

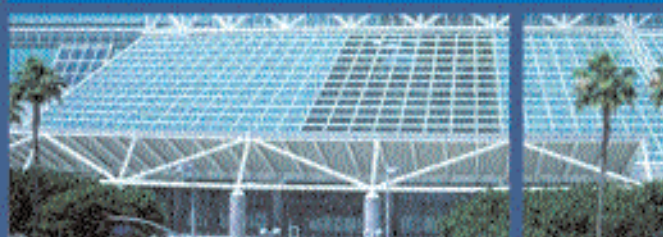
**TMC** The Most Trusted Name in VoIP & IP Telephony Conferences

# INTERNET TELEPHONY CONFERENCE & EXPO

The VoIP Authority Since 1998

NEW  
VENUE!

Los Angeles Convention Center



## VoIP 2.0 Witness the Telecom Revolution

October 24-27, 2005 • Los Angeles Convention Center • [www.itexpo.com](http://www.itexpo.com)



### Tracks for **Service Providers:**

- Service Provider Summit **New!**
- VoIP Peering Summit
- IMS Summit **New!**
- IPTV Summit **New!**
- WiFi Telephony Summit
- Conferencing & Collaboration Summit **New!**
- Mobility Summit **New!**
- Consumer VoIP Marketing Summit **New!**

### Tracks for **Enterprises, Government, SMBs:**

- Large Enterprise VoIP Deployment Workshop
- Enterprise/Government Solutions
- WiFi Telephony Summit
- IP Contact Center Summit
- Conferencing & Collaboration Summit **New!**
- Mobility Summit **New!**

### Tracks for **Developers:**

- IP Telephony Development
- SIP Workshop
- Open Source Summit
- WiFi Telephony Summit

Plus: **VONEXUS** Presents  
**Reseller Solutions Day!**

### Keynote Speakers Include:



Michael Powell,  
Former Chairman of the FCC



Carly Fiorina,  
Former CEO of Hewlett-Packard



Niklas Zennström  
CEO & Founder of Skype



Brad Garlinghouse  
Vice President of Yahoo!



Rick Moran,  
Vice President of Cisco Systems

**Additional Keynote Addresses By:** Nortel, NEC, Juniper Networks, Aculab, Lucent Technologies, Deloitte & Touch LLP, Inter-tel, Toshiba, Vonexus and Siemens

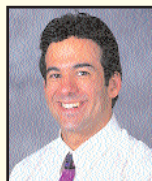
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**Platinum Sponsors:** **INTER-TEL** **VONEXUS** **NORTEL**

**TOSHIBA** **viola** **aculab** **Lucent Technologies**

A Conference Program So Thorough and Valuable that **it's Guaranteed!**



**I Guarantee the VoIP Education You Get at INTERNET TELEPHONY® Conference & EXPO is the Most In-Depth, Most Comprehensive, Most Valuable You Can Find.**

Please join me in Los Angeles for **INTERNET TELEPHONY® Conference & EXPO Fall 2005**. Come spend invaluable time learning, networking with potential partners and vendors, and gathering the critical data you need to plan a successful VoIP strategy.

Some VoIP conferences are known for their parties and 'insider perspectives'. Others provide a forum for their largest sponsors to 'educate' you about what they think is the best solution for you.

At **INTERNET TELEPHONY Conference & EXPO**, we don't just say we provide the finest, commercial-free conference sessions – we guarantee it.

I encourage you to review the extensive conference program described in this brochure. Find the exact content geared to your business objectives, then join us in L.A. this Fall.

You will leave the event better equipped to tackle your VoIP project than when you arrived, or we'll give you a free pass to come back to a future conference absolutely free.

You can now deploy third-, fourth-, and fifth-generation products offering 100% reliability, scalability, affordability and rich feature sets traditional PBXs can't match.

This program is designed to ensure you leave the event with a strong plan of action for taking advantage of the amazing cost-savings if you are a VoIP user, and profit-generating opportunities if you are a service provider or reseller.

There is specific content geared to your needs as a service provider, large enterprise, SMB, government buyer, reseller or developer.

Sincerely,

*Rich Tehrani*

Rich Tehrani, TMC President & Conference Chairman

## Gold Sponsors



## Silver Sponsor



## The Complete VoIP Event

**This Conference Program is so Thorough that it's Guaranteed\*.** (See full agenda on pages 6-7)

*Including Workshop Summits in the Conference Program Covering Every Vital VoIP Topic*

### Tracks for Service Providers:

- Service Provider Summit **New!**
- VoIP Peering Summit
- IMS Summit **New!**
- IPTV Summit **New!**
- WiFi Telephony Summit
- Open Source Summit **New!**
- SIP Workshop
- Conferencing & Collaboration Summit **New!**
- Mobility Summit **New!**

### Tracks for Enterprises, Government, SMBs:

- Large Enterprise VoIP Deployment Workshop
- Enterprise/Government Solutions
- WiFi Telephony Summit
- IP Contact Center Summit
- Open Source Summit **New!**
- SIP Workshop
- Conferencing & Collaboration Summit **New!**
- Mobility Summit **New!**

### Tracks for Developers:

- IP Telephony Development
- SIP Workshop
- Open Source Summit **New!**
- WiFi Telephony Summit

**Complete session listings – including detailed content descriptions – begin on page eight.**

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## Don't Miss The Complete VoIP Event

### Spectacular Keynotes: (See page 5)

This year's unprecedented lineup of keynotes includes top executives from equipment manufacturers and service providers, the former chairman of the FCC and one of the most influential executives in technology for the last 20 years.

Each has extensive experience in telecom - dating back to long before the VoIP revolution. Learn from them why this opportunity is far bigger than any in the telecom industry's century-long history.

- Michael Powell, Former FCC Chairman
  - Carly Fiorina, Former HP Chairman & CEO
- Plus, top executives from:*

Yahoo!	Cisco Systems
Skype	Deloitte & Touche
Siemens	Juniper Networks
Toshiba	Lucent Technologies
NEC	Nortel
Vonex	Aculab
Inter-Tel	

### More Important Topics Covered Within Each Conference Track

Within each major track heading, there are sessions exploring the most important micro-topics for enterprises, service providers, developers, government and resellers. These topics include:

- VoIP Security
- Security/Surveillance over IP **New!**
- e911/Regulation & Taxation
- VoIP Traffic Management **New!**
- Consumer VoIP Marketing **New!**
- Peer-to-Peer Telephony
- Session Border Controllers
- Number Porting/ENUM **New!**
- Triple Play
- Dual Mode **New!**

### TMC University's

#### IP PBX Certification Courses (See page 22)

The only independent certification program of its kind validating your competency in IP PBX selection, deployment, implementation & management.

### "The Future of IP Telephony" and "Battle for the Enterprise/SMB" Panel Discussions

(See page 24)

Always among the most popular events at the conference, these free general sessions give you the chance hear many views and opinions about the best choices for you and your organization.

#### Future of IP Telephony Participants include:

- IBM
- Intel
- Quintum
- AltiGen Communications
- Ditech Communications
- MCI

#### Battle for the Enterprise/SMB Participants include:

- Avaya
- NEC
- Toshiba
- Inter-Tel
- Nortel

### NEW! Free Educational Seminars – Reseller Solutions Day & Service Provider Solutions Day (See page 23)

These full-day seminars help resellers and service providers sort through the many choices of equipment and service they can choose – whether finding the right solution for a client or for their own network.

### NEW! Free Learning Centers on the Exhibit Floor (See page 25)

- Triple Play
- Open Source
- SIP Interoperability
- WiFi Telephony

Your visit to the centers supplements what you learn in the conference sessions with demos and explanations about specific VoIP technologies. Participating vendors are prohibited from mentioning their products. Rather, here's yet another opportunity for you to leave this conference with the most complete education possible, preparing you to make a smart VoIP buying decision.

### \*Our Guarantee:

If you do not feel the sessions you attend made you better prepared to tackle your VoIP project than you were when you arrived, stop by the registration counter at the show and we'll issue you a free pass for any future INTERNET TELEPHONY conference. (No requests honored after the conference ends.)

## Benefits of Attending

**No other VoIP event offers the combination of a first class conference education, endless networking opportunities with colleagues, vendors, resellers and developers, and visionary keynotes from such wide-ranging viewpoints.**

### 1. Commercial-Free Conference Sessions

Presenters are forbidden from delivering company pitches in sessions. Any who do, are not invited back to future events. You get a purely unbiased VoIP education.

### 2. Most Knowledgeable Speakers

Each topic and presenter is selected by Greg Galitzine, editorial director of INTERNET TELEPHONY magazine since 1998, and Rich Tehrani, TMC editor-in-chief, from hundreds of submissions. Only the most relevant sessions, taught by seasoned speakers make it on to the program at INTERNET TELEPHONY Conference & EXPO.

### 3. Invaluable Networking Time

INTERNET TELEPHONY Conference & EXPO Fall 2005 is the perfect opportunity for you to meet and talk with other enterprises/government, service providers, developers and resellers to share ideas, exchange business cards, and discuss the virtues of one solution over another.

