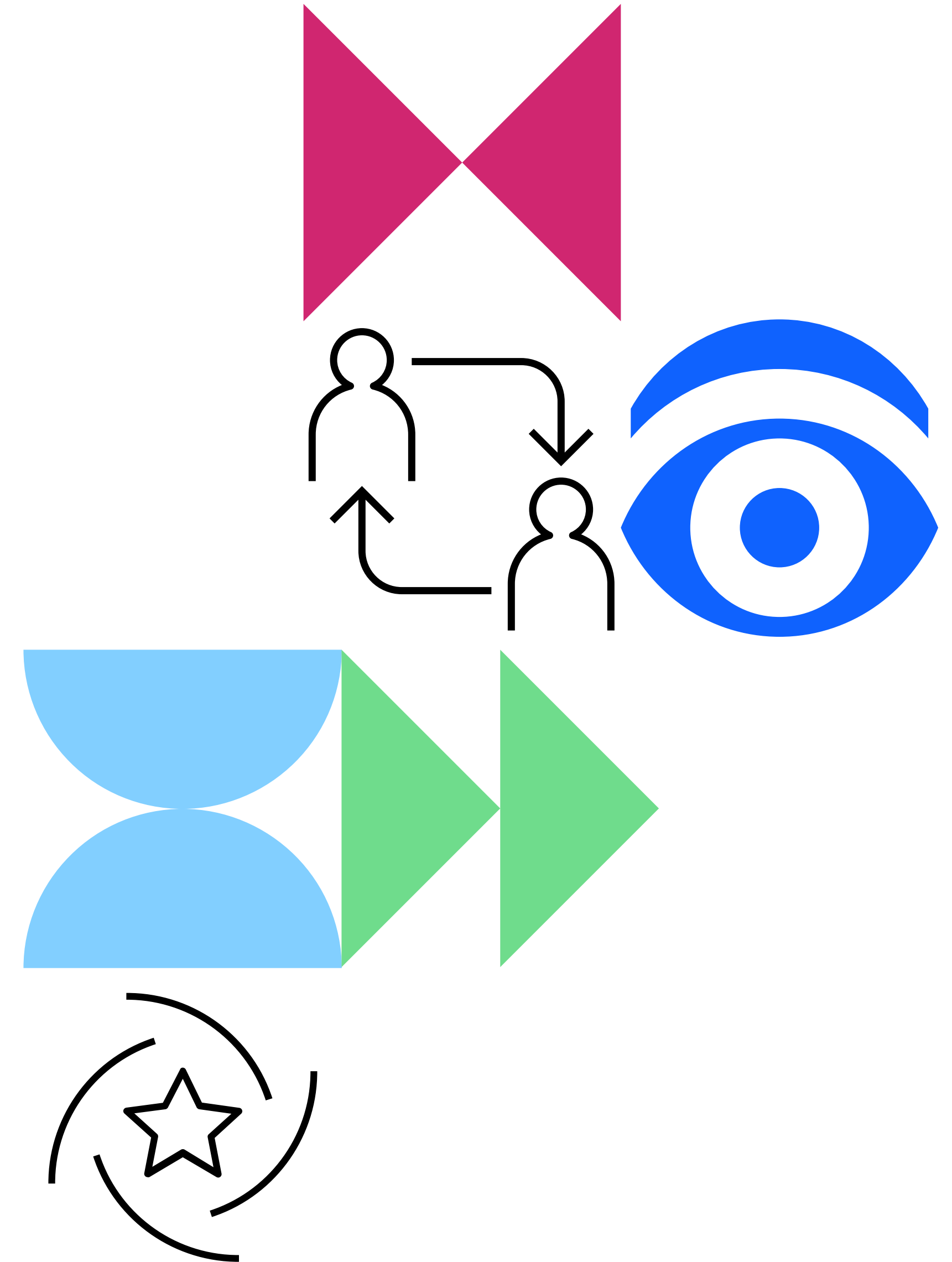


# Southwest Maximo Users Group



The updates from the IBM User Group Team and the IBM Champions Team



# Registration is Open!

IBM TechXchange 2025

6-9 October 2025

Orlando, FL

<https://ibm.biz/TXC2025Conference>



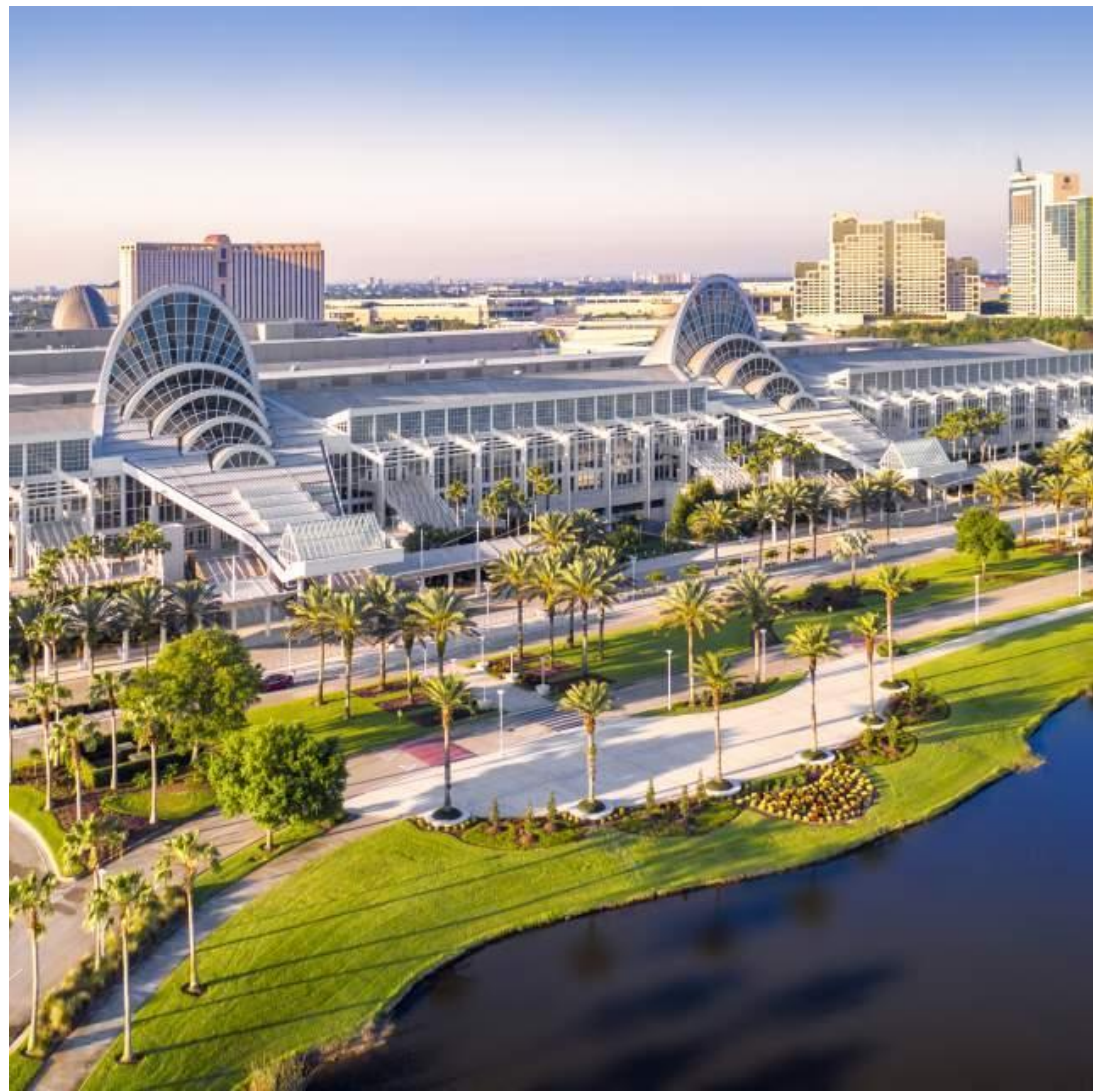


# IBM TechXchange 2025

The learning event for developers and technologists on a mission...

