

The Rise of AI in Technology Business Models

**Conference Tracks, Session Types, and
Agenda-at-a-Glance**

Orlando World Center Marriott • May 6-8, 2024



Overview

Join us, May 6-8, 2024, at the Orlando World Center Marriott, for TSIA World INTERACT, the conference diving deep into the transformative power of AI in technology business models. Gain exclusive access to data-backed insights, unveiling what truly works, what doesn't, and what lies ahead in the realm of technology and services. INTERACT is not just about AI; it's the definitive exploration of its impact on business models—unparalleled, invaluable, and unmissable.

This year's conference will also present insights and findings from our latest round of TSIA Research Journeys. With a special focus on the uses and overall impacts of AI on the tech services industry, the research will center around Enterprise AI in Technology and Services Operations with additional journeys on:

AI for Predictive and Proactive Support

Content Development: From AI to Z

AI-Powered Offering Management

Network with industry leaders, analysts, and researchers as they share immediately applicable information, providing the strategic foresight needed to position your company for unparalleled growth and profitability.

Within this conference guide, you'll find a comprehensive overview of the conference tracks, detailed descriptions of each session type, and a glimpse into the agenda that promises to be as enlightening as it is inspiring.



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INTERACT Monday

INTERACT Monday offers special pre-conference content, designed for all attendees that includes: Break the Ice, TSIA Foundations Presentation, Meetups by Research Practice, and Facilitated Networking Table Talks.

This year, INTERACT Monday will feature a new session focused on The Power of Data-Driven Services for Industrial Equipment Companies. This session for hardware and industrial equipment OEM's is intended to be highly interactive where executives can share their experiences in the transformation of their business and operating models, including both successes and challenges. TSIA will share industry performance, foundational frameworks, including our AI capabilities framework to guide your transformation.

INTERACT Monday sets the stage for an impactful and valuable experience throughout

Conference Tracks

TSIA's Conference and Research teams have meticulously crafted track content with a strong emphasis on AI, empowering attendees to gain a deeper understanding of the conference's learning objectives. These tracks are specifically designed to navigate the complex landscape of AI integration, providing insights and strategies for leveraging artificial intelligence to drive business success and innovation.



The Data & AI Revolution for Revenue Optimization & Customer Success

Customer Success/CRO Council/Customer Growth and Renewal

In today's data-driven business world, unlocking sustainable growth demands going beyond mere revenue generation. It's about building and nurturing lasting customer relationships with the help of cutting-edge technologies. This track dives deep into the transformative power of AI and advanced analytics to bridge the gap between profitable recurring revenue and exceptional customer success.

Discover how leading businesses:

- Harness data insights to unlock new recurring revenue streams and optimize subscription models
- Employ AI-powered strategies for real-time customer understanding, predictive churn prevention, and personalized engagement
- Craft prescriptive actions based on advanced analytics to proactively exceed customer expectations and boost loyalty
- Reduce churn and drive retention through data-driven customer success initiatives
- Whether you're a seasoned revenue leader or a customer experience champion, this track equips you with actionable strategies and expert insights to propel your organization toward data-driven customer success and sustainable revenue growth. Join us and stay ahead in the era of AI-powered business excellence

Topics Explored

- Unleashing Data's Potential to help sales gain a deeper understanding of customer behaviors, preferences, and usage patterns
- Exploring how AI-driven insights can enable sales and success teams to precisely align offerings with customer needs and desires
- Discovering how predictive analytics can identify early warning signs of customer churn
- Leveraging AI for advanced insights such as hidden patterns, trends in consumption, and correlations in customer behaviors
- Optimizing customer journeys through data analytics and machine learning
- Enhancing product development by leveraging sales, customer, and operations data

AI and ML: Transforming Professional Services

Professional Services

Artificial Intelligence (AI) and Machine Learning (ML) intersection with professional services is ushering in a new era of efficiency, innovation, and client-centricity. Join us for an illuminating series of sessions, “AI and ML: Transforming Professional Services,” where we delve into the profound impact of Artificial Intelligence and Machine Learning technologies on how professional services are delivered and experienced.

In these sessions, distinguished experts and trailblazers in the field will explore how AI and ML are reshaping the landscape of the four pillars of professional services: consultation, design, implementation, and integration. Discover how these technologies drive operational excellence, improve client engagements, and enable successful organizations to provide insightful, data-driven advice.