### 4. Over 200 Exhibiting Companies

In between sessions, meet vendors and partners you need to successfully deploy VoIP solutions. The agenda leaves ample time to stop by each booth to discuss how each exhibitors' offerings can help you.

### 5. Free Learning Centers on the Exhibit Floor

Visit these special areas on the show floor and get more unbiased education about key VoIP topics and see some of the most powerful VoIP products and services in action.

### 6. Top-Level Keynotes

This year's unprecedented lineup of keynotes includes top executives from equipment manufacturers and service providers, the former chairman of the FCC and one of the most influential executives in technology for the last 20 years. Each has extensive experience in telecom. Learn from them why the VoIP opportunity is far bigger than any in the telecom industry's history.

### 7. Special Panel Sessions

In addition to the non-commercial conference sessions, you can attend 'The Future of IP Telephony' and 'Battle for the SMB', two panel discussions where vendors and service providers will share their vision of how VoIP can benefit you.

### 8. Your Conference Fee is Guaranteed

If you do not feel the sessions you attend made you better prepared to tackle your VoIP project than when you arrived, stop by the registration counter at the show and receive a free pass for any future INTERNET TELEPHONY conference. (No requests will be honored after the conference ends.)

### 9. Convenient, Easily Accessible Location

The conference center is located in downtown Los Angeles, easily accessible by major highways and only 20 miles from LAX.

## Who Should Attend?

**Corporate Management, CTOs** – Ultimately, the vendor you choose for your VoIP deployment will become more of a partner than a supplier. Whether you are an enterprise deploying a solution, or a service provider preparing your VoIP network, INTERNET TELEPHONY Conference & EXPO provides the perfect venue for forging these profitable relationships.

**Resellers** – You get a full day of free sessions teaching you how to make money selling VoIP service and equipment, and the opportunity to meet with literally hundreds of companies who could become your next partner. Need we say more?

**IT/Telecom Management** – It's up to you to make sure your VoIP deployment is smooth with minimal disruption. It's also your responsibility to ensure your new system meets all organizational objectives. The days you spend in the conference sessions and the exhibit hall at INTERNET TELEPHONY Conference & EXPO will supply the answers you need to recommend the perfect system for your situation.

**Developers** – No other conference offers four full days of conferences teaching you how to take advantage of today's most powerful development tools. In between sessions, form partnerships and relationships meet with manufacturers and vendors.

# World Class Keynote Presentations



**Come Learn as an Unprecedented Line-up Headed by Michael Powell and Carly Fiorina Share Their Vision of Why All Businesses and Government Agencies, Large and Small, Will Soon Be Using VoIP.**



Michael K. Powell  
Former Chairman of the  
Federal Communications Commission



Carly Fiorina  
Former Chairman & CEO of  
Hewlett-Packard



Niklas Zennström  
CEO & Founder  
Skype



Brad Garlinghouse  
VP, Communications Products  
Yahoo! Inc.



Raymond Pennotti, Ph.D.  
Managing Vice President,  
Lucent Technologies



Tom Burger  
President, CEO and Director,  
NEC Unified Solutions, Inc.



Jerry Fleming  
President,  
Vonexus



Craig W. Rauchle  
President & COO  
Inter-Tel



Thomas Zimmermann  
President of Enterprise Systems  
Siemens Communications



Larry Meyer  
Vice President, Sales & Marketing  
Toshiba



Atul Bhatnagar  
Vice President & General Manager,  
Enterprise Data Networks, Nortel



Mike Donoghue  
VP of Sales, Americas Region  
Aculab



Opher Kahane  
VP, Voice Technologies  
Juniper Networks



Philip L. Asmundson  
Vice Chairman & National Managing  
Partner Technology, Media & Telecom  
Deloitte & Touche LLP



Rick Moran  
Vice President, Product & Technology  
Marketing, Cisco Systems



Dr. Donald Brown  
Founder,  
Interactive Intelligence



# Conference At A Glance

## Day 1 – Monday, October 24, 2005

	TMC University's IP PBX Certification Program First Degree	Large Enterprise VoIP Deployment Workshop	Open Source Summit	Service Provider Summit / Number Porting / ENUM	Conferencing & Collaboration Over IP Summit	IMS Summit
11:00 am - 5:00 pm	Registration Open					
12:00 - 12:45 pm	Reaping the Benefits of the IP PBX TMCU-1	Integrating Voice & Data with Business Applications LE-1	The Role of Standards in Open Source OS-1	Creating the Trusted Authenticated Network SP-1	Introduction to Collaboration & Conferencing CC-1	Introduction to IMS IMS-1
1:00 - 1:45 pm	Cost Justifying the Upgrade TMCU-2	QoS & Infrastructure Issues in Deploying Enterprise VoIP LE-2		Number Portability for a Growing VoIP World SP-2	The Future of Unified Conferencing CC-2	IMS: Developing Network Infrastructure IMS-2
2:00 - 2:45 pm	Selecting the Right IP PBX Solution TMCU-3	Delivering Secure & Reliable Enterprise VoIP LE-3	Open Source Round Table OS-2	VoIP Peering Through ENUM Registries SP-3	Selecting Enterprise IP Conferencing Solutions CC-3	Fixed Mobile Convergence – Finding the Killer Applications IMS-3
3:00 - 3:45 pm	Effective Deployment and Migration Strategies of IP PBX TMCU-4	Calculating the True Business Value of VoIP LE-4		ENUM: The Theory is Done, Now It's Time for the Practice SP-4	Adding Virtual Communications to the Mix CC-4	Deploying Services Using IMS IMS-4
4:00 - 4:45 pm	Living With Your New IP PBX – A Case Study TMCU-5	Utilizing Presence to Keep Remote and Branch Offices Connected LE-5	Linux as an Embedded OS and Development Environment OS-3	SIP & ENUM: What's The Story? SP-5	Making Gov't Agencies Effective & Efficient with Real-Time, IP Collaboration CC-5	A Look Ahead: The Future of IMS IMS-5
4:45 - 6:00 pm	Keynote Session Featuring Yahoo! and Lucent Technologies					

## Day 2 – Tuesday, October 25, 2005

7:00 am - 7:00 pm	Registration Open				
7:30 - 8:30 am	Conference Breakfast				
8:30 - 9:30 am	Grand Opening Session Featuring NEC and Vonexus				
9:30 am	Special Keynote Presentation by Carly Fiorina, Former Chairman & CEO, Hewlett-Packard				
	TMC University's IP PBX Certification Program Advanced Degree	Enterprise / Government Solutions	IP Telephony Development	Service Provider Summit	IPTV Summit
10:15 - 11:00 am	Preparing Your Network for an IP PBX TMCU-6	VoIP: Where We're Going, Where We've Been E-1	VoIP Without DSPs: Challenges and Opportunities D-1	On Top Of Their Game?: A Review of Leading VoIP Service Providers SP-6	Introduction to IPTV IPT-1
11:15 - 12:00 pm	Right Sizing Your IP PBX TMCU-7	VoIP From The Trenches: Real Life Successes E-2	Advances in Development Platforms D-2	Triple Play: The Implications of Convergence SP-7	Development Tools For IPTV Deployment IPT-2
12:00 pm	Conference Luncheon – Featuring Keynote via Videoconference by Niklas Zennström, CEO, Skype				
1:00 - 1:45 pm	Integrating Your IP PBX With an ITSP TMCU-8	Presence & Unified Communications E-3	DSP Processing for VoIP Applications D-3	Voice Quality Challenges Facing Providers SP-8	Building Networks for Delivering IPTV IPT-3
2:00 - 2:45 pm	Staging, Implementing, and Cutting Over Your IP PBX TMCU-9	VoIP for SMBs E-4	Delivering Wideband Speech Over IP D-4	VoIP Opening Night: Are Service Providers Truly Prepared? SP-9	The Current State of IPTV IPT-4
3:00 - 3:45 pm	An Advanced Case Study TMCU-10	The Future of Enterprise Applications E-5	VoIP Testing & Security Issues D-5	VoIP Performance Management SP-10	An IPTV Case Study IPT-5
3:45 - 4:30 pm	The Future of IP Telephony Panel Discussion				
4:30 - 6:00 pm	Keynote Session Featuring Inter-Tel and Siemens				
6:00 - 8:00 pm	Networking Reception in Exhibit Hall				