**All systems GO/**

- **Where:** [Orange County Convention Center](#)  
Orlando, FL
- **When:** Week of Oct 6, 2025
  - Pre-conference activities (Pre-conference Hack-a-thon)
  - Oct 6: Community Day
  - Oct 7- 9 Main Conference



## Why Attend?

- Get hands-on with the newest tech
- Meet experts & IBM Champions
- Code with your peers
- Technical/roadmap keynotes & technical deep dive breakouts,
- Hands-on experiences,
- Product demonstrations,
- Instructor-led labs
- Earn certifications tailored for IT professionals

## Fun Networking Experiences

- Sandbox 3.0 Opening Night
- Block Party
- Peer Roundtables
- Universal Orlando Resorts Islands Of Adventure
- Meet experts like:  
Krishna Dantam, STSM, Chief Architect, Maximo, IBM

Explore/ the next phase of your AI journey

Build/ with the experts behind the tools

Learn how to ensure that applications get the resources they need for top performance, as well as how to extend asset life and value.



# Maximo Sessions Sneak Peak: [MaximoGroups.org](https://MaximoGroups.org) Track

- . Real-Time Asset Insights with Maximo Health and Monitor: A Success Story in a Cable Car Operation
- . Powering Agribusiness at Scale: Maximo in Action a Leading Cooperative
- . Enhancing Digital Inspections with AI: Real-World Applications from Con Edison
- . From REactive to PROactive: Unlocking Predictive Power with IBM MAS
- . Mastering Maximo REST APIs: What can you connect to tomorrow?
- . Complementing Lease Administration and Accounting with Maximo Application Suite
- . Why is Planning Materials on Job Plans a Crucial Process in Every Organization?
- . Digital Twins in action: Visual Asset Management with Maximo
- . Applying IBM MAS Monitor to Perform Fault Failure & Diagnosis on Chiller Plant Process Data
- . Advancing Asset Lifecycle Management with Generative AI and the right Data Models
- . AI and Generative AIL Current Capabilities and Future Possibilities in Maximo and Beyond
- . Scope 3 Mysteries - AI powers the Sustainable Supply Chain
- . Advanced Automation Script Technologies

# Maximo Sessions Sneak Peak: [MaximoGroups.org](https://MaximoGroups.org) Track

- . Automating Real Estate Asset Management for Banks in Brazil
- . Enabling Field Technicians Productivity with GenAI infused Maximo Mobile
- . Journey to Prediction on MAS: A Data Preparation Approach in an Offshore Drilling Company
- . Evolving Asset Management in Power Generation with IBM Maximo Application Suite
- . Implementing CI/CD Pipelines for MAS Manage and Mobile: Practical Insights and real customer cases
- . Stena Drilling Story of MAS Upgrade with Multiple Remote production instances and zero downtime
- . Automating Net Zero: Transforming Emissions into Action Across IT & Operations
- . Unlock Insights and enhance end-user experience with Deloitte's AI assistant, powered by WatsonX
- . Optimizing the vegetation management process with EIS and Maximo
- . Ethical AI based approach for Utility Industry to Automate Purchase Order Approvals
- . Use Configuration, Workflow and scripting to automate purchase order approvals
- . MaximoNXT: Your AI Ally for de-customization and Maximo code assistance
- . Setting up a use case for Maximo for emerging industries

# Maximo Sessions Sneak Peak: Business Management & FinOps Track

- . Building and Customizing Maximo Mobile Apps with the Maximo Application Framework (MAF)
- . Exploring AI in Asset Management: Real-Time Insights & Decision-Making with Maximo Assistant
- . Maximo 7 to MAS Manage 9 Upgrade - Hands-on practical experience of upgrading database
- . Maximo Manage Hands-On preparation for Manage v9 Functional Deployment Professional
- . Modernizing EAM: Our Journey to the Maximo Application Suite
- . Maximo Application Suite 9.1 with MREF (Maximo Real Estate and Facilities) - deployment, implementation & system administration's best practices
- . Google's EAM modernization journey on GCP
- . Intelligent Asset Inspection Pattern
- . Enhancing Production Quality & Efficiency Through AI at Ford Motor Company
- . Optimizing Retail Operations with AI: Verizon's Journey to Enhance Store and Real estate Experience
- . Optimizing Retail Operations with AI: Verizon's Journey to Enhance Store and Real estate Experience
- . GASB Lease Accounting with TRIRIGA
- . AI Meets B2B: Revolutionizing Order Management with Intelligent Capabilities

# Maximo Sessions Sneak Peak: Business Management & FinOps Track

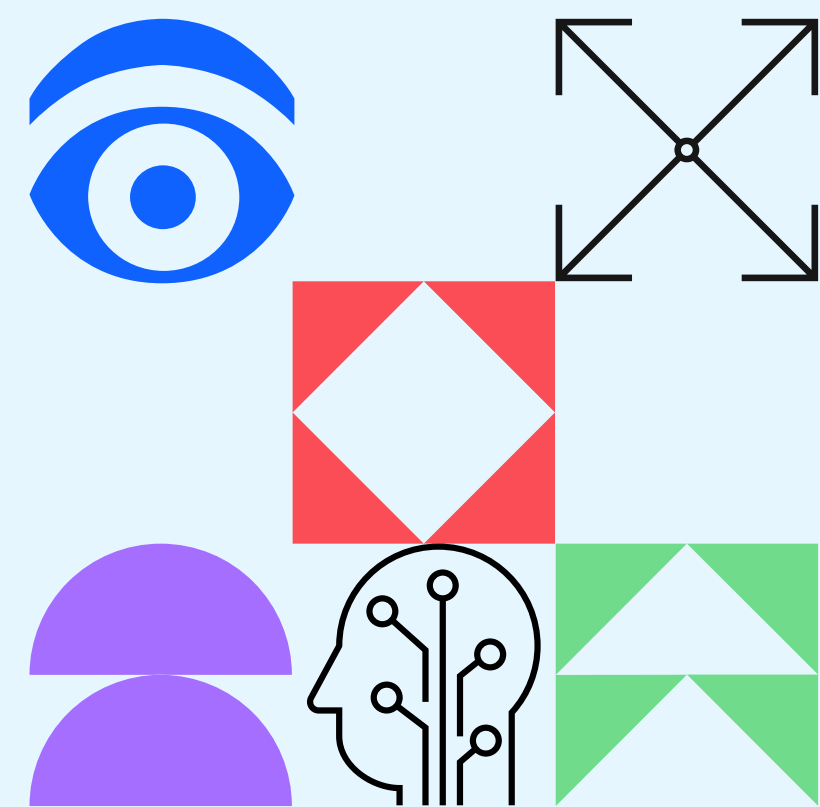
## Certifications:

- . C1000-132: IBM Maximo Manage v8.0 Implementation
- . C1000-183: IBM Maximo Manage v9.0 Functional Deployment - Professional
- . C1000-141: IBM Maximo Manage v8.x Administrator
- . C2010-653: Fundamentals of IBM TRIRIGA Application Platform V3.2.1 Application Development

# Week at a Glance

Oct 6-9, 2025  
Orlando, FL | Hilton Orlando & OCCC

## IBM TechXchange 2025



Monday – 6 October		Tuesday – 7 October		Wednesday – 8 October		Thursday – 9 October	
8:30 AM 5:30 PM	Weekend Learning Event – IBM ONLY	7:30 AM 8:45 AM	Peer Roundtables	7:30 AM 8:45 AM	Peer Roundtables	7:30 AM 8:45 AM	Peer Roundtables
8:00 AM 12:30 PM	Partner Day with Opening Session & including lunch and networking	7:30 AM 5:45 PM	Instructor-led Labs & Workshops	7:30 AM 5:45 PM	Instructor-led Labs & Workshops	7:30 AM 1:30 PM	Instructor-led Labs & Workshops
8:00 AM 5:30 PM	Early access Instructor-led Labs	9:00 AM 5:00 PM	Sandbox 3.0 Open	9:00 AM 5:00 PM	Sandbox 3.0 Open	8:00 AM 1:30 PM	Sandbox 3.0 Open
8:00 AM 5:30 PM	Certification Zone Open (Last Seating at 4:00 PM)	9:00 AM 10:00 AM	Opening General Session	9:00 AM 10:00 AM	Wednesday General Session	8:00 AM 12:30 PM	Certification Zone Open (Last Seating at 11:00 AM)
1:00 PM 1:30 PM	Community Day Opening Session	10:30 AM 6:00 PM	Technology Breakouts, Bootcamps, Meet the Experts & Tech Talks	10:30 AM 6:00 PM	Technology Breakouts, Bootcamps, Meet the Experts & Tech Talks	8:00 AM 12:00 PM	Technology Breakouts, Bootcamps, Meet the Experts & Tech Talks
1:30 PM 6:00 PM	Community Day Tracks: Open Source & Developer User Group Meetups CABs & CACs	10:30 AM 6:00 PM	Certification Zone Open (Last Seating at 4:30 PM)	10:30 AM 6:00 PM	Certification Zone Open (Last Seating at 4:30 PM)	12:00 PM 1:00 PM	Grab & Go Lunch
7:00 PM 9:30 PM	Opening Night Block Party @ Sandbox 3.0	11:30 AM 1:30 PM	Lunch & Networking Event Self-Paced Lab Takeover	11:30 AM 1:30 PM	Lunch & Networking Event Self-Paced Lab Takeover	12:30 PM 1:30 PM	Closing General Session & Awards
		7:30 PM 11:30 PM	Evening Network Event at Universal Orlando				



