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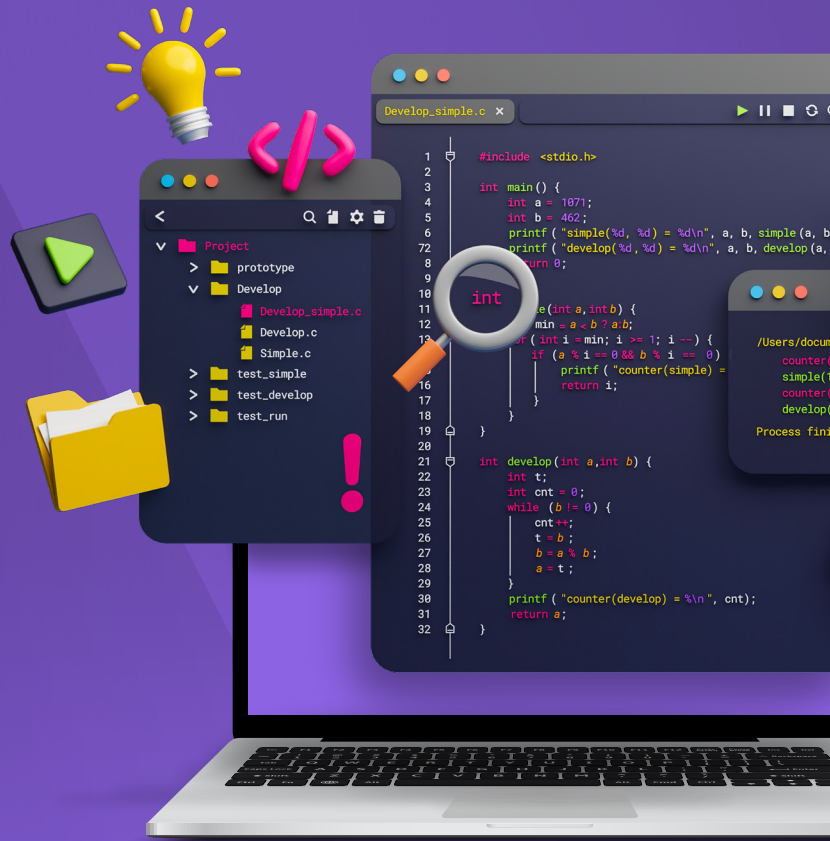# ITIL TOOL DAY

› **THE EVENT OF THE YEAR FOR ITIL TOOL DECISION-MAKERS AND ITSM PROFESSIONALS WORLDWIDE**

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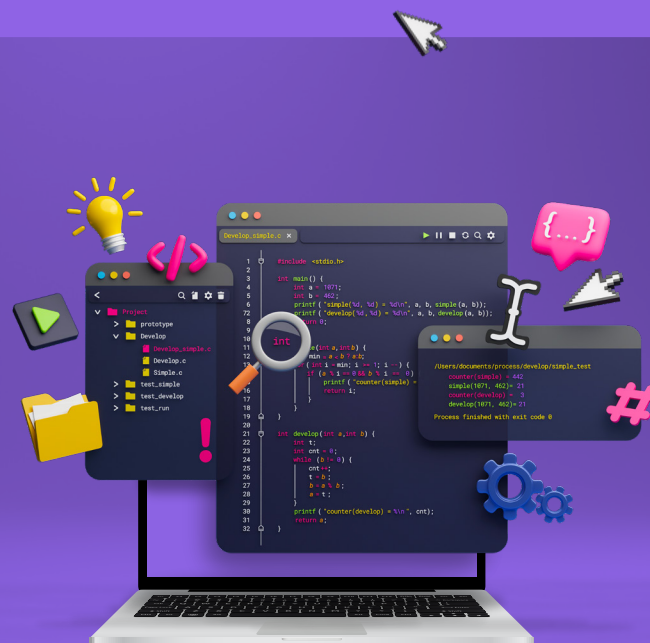
People registered
6000+

Participants from
100+
countries

Tool vendors participating
13

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ITIL
TOOL
DAY

EVENT SCHEDULE

SESSION 1
9:00-11:55 (UK TIME)