# Conference At A Glance



## Day 3 – Wednesday, October 26, 2005

7:00 am - 5:00 pm	Registration Open					
7:30 - 8:30 am	Conference Breakfast					
	Wifi Telephony Summit	Enterprise/ Government Solutions	SIP Workshop	Service Provider Summit	VoIP Peering Summit	IP Contact Center Summit
8:30 - 9:15 am	Introduction to WiFi Telephony W-1	Designing/Developing Enterprise VoIP Security Solutions E-6	An Introduction to SIP SIP-1	Consumer VoIP Marketing Summit Part I SP-11	The State of VoIP Peering VP-1	Transition Your Contact Center to IP IPC-1
9:15 - 10:15 am	Keynote Session Featuring Toshiba and Nortel					
10:15 - 11:00 am	Special Keynote Presentation By Michael K. Powell, former FCC Chairman					
11:00 am - 5:00 pm	Exhibit Hall Open					
11:45 am	Conference Luncheon – Featuring Presentation by Dr. Donald Brown, Founder, Interactive Intelligence					
12:30 - 1:15 pm	Technical Challenges to WiFi Telephony Deployment W-2	Security Challenges in IP Telephony E-7	SIP Interoperability Issues SIP-2	Consumer VoIP Marketing Summit Part II SP-12	The Future of Enterprise Network Peering VP-2	IP Contact Center Shootout IPC-2
1:30 - 2:15 pm			Overcoming SIP Implementation Challenges SIP-3	VoIP Regulatory Update: Will You Be Ready? SP-13		
2:30 - 3:15 pm	The Challenges of Citywide WiFi Scalability W-3	The Challenge of E911 Regulation E-8	SIP's Role in Open Source SIP-4	Security in the IP Telephony Network SP-14	Developing a VoIP Network Exchange Infrastructure VP-3	VoIP and Offshoring -- Pros & Cons IPC-3
3:30 - 4:15 pm	Call of the Campus Warrior: A Healthcare Case Study W-4		Service Provider Issues Relating to SIP SIP-5	Security/Surveillance Over IP SP-15	Clearing & Peering Business Models and Technologies VP-4	It's Up and It's Good! Dallas Cowboys IP Contact Center Case Study IPC-4
4:15 - 6:15 pm	Battle for the SMB Panel Discussion; Keynote Session Featuring Aculab and Juniper Networks					
6:15 pm	Networking Reception					
7:30 pm	VoIP Service Provider Awards Dinner					

## Day 4 – Thursday, October 27, 2005

7:30 am - 2:00 pm	Registration Open				
7:30 - 8:30 am	Conference Breakfast				
	<b>WiFi Telephony Summit</b>	<b>Enterprise / Government Solutions Traffic Management</b>	<b>SIP Workshop</b>	<b>Service Provider Summit</b>	<b>Mobility Summit</b>
8:30 - 9:15 am	Keys to Successful WiFi Telephony Implementation W-5	Moving the Market: The True Target for Enterprise Communications E-9	State of the SIP Union: Best Practices & More SIP-6	VoIP & Next-Generation OSS SP-16	VoIP Mobility Applications M-1
9:15 - 11:00 am	Keynote Session Featuring Deloitte & Touche LLP and Cisco Systems				
11:00 am - 3:00 pm	Exhibit Hall Open				
11:30 am	Conference Luncheon				
12:15 - 1:00 pm	Deploying WiFi Telephony in the Enterprise W-6	Peer To Peer IP Telephony E-10	Securing SIP-Based Communications SIP-7	Migrating to VoIP: A Service Provider Round Table SP-17	VoIP Mobility Reality Check M-2
1:15 - 2:00 pm	Developing WiFi Telephony Endpoints W-7	Enterprise Traffic Management Challenges E-11	SIP? NAT? Not! Traversing the Firewall SIP-8		Dual Mode: A Look at the Current State of the Market M-3
2:15 - 3:00 pm	The Road Ahead: The Future of WiFi Telephony W-8	Managing Your Network for High-Quality Voice E-12	SIP in the IP Contact Center SIP-9	Session Border Control for Hosted VoIP Services SP-18	

## Large Enterprise VoIP Deployment Workshop

**Monday October 24 - 12:00 - 12:45 pm**

### **Integrating Voice & Data With Business Apps**

Organizations are converging their data and voice systems into a single network, providing them with cost savings and increased operational efficiencies in their offices and branch sites. Today, these enterprises are taking convergence to the next level by integrating mission-critical business applications such as CRM, inventory management, and the like into their IP Communications network. The presenters will explain how this integration makes it possible to create customized IP communications solutions that can increase customer service and satisfaction, improve workforce productivity, and further increase operating efficiencies.

**Monday October 24 - 1:00 - 1:45 pm**

### **QoS & Infrastructure issues in Deploying Enterprise VoIP**

The roll-out of VoIP presents a quandary. The reality of high expectations for voice quality combined with the challenges of running voice on IP networks opens up the risk of serious business failure for the network operations team. How can an enterprise CIO ensure the delivery of QoS that VoIP services demand? This session will look at the specific QoS requirements of VoIP, where those issues arise in the network, and how to measure and deliver high levels of QoS. The presenters will also look at the Ethernet edge and Ethernet core to see how other network elements impact QoS.

**Monday October 24 - 2:00 - 2:45 pm**

### **Delivering Secure & Reliable Enterprise VoIP**

With most major telecommunications carriers currently in the process of deploying VoIP services for mass deployment, it's clear that IP telephony is finally headed for prime time. However, the promise of mass VoIP consumption also increases the risk for widespread security violations, spawning a new sense of urgency to develop secure VoIP solutions now before hackers wreak havoc on corporate voice networks. This session will examine the special demands of enterprise VoIP, with a special emphasis on delivering secure and reliable IP voice over your enterprise network.

**Monday October 24 - 3:00 - 3:45 pm**

### **Calculating the True Business Value of IP**

Beyond the "traditional" benefits of VoIP such as reduced infrastructure costs, toll bypass, etc..., VoIP offers more sophisticated value through improved productivity, enhanced customer experience, converged applications and the ability to obtain new sources of revenue growth. To define the true value of an IP solution requires examining more than the short-term benefits of upgrading the architecture; it is also about considering its role as a fundamental business asset in a strategic plan designed to generate financial growth and competitive advantage. This presentation will focus on the business goals and benefits of deploying an IP-based enterprise communications solution.

**Monday October 24 - 4:00 - 4:45 pm**

### **Utilizing Presence to Keep Remote and Branch Offices Connected**

Presence, once considered merely an underlying technology to instant messaging (IM), is becoming its own killer application, and is posed to go well beyond instant messaging and deep into the enterprise. The future of presence management is the convergence of VoIP, data, video, IM and location tracking on top of wired and wireless networks to display, in an application, the whereabouts and status of a user's colleague. This session will explore the role of presence in keeping remote workers and branch offices connected while meeting the updated performance expectations of today's business environments.



### Association Partners



### Supporting Organizations





## ENTERPRISE/GOVERNMENT SOLUTIONS

**Tuesday, October 25 - 10:15 - 11:00 am**

### **VoIP: Where We're Going, Where We've Been**

Join this session if you are new to the world of Voice over IP or if you feel you need a refresher course. The speakers will consider the essential technical differences between traditional telephony and IP telephony, the challenges that these differences present and the way that they are overcome in successful real-life deployments. The rules have significantly changed and the way we think about telephony solutions must also change. This is truly a can't-miss session for attendees looking for a thorough overview.

**Tuesday, October 25 - 11:15 am - 12:00 pm**

### **VoIP From the Trenches: Real Life Successes**

This panel discussion will feature several telecom dealers talking about their experiences deploying IP in a variety of industries. Among the topics they will address:

- Understanding when pure IP telephony is best choice
- Migrating TDM users to IP telephony
- Identifying and overcoming technology hurdles
- Finding creative solutions
- Taking VoIP mobile (wireless phones, softphones, etc.)
- Calculating ROI – cost savings and productivity increases.

**Tuesday, October 25 - 1:00 - 1:45 pm**

### **Presence & Unified Communications**

Presence has the potential to be the unifying thread between different modes of communication including enterprise telephony, IM, video, and mobile telephony. Presence is the essential element in the migration from device centric to user centric systems, as it integrates user's availability across all their devices and applications. But Presence also has a dark side which may impede its broad acceptance, namely concerns about privacy, time management, enterprise policy and security. Each of these aspects is explored during this session, and solutions in development, standards bodies, and emerging products are discussed.

**Tuesday, October 25 - 2:00 - 2:45 pm**

### **VoIP for SMBs**

VoIP is not just for large enterprises. In fact, VoIP plays a significant role in impacting performance for small- and medium-size businesses. This session will address the drivers that affect the SMB market – such as the growing reliance on outsourcing and third-party vendors, the challenge to utilize remote knowledge workers, and the increasing pressure to control costs. In addition, this session will cover VoIP-powered applications, like presence management, collaboration, messaging, and mobility, and examine how SME customers can effectively leverage these tools to improve business performance.

**Tuesday, October 25 - 3:00 - 3:45 pm**

### **The Future of Enterprise Applications**

As more and more customers become accustomed to using VoIP, they'll begin to expect value-added enhancements and additional benefits, aside from cost savings alone. What types of VoIP-enabled services and applications will be developed to satisfy this demand? What will be the "next big thing" in the VoIP market? How will savvy vendors, service providers, and application developers take advantage of this capability? How will they use VoIP technology to roll out previously impossible or unheard-of applications and maximize the benefits for end users? Come to this session to catch a glimpse of the future of enterprise VoIP.