# Four types of IBM TechXchange Passes

## ~~\$1,599~~ ~~Full Conference Pass~~

~~The best value. Enjoy full access to all sessions, labs, entertainment, and more throughout the conference. Includes access to:~~

- Monday Partner and Community Day
- Monday night Block Party
- All sessions and labs
- Tuesday night at Universal Studios (one companion pass available for \$150 + FL Sales Tax)
- Play in the Sandbox 3.0
- Lunch and refreshments included
- Welcome gift



30% Off  
for  
SWMUG

<https://reg.tools.ibm.com/flow/ibm/techxchange25/reg?regcode=30MaximoGroupsOrg>

## \$249 Single Day Pass

Can't stay all week? This pass provides full access to all sessions and more for a single day. Includes access to:

- All sessions on Tuesday or Wednesday
- Play in the Sandbox 3.0
- Lunch and refreshments included
- Welcome gift

*\* Limit one per person. Full Conference Pass upgrade available for purchase. Excludes labs and evening entertainment.*



<https://reg.tools.ibm.com/flow/ibm/techxchange25/reg?regcode=MAXIMOGROUPS249>

## Free\* Student Day Pass

Get hands-on learning, workshops and networking designed just for students—Tuesday only! Includes access to:

- Curated sessions and labs
- BYOD workshops
- Play in the Sandbox 3.0
- Participate in Student Dev Showcase
- Lunch and refreshments included
- Welcome gift

*\*No cost to students 18+ on October 7, 2025, with a valid student email. Student ID to be presented on site.*



<https://reg.tools.ibm.com/flow/ibm/techxchange25/reg?regcode=MAXIMOGROUPSSP>

## Free Community Day Pass

Before the conference kicks off join us Monday for a day of collaboration, networking and coding. Includes:

- Monday Community Day kick-off event
- Sessions featuring open source projects, User Groups, and more
- Direct access to open source committers and contributors
- Refreshments provided
- Welcome gift

*\*Excludes labs and Monday night Block Party. Add admission to Monday Block Party for \$150 + FL Sales Tax.*