9:00 - 9:05 | Introduction

9:05 - 9:25 | **Proactivanet** | Beyond IT: How GAM leveraged Proactivanet for holistic asset management and process optimization
Fernando Covecino,
Business Development Consultant

9:30 - 9:50 | **DCON & Krone Group** | Enterprise Service Management of the future: How Krone is redefining service quality and innovation with Servity
Silke Theison, Managing Director at DCON GmbH, and **Sascha Gebhardt**, CIO at Krone Group

9:55 - 10:15 | **OMNINET** | Maximizing employee satisfaction: How AI enhances OMNITRACKER ESM service desk processes
Michael Dobner, Chief Sales Officer, and **Christian Schüle**, Head of Product Management

10:20 - 10:40 | **ManageEngine** | Elevate service experiences for the digital-first enterprise with ServiceDesk Plus
Jendra John Xavier, Product Expert

10:45 - 11:05 | **Matrix42** | Matrix42 Enterprise Service Management Automation Deluxe – Integrating service providers at ALBA Group
Volodymyr Shevchenko, Product Manager & Product Lead

11:10 - 11:30 | **ITOMIG** | Rapid go-live and seamless integration: The iTop success story with Bechtle Mannheim
Robert Jähne, Sales Manager

11:35 - 11:55 | **IFS** | Revolutionizing IT Service Management: Parexel's journey with IFS assist
Niels Bijl, Regional Sales Leader

SESSION 2
14:00-16:30 (UK TIME)

14:00 - 14:05 | Introduction

14:05 - 14:25 | **BMC** | The future of Service Management
Jamie Swales, ServiceOps Sales Manager

14:30 - 14:50 | **InvGate** | Complex doesn't need to be complicated
Matt Beran,
Senior Product Marketing Specialist

14:55 - 15:15 | **Central IT** | Generating value using ITIL4, Digital Transformation, and AI for Supreme Court
Vinicius Gravito (Vinny),
Architect and Consultant

15:20 - 15:40 | **Atlassian** | AI in Service Management: New data separates hype vs reality
Nadeem Ather, Sr. Enterprise Solution Strategist

15:45 - 16:05 | **HaloITSM** | Streamlining success: Enterprise service management and automation in the connected era
Tom Monaghan,
Enterprise Account Executive

16:10 - 16:30 | **SysAid** | Empowering service management with GenAI-powered service desk
Francis Li, Chief Customer Officer at SysAid,
and **Garan Thomas**, Senior Desktop Support Engineer at Simbec-Orion

KEYNOTES AT A GLANCE

SESSION 1

❭ **Beyond IT: How GAM leveraged Proactivanet for holistic asset management and process optimization | Proactivanet**
A session about how GAM (General de Alquiler de Maquinaria) expanded Proactivanet beyond traditional IT functions, transforming it into a powerful tool for managing both IT and non-IT business processes. GAM's implementation showcases Proactivanet as an integral part of their operations, managing a wide array of assets—from heavy industry machinery to essential IT resources—across multiple global locations.

Discover how this approach has driven operational efficiency, improved service delivery, and enhanced GAM's ability to meet customer demands in a competitive, technical industry. Gain insights into best practices for maximizing ITAM and ITSM investments across all areas of your organization.

❭ **Enterprise Service Management of the future: How Krone is redefining service quality and innovation with Servity | DCON & Krone Group**
How can a company identify potential problems before they have a significant impact on business operations? In a world where speed and service quality are critical, the Krone Group is breaking new ground in enterprise service management together with the technology company DCON.

Krone, known for its innovative solutions in agricultural engineering and logistics, is setting international standards. By using technologies such as predictive maintenance, pattern recognition and data-driven trend analysis, Krone is enabled to identify potential problems at an early stage and offer solutions before they have a negative impact on the business. Thanks to the powerful capabilities of Servity, this ambitious goal is becoming a reality.
Find out how Krone and DCON are working together to realize their vision of future-oriented IT services - in a hands-on way and based on the latest technologies.

