

# ServiceMax Announces European Maximize Event to Accelerate Customers' Service Transformation Journeys

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Featured keynotes include Aston Martin Red Bull Racing Formula One Team Principal Christian Horner and ServiceMax customer insights

LONDON, UK – Aug 1, 2019 – ServiceMax, the leading provider of cloud-based software for service execution management, today announced its annual customer conference taking place this Autumn from 7th-8th October in London. This year, the Maximize conference will focus on accelerating customers' service transformation journeys in complex, equipment-centric service environments.

Maximize offers service industry professionals an opportunity to engage with leading visionaries, ServiceMax executives and industry peers who are driving service execution technology for the future. Attendees will have the opportunity to learn firsthand how to deliver added value to their business by addressing the needs of their workforce, their equipment, and their customers with hands-on training, product roadmap previews and presentations of the latest innovations in service technology.

Christian Horner OBE, Team Principal of the Red Bull Racing Formula One team, will keynote the event. Horner's remarks will focus on his experience managing an 800-person workforce of engineers, mechanics and drivers who demonstrate the criticality of equipment uptime, reliable data, predictive maintenance and specialized skills, leading to one of the most successful teams in F1 history.

Additional keynotes will feature customer stories and use cases from companies including Domino Printing Sciences and Hexagon Manufacturing Intelligence. Sessions will also address service industry trends including the evolving service workforce, understanding equipment data, and delivering a seamless customer experience.

"Maximize Europe is Disneyland for Field Service professionals," said Aart Schalk, IT Business Partner at Marel. "ServiceMax will picture a world in which field service is central. Even though some topics seem like utopia, they're not because ServiceMax developers and customers alike will show you tried and tested solutions proving to you that your company can also be successful."

"At Maximize, attendees have the unique opportunity to engage with industry peers and existing ServiceMax customers to build meaningful connections that help accelerate their service transformation journeys," said Neil Barua, CEO of ServiceMax. "We're proud to host an event that brings the service community together to share knowledge and empower the technicians who help keep the world running."

Maximize is made possible through the support of ServiceMax's ecosystem partners, including BearingPoint, Bit Order and ProntoForms, who will be exhibiting the latest field service technology in the Maximize Tools & Technology Expo.

Additional Maximize event locations, including workshops:

- Chicago, Illinois – October 21-23
- Tokyo, Japan – November 5
- Sydney, Australia – November 7

To learn more, access a full agenda and register for events, please visit: <https://www.servicemax.com/uk>

#### About ServiceMax

ServiceMax is the global leader in Service Execution Management, offering cloud-based software that improves the productivity of complex, equipment-centric service execution. Enterprise companies across the globe have turned to ServiceMax to help them keep the world running. For more information, visit [www.servicemax.com](http://www.servicemax.com)

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