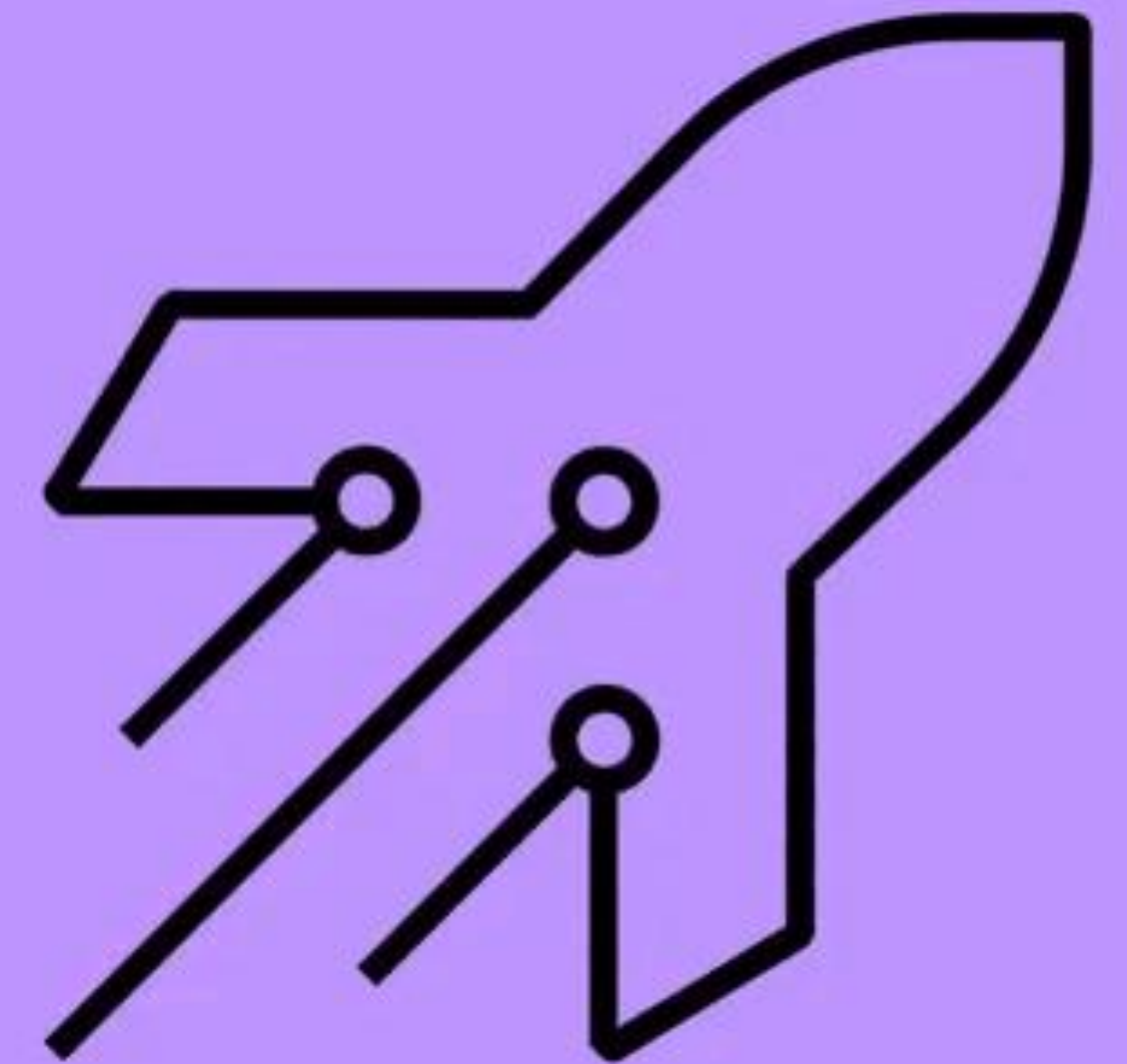


<https://reg.tools.ibm.com/flow/ibm/techxchange25/reg?regcode=MAXIMOGROUPSCP>

# Key Milestones



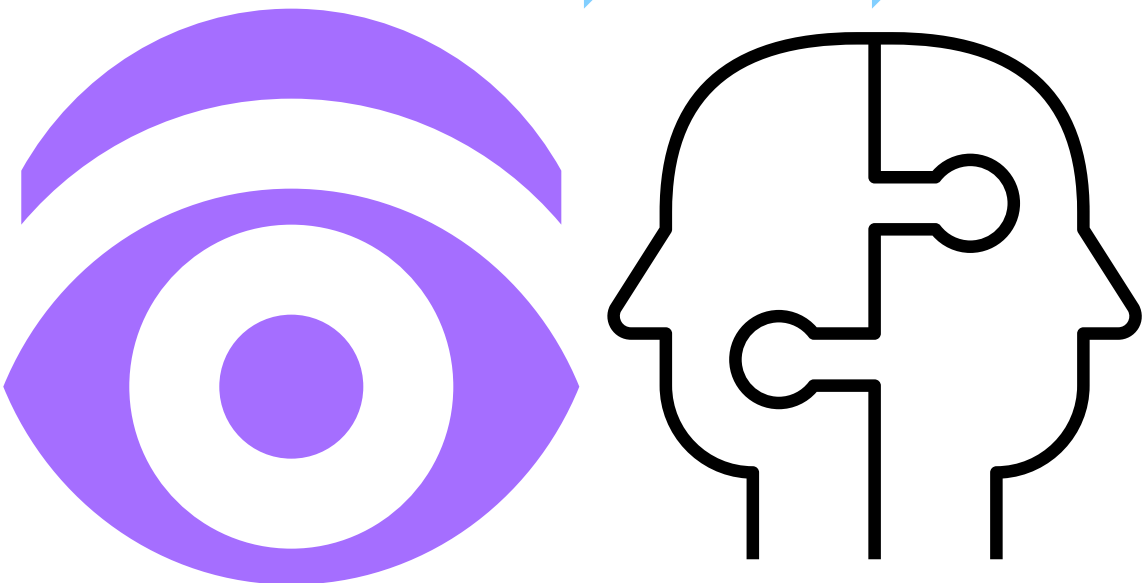
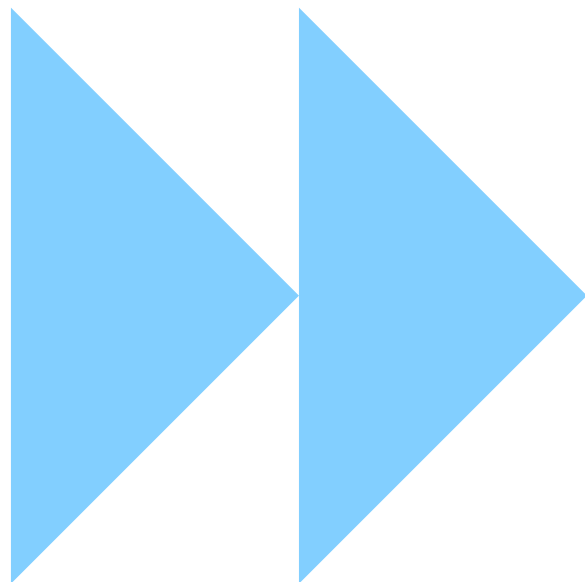
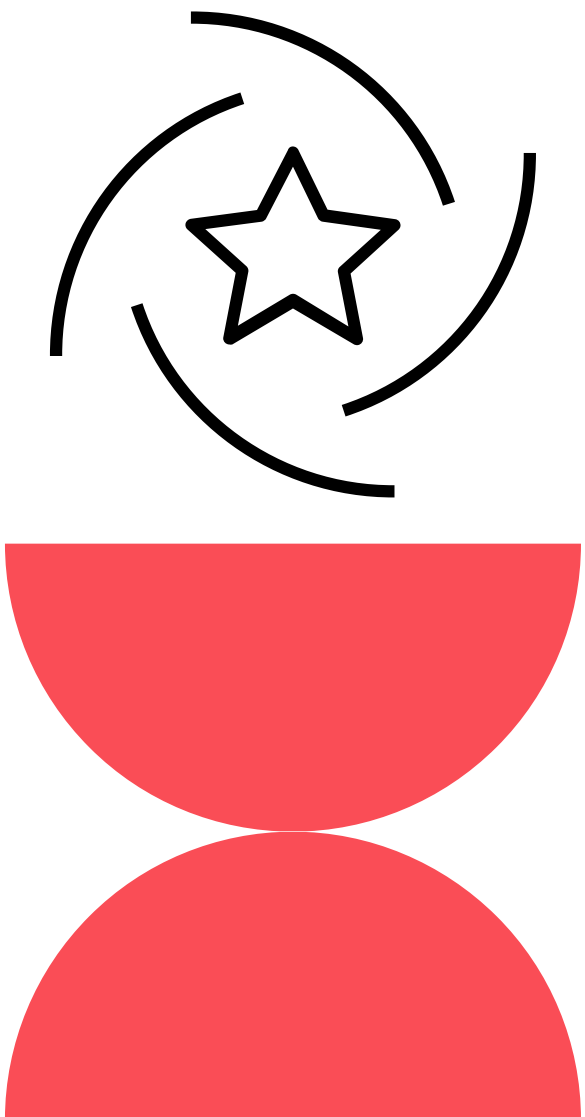
- **6/3** Speaker invitations to register sent
- **6/12** Session Catalog go-live
- **6/16** Pre-conference Hackathon registration opens
- **7/24** Final Session Catalog includes session schedule





# Southwest Maximo Users Group Advocates wanted!

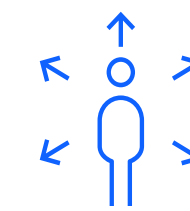
Houston, TX  
July 9-10, 2025







In 2025 IBM Champions program recognizes more than 1400+ of IBM's most passionate IBM technology experts – clients, business partners, consultants, and educators – who influence the market by **guiding buying decisions, inspiring innovation, shaping IBM product development, educating new generations of users, and deepening community growth.**



Increasing their peer network and community



Amplifying their social eminence



Influencing IBM's product development

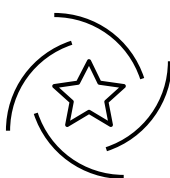


Sharing knowledge and supporting others



# Start the pathway now to become an IBM Champion!

You could join more than **1400 IBM clients and business partners** who share their expertise and advocacy for IBM technologies



## The IBM Champions Program

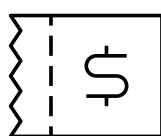
The IBM Champions program recognizes, rewards and catalyzes the experts, advocates, and leaders who contribute beyond their jobs to amplify knowledge and success around IBM technologies.

## How would you like to become an IBM Champion?

Becoming an IBM Champion means you are among a group of VIP experts who advocate for IBM technologies. Champions advocate through a variety of activities such as supporting sales opportunities, providing product feedback, participating in customer advisory boards, and so much more.



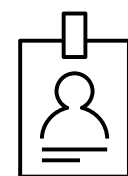
## Program Benefits



Invitations, discounts, and VIP perks at IBM conferences and events



Discounted IBM learning and certifications



Complimentary passes to IBM TechXchange Conference



Exclusive access IBM product development teams & product previews (under NDA)



Digital badges and logo gear to wear

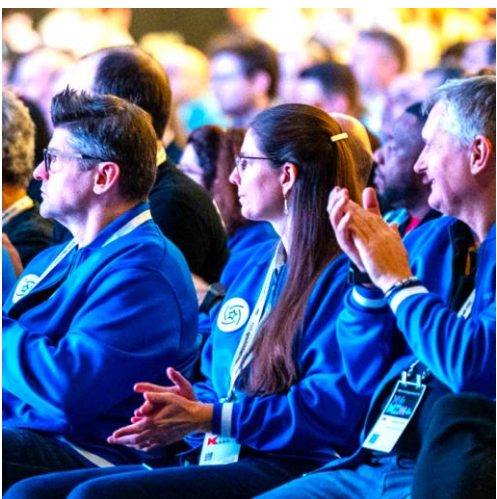
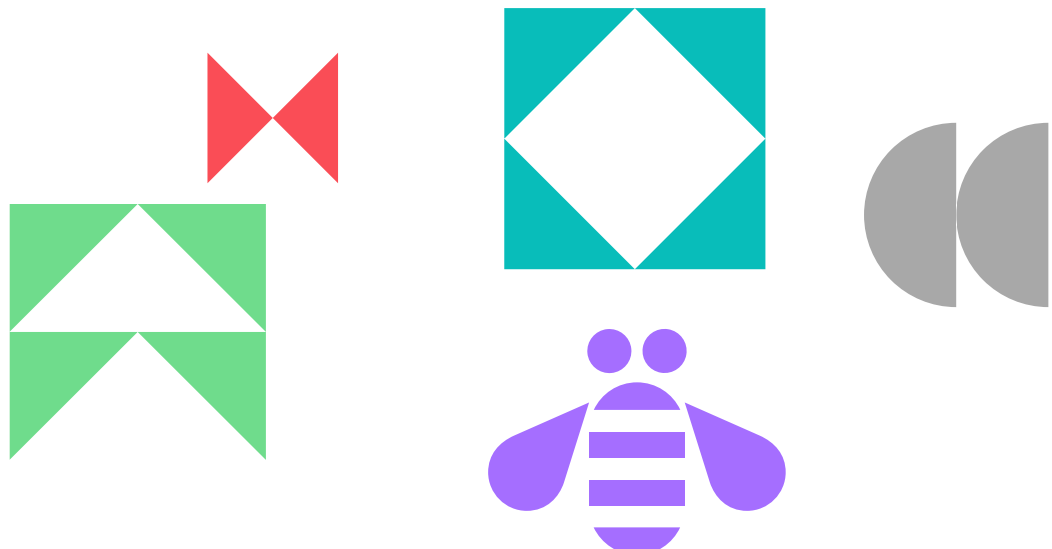


## Get started on your nomination now

The nomination period for IBM Champion opens in 3Q/25. But you can get started now and build your ‘advocacy portfolio’ by applying to the **IBM Rising Champions program**.