❭ **Maximizing employee satisfaction: How AI enhances OMNITRACKER ESM service desk processes | OMNINET**
After successfully implementing individual ITSM and ESM processes, a long-standing OMNINET customer achieved a significant increase in employee satisfaction within their service organization by adding AI support. The automatic ticket classification in the service desk played a key role and also helped to speed up service processes.

The seamless integration of the OMNINET AI solution in OMNITRACKER offers great possibilities and functional flexibility. It can be applied even in highly customized ESM processes. This enables quick wins in process optimization. It also unlocks further potential to support the entire process chain and the organization of IT and Enterprise Service Management in the future.

❭ **Elevate service experiences for the digital-first enterprise with ServiceDesk Plus | ManageEngine**
As businesses expand, maintaining a high-quality employee experience can be challenging, especially with increasing operational demands and an array of enterprise departments. Ensuring a seamless service experience for employees across IT and non-IT teams requires a resilient service delivery framework, supported by powerful automation.

With robust, automated workflows, your teams can better manage fluctuating demands without compromising the end-user experience. This empowers technicians and managers to focus on what truly matters.
Discover how ManageEngine ServiceDesk Plus can streamline your service management framework, establishing enterprise-grade workflows across various systems and departments to support an agile, digital-first business.

Join this session to see how ServiceDesk Plus can elevate your enterprise service experience and learn how it can:

- simplify intricate onboarding processes that span across an array of departments
- leverage single-touch workflow automations to connect different enterprise applications and streamline complex workflows.

❭ **Matrix42 Enterprise Service Management Automation Deluxe – Integrating service providers at ALBA Group | Matrix42**
Explore the integration of Matrix42's Enterprise Service Management solution into ALBA Group's IT operations to automate and streamline IT service processes.
ALBA Group, a major player in recycling and environmental services across Europe and Asia, specializes in sustainabl waste management and raw material recovery.

Faced with challenges such as slow support, high costs, and fragmented data, ALBA's IT department, led by Peter Rick, collaborated with Labtagon to implement a Matrix42 self-service portal. The initiative focused on standardizing and automating service delivery, enhancing cost transparency, and integrating third-party systems, including Deutsche Telekom and Dracoon. As a result, manual tasks were minimized, billing processes were simplified, and data sharing was improved, significantly increasing IT service efficiency and reducing costs.

❭ **Rapid go-live and seamless integration: The iTop success story with Bechtle Mannheim | ITOMIG**
A compelling case study of the collaboration of ITOMIG with Bechtle Mannheim, and the successful implementation of the iTop ITSM solution for a major banking client. Explore the challenges faced, the swift actions taken to customize and integrate the solution, and the impressive results achieved within a tight timeframe. Key features of iTop, including its flexibility and ease of integration, were crucial in facilitating a rapid go-live.

> **Revolutionizing IT Service Management: Parexel's journey with IFS assist | IFS**
> Discover how Parexel, a global clinical research leader, transformed its service management with IFS assyst. In this session, we share how the platform streamlined 4,000+ daily requests, unified IT and non-IT services, and boosted efficiency with codeless customization and automation.

SESSION 2

> **The Future of Service Management | BMC**
> The session provides a perspective on key trends that are shaping the future of Service Management. Learn how BMC Helix's Agentic AI strategy offers an amazing opportunity for Service Management professionals to bring a new value proposition to the business and to enhance productivity and user experiences like never before.

> **Complex doesn't need to be complicated | InvGate**
> See first-hand examples of how modern service management software simplifies service delivery, streamlines workflows, and enhances IT operations.

> **Generating value using ITIL4, Digital Transformation, and AI for Supreme Court | Central IT**
> Faced with the organizational and operational challenges of the Brazilian Justice Supreme Court, find out how ITIL 4 implementation became the great Digital Transformation orchestrator and support for the Artificial Intelligence use.