**Wednesday, October 26 - 8:30 - 9:15 am**

### **Designing/Developing Enterprise VoIP Security Solutions**

While VoIP has many positive benefits to corporations, the potential security risks involved should not be ignored and must be effectively addressed before a loss in money or private data occurs. New products and services must be created to eliminate these security threats. The speakers will address the growing need for the communications industry to address and develop VoIP security solutions now and for the future. The session will cover how implementing security at the "core" of the VoIP system, the platform level, and why ensuring that encryption is synced from the device and network is critical.

**Wednesday, October 26 - 12:30 - 2:15 pm DOUBLE SESSION**

### **Security Challenges in IP Telephony**

This panel discussion, moderated by the chairman of the recently formed VoIP Security Alliance will strive to identify and reduce VoIP security risks through a number of ways including educating and providing tools for the IT manager. Security is a critical concern for enterprise looking to deploy VoIP. As such this special session stands a must-attend for professionals charged with managing their company's VoIP deployment.

**Wednesday, October 26 - 2:30 - 4:15 pm DOUBLE SESSION**

### **The Challenge of E911 Regulation**

Nationwide, an estimated 200 million calls are made to 911 each year. In May, the FCC decided that VoIP providers interconnecting with the PSTN must deliver E911 calls – with location and callback information – to local emergency operators. The decision raises a host of issues: What information, specifically, must be delivered with the call? Is network support in place, and at what cost? Who will enforce the E911 requirement? And how will the requirement apply to enterprise VoIP, where callback and location identification pose special challenges? Finally, will the VoIP legislation pending before Congress supplement or preempt the FCC's decision? Join public safety administrators and legal and policy experts to hear the latest E911 news from Washington and around the country.

## ENTERPRISE/GOVERNMENT SOLUTIONS

**Thursday, October 27 - 8:30 - 9:15 am**

### **Moving the Market:**

#### **The True Target for Enterprise Communications**

This presentation will examine the market from the perspective on how customers want to purchase and consume voice services and map enterprise communications products into those needs. We will also examine the market shift that has been waiting to happen as an application level conversion instead of the more common view of the shift as a more basic transport level conversion. Ultimately, this presentation will identify the true target for VoIP and other enterprise communications tools need to hit to move the market into the mainstream.

**Thursday, October 27 - 12:15 - 1:00 pm**

### **Peer to Peer IP Telephony**

Peer-to-Peer VoIP is a potentially disruptive force that is taking the IP telephony market by storm. Or perhaps, "incrementally by storm." Little by little, bit by bit, this approach to VoIP is taking hold. Proponents tell us that P2P VoIP addresses issues such as scalability, security, redundancy that are required in enterprise and service provider implementations, while supporting basic as well as innovative features. Come to this session to see what all the fuss is about.

**Thursday, October 27 - 1:15 - 2:00 pm**

### **Enterprise Traffic Management Challenges**

IT professionals have been examining their networks in critical detail to uncover hidden or latent problems since the dawn of networking, with the ultimate goal of improving delivery of mission-critical business applications. This discipline of troubleshooting has grown in importance in the age of VoIP with multimedia applications, global networks, and new protocols. This session will discuss how gaining greater visibility into the network is leading organizations to better management of their converged networks and optimized delivery of all business and voice services. Other topics will include setting QoS policies, data collection/troubleshooting and how applications impact each other when traversing the same network segments.

**Thursday, October 27 - 2:15 - 3:00 pm**

### **Managing Your Network for High-Quality Voice**

Throwing voice packets onto a LAN and hoping for the best is easy. Deploying high-quality VoIP is a bit more challenging. This session will address the need for service quality management and how unleashing the network infrastructure, enforcing a centralized policy for end-to-end QoS, and controlling network resources on a proactive basis can deliver high levels of quality for IP communications. The session will also address related issues of bandwidth shaping and equalizing technology that are designed to enable IT professionals to manage their enterprise voice and data network.

## OPEN SOURCE SUMMIT

**Monday October 24 - 12:00 - 1:45 pm DOUBLE SESSION**

### **The Role of Standards In Open Source**

Open Source – software where the source code is available for anyone to improve or modify – has the potential to change the telecom landscape forever. Linux has made huge headway into this market, this OS and other Open Source solutions have caused quite a stir. Developers need to know what is available in the Open Source marketplace and how best to leverage the freedom inherent in a distributed community of programmers to amend and adapt code for their VoIP development needs. This session will address the role of emerging VoIP standards and what they mean to the development of Open Source.

**Monday October 24 - 2:00 - 3:45 pm DOUBLE SESSION**

### **Open Source Round Table**

This group discussion will zero in on the current state of Open Source telephony; what it means, where it stands, and where this segment of the market is headed. Thought leaders from a number of influential Open Source factions will share their insights with the audience. Attendees can expect a frank conversation, and will leave this session with

a thorough understanding of Open Source and its role in the future of IP Telephony.

**Monday October 24 - 4:00 - 4:45 pm**

### **Linux as an Embedded Operating System and Development Environment**

As with any technology element, subsequent product generations typically yield performance, size, integration, or cost advantages. This is often driven by the silicon devices used to define the product. Key to leveraging the advances in silicon has been the equal advances in embedded software. A leading element is the ongoing growth and maturity of Linux as a fully functional and flexible operating system environment, as well as a configurable environment for embedded systems. The performance and integrated benefits of contemporary silicon devices coupled with the functionality and cost benefits of Linux are providing embedded developers with options never before available. This session will discuss the use of Linux as an embedded operating system and development environment and how it can be applied towards the development of embedded systems.

## III IP TELEPHONY DEVELOPMENT

**Tuesday, October 25 - 10:15 - 11:00 am**

### **VoIP Without DSPs: Challenges & Opportunities**

Does moving the media processing function from DSP to the host fundamentally change the architecture? Yes! Host Media Processing (HMP) offers new opportunities for voice-enabled applications to be architected – to create a very broad range of scalability; to partition functionality in very different ways; and to create highly reliable services. This session will also discuss new ways to process media that take greater advantage of the host environment.

**Tuesday, October 25 - 11:15 am - 12:00 pm**

### **Advances in Development Platforms**

VoIP development platforms are a constantly evolving lot. From PCI and CompactPCI to today's most advanced ATCA and microTCA-based platforms, there are so many changes that it might be tough to stay abreast of all that is happening in this fast-moving space. Attend this session, and you'll hear the presenters talk about powerful, standards-based computing solutions and hot swap and high availability capabilities for communications applications and how it all relates to your development plans.

**Tuesday, October 25 - 1:00 - 1:45 pm**

### **DSP Processing for VoIP Applications**

DSPs enable equipment manufacturers – and their carrier customers – to launch secure, high-quality, scalable broadband services over IP. Such processors reduce the development time and cost associated with delivering a range of broadband services, beginning with VoIP and extending to full triple-play voice, video, and data offerings. The session will pay special attention to triple play application development and utilizing advanced DSP algorithms to remove noise impairments while enhancing the intelligibility of speech in environments with high ambient noise levels.

**Tuesday, October 25 - 2:00 - 2:45 pm**

### **Delivering Wideband Speech Over IP**

Wideband speech provides a key quality differentiator from other VoIP offerings and from traditional telephony by more than doubling the encoded signal bandwidth and providing not only richer sound but much better intelligibility that improves communication efficacy and helps speaker recognition. It provides a sense of presence for applications like videoconferencing and teleconferencing as well as any conversation or broadcast. This session focuses on the market drivers, advantages and characteristics of wideband VoIP telephony. In particular, it provides an overview of the key features and functionality of the highly efficient G.722.2/AMR-WB/VMR-WB family of wideband codecs.

**Tuesday, October 25 - 3:00 - 3:45 pm**

### **VoIP Testing & Security Issues**

Security remains a concern in packet networks. This session will address a number of issues regarding development of VoIP security solutions, including encryption, user authentication, denial of service (DOS) attacks, and the multiple network layers (signaling, media, transport) subject to security testing. The presenters will also look at semiconductor technology, including system-on-a-chip (SoC) architecture and voice processing software, which provides a platform for cost-effectively deploying VoIP services in support of the latest VoIP security technologies including PacketCable Secure Voice, and Voice Over IPsec.

## III SIP WORKSHOP

**Wednesday, October 26 - 8:30 - 9:15 am**

### **An Introduction to SIP**

You continually hear about SIP, but do you find yourself bewildered by the buzzwords and terminology? Wish someone would tell you what a SIP Proxy was, and why it might feel the need to fork? What advantages does SIP bring? Why should I move now? This 'back to basics' session will take a high level look at the SIP protocol and the power it puts in the hands of application developers and solution architects. The presenters will discuss the building blocks required to put together a SIP deployment so you can talk with confidence about how the next generation of telephony products will be built!

**Wednesday, October 26 - 12:30 - 1:15 pm**

### **SIP Interoperability Issues**

SIP is a promising protocol in VoIP due to its simplicity and flexibility. For better or worse, the barriers for developing SIP-compliant devices have dropped significantly. You can find SIP products from developers who work out of their garage. For carriers who operate SIP-based networks that interoperate with this garage-baked equipment, it is crucial that they can compensate and improve the speech quality from the low-budget equipment so that the overall voice experience does not degrade. This presentation examines these SIP interoperability issues in detail and provides practical solutions for carriers who are facing speech quality issues in their networks.