Rising Champions is a year-round graduated badging program, dedicated to recognizing and supporting your advocacy work as you prepare for a future Champion nomination.

Learn about the program criteria and apply today!



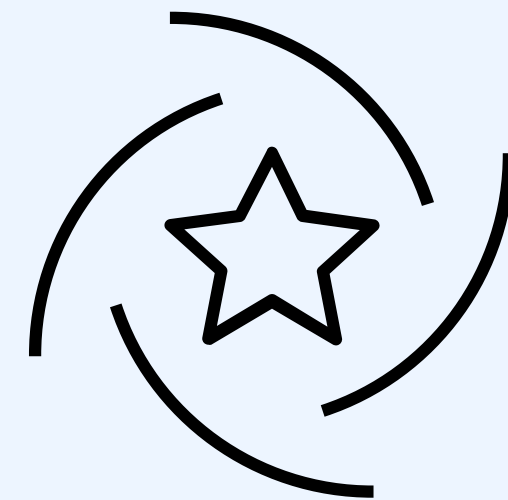
## Class of 2025 profile:

**1435** IBM Champions  
**36%** new and **64%** returning  
**66** Countries  
**52%** Software  
**34%** Infrastructure & Cloud

Questions?  
Send email to [ibmchampions@ibm.com](mailto:ibmchampions@ibm.com)



IBM Champions: an essential  
bridge between technical  
expertise & sharing knowledge!  
Nomination season opens in 3Q25,  
**but** you can start today!

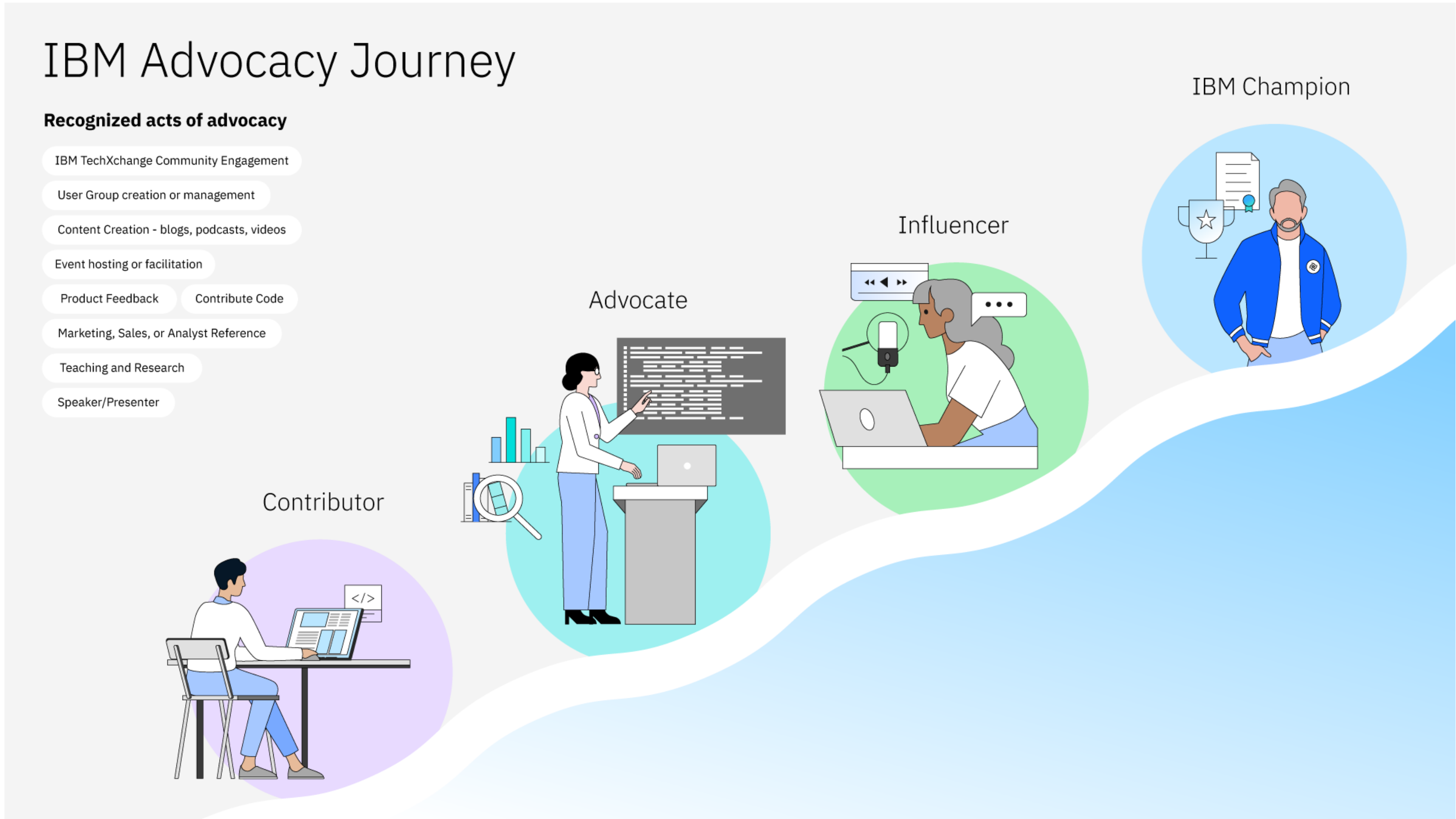




# You can start the pathway to IBM Champion today via the **IBM Rising Champions program**

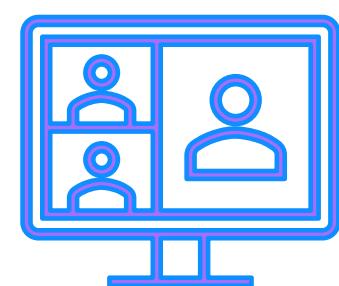


Advocates may earn **IBM Rising Champions Advocacy badges** for all their year-round advocacy, as a pathway to work towards the IBM Champion designation.

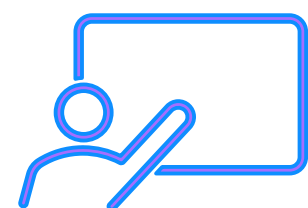


# Recognized activities for the programs

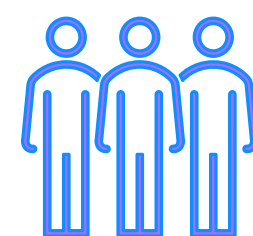
Feedback through Client Advisory Boards (CABs), Ideas Portal, and product reviews



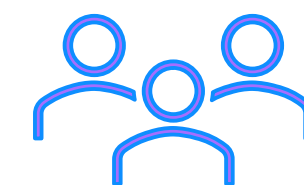
Speaking / Presenting at conferences or other events



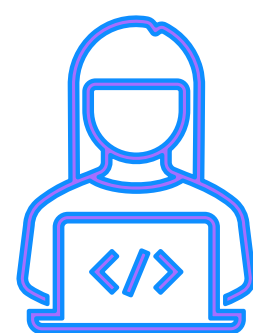
IBM TechXchange Community Engagement via blogs and discussion threads