Topics Explored

- Intelligent data analysis for more informed activities
- Automation of routine tasks most commonly performed by humans
- Enhanced predictive insights for resource management
- Repeated pattern analysis to ensure prescriptive, supplier-led solutions
- Real-world success stories of professional services organizations leveraging AI and ML



Accelerating Education Services with Analytics, ML, and Generative AI

Education Services

In the rapidly evolving landscape of enterprise technology product companies, education services have become pivotal in ensuring the successful adoption and utilization of complex solutions. To stay ahead in this competitive environment, leveraging advanced technologies like Analytics, Machine Learning (ML), and Generative Artificial Intelligence (AI) has become essential for enhancing education services' effectiveness, efficiency, and innovation.

This track is designed for professionals and leaders within technology companies who are seeking novel strategies to optimize their education services. The informative sessions in this track will delve into the transformative potential of Analytics, ML, and Generative AI in streamlining various aspects of education services, from content creation and personalization to user engagement and performance measurement.

Topics Explored

- Analytics for insights that can guide the development of education programs
- Machine Learning for personalization to cater to the unique needs of each user
- Generative AI for content creation
- Analytics for user behavior, adoption, and engagement
- Case Studies and real world examples of companies implementing AI to improve and advance their education services business

AI-Driven Proactive Support and Field Services

Support Services / Field Services

Integrating Artificial Intelligence (AI) into support and field services has emerged as a game-changing strategy for companies looking to enhance customer satisfaction, minimize downtime, and drive operational efficiency.

This track delves into the transformative potential of AI in the context of customer support and field services. It is designed exclusively for leaders and practitioners within technology and services organizations. This track will offer invaluable insights into leveraging AI-powered tools and techniques to anticipate, prevent, and resolve issues before they impact customers.

Topics Explored

- The power of predictive analytics to prevent incidents and problems
- Real-time monitoring systems supported by intelligently enabled telemetry
- Optimizing field service operations to reduce cost and improve response and restoral times
- Case studies and success stories from companies that have successfully harnessed AI
- Examples of how AI technologies are currently being used by Support and Field Services organizations to scale and improve efficiency

Revolutionizing Managed Services with AIOps and Generative AI

Managed Services

In the era of “Digital Managed Services” and “Managed XaaS,” technology product companies, system integrators, and IT outsourcers face increasing pressure to deliver seamless and efficient managed services. The evolution of Artificial Intelligence (AI) has introduced transformative capabilities that hold the potential to revolutionize the way managed services are provided. This track is designed to empower professionals within these domains with a comprehensive understanding of how AI-driven technologies can drive innovation, enhance operational efficiency, and elevate customer experiences.

Join us as we delve into the realm of AI Operations (AIOps) and Generative AI, exploring their profound impact on managing complex IT ecosystems and enhancing service delivery.

Topics Explored

- AIOps unveiled - understand how AIOps can proactively detect anomalies, predict incidents, and facilitate rapid resolution
- Operational efficiency amplification from practical insights driven by advanced analytics
- Enhancing customer experiences by leveraging AI to analyze user behavior, anticipate needs, and offer proactive engagement
- Overcoming implementation and activation issues while integrating AIOps and Generative AI into existing workflows

INTERACT Session Types

This year's conference features a variety of session types and formats that offer an engaging and diverse experience for all attendees.

Interactive Breakouts

Engage with speakers and attendees via polling, live Q&A, and discussion in fireside chats, panels, and more.

Theater Sessions and Technology Solutions

Learn how technology provides ways to solve strategic business challenges, with a focus on AI and emerging Gen-AI capabilities.

Mainstage Presentations (Keynotes and General Sessions)

Thought leaders and the biggest names in tech share insight and guidance for today's ever-changing business environment.



INTERACT Networking Events

This year's networking events have been thoughtfully designed to foster meaningful connections and collaborations, offering a blend of structured and informal settings tailored for all attendees.

Meetups by Research Areas

Interact with conference attendees who are in your "tribe" and make new connections! Meetups are social gatherings organized by research practice/professional disciplines that promote interaction and networking with other conference attendees of similar interests.

Facilitated Networking Table Talks

Participate in a small group discussion with industry peers facilitated by TSIA staff and leaders from the TSIA Community. This is a great opportunity to learn, share insights and explore trends, issues and solutions to current business challenges with other attendees in a productive intellectual exchange.

Solutions Tour

The Solutions Tour offers attendees a curated excursion of participating sponsor booths in the InteractZone. The tour is led by a TSIA Researcher, who will guide attendees to each booth for a brief thought-leadership presentation. This is an excellent opportunity to gain deeper insights into exhibitor solutions that can make a difference in your business. The tour is informative and social, offering opportunities to interact with TSIA sponsors, and other conference attendees. Wireless headsets, food and beverage, and a chance at a fun giveaway are all part of the tour! Sign up during registration.