## SIP WORKSHOP

**Wednesday, October 26 - 1:30 - 2:15 pm**

### Overcoming SIP Implementation Challenges

As service providers begin real life implementations of SIP networks and products, they are faced with numerous issues including interoperability and quality of service to name just a few. In this session, the speaker will illustrate with examples things that work and areas that still require significant industry effort. In addition, this presentation will identify and address the challenges that vendors and service providers face as they deploy SIP networks.

**Wednesday, October 26 - 2:30 - 3:15 pm**

### SIP's Role in Open Source

There are several IETF RFCs and Internet Drafts that describe mechanisms for securing SIP. Many of these mechanisms are difficult to understand and implement. The reSIProcate project at SIPfoundry has implemented several of these schemes to provide a complete SIP-based security system including end-to-end security using S/MIME and hop-by-hop security using TLS. It also provides an implementation of a mechanism to distribute and store public and private keys using SIP. This presentation will describe the capabilities of the reSIProcate libraries and how companies can take advantage of them in commercial products.

**Wednesday, October 26 - 3:30 - 4:15 pm**

### Service Provider Issues Relating to SIP

As support for SIP continues to grow, creation of SIP-based services becomes a key element for developers to focus on as they scramble for market leadership. This session will provide a close look at examples of promising enterprise, wireless, and wireline applications of SIP, including Push-to-Talk, Infotainment, and the like. The speaker will also focus on the promising wireless applications enabled by SIP as well as the technology and market challenges facing the SIP community.

**Thursday, October 27 - 8:30 - 9:15 am**

### State of the SIP Union: Best Practices & More

SIP and the applications it supports, from management tools and interactive meetings to voice-enriched e-commerce, are continuously reshaping the way today's organization conducts business, by creating increased productivity and enhancing efficiency. This session will address the ins and outs of SIP: how it operates, the advancement of SIP-based solutions, the different diagnostic and support tools that have enabled this protocol to gain such wide acceptance, best practices for deploying SIP solutions, and what the future of innovative SIP-enabled VoIP applications holds. The extension of SIP to provide innovative services and accommodate the requirements of real world deployment, where NATs, service level agreements and regulators exist is also covered.

**Thursday, October 27 - 12:15 - 1:00 pm**

### Securing SIP-Based Communications

Gartner predicts that 90 percent of all new corporate telephone networks will be IP-enabled and based on SIP protocols by 2008. Still, concerns remain around the security of VoIP and the underlying SIP protocol, fearing that they are susceptible to similar types of threats and exploits that plague the Web and e-mail. Today organizations of all sizes need to evaluate and understand the security measures available that allow companies to deploy real-time messaging, voice, data, video and other SIP based applications with confidence. In this session, the speaker will examine specific SIP security problems including voicemail spam, identity theft, impersonation, session eavesdropping, voicemail bombing, hijacking and redirection. Topics will also include the steps that need to be taken to secure and manage the dynamic nature of real-time SIP communications.

**Thursday, October 27 - 1:15 - 2:00 pm**

### SIP? NAT? Not! Traversing The Firewall

Real-time person-to-person communications are fast becoming a critical communications tool for enterprises of all sizes. With the standardization of SIP as the Internet protocol for applications such as VoIP, instant messaging, presence, and video, businesses are eager to adapt their existing hardware to accept SIP quickly, cost-effectively and securely. Traversing the firewall is a tricky proposition when integrating SIP into any enterprise. This session will cover the basics of SIP, its history, evolution, and predictions for the future, with a focus on solutions for traversing the firewall for SIP-based communications.

**Thursday, October 27 - 2:15 - 3:00 pm**

### SIP In the IP Contact Center

This session will take a look at how SIP will dramatically change ingrained enterprise applications such as CRM, ERP, and contact centers. SIP's inherent multimedia capabilities will provide innumerable opportunities to greatly improve productivity, customer interaction, and user experience. Examples will be provided in this exciting look to the future of SIP enabled applications.

### Platinum Sponsors:



## III SERVICE PROVIDER SUMMIT

**Monday October 24 - 12:00 - 12:45 pm**

### **Creating the Trusted, Authenticated Network**

We are being hit hard by an increasing identity crisis. A crisis caused by the simple fact that simple, secure, and ubiquitous processes and technologies for user authentication are still lacking. We all are witnesses to ample evidence of this every day. Every Web portal we visit has its own username and password; passwords are inherently insecure and prone to attacks; SPAM is filtered by the millions; phishing has become a serious problem; and as we transition to VoIP many fear a wave of voice SPAM (SPIT). From a regulatory and compliance perspective, the authenticity of documents needs to be established at all times, which is by no means simple to do. This panel of leading venture capital investors will examine the business case for innovative new technology companies as they work to create the trusted, authenticated network.

**Monday October 24 - 1:00 - 1:45 pm**

### **Number Portability for a Growing VoIP World**

Effective number portability for VoIP is a critical precursor to more widespread VoIP adoption, and if done correctly, it will enable VoIP carriers to generate revenues more quickly. But, in order to bring about the promised benefits, the porting of numbers to VoIP carriers' networks must be simplified. This presentation will explore the current challenges of number porting for VoIP, and discuss recent market developments that are promising to smooth out this process, thus collapsing the time needed to convert a customer's status from "new" to "billable." Attendees will learn the unique characteristics of VoIP number porting as well as new market advances that help to bridge the gap between the traditional landline and IP worlds.

**Monday October 24 - 2:00 - 2:45 pm**

### **VoIP Peering Through ENUM Registries**

There is a largely misunderstood shift in telecom today: VoIP Peering through ENUM Registries. Peering is the concept of interconnecting networks, allowing IP and subsequently, VoIP traffic to be carried between service providers and companies without the need of the "middle man," or in this case, an additional long distance service provider. By using session border controllers placed between the service providers, or IP PBXs between enterprises and then querying the call via an ENUM database, one can provide a "translation service" between the callers. The speaker will provide insight on both the network and business process implications of the Voice Peering and ENUM.

**Monday October 24 - 3:00 - 3:45 pm**

### **ENUM: The Theory is Done, Now It's Time for the Practice**

It can be said that ENUM weds traditional phone numbers and the Internet for VoIP, under the ENUM standard, which allows VoIP to use the DNS for signaling. But like any good marriage there are significant adjustments that need to be made. Most current DNS technology suffers from scalability issues. Similarly, the long DNS names of ENUM work badly when run on DNS servers tuned for short names. Customer data privacy is also a concern. But the marriage can be saved, it just requires attention to the needs of both parties. This session will explain to carriers what they should be putting in their ENUM RFPs, describe the traps of practicality, and demonstrate the ability of practice to match theory.

**Monday October 24 - 4:00 - 4:45 pm**

### **SIP & ENUM: What's The Story?**

ENUM is considered by many to be the key ingredient for the successful convergence between PSTN and Internet. ENUM enables the routing of telephone numbers to IP thus enabling a more efficient method of routing VoIP calls to VoIP recipients (bypassing the PSTN altogether) and also facilitates PSTN to VoIP calling. SIP continues to evolve and is now an ever-present standard in worldwide VoIP deployments. Come to this session to learn all about ENUM and SIP: what they do, how they interrelate, as well as other considerations in these types of deployments.

**Tuesday, October 25 - 10:15 - 11:00 am**

### **On Top Of Their Game?**

#### **A Review of Leading VoIP Service Providers**

Keynote Systems recently conducted a study to benchmark the service quality of the leading providers of VoIP phone services, as perceived by end users. The study was designed to assess the market readiness of the leading Internet phone service providers by comparing the call quality of those VoIP providers in San Francisco and New York to traditional PSTN. The study compares the quality of Internet phone service providers based on 10 performance factors to accurately benchmark typical scenarios. Come to this session to hear how the providers fared, and to learn which service providers are truly on top of their game.

***Diamond Sponsor:***

# NEC

## III SERVICE PROVIDER SUMMIT

**Tuesday, October 25 - 11:15 am - 12:00 pm**

### **Triple Play: The Implications of Convergence**

This panel discussion will look at how broadband technologies and packet communications come together to form flexible architectures demanded by the triple play services. Attendees will have the opportunity to uncover how triple play services lead to a tighter integration between the "digital pipes," service delivery, and service management layers. This session will also focus on some of the business issues facing providers such as how bundling services will change the way carriers, cable, and wireless providers will manage their expenditures and increase their revenues.

**Tuesday, October 25 - 1:00 - 1:45 pm**

### **Voice Quality Challenges Facing Providers**

The migration from circuit-switched networks to voice over IP offers a substantial increase in capabilities and features as well as improved economics for both consumers and enterprise customers. In this session, attendees will learn about the complete set of voice quality challenges that voice carriers will face including a discussion about speech impairments as well as packet impairments. The speaker will also discuss some of the latest technologies and solutions for service providers to overcome these voice quality challenges of the 21st century network.

