

VitalEdge
Technologies

e-**Emphasys**
by VitalEdge

Intelli**Dealer**[™]
by VitalEdge



EVOLVE 2025

WELCOME TO EVOLVE 2025

Vikram Savkar
Chief Executive Officer
VitalEdge Technologies



Welcome to Evolve 2025.

This event is more than a conference—it's a commitment. Yes, it's a reflection of how far we've come together; but even more, it's a clear statement about where we're going next and how we will get there.

When we chose this year's theme—**Focused. Committed. Built for You.**—we weren't coining a slogan. We were making a promise. A promise to stay focused on the things that matter most. A promise to be accountable and relentless in our execution. And a promise to build every product, process, and partnership around you—our customers and partners.

Over the next few days, you'll hear how we're delivering on that promise. From platform innovations and support enhancements to our roadmap for expanding both our IntelliDealer and e-Emphasys platforms—you'll see a company that is evolving with purpose and driving real results.

But most importantly, this event is about you. Your voice; your insight; your partnership. Everything we do begins with your needs and is driven by your success. And so as much as we're looking forward to sharing our plans with you, we're looking forward even more to hearing about your ambitions, so we can help you achieve them.

Thank you for being here and being part of our journey. And thank you for letting us be part of yours.

Let's evolve—together.

Sunday, March 30, 2025

SESSION NAME	SESSION TYPE	START	END	PRESENTER	ROOM
Registration	Registration	2:00	8:00		6th Floor Foyer
Welcome Reception	Networking	5:00	8:00		Foyer

Monday, March 31, 2025

SESSION NAME	SESSION TYPE	START	END	PRESENTER	ROOM
Registration		7:00	12:00		6th Floor Foyer
Breakfast	Meal	7:00	8:00		Salon HJK
Welcome Remarks	Keynote	8:00	8:10	Todd Cohen	Salon HJK
VitalEdge CEO Update: Focused. Committed. Built for You.	Keynote	8:10	8:45	Vikram Savkar	Salon HJK
Dealer of the Future: VitalEdge's Product Vision	Keynote	8:45	9:30	Mitesh Shah & Shriram Rajagopal	Salon HJK
Operations Update: Customers First	Keynote	9:30	10:15	David Briskman	Salon HJK
How CRM Creates Company Transparency and a Sales Culture	Keynote	10:45	11:45	Todd Cohen	Salon HJK
Women in Industry Lunch Panel	Meal/Keynote	12:00	1:00	Teri Harrell	Salon F
Lunch	Meal	12:00	1:00		Salon HJK

BREAKOUT SESSIONS – PLEASE CHOOSE ONE SESSION TO ATTEND.

Elevate Your Parts & Service Operations: Training, Tips and Best Practices	ID Breakout	1:00	2:00	Tom Barnes & Terence Perrineau	Salon E
VitalEngage Text: Integrated Communication and Alert Platform	ID Breakout	1:00	2:00	Steve Donnor & Tracy Fox	Salon F
Streamline Your Credit Card Payments with WorldPay	ID Breakout	1:00	2:00	James Godby & WorldPay	Salon G
MyDealer Training and Best Practices with Tom McDonald of Finch Turf	ID Breakout	1:00	2:00	Tom McDonald of Finch Turf, Joe Mester, & Brian Lewis	Salon HJK

SESSION NAME	SESSION TYPE	START	END	PRESENTER	ROOM
--------------	--------------	-------	-----	-----------	------

Networking Break/Partner Booths	Networking	2:00	2:30		
---------------------------------	------------	------	------	--	--

BREAKOUT SESSIONS – PLEASE CHOOSE ONE SESSION TO ATTEND.

Streamline your Finance & Accounting with IntelliDealer	ID Breakout	2:30	3:30	Tom Barnes & Terence Perrineau	Salon HJK
Streamline Your Signature Capture with VESign	ID Breakout	2:30	3:30	Tracy Fox & Joe Mester	Salon F
Optimizing Equipment Inspections with ID InspectionPlus: Accuracy, Speed, Compliance	ID Breakout	2:30	3:30	Donna Todd & Steve Donnor	Salon G

Networking Break/Partner Booths	Networking	3:30	4:00		
---------------------------------	------------	------	------	--	--

BREAKOUT SESSIONS – PLEASE CHOOSE ONE SESSION TO ATTEND.

