



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 Service Operations: Updates on New Releases, Best Practices and More	EE Breakout	1:00	2:00	Sonish Rawal & Raghu Koparde	Salon A
Rental and Sales: New Releases and Best Practices	EE Breakout	1:00	2:00	Ekta Shah & Abhijeet Pathak	Salon B
eLogistics: Optimize Your Truck Routing	EE Breakout	1:00	2:00	Vinay Polamarasetty & Mitsu Madhani	Salon C
ePortal Updates & Best Practices: Build a Digital Storefront	EE Breakout	1:00	2:00	Ankur Apte	Salon D

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.					
Elevate Your Parts Operations: Updates on New Releases, Best Practices, and More	EE Breakout	2:30	3:30	Paresh Poojari & Raghu Koparde	Salon A
Optimizing Sales with eCRM: Best Practices & Insights	EE Breakout	2:30	3:30	Scott Lindsoe & Mitsu Madhani	Salon C
Optimizing Inventory Management with eWMS: Speed, Accuracy, Efficiency	EE Breakout	2:30	3:30	Sonish Rawal & Vinay Polamarasetty	Salon B
VitalEngage Text: Integrated Communication and Alert Platform	EE Breakout	2:30	3:30	Ankur Apte & Shri Rajagopal	Salon E
Finance Best Practices to Drive Overall System Health & Stability	EE Breakout	2:30	3:30	Ashish Chandrachud & Peggy Smith	Salon D
Networking Break/Partner Booths	Networking	3:30	4:00		
BREAKOUT SESSIONS – PLEASE CHOOSE ONE SESSION TO ATTEND.					
Finance Change Management & Integrations Best Practices	EE Breakout	4:00	5:00	Ashish Chandrachud & Peggy Smith	Salon D
Rental and Sales: New Releases and Best Practices	EE Breakout	4:00	5:00	Ekta Shah & Vinay Polamarasetty	Salon A
Elevate Your Parts Operations: Updates on New Releases, Best Practices, and More	EE Breakout	4:00	5:00	Paresh Poojari & Abhijeet Pathak	Salon B
Optimize Credit Card Payments with WorldPay	EE Breakout	4:00	5:00	Vinayak Shetty, Vivek Singhal, & WorldPay	Salon C
Best Practices for System Management and User Adoption	EE Breakout	4:00	5:00	Erik Skogen of Sanco Enterprises	Salon E
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		
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.

Elevate Your Service Operations: Updates on New Releases, Best Practices and More	EE Breakout	10:00	11:00	Raghu Koparde & Paresh Poojari	Salon A
Building a CRM Dealer Mindset	General Breakout	10:00	11:00	Russ Green of Machinery Advisors Consortium	Salon HJK
InspectionPlus: Enhancing Equipment Inspections for Maximum Uptime	EE Breakout	10:00	11:00	Sonish Rawal & Vinay Polaramasetty	Salon B
AP Automation in Action: Reducing Costs, Eliminating Errors, and Improving Cash Flow	EE Breakout	10:00	11:00	Vinayak Shetty & Ashish Chandrachud	Salon D
e-Emphasys Release Management Update	EE Breakout	10:00	11:00	Mitesh Shah, Shriram Rajagopal, & Ekta Shah	Salon C
Networking Break/Partner Booths	Networking	11:00	11:15		

BREAKOUT SESSIONS – PLEASE CHOOSE ONE SESSION TO ATTEND.

Vertex Partner Breakout Session	EE Partner Breakout	11:15	12:15	Doug Cohen, Nick Laurie, and Lee Irwin of Vertex & Ashish Chandrachud	Salon A
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
Titan Machinery: Driving Scalable Growth and Operational Excellence	EE Customer Breakout	11:15	12:15	Nathan Johnson of Titan Machinery, Sonish Rawal, & Greg DeWalt	Salon B
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.

ProArch Partner Session	Partner Breakout	1:15	2:15	Ben Wilcox of ProArch & Avinash Chugh	Salon A
Driving Digital Transformation with ERP 6.0 and eService+	EE Customer Breakout	1:15	2:15	Amy McNab of Molson Group, Sonish Rawal, & Gagan Deshpande	Salon B
WorldPay Partner Session	Partner Breakout	1:15	2:15	WorldPay & James Godby	Salon D
BI as a Service: Building a Data Driven Dealership with Cowin Equipment	EE Customer Breakout	1:15	2:15	DeWayne Searcy of Cowin Equipment & Mitsuru Madhani	Salon C
Networking Break/Partner Booths	Networking	2:15	2:30		

BREAKOUT SESSIONS – PLEASE CHOOSE ONE SESSION TO ATTEND.