**Tuesday, October 25 - 2:00 - 2:45 pm**

### **VoIP Opening Night:**

#### **Are Service Providers Truly Prepared?**

Imagine opening night for a play. The actors are in costume and know their lines, but they have not yet rehearsed together. Unthinkable as the above scenario might be, a very similar risk is in the offing for carriers preparing to launch IP telephony services without testing the performance and security of their VoIP networks end-to-end, before raising the curtain to a paying audience. This session will examine the potentially fatal difference between testing VoIP network components and testing real world VoIP services under real world, end-to-end network conditions. Topics will include: emulating real-world traffic from multiple points on the network; test the full range of IP communications and collaboration applications likely to travel the network; and the full range of network statistics, call measurements statistics, and voice quality metrics.

**Tuesday, October 25 - 3:00 - 3:45 pm**

### **VoIP Performance Management**

This presentation explains the typical issues affecting the performance of Voice over IP, focusing on some of the more challenging problems such as echo and transient loss/ jitter due to network congestion. The new VoIP performance management framework addresses many of these issues allowing network managers to cost effectively monitor large and diverse networks and quickly identify problem sources. The standards based performance management framework is introduced and practical applications given for both service provider and enterprise networks.

**Wednesday, October 26 - 8:30 - 9:15 am & 12:30 - 1:15 pm**

### **TWO-PART SUPER SESSION**

#### **Consumer VoIP Marketing Summit, Parts I & II**

If you're a VoIP service provider looking for information on how best to target consumers, then you can't miss these sessions! Based on significant research on consumer adoption of VoIP, this session will educate you on what you need to know about consumers, their habits, their expectations regarding service quality and price, and more. Areas of discussion will include how to price a basic service, how to price add-ons such as follow me services, unified messaging, wireless devices, roaming, and much, much more. Come learn how to get customers to your door!

**Wednesday, October 26 - 1:30 - 2:15 pm**

### **VoIP Regulatory Update: Will You be Ready?**

The situation regarding regulation of VoIP providers is in constant flux. Moderated by Donna Epps of Deloitte & Touche LLP, this panel discussion on VoIP regulatory and compliance issues will address the status of efforts to come into compliance with the FCC's new E911 rules, the FCC's proceeding on the regulatory classification of VoIP service, and the impact of potential regulatory mandates in the future.

**Wednesday, October 26 - 2:30 - 3:15 pm**

### **Security In The IP Telephony Network**

To address the need for secure, predictable, and efficient services for a wide range of diverse applications on a common network, security must be pervasive and be built into the network, not just an afterthought. This presentation will cover the evolution of the networks viewed from the physical and logical differences, to the role of switches and routers, IDS/IPS, and inherent threat protection to ensure the security of networks. This will cover the infrastructure elements, technologies available in the marketplace and granular policies needed to protect against threats, attacks and unauthorized users. Real-world examples will support the premises of pervasive security and securing the network.

### **Association Partners**





## III SERVICE PROVIDER SUMMIT

**Wednesday, October 26 - 3:30 - 4:15 pm**

### Security/Surveillance Over IP

Video security and surveillance systems are undergoing a transition, moving away from their analog roots to embrace fully digital, IP-based technology. The benefits of moving to IP are many, including advanced compression/decompression techniques that reduce the need for storage capacity, the ability to view the location under surveillance from any point on the network, and more. This session will serve as an introduction to the world of security/surveillance over IP. If you're looking to deploy this type of solution, this is truly a can't-miss session.

**Thursday, October 27 - 8:30 - 9:15 am**

### VoIP & Next-Generation OSS

Fierce competition in IP services industry demands that providers be able offer new services and create service bundles that draw and keep customers. To offer attractive new services, providers need a solid network infrastructure that can define, enable, and launch these new revenue-producing resources.

One key building block in a solid network system is a robust operations support system (OSS). This session will educate providers on how to utilize existing resources to bolster service offerings and increase profit while avoiding networking pitfalls.

**Thursday, October 27 - 12:15 - 2:00 pm DOUBLE SESSION**

### Migrating to VoIP:

#### A Service Provider Round Table

This session will feature the industry's leading experts in a round table discussion of where exactly we stand in regards to Service Provider IP Telephony. Attendees will come away with a true sense of what's happening in the industry, with perspectives from the leading service providers exploring next-generation solutions, including the latest developments, a glimpse into the future, and some real-life implementation tales that you won't want to miss. Attendees are encouraged to bring their questions, and we'll bring the industry leaders who are best positioned to provide the answers.

**Thursday, October 27 - 2:15 - 3:00 pm**

### Session Border Control for Hosted VoIP Services

Hosted IP voice services offer new revenue opportunities and often provide access into new, otherwise unreachable markets. These services, such as subscriber-based IP Centrex or residential broadband VoIP, can be delivered over a variety of access technologies such as leased line, ATM, Frame Relay, DSL, and cable. Deploying a session border controller provides the necessary control functions to enable high-quality, real-time communications across IP networks. This session will address safe, reliable delivery of SIP applications across network borders; protection of a provider's service infrastructure and customer relationships; ability to overcome the NAT barrier to the delivery of high margin multimedia services; and more.



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### Media Sponsors



## CONFERRING & COLLABORATION OVER IP SUMMIT

**Monday October 24 - 12:00 - 12:45 pm**

### **Introduction to Collaboration & Conferencing**

Organizations are waiting for the "killer app" that will help their employees to embrace VoIP – much the same way that the spreadsheet drove adoption of the PC. IP-based collaboration tools just may be that killer application, leveraging the familiar environments of Web, voice, data, and video conferencing while bringing companies the huge cost-savings associated with VoIP. This session will cover examples of how companies are pulling together their ongoing converged network initiatives with the savings opportunities available in IP-based conferencing and collaboration to drive the adoption of VoIP.

**Monday October 24 - 1:00 - 1:45 pm**

### **The Future of Unified Conferencing**

IP-based conferencing is certainly not your father's conferencing solution. It converges real-time voice, Web, and collaboration tools over a single packet-based network, creating a new, productivity-enhancing user experience. IP is turning conferencing into a one-click, on-demand, desktop-centric paradigm. Users will be able to tap into a rich new range of conferencing services, such as presence- and location-based information about conferences, click-to-call scheduling, instant messaging, and document sharing. This session will discuss the experiential differences between traditional PSTN conferencing and the new world of unified IP conferencing. Discussion will focus on recommendations for better preparing users to take full advantage of the technology's workplace productivity gains.

**Monday October 24 - 2:00 - 2:45 pm**

### **Selecting Enterprise IP Conferencing Solutions**

The culture of anywhere, anytime connectivity is driving the future of conferencing and collaboration making IP a very powerful tool. Integrated seamlessly into the work environment and linked with business processes and enterprise applications, IP conferencing yields tremendous value to an enterprise. This session covers the issues of choosing proper IP conferencing tool for large and medium sized enterprises.



**Monday October 24 - 3:00 - 3:45 pm**

### **Adding Virtual Communications to the Mix**

Blended learning is a program designed with the objective of optimizing the learning outcome and cost savings. It is truly a continuous process, and blending Web Conferencing into the mix has various benefits over using traditional learning methods alone including extended reach, optimizing business results, decreasing development cost and time. What tools and media are available to aid this virtual learning? How many companies and institutions are adopting this type of strategy to reduce travel budgets while increasing efficiency and effectiveness? Learn how to achieve strategic learning objectives as they relate to workforce development, sales channel, technical and educational training initiatives. Web conferencing, video conferencing and teleconferencing are among the technologies and solutions that will be discussed.

**Monday October 24 - 4:00 - 4:45 pm**

### **Making Government Agencies Effective & Efficient with Real-Time, IP Collaboration**

Communications is critical for the success of any organization, but for government agencies attempting to coordinate national security initiatives, secure borders, or adhere to telework initiatives, it's imperative. Fortunately, government entities that need to share critical information, increase productivity, or reduce the need for travel and overhead, have technologies available that can help them be more effective and efficient, while still protecting the confidentiality of information shared through Internet communications. This presentation would highlight why real-time, IP collaboration tools are needed, how they can be used to improve local, state, regional, or federal environments, and provide tips on how various technologies can best be used across related applications.



*The INTERNET TELEPHONY Conference program is so thorough, valuable and enriching, your satisfaction is guaranteed. See page 26 for details.*



## IPTV SUMMIT

**Tuesday, October 25 - 10:15 - 11:00 am**

### Introduction to IPTV

Internet Protocol Television (IPTV) is the delivery of television or video content broadcast over broadband IP networks, such as those provided by fiber deployments to the home, cable, or DSL. Increasingly, IPTV is being bundled with other services delivered over the broadband pipe, such as voice and high-speed data. This session will serve as your introduction to the world of IPTV as well as services such as video on demand – attendees are guaranteed to walk away with a greater understanding of the opportunities afforded by this growing technology.