IntelliDealer Sales & Rental: Best Practices for Streamlining Operations	ID Breakout	4:00	5:00	Terence Perrineau & Joe Mester	Salon G
Vermeer OEM Update	ID OEM Session	4:00	5:00	John Bolling, Lewis Scott, & Lori Peterson	Salon F
Product Launch Update: IntelliDealer eCRM	ID Breakout	4:00	5:00	Mitsu Madhani & Steve Donnor	Salon HJK

Evening Event & Dinner at Inn Cahoots	Networking	6:00	9:00		
---------------------------------------	------------	------	------	--	--

Tuesday, April 1, 2025

SESSION NAME	SESSION TYPE	START	END	PRESENTER	ROOM
Breakfast	Meal	7:00	8:00		Salon HJK
Welcome Remarks	Keynote	8:00	8:15	Todd Cohen	Salon HJK
Building a Technology Foundation for the Future	Keynote	8:15	9:00	Mitsu Madhani & Adam White	Salon HJK
The Evolving Threat Landscape: How Dealerships Can Stay Secure & Resilient	Keynote	9:00	9:45	David Briskman, Gagan Deshpande, & Derek Collins of Thrive	Salon HJK
Networking Break/Partner Booths	Networking	9:45	10:00		

BREAKOUT SESSIONS – PLEASE CHOOSE ONE SESSION TO ATTEND.

Building a CRM Dealer Mindset	General Breakout	10:00	11:00	Russ Green of Machinery Advisors Consortium	Salon HJK
IntelliDealer Buy/Sell Best Practices: Drive Scalable Growth	ID Breakout	10:00	11:00	Jeremiah Johnson of Parallel AG & Kenny Davidson	Salon F
Elevate Your Parts & Service Operations: Training, Tips and Best Practices	ID Breakout	10:00	11:00	Tom Barnes & Terence Perrineau	Salon G
Networking Break/Partner Booths	Networking	11:00	11:15		

BREAKOUT SESSIONS – PLEASE CHOOSE ONE SESSION TO ATTEND.

Avalara Partner Breakout Session	ID Partner Breakout	11:15	12:15	Kevin Hughes, Jessica Loudon, & David Van Hove of Avalara & Terence Perrineau	Salon E
Real Stories, Real Impact: How Dealers are Transforming their Rental Business	ID Partner Breakout	11:15	12:15	Jeremy Ahearn of Ahearn Equipment, Inc., Bill Price of Westside Tractor Sales, Ross Johnson of IntegratedRental, & Steve Donnor	Salon F
Thrive Partner Breakout Session with CL Boyd	Partner Breakout	11:15	12:15	Austin Hardesty of CL Boyd, Derek Collins of Thrive, & Avinash Chugh	Salon G
Driving the Future with IntelliDealer Data Solutions	ID Breakout	11:15	12:15	Mitsu Madhani & Tom Barnes	Salon HJK
Evolution of the Dealer Parts and Service Department	Partner Breakout	11:15	12:15	Wayne Brozek of Machinery Advisors Consortium	Salon C

SESSION NAME	SESSION TYPE	START	END	PRESENTER	ROOM
Lunch	Meal	12:15	1:15		Salon HJK

BREAKOUT SESSIONS – PLEASE CHOOSE ONE SESSION TO ATTEND.

TARGIT BI for Dealers: Modernized Reporting and Analytics	ID Partner Breakout	1:15	2:15	Tim McGuire of TARGIT	Salon E
The Future of Emerging Technology for Rental	Partner Breakout	1:15	2:15	Alise Moncure, Brandon Tanak, & Tom Do of IntegratedRental, & Steve Donnor	Salon F
Optimizing Service Agreements with Ahearn Equipment	ID Customer Breakout	1:15	2:15	Jeremy Ahearn of Ahearn Equipment, Inc., Terence Perrineau, & Sean Graham	Salon G
WorldPay Partner Session	Partner Breakout	1:15	2:15	WorldPay & James Godby	Salon D
Networking Break/Partner Booths	Networking	2:15	2:30		

BREAKOUT SESSIONS – PLEASE CHOOSE ONE SESSION TO ATTEND.

