



Technology & Services World

YOUR GUIDE TO GETTING THERE AND

# Your Toolkit To Attend

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The future of the AI customer lifecycle. Three days where services leaders turn AI Economics™ into action.

**October 19–21, 2026**

ARIA Resort & Casino · Las Vegas, NV

A TSW Event

# What is Technology & Services World 2026?

Technology & Services World (TSW) is the conference built for the leaders who turn technology into outcomes: go-to-market, sales, services, product, and finance. Taking place October 19–21, 2026, at the ARIA Resort & Casino in Las Vegas, TSW is where strategy meets execution for the AI customer lifecycle.

## THIS YEAR'S PROGRAM CENTERS ON THE INDUSTRY'S MOST PRESSING QUESTIONS

- 1** Proof before purchase: is your business model ready when customers demand outcomes *before* they buy?
- 2** Incumbents vs. AI natives: who wins when value shows up in weeks, not months?
- 3** The race to AI profits: can you price and defend margins on results you can actually prove?

Through data-backed keynotes, hands-on workshops, and peer exchange, TSW helps you move past the hype to see what's working, what's next, and how to future-proof both your company and your career.

# Three execution-focused tracks

The program follows the AI customer lifecycle, each track grounded in TSIA benchmark data and real-world case studies, not vendor theater.

## TRACK 1

### Architecting & organizing the AI-driven lifecycle

Operating models, organizational design, and the rise of Forward Deployed Engineers. Re-architecting your services portfolio into implementation, adoption, and outcome services.

## TRACK 2

### Monetizing AI across the lifecycle

Packaging and pricing AI offers, and the shift from labor-based to outcome-based models. Defining value metrics, defending margins, and proving return on investment.

## TRACK 3

### Building & operating the autonomous customer experience

Running AI day-to-day across support, professional, customer success, education, and field services. Orchestrating agents and human-and-AI collaboration built on customer trust.

**Opening keynote:** J.B. Wood, President & CEO of TSIA, opens TSW 2026 on the gap that decides who wins: the widening distance between what sales promises and what delivery can prove.

# Why attend TSW?

TSW goes beyond the hype to deliver research-backed frameworks, fresh benchmark data, and peer insight that help you:



## **Build a credible AI services strategy**

grounded in TSIA research, benchmarks, and proven best practices, not guesswork.



## **Get clarity on the urgent questions**

When do customers demand proof of outcome? How do incumbents answer AI-native challengers? Which pricing models actually hold up?



## **Connect with the leaders shaping what's next**

executives and peers redesigning services, pricing, and operating models right now.



## **Accelerate your impact**

leave with frameworks, benchmark data, and connections that move both your company and your career forward.

## **TSW is more than a conference.**

It's a reset point for technology and services leaders to step back, rethink their operating model, and return with the confidence to guide their companies, and themselves, through the biggest transformation the industry has faced.

## KEYNOTE LINEUP

# Who you'll hear from

Your TSW 2026 keynote lineup, including:



**J.B. Wood**

President & CEO, TSIA

### OPENING KEYNOTE

The Future of the AI Customer Lifecycle



**Thomas Lah**

Executive Director & EVP,  
TSIA

### KEYNOTE

Close the Promise Gap: Model-Driven Value Engineering



**George Humphrey**

Sr. Vice President of  
Research, TSIA

### KEYNOTE

From Value Engineering to Value Realization;  
Rinse, Repeat



**Bernard Slowey**

SVP, Digital Customer  
Success, Salesforce

### KEYNOTE

Good for the Customer, Good for the Business:  
Scaling AI Across the Customer Lifecycle



**Sanjay Kulkarni**

SVP & Global Head, Delivery  
Hub, SAP

### KEYNOTE

How SAP Is Reinventing Services for the  
Agentic AI Era



**To be announced**

Sales thought leader

### KEYNOTE

The Sales Side of Value Engineering: Session  
details to be announced soon.

Plus dozens of member thought leaders and TSIA research experts across 80+ sessions. Full lineup announced soon.

# Who you'll meet

TSW 2026 is powered by the technology partners shaping the AI customer lifecycle. You'll meet them, and the services-centric community of leaders they serve, across three days.

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Diamond, Platinum, Gold, and Silver partners confirmed to date. Spotlight Alley partners are listed at [tsia.com/events/conference/sponsors](https://tsia.com/events/conference/sponsors).

tsia | Have questions? [Reach out now.](#)

# By the numbers

3

## Full days in Las Vegas

October 19–21, 2026, at the ARIA Resort & Casino.

80+

## Sessions

Keynotes, research breakouts, and hands-on working sessions.