**Tuesday, October 25 - 11:15 am - 12:00 pm**

### Development Tools for IPTV Deployment

As the telecom industry increasingly turns to offer new services such as IPTV and Triple Play bundles, developers will increasingly be called upon to enhance existing services and create brand-new revenue generating applications to drive a successful bottom line. The product chain extends from the core of the service provider's network out through the set-top box that sits in the customer prem. This presents a tremendous opportunity for developers. Come to this session and hear what tools are available and what you need to know to develop IPTV applications.

**Tuesday, October 25 - 1:00 - 1:45 pm**

### Building Networks for Delivering IPTV

IPTV poses unique challenges for service providers who need to field equipment that allows them to deliver high-quality, time-sensitive video content to hundreds of thousands of subscribers. From Core network elements through edge/aggregation devices and video head-ends all the way through to set-top boxes, service providers need to be able to offer their customers a quality experience. This session looks at the elements that go into creating an end-to-end IPTV network.

**Tuesday, October 25 - 2:00 - 2:45 pm**

### The Current State of IPTV

IPTV is making headlines all over the world with stories of modest deployments and plans to expand service to the masses. This session will take a look at the current state of the industry, through a panel discussion with some of the leading equipment makers and service providers serving this nascent market. We'll hear what's real, and what's not, as well as what we can expect in the near future as IPTV gains traction.

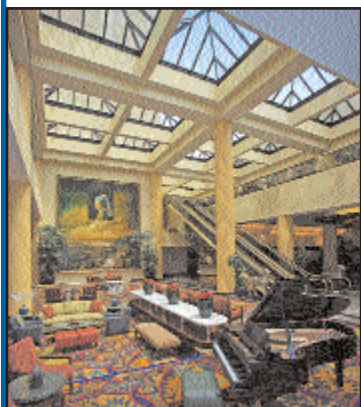
**Tuesday, October 25 - 3:00 - 3:45 pm**

### An IPTV Case Study

Seeing is believing. As IPTV deployments move beyond the early adopter stage, service providers face the challenge of driving new revenue while controlling their operating expenses and effectively managing their network bandwidth. This session will examine the implications of deploying advanced TV services (e.g., HD, PVR, H.264/MPEG4) and value-added applications (e.g., voice services, messaging, gaming), and how existing IPTV service providers are meeting the challenge. Come hear from an industry leader who's "bitten the bullet" and deployed a real-world solution.



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## VoIP PEERING SUMMIT

**Wednesday, October 26 - 8:30 - 9:15 am**

### **The State of VoIP Peering**

This session will serve as an overview and an introduction to VoIP Peering. The presenter will review the state of VoIP Peering today. He will give history, analogies, and examples of what is happening in the industry to support the claim that voice peering exists and is having a significant impact on the economics of communications. He will stress that cost savings and not "technology-for-technology's-sake" is driving VoIP implementation.

**Wednesday, October 26 - 12:30 - 2:15 pm DOUBLE SESSION**

### **The Future of Enterprise Network Peering**

This panel discussion will take a close hard look at what VoIP Peering is and where it is headed. The conversation will center on the future of VoIP peering, and will take into account a number of other discussion topics including:

- VoIP versus VoPI;
- Connecting private networks at Layer 2;
- Connecting public networks at Layer 5;
- Centralized and distributed ENUM registries;
- Equipment deployed and services utilized as of Q1, 2005; and more.

**Wednesday, October 26 - 2:30 - 3:15 pm**

### **Developing a VoIP Network Exchange Infrastructure**

VoIP services are finally leaving initial trial stages, and reaching production maturity on many fronts. This session takes the next step in the VoIP Peering Summit and looks at the VoIP interface between carrier networks, and the developments needed to displace PSTN hand-off with native VoIP peering. It will review border control architectures and industry initiatives to develop scalable models for VoIP interconnection, and compare this to other interconnection practices such as Internet peering.

**Wednesday, October 26 - 3:30 - 4:15 pm**

### **Clearing & Peering: Business Models and Technologies**

For the most part, interconnect among VoIP networks is accomplished through PSTN interconnect. There is as yet no clear model for how VoIP networks will interconnect directly in the future. However there are competing business models and technologies, each with their own advantages and disadvantages. The objective of the presentation is to understand the market drivers which determine how networks interconnect and then use this information in a simple framework to understand how the interconnect models compare and which if any models become widely adopted.

## MOBILITY SUMMIT

**Thursday, October 27 - 8:30 - 9:15 am**

### **VoIP Mobility Applications**

Maintaining communications with staff and customers is essential. Connecting the mobile workforce by providing telecommunications solutions that address business continuity, mobility, and telecommunications cost control will empower employees to maintain communications effectiveness under any outage or disaster situation and proceed with "business as usual." Essential to maintaining communications is uninterrupted access to company applications, communications tools, and essential content that's located on the Internet and intranet. This presentation will identify and address business benefits and the expected productivity payback of expanding access to the corporate network using wireless devices and mobility applications.

**Thursday, October 27 - 12:15 - 1:00 pm**

### **VoIP Mobility Reality Check**

The VoIP explosion is underway. VoIP is now unleashed to be viable solution for wireless and WiFi users. Mobile professionals can incorporate VoIP communications wherever they connect. This panel discussion explores the transitions in telecom, examines VoIP's current trend towards supporting mobile users, and addresses

implications to consider when implementing a mobile VoIP solution. Special attention will be paid to the subject of softphones and truly mobile VoIP applications. Come to this session to learn about the true state of the VoIP mobility market.

**Thursday, October 27 - 1:15 - 3:00 pm DOUBLE SESSION**

### **Dual Mode: The Current State of the Market**

Wireline and wireless carriers alike are currently exploring the market for fixed mobile convergence, which allows subscribers to use special two-radio phones to connect to either cellular or WLAN services, depending on best availability. With this technology, users can enjoy a single set of services regardless of their network, with special mobility technology enabling the seamless transition between networks. Networks must support multiple access types from one common core in order to provide profitable, fast, low-cost, bundled services to consumers. All of these factors are pushing wireless and wireline convergence. These issues must be resolved for wireless and wireline service providers to remain competitive. This panel discussion will examine the issues involved in migrating from separate networks to converged networks.

## WIFI TELEPHONY SUMMIT

**Wednesday, October 26 - 8:30 - 9:15 am**

### **Introduction to WiFi Telephony**

Mobility in the enterprise is quickly becoming a major consideration on a customer's wish list. As more companies investigate the benefits of wireless communications, they face a number of questions specific to deploying 802.11. This session will discuss many of these issues, including network security, delivering enterprise-specific features throughout an 802.11 network, technical considerations when integrating 802.11 into an existing converged infrastructure, and vendor-neutral practical applications.

**Wednesday, October 26 - 12:30 - 2:15 pm DOUBLE SESSION**

### **Technical Challenges to WiFi Telephony Deployment**

Are wireless networks and technologies mature enough to deliver voice? It's certainly easier to successfully deliver data than voice. Data can be rapidly transmitted without worrying about the effect of network delay, latency, QoS, etc. WLAN providers, equipment manufacturers, network designers and operators must now prove that WLANs and wireless handsets can meet the strict performance requirements required for high-quality delivery of voice. To achieve acceptable voice quality, they must understand relevant performance requirements that affect the network's ability to manage voice and other real-time applications. Come discuss performance requirements and emerging standards being developed to support voice.

**Wednesday, October 26 - 2:30 - 3:15 pm**

### **The Challenges of Citywide WiFi Scalability**

With all the noise over municipal WiFi zones and free Internet offers, it's hard to separate fact from fiction in the push by cities to deploy WiFi. This session will focus on the reality behind all the hype. What are the challenges of deploying City WiFi zones? What does it take to build, manage and fund these networks? What are the trends in municipal RFPs, and funding tactics? There are several issues to be addressed. Also how does the advancement of WiMax technologies impact the WiFi 'hot zone' deployments and what are the roles of each technology in the future? In this session, you'll learn the real challenges and real opportunities in the race to Municipal wireless networks.

**Wednesday, October 26 - 3:30 - 4:15 pm**

### **Call of the Campus Warrior: Healthcare Case Study**

Mobile "Campus Warriors" are beginning to utilize PDAs as an efficient replacement for laptops. The newest trend in PDAs is embedding wireless network connections, which allow users to roam across cellular, WiFi and other mobile networks without dropping dynamic voice, video, and data sessions. These new converged devices are enhancing productivity for "Campus Warriors" in healthcare and other fast-paced work environments by allowing professionals remain connected. Today's health care settings are demanding 24/7 connectivity between the patient and the care provider and various hospital support functions like

financial services, housekeeping, etc., creating real-time environments. Come to this session to see a real-world example of WiFi in a healthcare environment.

**Thursday, October 27 - 8:30 - 9:15 am**

### **Keys to Successful WiFi Telephony Implementation**

This presentation will educate you on WiFi telephony: what it is, how to tell if your wireless network is ready for voice, advantages of WiFi, WiFi versus traditional wireless phones, WiFi versus cell phones, and the future of WiFi. If you're new to WiFi telephony, then this session is a terrific opportunity to learn all you need to know before deploying the technology.