> **AI in Service Management: New data separates hype vs reality | Atlassian**
> AI is no longer a futuristic concept; it's a present-day reality. Don't get left behind! Whether you're just starting your AI journey or looking to optimize your existing initiatives, this session will provide actionable insights to help you navigate the evolving landscape of AI in service management.
>
> How is the AI truly impacting service management teams? According to Atlassian's 'State of AI in Service Management' report, 88% of organizations are already using AI. Teams are seeing the impact of AI on improved decision-making, enhanced customer experiences, and increased workforce efficiency. But while most companies are well-aware of the growing value and necessity, they also have hesitations—72% expressed worries about AI tool security, while other concerns include the need for upskilling, or measuring ROI.
>
> Join the session to learn:
> - how industry leader Thumbtack successfully harnessed AI to streamline their service operations and save a remarkable 180 hours per month! You'll hear about their journey and gain practical insights to apply to your own organization.
> - data-backed insights from the report on how to use AI to improve customer satisfaction, make data-driven decisions and boost efficiency.
> - how to address the real challenges you may face in AI adoption, from data privacy concerns to the need for upskilling.
> - Atlassian's vision for the future of AI-powered service management and its ability to drive real business value.

> **Streamlining Success: Enterprise Service Management and Automation in the Connected Era | HaloITSM**
> Discover how AI, codeless automation and third-party integration drive Service Delivery in modern organizations. Tom Monaghan will highlight quick wins to apply to your existing operations, building increased satisfaction for both resolvers and customers, and a 'how to' on achieving superior service delivery in the modern business environment.

> **Empowering service management with GenAI-powered service desk | SysAid**
> What's the difference between Gen AI and AI, and what operational challenges come with implementing these technologies in ITSM? You're not alone in asking these questions. Join us as we take you "under the hood" of the next-gen solution revolutionizing IT Service Management. We'll explore the technology driving significant productivity gains and share the real-life story of one of SysAid's customers.

MEET OUR SPEAKERS 💡

Nadeem Ather
Sr. Enterprise Solution Strategist, Atlassian

As an ITSM Sr. Enterprise Solution Strategist at Atlassian, Nadeem helps organizations achieve their desired outcomes and business objectives by identifying and delivering tailored solutions and recommendations.

Nadeem has over two decades of extensive experience in Service Management and Process Automation and has previously worked as a services consultant and architect at CA Technologies and HCL Technologies. Nadeem is an 'ITIL 4 Master' certified and has a strong command of the ITIL framework and SAFe. He is passionate about using service management principles and practices to guide organizations through their Digital and IT transformation journeys.

Matt Beran
Senior Product Marketing Specialist, InvGate

Matt has over 20 years of experience in Service Management. He has served in multiple roles, including positions on the service desk, as a consultant, and an experience designer. His clients included enterprises of many sizes and industries. Known for challenging industry norms and practical approaches to Service Management, Matt is now a Sr. Product Marketing Specialist at InvGate, a software company building better IT experiences.

He is also the host of Ticket Volume, a podcast powered by InvGate, where he discusses topics such as IT, ITSM, Asset Management, cybersecurity, governance, and career development, along with different guests. In addition, he is a highly-regarded speaker at conferences. His favorite topics introduce new ways of thinking about service experiences and improving team collaboration.

Niels Bijl
Regional Sales Leader, IFS

Niels Bijl is a seasoned leader at IFS, specializing in aligning enterprise service management solutions with customer needs across diverse industries. With extensive experience in driving digital transformation initiatives, Niels focuses on delivering strategic value through tools like IFS assyst, empowering organizations to enhance service operations.

Fernando Covecino
Business Development Consultant, Proactivanet

Fernando Covecino has extensive experience in IT consulting, digital transformation, cybersecurity, and IT governance. He has led high-impact initiatives at firms like Microsoft, Deloitte, and Inetum, delivering scalable IT solutions and driving IT strategy projects. Currently at Proactivanet, he advises clients on optimizing Service Management processes, enhancing Asset Management, and streamlining IT operations.

Michael Dobner
Chief Sales Officer, OMNINET Group
and Managing Director, OMNINET GmbH (Switzerland)

Michael Dobner is Chief Sales Officer of the OMNINET group and Managing Director of OMNINET GmbH (Switzerland), strengthening the entire group of companies with his extensive experience. Mr. Dobner has been with OMNINET for nearly two decades.