BillTrust Partner Session	Partner Breakout	2:30	3:30	Bob Balak of BillTrust & Sonish Rawal	Salon F
CNHi OEM Update	OEM Session	2:30	3:30	Matt Nelson of CNHi, John Bolling, Lori Peterson, & James Godby	Salon A
Hyster-Yale User Group	EE OEM Breakout	2:30	3:30	Michael Holland of Hyster-Yale Group, Lewis Scott, Marissa Bond, Shriram Rajagopal, & Mitesh Shah	Meeting Room 400/402
Carter Machinery: Optimizing Truck Routing with eLogistics	EE Customer Breakout	2:30	3:30	Mike DeBarge of Carter Machinery, Mitsuru Madhani, & Vinay Polamarasetty	Salon C
Networking Break/Partner Booths	Networking	3:30	4:00		

BREAKOUT SESSIONS – PLEASE CHOOSE ONE SESSION TO ATTEND.

Optimizing Service Operations with eServiceTech & eService+: Enhancing Efficiency, Reducing Downtime, and Boosting Revenue	EE Breakout	4:00	5:00	Sonish Rawal & Raghu Koparde	Salon A
BI as a Service: Unlock the True Potential of Your Data	EE Breakout	4:00	5:00	Mitsu Madhani	Salon C
e-Emphasys Release Deployment Testing: Tips, Tricks and Best Practices	EE Breakout	4:00	5:00	Abhijeet Pathak	Salon B
VitalEngage Text: Integrated Communication and Alert Platform	EE Breakout	4:00	5:00	Ankur Apte & Vinay Polamarasetty	Salon D
Hyster-Yale User Group	EE Breakout	4:00	5:00	Michael Holland of Hyster-Yale Group, Lewis Scott & Marissa Bond	Meeting Room 400/402

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, Garret Gandon, 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	Salon HJK

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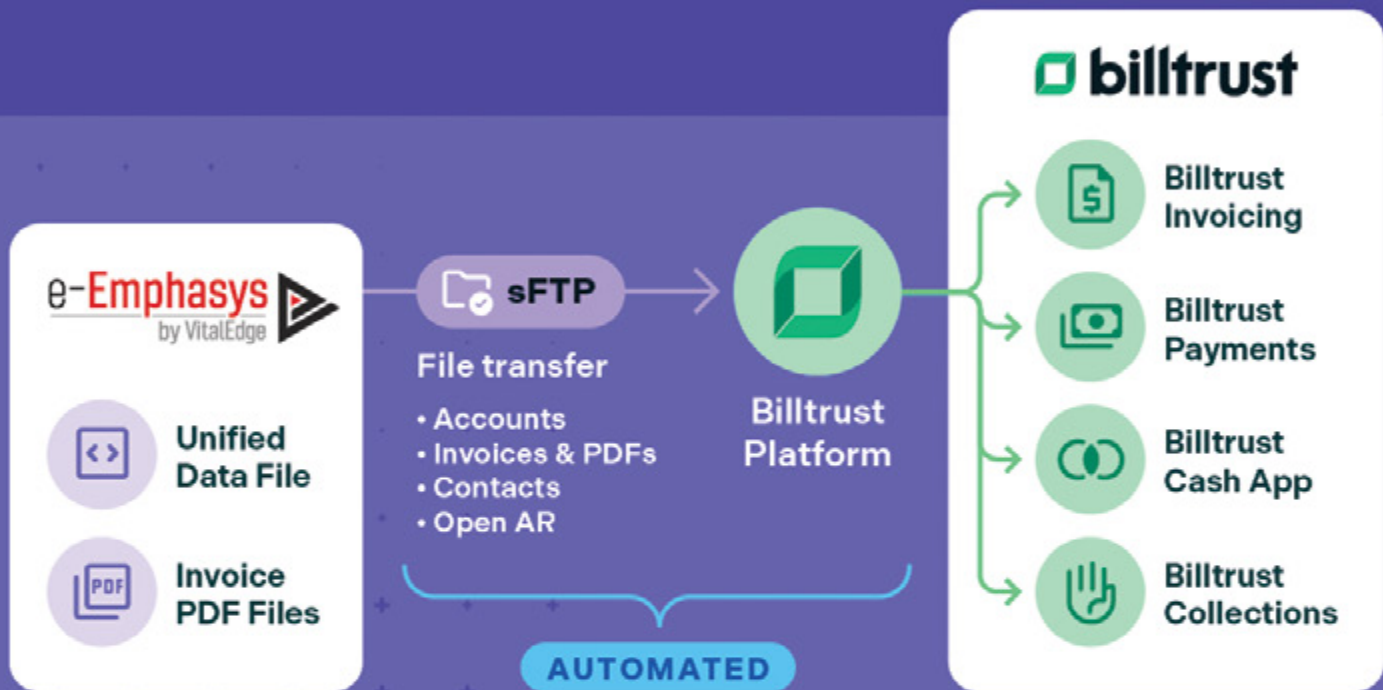


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