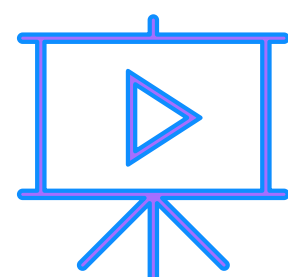
Volunteering or managing a User Group



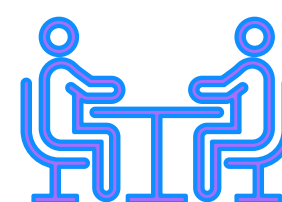
Contributing code



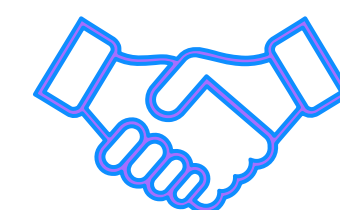
Creating Content – blogs, articles, videos, podcasts



Teaching, mentoring or coaching other technologists



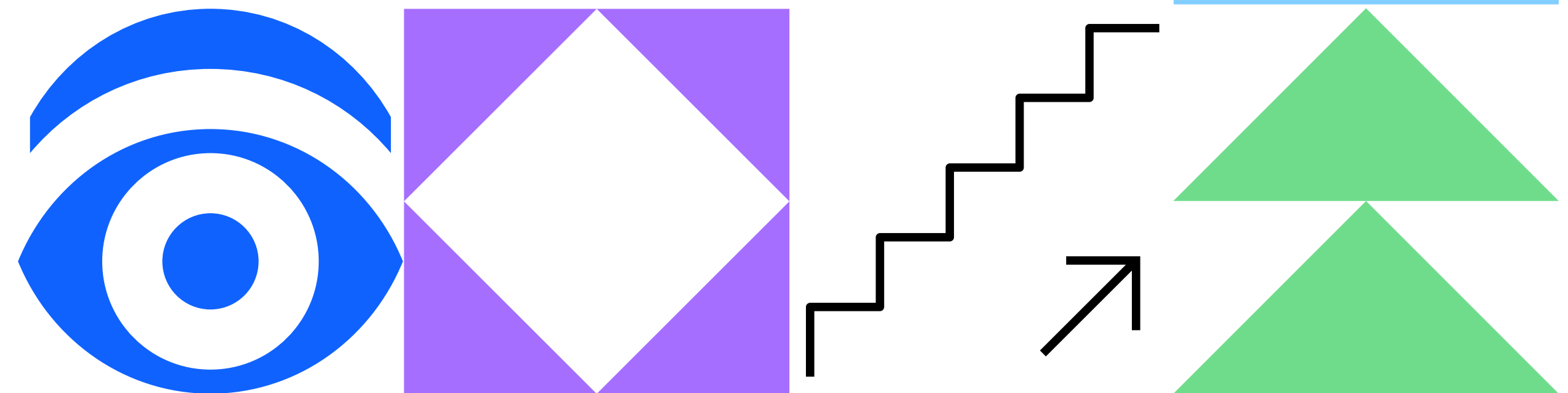
Supporting IBM sales teams and analyst teams



# Benefits of becoming an IBM Rising Champion

IBM Rising Champions is a graduated badging program, dedicated to recognizing and supporting IBM technology advocates year-round.

- A supported pathway to becoming an IBM Champion
- Invitations, discounts, and perks at IBM conferences and events
- IBM-verified digital credential(s)
- Visibility, recognition, and networking opportunities
- Ongoing access to regular community calls to help develop your advocacy skills





# You can receive your first badge in the IBM Rising Champions program! Then keep earning more badges as we approach nomination season!



## IBM Contributor 2025

Apply for the badge by completing the application form and submitting two (2) acts of advocacy completed within this calendar year. Continue to report your acts of advocacy to earn higher badges.



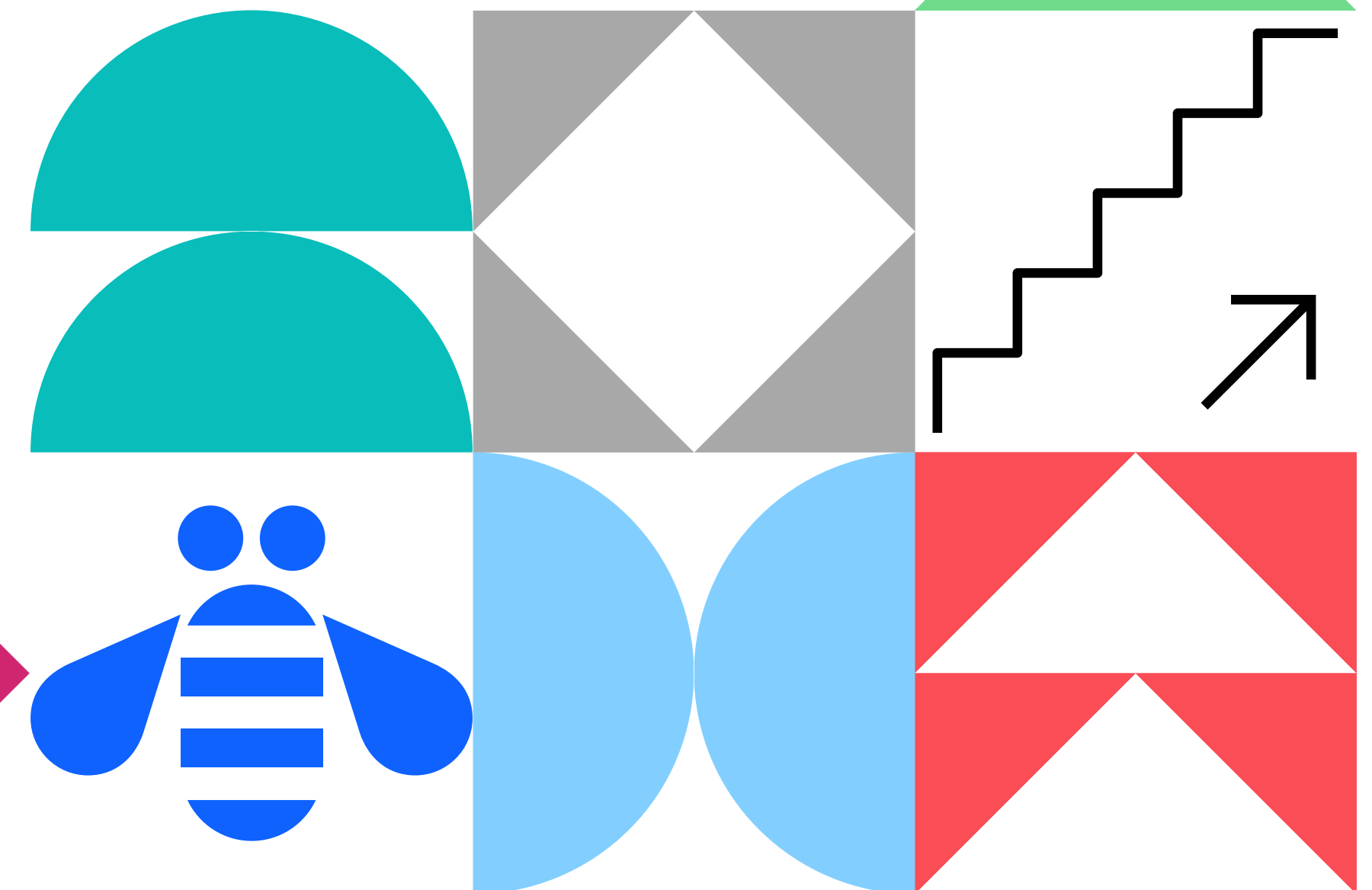
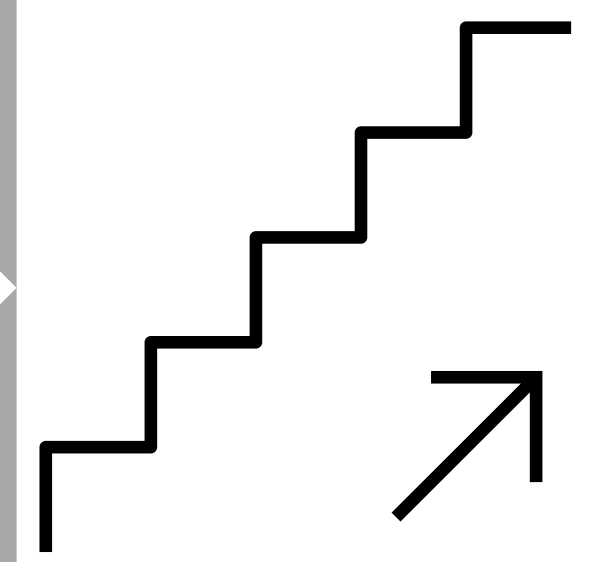
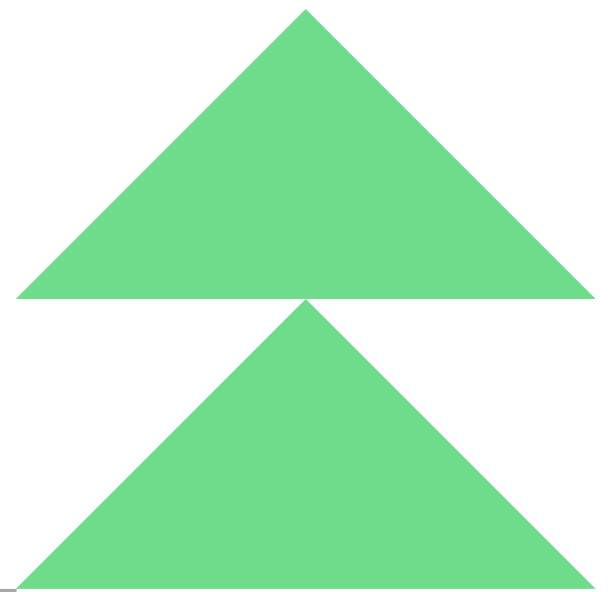
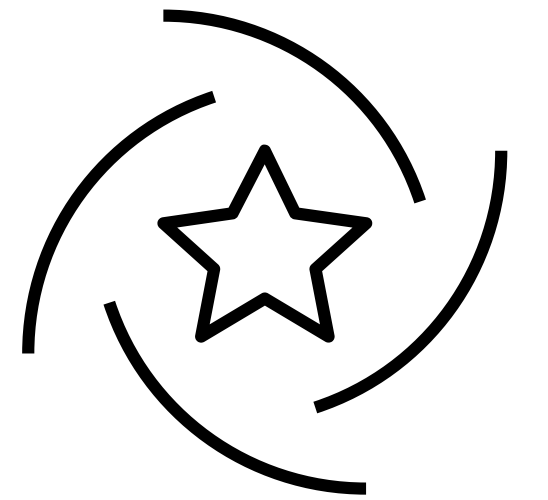
## IBM Advocate 2025