3

## AI lifecycle tracks

Architect, monetize, and operate the AI customer lifecycle.

7

## Research practices

Customer Success, Customer Growth & Renewal, Professional Services, Support Services, Education Services, Managed Services, and Offering Management.

100%

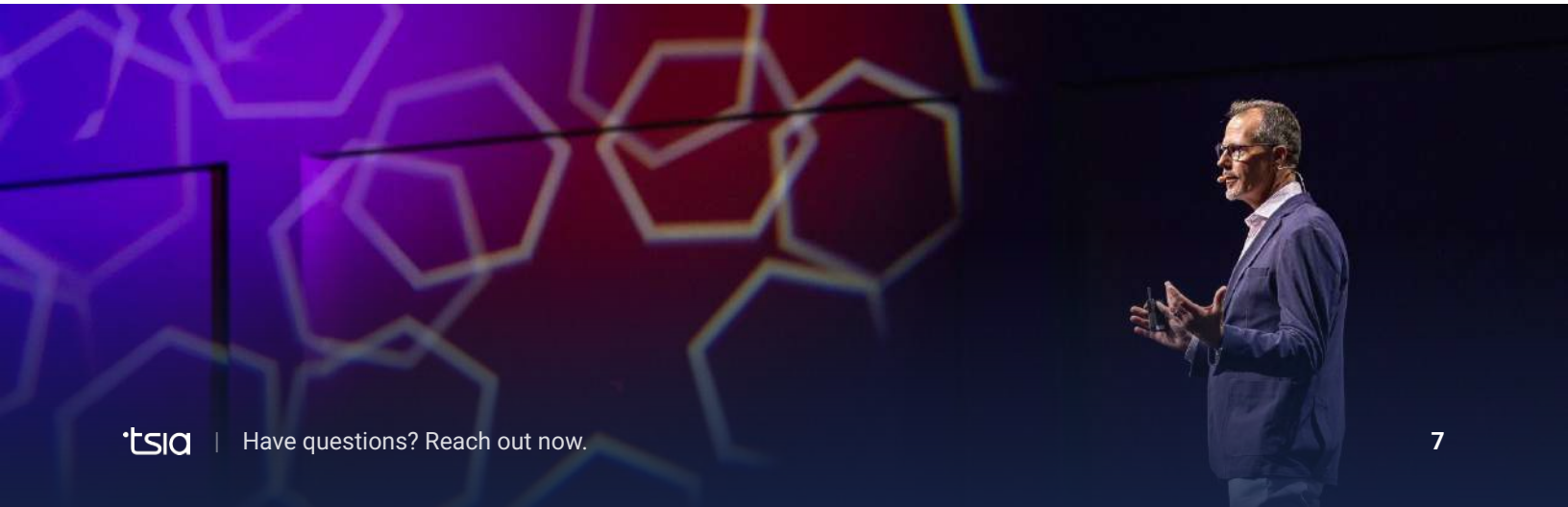
## Data-backed research

Every session grounded in TSIA benchmarks and real case studies.

# C-suite to Director

## Services-centric audience

Leaders across go-to-market, services, product, finance, and operations.



# What you'll experience

TSW balances big-picture strategy with practical, take-home tools. Over three days, you'll experience a mix of keynotes, workshops, and peer exchange that go beyond theory into real application.

## YOU CAN EXPECT



### **Data-backed keynotes**

from TSIA leaders and industry executives sharing the strategies redefining services in the AI era.



### **Hands-on workshops**

where you diagnose your own organization through structured exercises and leave with a completed canvas, roadmap, or maturity profile.



### **Dozens of research breakouts**

across seven practices, each with an AI lens on growth, delivery, and transformation.



### **Curated peer roundtables and networking**

with leaders facing the same decisions you are, structured to build real connections.



### **Fresh benchmark data and research releases**

you won't get anywhere else, sized to bring straight back to your team.

# What you'll leave with

Attending TSW isn't just about three days in Las Vegas. It's about returning with frameworks, data, and connections that deliver lasting value for you and your organization.

## **Frameworks for the AI customer lifecycle**

including DARE (Design, Activate, Realize, Evolve), the model TSIA is introducing to replace LAER.

## **A plan to close the Promise Gap**

the distance between what sales promises and what delivery can actually prove, now where renewals and expansion are won or lost.

## **Outcome-based pricing models**

value metrics, the four-link chain from service delivered to business outcome, and the pricing constructs that defend margin.

## **Maturity benchmarks**

see exactly where you stand on PS 2.0, Support Services 2.0, Education Services 2.0, and Managed Services 2.0.