BillTrust Partner Session	Both Partner Breakout	2:30	3:30	Bob Balak of BillTrust & Sonish Rawal	Salon F
VizaLogix Partner Session	ID Partner Breakout	2:30	3:30	VizaLogix & Joe Mester	Salon G
FileBound Partner Session with Justin Bauer of Equipment One Company	ID Partner Breakout	2:30	3:30	Justin Bauer of Equipment One Company, Joe O'Malley of Filebound, and Tom Barnes	Salon E
Custom Financial Reporting in IntelliDealer with Everglades Equipment Group	ID Customer Breakout	2:30	3:30	Charles McDonald of Everglades Equipment Group & Terence Perrineau	Salon D
CNHi OEM Update	OEM Session	2:30	3:30	Matt Nelson of CNHi, John Bolling, Lori Peterson, & James Godby	Salon A
Targit BI: Deep Dive and Product Update (Roadmap)	ID Partner Breakout	2:30	3:30	Boe Pederson and Tim McGuire of TARGIT	Salon HJK

SESSION NAME	SESSION TYPE	START	END	PRESENTER	ROOM
Networking Break/Partner Booths	Networking	3:30	4:00		

BREAKOUT SESSIONS – PLEASE CHOOSE ONE SESSION TO ATTEND.

Optimizing Equipment Inspections with ID InspectionPlus: Accuracy, Speed, Compliance	ID Breakout	4:00	5:00	Donna Todd, Tom Barnes & Joe Mester	Salon G
VitalEngage Text: Integrated Communication and Alert Platform	ID Breakout	4:00	5:00	Steve Donnor, Terence Perrineau, & Tracy Fox	Salon E

Wednesday, April 2, 2025

SESSION NAME	SESSION TYPE	START	END	PRESENTER	ROOM
Breakfast	Meal	7:00	8:00		Salon HJK
VitalEdge Evolve Opening Remarks	Keynote	8:15	8:30	Todd Cohen	Salon HJK
Dealer Panel: Industry Trends & Macroeconomic Conditions	Keynote	8:30	9:30	Russ Green of Machinery Advisors Consortium, Adam Koenig, CFO of Koenig Equipment, Garrett Gaden, CEO of Rocky Mountain Equipment, & David Kofoed, CFO of Total Equipment & Rental	Salon HJK
VitalEdge Award Ceremony	Keynote	9:30	10:15	Paul Crist	Salon HJK
Conference Wrap & Closing Remarks	Keynote	10:15	10:30	Paul Crist	Salon HJK
Networking	Keynote	10:30	11:00	Networking	

GUESSING ISN'T A **GROWTH STRATEGY.**



STOP GAMBLING, START GROWING.

SCAN TO DOWNLOAD YOUR
FREE **RENTAL METRICS** CHEAT SHEET.

INTEGRATEDRENTAL

The Avalara logo features the word "Avalara" in a bold, orange sans-serif font. A blue checkmark icon is positioned to the left of the letter "a".The VitalEdge Technologies logo consists of the words "VitalEdge" in a bold, black sans-serif font, with "Technologies" in a smaller font below it. To the right is a stylized red and black geometric icon resembling a triangle or a play button.

Meet Avalara at the
VITAL EDGE USER CONFERENCE!

Join us to discover how Avalara can help streamline your tax compliance. Stop by to speak with our experts and learn about our latest solutions

Visit Booth #2

We're excited to meet you!



Unlock

the future of payments with Worldpay + VitalEdge

Transform your dealership operations with the powerful combination of Worldpay's seamless payment processing and VitalEdge's cutting-edge ERP software. Whether you're managing inventory, tracking finances, or handling customer transactions, our partnership provides the tools to streamline your processes and drive growth.



Key benefits:



Seamless payment integration:
Effortlessly accept payments, online or in-store.



Secure and scalable:
Trust in a solution built for businesses of all sizes.



Enhanced efficiency:
Automate processes and reduce manual tasks with ERP software.



Comprehensive support:
Get personalized service and expert guidance every step of the way.

**Ready to elevate
your business?**

Contact us today to learn how Worldpay + VitalEdge can help you achieve your goals.