Apply for the badge by completing the application form and submitting a total of five (5) acts of advocacy or an additional three (3) acts of advocacy following the IBM Contributor badge, completed within this calendar year.



## IBM Influencer 2025

Apply for the badge by completing the application form and submitting a total of eight (8) acts of advocacy or an additional three (3) acts of advocacy following the achievement of the IBM Advocate badge, completed within this calendar year.

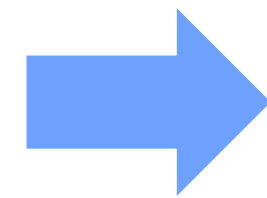


# Unlock an exclusive opportunity for you at the Southwest Maximo Users Group event – July 2025

Apply today for your first badge in the IBM Rising Champions program!  
To earn the IBM Contributor digital badge, you need two (2) acts of advocacy.

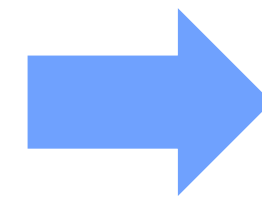
## Act of Advocacy 1 (exclusive offer)

Mark your attendance at  
Pacific Maximo Users  
Group South with today's  
date

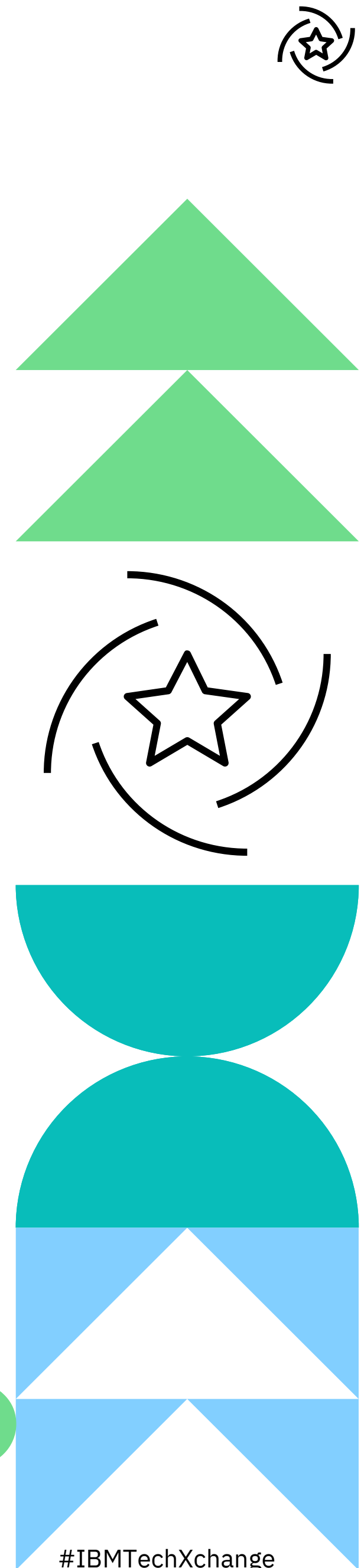


## Act of Advocacy 2 (you choose **one** of the following:)

- A product review on G2 or TrustRadius
- Post on the IBM TechXchange Community (blog or discussion thread)
- Post on the IBM Ideas Portal
- Social Post about this event



## Start your application









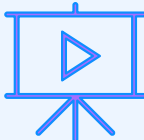

# Continue building your portfolio of advocacy

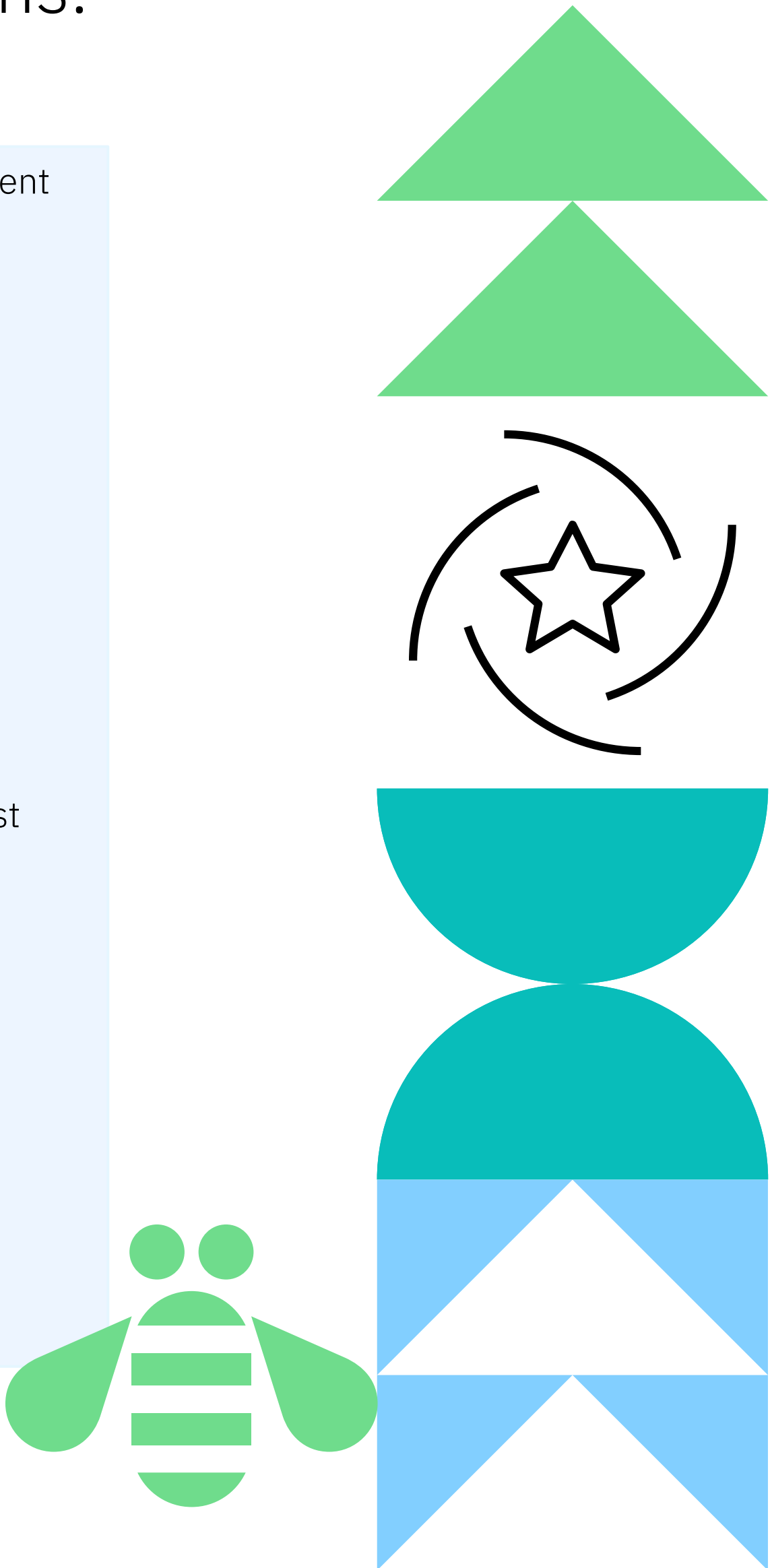
Get yourself ready for IBM Champion nominations – which opens in a few months!