As a true OMNINET cornerstone, he started back in 2005 and established a partner channel for the DACH region. In 2008, he took the next significant step in his career by founding our OMNINET subsidiary for the CIS countries and successfully leading it. Today, he currently oversees all sales activities of the entire OMNINET group, bringing both new ideas and a wealth of proven strategies to the role.

Sascha Gebhardt
CIO, Krone Group

Sascha Gebhardt, CIO of the KRONE Group, has a clear vision: the fusion of service quality, technologies, information and innovation as well as a human-centric approach at the highest level. He is dedicated to the advancement of enterprise service management with an unwavering focus on the people behind the technology. For Gebhardt, technology is more than a tool to increase efficiency; it is a trusted enabler that adds significant value while continuously aligning with the needs of customers and employees.

Working with strong technology partners, Gebhardt fosters a service culture that goes beyond technical solutions and ensures the long-term success of the KRONE Group.

Vinicius Gravito (Vinny)
Architect and Consultant, Central IT

Architect and Consultant, has 22 years of experience in IT and 14 years in Project Management. Specialist in ITSM/ESM, AIOPS, Team Management, Infrastructure, Business Development, Process Implementation, AI, Agil Methodologies and Digital Transformation.

Implementing over 50 projects, not only focused on ITSM/ESM, but also with a focus on business process in companies with different verticals, such as Industry or Trade and Services. Currently responsible for the architecture and business solutions for customers and partners in Latin America.

Robert Jähne
Sales Manager, ITOMIG

Robert Jähne is Sales Manager at ITOMIG. Before discovering the power and potential of the Open Source ITSM Solution iTop Professional Plus, he was a Senior Consultant at ITOMIG and Release Manager at the City of Munich.

Francis Li
Chief Customer Officer, SysAid

Francis Li is Chief Customer Officer at SysAid and General Manager of SysAid's Canadian site. Francis is a highly collaborative, data-&-insights-led strategic leader with an exceptional track record as a builder and change leader in the technology industry. He has held several leadership roles in his career, including business development, marketing, operations, sales, IT, and customer success. Francis is passionate about developing people and delivering high-performing, measurable results.

Francis holds an Honours Bachelor of Arts specializing in Economics from the University of Toronto, and a post-graduate certificate in Business Driven IT Planning and Sales Management from the Queen's University's Executive Education Programme.

Tom Monaghan
Enterprise Account Executive, HaloITSM

Tom is Sales Manager and an Enterprise Account Executive at HaloITSM. Tom's technical background and passion for the company has allowed him to successfully lead the Sales team and install a user first approach to the development and delivery of service management software.

Christian Schüle
Head of Project Management, OMNINET

As Head of Product Management with 15 years of experience in service management software, Christian Schüle is responsible for the functional and strategic roadmap of the business process platform OMNITRACKER as well as other products of the OMNINET software portfolio. This includes interdisciplinary tasks in the context of requirements management, stakeholder management and requirements discussions with customers across all industries as well as the continuous analysis of market developments.

Furthermore, Mr. Schüle is responsible for the area of AI at OMNINET and is an expert for the various application areas of artificial intelligence in service management.

Volodymyr Shevchenko
Product Manager and Product Lead, Matrix42

Volodymyr Shevchenko is a seasoned Product Manager & Product Lead at Matrix42 Enterprise, where he spearheads initiatives in IT Service Management (ITSM) and Enterprise Service Management (ESM), as well as Matrix42's powerful low-code platform. With a solid educational foundation in Information Technology and Management,

Volodymyr leverages his expertise to bridge business needs with innovative, adaptable solutions. His approach focuses on delivering products that not only enhance productivity but also provide user-friendly experiences that drive digital transformation. At Matrix42 Enterprise, Volodymyr is dedicated to creating solutions that empower organizations to manage complex IT and business processes efficiently. Matrix42's offerings, built on a low-code platform, enable rapid configuration and integration, making it easier for customers to streamline operations and stay agile in a competitive environment. Volodymyr's work reflects a commitment to advancing Matrix42's vision of a secure, scalable digital workspace tailored to today's dynamic enterprise demands.