## **An expanded network**

peers and TSIA research experts you can call on long after the event ends.

## **Personal clarity**

answers to the questions leaders are asking right now: is my operating model ready, and am I moving fast enough?

**Early bird: 20% off**  
Ends August 31, 2026

# Choose the right pass

Rates below reflect the early bird discount. TSIA members receive additional discounted pricing and may have company-issued vouchers to redeem through the TSIA Portal.

|                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>STANDARD</p> <p><b>Full Access Pass</b></p> <p><b>\$2,520</b> <del>\$3,150</del></p> <p>Save \$630</p> <p>Monday: meetups, expert-led workshops, Expo Tour, welcome reception. Tuesday and Wednesday: keynotes, breakouts, expert-led sessions, exclusive events, Expo and reception. Lunch included.</p> | <p>STANDARD</p> <p><b>Limited Access Pass</b></p> <p><b>\$1,680</b> <del>\$2,100</del></p> <p>Save \$420</p> <p>Monday half day: Expo Tour and welcome reception. Tuesday and Wednesday: keynotes, breakouts, expert-led sessions, exclusive events, Expo and reception. Lunch included.</p> |
| <p>TSIA MEMBERS</p> <p><b>Full Access Pass</b></p> <p><b>\$2,280</b> <del>\$2,850</del></p> <p>Save \$570</p> <p>Same full-access agenda, at the member rate. Vouchers are redeemed through the TSIA Portal.</p>                                                                                             | <p>TSIA MEMBERS</p> <p><b>Limited Access Pass</b></p> <p><b>\$1,680</b> <del>\$2,100</del></p> <p>Save \$420</p> <p>Tuesday and Wednesday in full, plus Monday's Expo Tour and welcome reception.</p>                                                                                        |

## Bring the team, everyone saves

|                                             |                                              |                                                                                         |
|---------------------------------------------|----------------------------------------------|-----------------------------------------------------------------------------------------|
| <p><b>20%</b></p> <p>off, teams of 5–14</p> | <p><b>25%</b></p> <p>off, teams of 15–24</p> | <p><b>30%</b></p> <p>off, teams of 25+, plus a private meeting room and VIP seating</p> |
|---------------------------------------------|----------------------------------------------|-----------------------------------------------------------------------------------------|

Group registration must be complete by October 12, 2026. Group pricing cannot be combined with other discounts. Email [events@tsia.com](mailto:events@tsia.com) to set it up.

# What you'll spend

A breakdown of the costs to budget for Technology & Services World 2026 in Las Vegas.



## Conference registration

Full Access from **\$2,280** for members, **\$2,520** standard. Limited Access **\$1,680**. Rates rise after August 31, 2026.



## Hotel

TSIA holds a discounted room block at the ARIA Resort & Casino, first come, first served. Book early: three nights covers the full agenda.



## Airfare

Varies by location. Las Vegas (LAS) is served nonstop from most major hubs.



## Meals & transportation

Varies per person. Lunch is included with your pass on the main program days, along with the welcome and Expo receptions.

## Two ways to bring the number down

Group discounts start at 20% off for five or more attendees, and TSIA member companies may hold conference vouchers that can be redeemed through the TSIA Portal. Many companies send several people so they can cover more sessions and bring insight back across roles.

# What you'll want to say

Need approval to attend TSW 2026? Start by personalizing the note below.

New message

To: [Manager]

Hi [Manager],

I'd like approval to attend **Technology & Services World (TSW) 2026**, taking place October 19–21 in Las Vegas. It's the conference built for technology and services leaders competing in the era of AI Economics, and every session is grounded in TSIA benchmark research.

By attending, I will:

- Apply proven frameworks and fresh benchmark data to the challenges in my role.
- Bring back a plan for pricing and proving outcomes across the AI customer lifecycle.
- Build connections with executives and peers from companies like Salesforce, SAP, ServiceNow, and more.

**Estimated cost of attendance:**

- Registration: [enter amount]
- Airfare: [enter amount]
- Hotel, three nights: [enter amount]
- Meals and transportation: [enter amount]
- Total: [enter amount]

Group discounts and member vouchers can reduce this cost, and I'm confident the frameworks and connections I bring back will directly benefit [Company], helping us accelerate our AI strategy, improve customer outcomes, and stay competitive.

Thank you for considering this request.

Sincerely,  
[Your name]



**Technology & Services World**

Las Vegas • October 19–21, 2026

# The future of the AI customer lifecycle

Where leaders translate AI Economics™ into action, together.

Register at [tsia.com/events/conference](https://tsia.com/events/conference) →



A TSIA Event

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