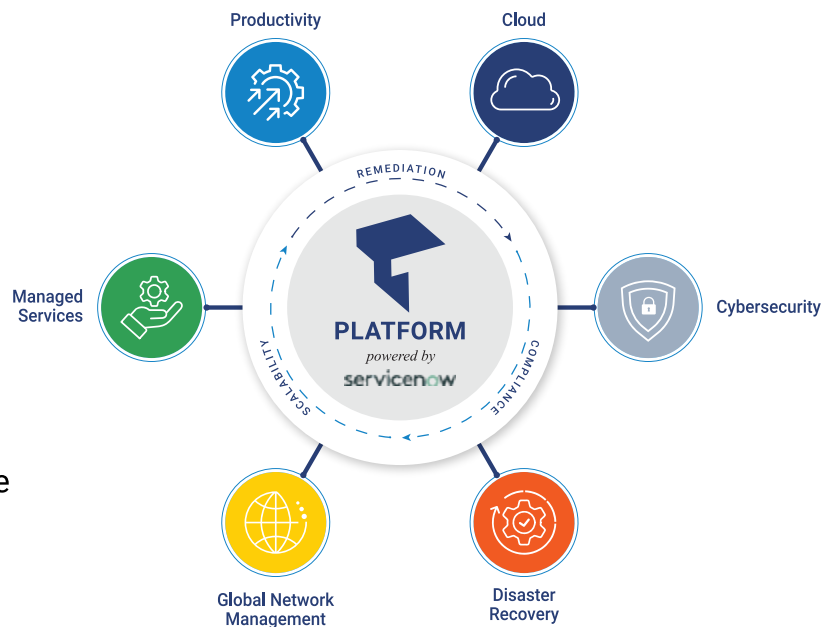
The Outsource Era is here.

Thrive drives better business outcomes.

Thrive is with you every step of the way by delivering global technology outsourcing for:

- Cybersecurity
- Cloud
- Networking & Managed Services
- Advisory Services
- vCISO + vCIO
- Consulting

Thrive delivers exceptional high-touch service through its POD approach of subject matter experts and global 24x7x365 SOC, NOC, and centralized teams.



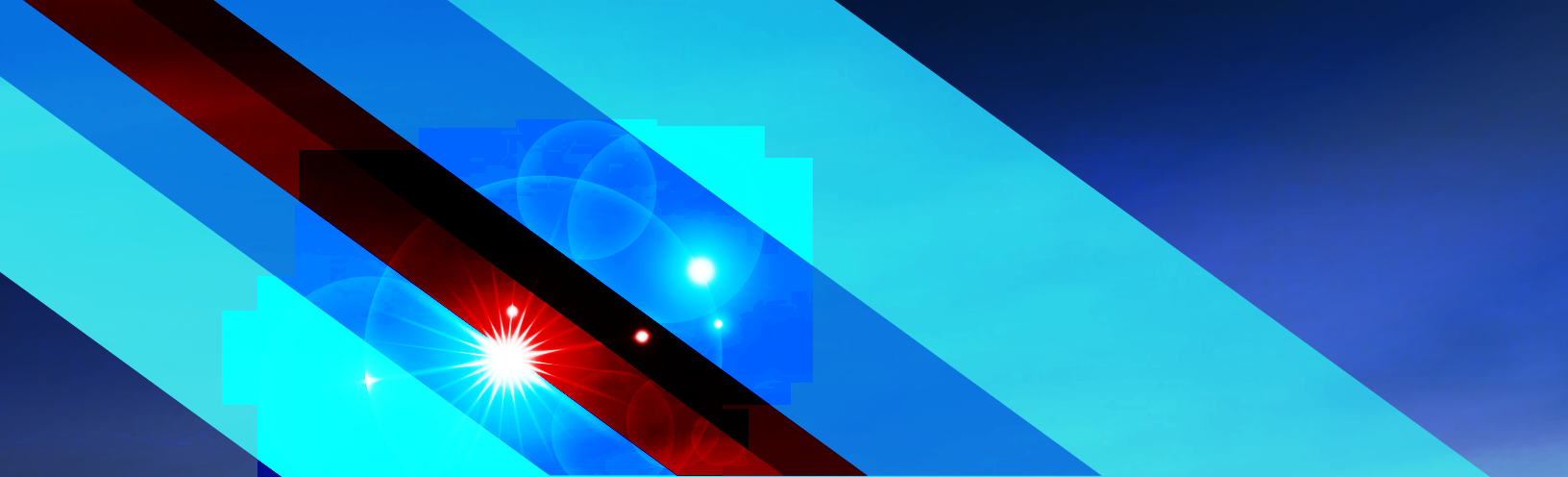
6TH FLOOR



4TH FLOOR



Hilton
AUSTIN



VitalEdge
Technologies



e-**Emphasys**
by VitalEdge



IntelliDealer[™]
by VitalEdge

