineer & Bill Langosch, Head of Professional Services	AI In Field Service: What Is It? Where To Get Started? Steve Berry, Head of Product Management and Andrew Knox, VP Sales & Marketing
4-5 PM	Happy Hour Vendor Booths + Terrace		



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 |
Sponsored by [THR](#)

8:15 AM

Day 2 Kick Off
Alyce Peterson, Product Marketing Manager

8:30 AM

General Session: Field Service Leader Panel:
Driving Tech Adoption in Field Service:
Overcoming Barriers and Enabling Change
Moderated by **[Shana Duthie, Duthie Consulting Group](#)**

9:30 AM - 12:15 PM

Morning Sessions
(next slide)

12:15 PM

Lunch for All Attendees |
Hosted by [MSI Data](#)

1:15 PM

General Session
Service Pro Route Optimization
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

	Room N206A - 100 Level	Room N206B - 200 Level	Room N206C - All Levels
9:30 AM	Business Intelligence: Building a Foundation & Getting Started Tyler Hart, Solution Engineer, MSI Data and Vincent Barterian, Total Industrial Air	API: Use Case and More Steve Berry, Head of Product Management and Kayla Reid, Product Owner	Inspiring Adoption When No One Wants To Change Presented by Kelly Grosskreutz, Heartland Business Systems
10:30 AM	All Things Contracts - How To Get Started Tyler Hart, Solution Engineer & Andrew Knox, VP Sales & Marketing, Jennifer Bos, Peak Group Companies	Service Pro Mobile - Best Practices Bill Langosch, Head of Professional Services	"Connect Service Pro to the World" Presented by Robin Zwirtz, BirdDog Software
11:30 AM	Field Service Workshop - Hot Topics Geoff Surkamer, CEO	Field Service Equipment - Tracking Assets Tyler Hart, Solution Engineer & Bill Langosch, Head of Professional Services	Field Service Workshop - Maximizing the Mobile Experience 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 18th**.

Room Rate:

SPUC Attendees
Special 2025 rate

\$157*
per night

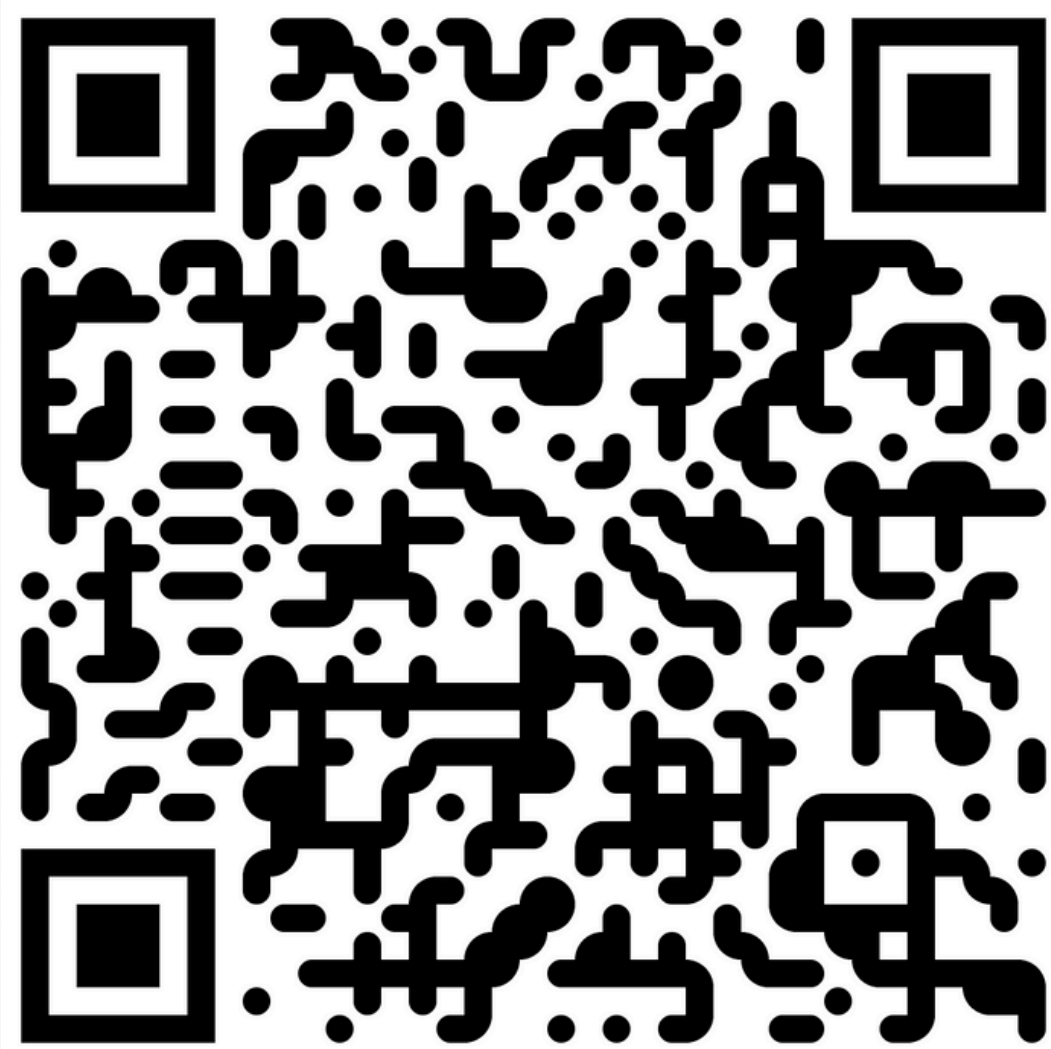
*To make your reservations in our room block, please [click here](#).



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