## Keep adding and reporting

- Earn higher badges in the program!
- Build your ‘advocacy portfolio’ all the way through to nomination season

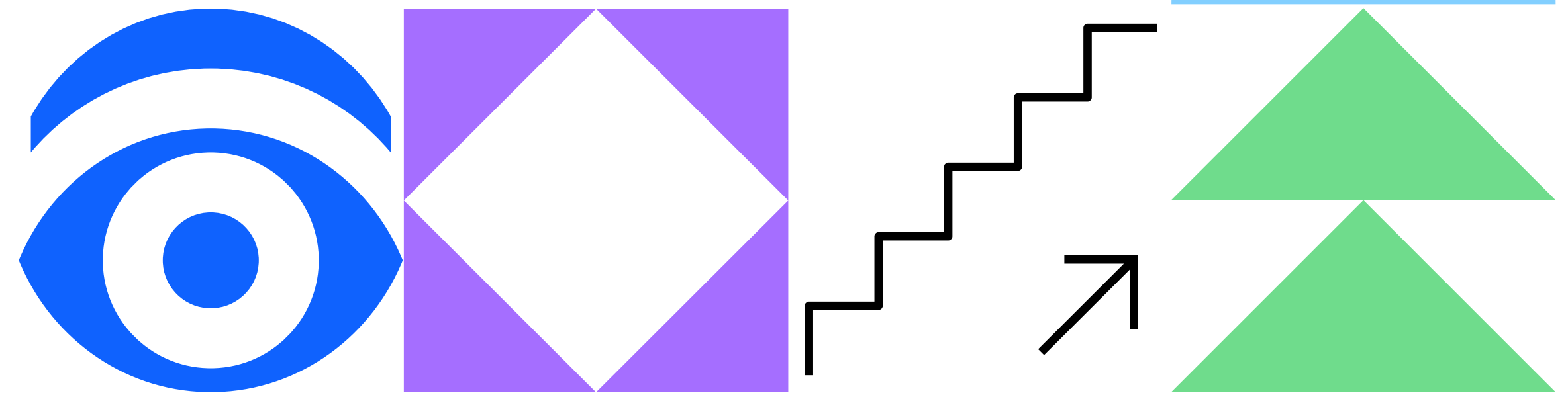


Feedback through Client Advisory Boards (CABs), Ideas Portal, and product reviews	IBM TechXchange Community Engagement via blogs and discussion threads
	
Contributing code	Volunteering or managing a User Group
	
Speaking / Presenting at conferences or other events	Supporting IBM sales teams and analyst teams
	
Creating Content – blogs, articles, videos, podcasts	Teaching, mentoring or coaching other technologists
	

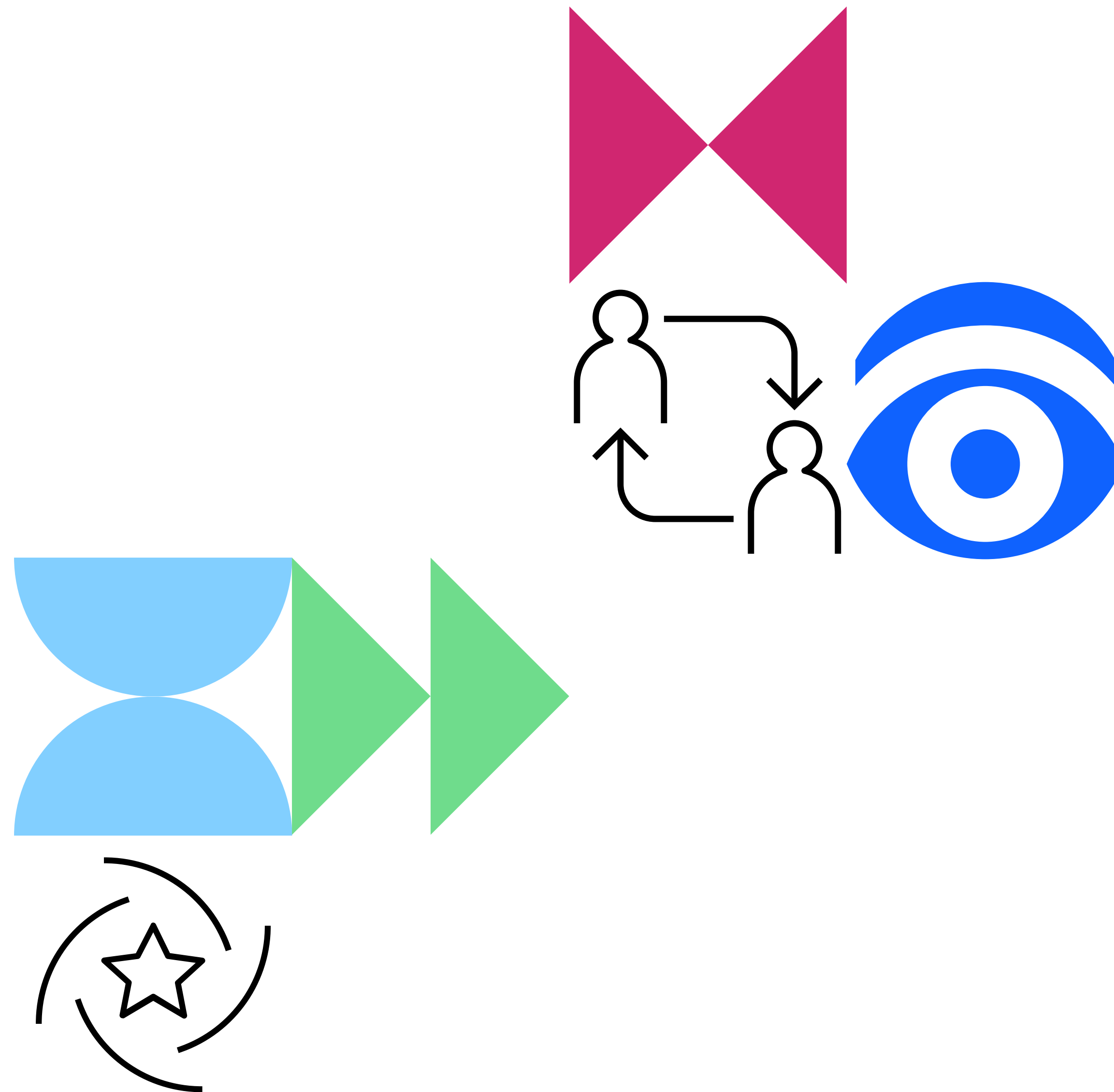




# Watch for nomination season to open – Fall 2025



# Questions?



Email

[ibmchampions@ibm.com](mailto:ibmchampions@ibm.com)