Startup Alley Tour

In the Startup Alley Tour, attendees will be guided to each Startup Alley participant for a brief overview of their innovative solutions and how they are impacting 'The Rise of AI in Technology Business Models'. The tour combines an educational and social experience, providing opportunities to interact with startup executives and other conference participants. Wireless headsets will be provided. Sign up during conference registration.

Lunch with a Leader

Enjoy lunch in the InteractZone and take part in a group discussion led by TSIA staff and leaders from the TSIA Community! These conversations are an excellent opportunity to pick the brain of leaders.

Women in Tech Fundraiser

Join top women in technology and senior leaders over dinner for an intimate and informative networking fundraiser and C-Suite panel discussion. Tickets are \$50, and 100% of ticket proceeds from this event will go to Girls Inc., an organization that supports young women in sciences and mathematics.

Agenda-at-a-glance

For more information, including detailed session descriptions and speakers, please visit the INTERACT agenda: www.tsia.com/conference/agenda. Please note that the agenda is subject to change.



Monday / May 6, 2024

8:00 AM - 6:00 PM

Registration

1:00 PM - 1:40 PM

Break the Ice

1:40 PM -2:00 PM

Break

2:00 PM - 4:40 PM

Foundations Frameworks for AI

2:00 PM - 4:40 PM

**The Evolution of Hardware
Service Business Models**

3:00 PM - 3:45 PM

**Facilitated Networking Table
Talks**

3:45 PM -4:00 PM

Break

4:00 PM - 4:45 PM

Meetups by Research Areas

4:45 PM - 5:45 PM

Solutions Tour

5:00 PM - 7:00 PM

**Welcome Reception in
InteractZone**

Tuesday / May 7, 2024

7:30 AM - 5:30 PM

Registration

8:00 AM - 9:00 AM

Networking Breakfast

9:00 AM - 10:00 AM

Opening Keynote

10:00 AM - 11:00 AM

TSIA Hot Takes Panel

11:00 AM - 11:20 AM

Break

11:20 AM - 11:50 AM

Breakout Sessions

11:50 AM - 12:00 PM

Break

12:00 PM - 7:00 PM

InteractZone Open

12:00 PM - 7:00 PM

Headshot Lounge

12:00 PM - 2:00 PM

Networking Lunch

12:30 PM - 12:50 PM

Theater Sessions

12:50 PM - 1:10 PM

Theater Sessions

1:10 PM - 1:30 PM

Theater Sessions

1:30 PM - 1:50 PM

Theater Sessions

2:00 PM - 2:30 PM

Technology Solutions

2:30 PM - 2:50 PM

Break

2:50 PM - 3:50 PM

Ask the Experts

2:50 PM - 3:10 PM

Theater Sessions

3:10 PM - 3:30 PM

Theater Sessions

4:00 PM - 5:00 PM

General Session

4:45 PM - 5:45 PM

Startup Alley Tour

5:00 PM - 7:00 PM

Networking Reception in InteractZone

6:00 PM - 7:00 PM

TSIA Open Mic - Share Your Tips!

7:00 PM - 9:00 PM

Women in Tech Fundraiser Dinner

Wednesday / May 8, 2024

7:30 AM - 2:00pm

Registration

8:00 AM - 9:00 AM

Networking Breakfast

9:00 AM - 9:30 AM

Breakout Sessions

9:30 AM - 9:50 AM

Break

9:50 AM - 10:20PM

Breakout Sessions

10:00 AM - 3:00 PM

InteractZone Open

10:00 AM - 2:00 PM

Headshot Lounge

10:20 AM - 10:40 AM

Break

10:40 AM - 11:10 AM

Technology Solutions

11:10 AM - 11:30 AM

Break

11:30 AM - 11:50 AM

Theater Sessions

11:30 AM - 12:00 PM

Breakout Sessions

12:00 PM - 2:00 PM

Networking Lunch

12:30 PM - 12:50 PM

Theater Sessions

12:50 PM - 1:10 PM

Theater Sessions

1:10 PM - 1:30 PM

Theater Sessions

2:00 PM - 3:00 PM

Closing Keynote





The Technology & Services Industry Association (TSIA) is the world's leading research organization dedicated to helping technology companies achieve profitable growth and solve their top business challenges. Services, Sales, Product, and Channel organizations at technology companies large and small look to TSIA for world-class business frameworks, best practices based on real-world results, detailed performance benchmarking, and exceptional peer networking opportunities. TSIA's membership community consists of over 40,000 executives from 96 countries and represents 80% of the Fortune 100 technology companies.

To learn more, visit www.tsia.com

To register for TSIA World INTERACT,
visit www.tsia.com/conference