Jamie Swales
ServiceOps Sales Manager, BCM

Jamie Swales is a sales leader with a strong focus on ServiceOps and AIOps. Jamie has worked with BMC technology for 15 years as both a customer and as a BMC employee. During his time at BMC he has worked across Delivery, Technical Sales & Sales and has supported dozens of customers in leveraging BMC technology to enable digital transformation. Jamie prides himself on unwavering commitment to customer success.

Garan Thomas
Senior Desktop Support Engineer, Simbec-Orion

Garan is a Senior Desktop Support Engineer at Simbec-Orion with six years of specialized experience in the SysAid Service Management platform. Currently, he leads the IT Helpdesk at Simbec-Orion, where he successfully migrated their helpdesk system from on-premises to the SysAid Cloud. With expertise in ITIL, Dell hardware, VMware Horizon, and Windows, Garan is dedicated to optimizing IT support systems and workflows.

Silke Theison
Managing Director, DCON GmbH and Service

Silke Theison is Managing Director of DCON and is driving progress towards a digital future. Her goal is to build customer relationships that turn satisfied customers into real fans. Following the guiding principle "In the age of digital transformation, the success of our customers is the driving force behind our work", DCON fully automates service processes with its enterprise service management platform Servity and combines proven best practices with innovative technology to enable companies on their path to success.

Jendra John Xavier
Product Expert, ManageEngine

Jendra has over six years of experience in ITSM as a product marketer and customer educator.

As a product expert, he has been involved in multiple customer education programmes to help users get the most out of their ServiceDesk Plus instances and optimize their business operations. Jendra has hosted various presentations, masterclass and thought leadership webinars. He has also authored educational guides on IT major incident management and change management.
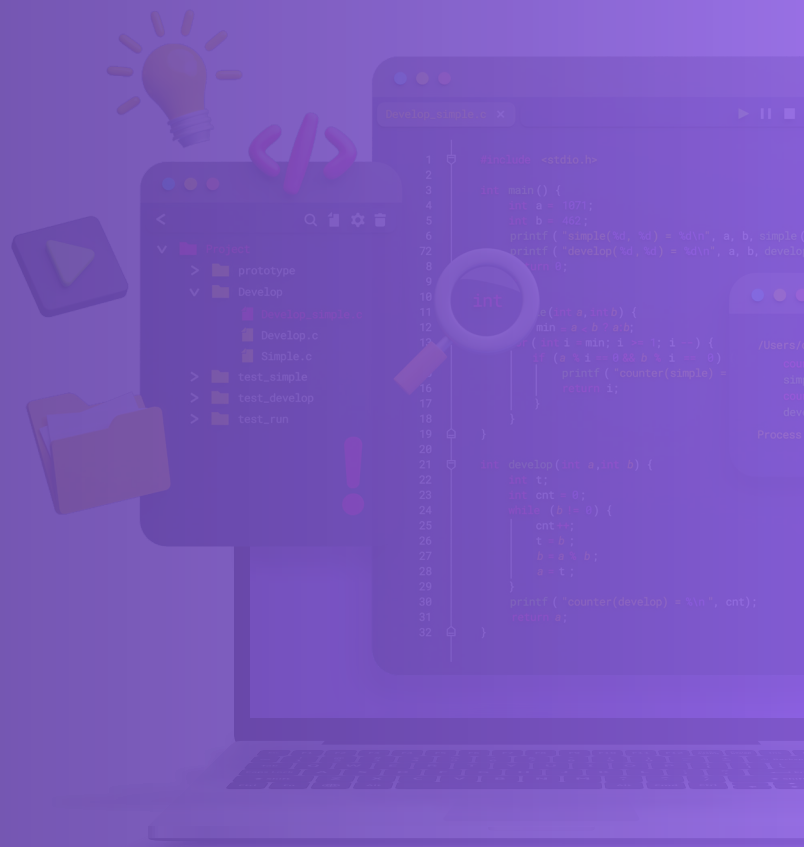
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