

# Webinar: The Latest in Field Service Management Tech

written by Lauri Moon | April 2, 2018

Field service management technologies of the past have often disappointed, resulting in high service costs, excessive warranty expenses, and dissatisfied customers.

A new wave of emerging technologies, ranging from the smart internet-connected devices to augmented reality and artificial intelligence-driven technician support systems promise to deliver a new level of field service efficiency.

In this webinar, industry analyst Joe Barkai will discuss whether these and other emerging technologies will deliver on the renewed promise, or will history repeat itself: organizations and individuals are slow to adopt promising new technologies and incorporate them efficiently into existing culture and workflow.

Joe will explain why many product organizations fail to fully exploit the power of cloud-based service technology and propose guidance for successful deployment of field service management technologies. He will discuss how using a cloud platform as a foundation will help service organizations assume a greater role not only in delivering service, but become an integral part of the product development and lifecycle management.

## Speaker

### **Joe Barkai, Industry Analyst**

Joe Barkai is a recognized industry analyst, strategy adviser, blogger, and published author. His focus is on researching, forecasting, and the strategic application of technology to drive innovation, competitiveness, and business processes excellence.

With more than 30 years of experience helping organizations across diverse industries chart their product and market strategies, Joe offers a unique ability to “connect the dots” and articulate the business value of emerging technologies such

as the Internet of Things, artificial intelligence, augmented reality, and machine learning.

In his book *The Outcome Economy: How the Industrial Internet of Things is Changing Every Business*, Joe explores the impact of the Industrial Internet of Things on manufacturing companies and offers a perspective on product innovation and operation in an always-connected world.

Previously, as Vice President of Research at IDC, a leading global market research firm, Joe led global research across a broad spectrum of industries, including automotive, industrial equipment, aerospace, construction machinery, medical devices and high-tech.



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# **Webinar: The State of Industrial Internet of Things (IIoT)**

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From industry to industry the industrial internet of things is creating tremendous value. This webinar, based on insights from *The State of the Industrial IoT*, will

provide a data driven view into how manufacturers are using IoT to create business value today. This research provides an in-depth analysis of the industries that are leading IoT deployments, how business functions are using IoT, and the types of business value generated. This webinar also explores the degrees of success companies are experiencing in implementation, and where they are in transitioning pilots to production deployments.



## **Shawn Kelly, Vice President of Corporate Strategy, PTC**

- Responsible for leading projects focused on key strategic initiatives for the company
- Inclusive of primary and secondary research to better understand markets, trends, technologies, end user needs, etc.
- Over 15 years of professional experience in Corporate Strategy and Finance for Technology, Life Sciences, and Financial Services companies
- MBA from the Tuck School of Business at Dartmouth College and a BS in Finance from The College of New Jersey



## **Joseph Biron, Chief Technology Officer, IoT, PTC**

Joseph (Joe) Biron is Chief Technology Officer, Internet of Things (IoT) technology at PTC. In this role he oversees product strategy and technical architecture of the core ThingWorx IoT platform, analytics, connectivity, and application development tools for the Industrial IoT. Mr. Biron brings years of IoT experience and deep understanding of the broader technology market to focus PTC's activities towards

breakthrough technology development and collaboration with the ecosystem through partners and industry consortiums.

## Experience

Biron joined PTC in 2014 through its acquisition of Axeda, a pioneer in the development of solutions to securely connect machines and sensors to the cloud, where he served as Chief Architect and Vice President Technology and Innovation. A veteran technologist with over 20 years' experience, Biron has worked as a software engineer, architect, consultant and technology leader in both startups and Fortune 500 companies.

Mr. Biron is a published author and podcast contributor for O'Reilly Media, as well as a featured speaker at technology conferences worldwide, including a TEDx Talk in November 2016.

## **Sponsor:**

☒ PTC (NASDAQ: PTC) is a global provider of technology platforms and solutions that transform how companies create, operate, and service the “things” in the Internet of Things (IoT). The company's next-generation ThingWorx® technology platform gives developers the tools they need to capture, analyze, and capitalize on the vast amounts of data being generated by smart, connected products and systems. PTC's award-winning CEO, considered an industry thought leader, co-authored the definitive guides to the impact of the IoT on business in the Harvard Business Review.