



## Convince your Boss

To: \_\_\_\_\_

Date(s): \_\_\_\_\_

Location: \_\_\_\_\_

I would like to attend the Southwest Maximo Users Group (SWMUG) event. SWMUG is recognized as the one of industry's key events for IBM® Maximo® users, managers and business leaders. During this event of learning, networking, and exploring new ideas and innovation, I will have the opportunity for close discussions with experts who can help our organization accomplish our business initiatives using the Maximo system.

The SWMUG event supports many aspects of our organization's goals and objectives.

### Some highlights and benefits I would experience by attending:

**MASTER:** The best ways to use and facilitate Maximo strategies and reports – This is best opportunity to learn from experts from IBM, as well as other Maximo seasoned users, who demonstrate how to get it done. I will have the opportunity to meet and converse with all expertise levels and roles including executives, supervisors, administrators, highly skilled users and frontline employees.

**DISCOVER:** The latest emerging trends – Artificial intelligence (AI), machine learning (ML) and the Industrial Internet of Things (IIoT) are the hot topics. Organizations that have implemented these types of technologies, integrated with Maximo, will share their insight and advice, so our organization can learn from their successes and failures.

**COMMUNICATE:** Effectively with major stakeholders – The biggest advantage of the Maximo system is to capture data, then report on the data through reports and analytics that satisfy the business, such as safety, environmental, mean time to repair (MTTR), compliance to schedule, backlogs and work status to name a few. There will be attendees from the best-run companies in the world in attendance, including top reliability leaders, system administrators, condition monitoring professionals, IT leaders, IIoT and AI specialists, operational excellence leaders and asset managers.

**EXPECTATIONS:** High-value return on investment (ROI) – Practical experience, case studies and expert knowledge will be shared through keynotes and professional presentations. 95 percent of past attendee's state that they can implement something they learned at SWMUG immediately upon their return. It's a ROI win for us!

**DEVELOP:** Better planning and work execution skills – SWMUG presents Awards, which honor the best companies and teams showcasing their programs and are leading the way in the industry. My goal is to not only learn from their experience but develop our own award-winning program!

I could go on, but I feel SWMUG is well worth the investment and time. This event encompasses everything I need to advance myself, my team and our organization.