**Thursday, October 27 - 12:15 - 1:00 pm**

### **Deploying WiFi Telephony in the Enterprise**

Economics and performance are pushing WiFi telephony to the forefront of successful technologies in the workplace. Companies are saving money not only by deploying voice on WLANs, but also increasing revenues by boosting productivity in employees across the workplace. Employees benefiting from WiFi telephony's mobility are collaborating better with coworkers, responding faster to clients and overall improving performance. This session will provide attendees with invaluable tips for successful WiFi telephony deployments in the workplace. With careful planning, WiFi telephony can be used for converged applications that will continue to benefit the workplace well into the future.

**Thursday, October 27 - 1:15 - 2:00 pm**

### **Developing WiFi Telephony Endpoints**

This session will discuss how VoIP and VoWiFi solve real problems for enterprises and consumers alike. An "inside-view" of VoWiFi phones and the next generation of dual-mode phones (cellular + VoWiFi) will be provided, with a discussion of the key issues that enable, as well as hinder the success of this convergence platform. Topics to be discussed include developer's view of VoWiFi and next-gen Dual-mode phones; benefits of VoIP enabled convergence for mobile communications; and key issues hindering rapid adoption of dual-mode handsets.

**Thursday, October 27 - 2:15 - 3:00 pm**

### **The Road Ahead: The Future of WiFi Telephony**

WiFi VoIP offers many benefits in its current state, yet it is still a nascent, evolving technology. Today many operators are beginning to implement a converged service for their customers beginning with the development of enabling the transfer of calls between these technologies. While cellular technology automatically hands off calls between towers, the hand off between WiFi and cellular (whether GSM or CDMA) is still a work in progress. As the technology and the supporting marketing plans and packages evolve, carriers can choose to embrace the technology or view it as a competitive threat. If embraced, new applications and competitive pricing structures can help add value, increasing customer loyalty at a lower cost structure.

## IMS Summit

**Monday October 24 - 12:00 - 12:45 pm**

### **Introduction To IMS**

The IP Multimedia Subsystems (IMS) specification has taken the industry by storm, promising access-agnostic multimedia services and fixed/mobile convergence. As IMS gains momentum, service providers are rapidly evaluating and converting network architectures in order to experience the cost savings, time-to-market and added capabilities that IMS promises. This session will take a closer look at IMS service infrastructure and components, providing an overview of the critical components that will deliver on IMS' potential.

**Monday October 24 - 1:00 - 1:45 pm**

### **IMS: Developing Network Infrastructure**

As the telecommunications industry evolves to embrace IMS, the delivery of unique service combinations requires a horizontal infrastructure that maximizes reusability and minimizes service delivery costs. This session will explore how service providers can develop next generation network convergence architectures that leverage IP and SIP based technologies to bridge mobile and fixed networks while preparing for the future of IMS.

**Monday October 24 - 2:00 - 2:45 pm**

### **Fixed Mobile Convergence – Finding the Killer Applications**

IMS is becoming the architecture of choice for wireless and wireline convergence. Many service providers are tapping into its ability to offer advanced, revenue generating features, however, making advanced services accessible by broadband wireless users constitutes only half the equation for service

provider success. The other half: VoIP and IP multimedia application platforms designed to attract developers and to host the true killer application: continuous, customer-responsive application innovation. The presenter will highlight the benefits of converged services and new applications and provide best-practice examples of how carriers have added voice services and advanced applications to their portfolio.

**Monday October 24 - 3:00 - 3:45 pm**

### **Deploying Services Using IMS**

This session will educate the audience on IMS architecture and the benefits, challenges, and service deployment implications for this exciting service infrastructure technology. IMS architecture can support a large variety of diverse IP-based services including push-to-talk, color ring-back tones, speech activated dialing, unified messaging, media transcoding, and multimedia conferencing. Speakers will also discuss a pragmatic migration to IMS, including the benefits of integrating VoIP and mobile services, as well as the multiple services involved in true mobile call convergence.

**Monday October 24 - 4:00 - 4:45 pm**

### **A Look Ahead: The Future of IMS**

It's become clear that IMS will play a major role in the ongoing convergence of wireline and wireless networks. And operators who are keen to build next-generation services on all-IP infrastructures to save costs and increase the speed of service delivery are already taking their first steps to developing an IMS strategy. But what will the future hold? What challenges and opportunities will we face as we move towards convergence? Come to this session and find out.

## **This Conference Is The Perfect Forum to Begin – or Complete – Your VoIP Evaluation**

- **Comprehensive Conference Sessions + Exhibit Hall = Complete Education**

Session presenters are required to deliver unbiased information, preparing you to ask the right questions of ALL the vendors you meet on the exhibit floor.

- **Get All of Your RFPs Distributed at One Time**

You'll meet multiple vendors offering each VoIP technology - IP PBXs, softswitches, gateways, session border controllers, system boards, hosted solutions, etc. You can leave the event with multiple proposals, reducing your evaluation time by weeks or months.

- **Add A New Perspective to Your Research**

You'll be surrounded by thousands of other attendees evaluating VoIP solutions. Your conversations with them add an invaluable perspective you simply cannot get in meetings with vendors trying to sell you their solution.

- **Build Your Own Business at the Show**

Meeting with 7,499 other attendees and vendors at the event, don't be surprised if you uncover valuable business opportunities. While your main reason for coming will be to select new products, you just may return to the office with several new prospects for your sales and business development teams.





## IP CONTACT CENTER SUMMIT

**Wednesday, October 26 - 8:30 - 9:15 am**

### Transition Your Contact Center to IP

According to a recent Gartner report, "...wide-scale adoption of VoIP by mission-critical mainstream call centers will occur in 2005-2006, and because migration to VoIP takes time, the planning should begin now." IP contact centers have arrived. VoIP solutions are an efficient, effective way to facilitate multi-channel customer interactions across an enterprise-wide network – and if properly assessed, planned, implemented, and operated, converged IP contact centers can yield substantial cost savings and significant architectural flexibility to address strategic business imperatives. In this panel discussion, the presenters will explore the essential steps to creating a converged IP contact center that supports business requirements.

**Wednesday, October 26 - 12:30 - 2:15 am DOUBLE SESSION**  
**IP Contact Center Shootout**

Come hear a group of industry leaders debate and discuss the relative merits of their IP Contact Center solutions and the overall state of the IP Contact Center industry. This double session promises to be a lively, engaging look at what the industry leaders have to say about their products and their competition. This unique opportunity enables interested parties to get live information directly from the "horses' mouths" as attendees will be given an opportunity to ask the panel their own insightful questions. Past shootouts have covered topics as diverse as the benefits of transitioning to IP in the contact center, offshoring, remote agent strategies, and more.

**Wednesday, October 26 - 2:30 - 3:15 pm**

### VoIP and Offshoring - Pros & Cons

Some suggest that offshoring is the best answer for corporate America's cost reduction. And the call center continues to be a major business unit that is offshored to benefit from labor cost savings available in other countries. However, leading industry analysts estimate that 80% of those companies who chose to offshore call centers to control costs will fail to do so. Others believe that the practice of outsourcing contact centers is a viable one, when considering reducing operating costs, educational qualifications, work ethic, service-oriented workforce, scalability, 24/7 coverage, and more. This session will be an interesting look at both sides of the argument: To outsource or not to outsource? That is indeed the question.

**Wednesday, October 26 - 3:30 - 4:15 pm**

### It's Up and It's Good!

#### Dallas Cowboys IP Contact Center Case Study

This session will present a real-world case study of IP Contact Center deployment by the Dallas Cowboys organization. Come hear how this NFL team is taking advantage of IP contact center technology to facilitate efficiency, cost savings, and more. If you're sitting on the bench in regards to deciding to implement IP in your contact center, you can't miss this opportunity to get in the game and learn from the pros. Bring your questions!

## 2nd Annual VoIP Service Provider Awards

Sponsored by: IPCC  
International Packet Communications Consortium

INTERNET TELEPHONY Magazine, in conjunction with the International Packet Computing Consortium (IPCC), will hand out their 2nd Annual VoIP Service Provider Awards at a **special Awards Dinner on Wednesday, October 26th**. These awards recognize the best of the best VoIP/IP Telephony Service Providers.



Nominations are being accepted in the following categories:

Best Overall Service Provider	Most Popular Cable VoIP Provider	Most Popular ILEC/VoIP Provider
Most Popular Mobile VoIP Provider	Most Popular Broadband VoIP Provider	Best New VoIP Provider
Best Marketing	Best Perceived Voice Quality	Best International Provider
Best Hosted VoIP Provider	Best Enhanced Services	Best Soft Client Support
Best Videophone	Best Prepaid VoIP	Best SMB Service
Best Reseller Program	Best Affiliate Program	Most Innovative
Best Peer-to-Peer Solution	Best E-911 Support	Best Number Porting Experience
Best Customer Service	Most Flexible Pricing	

You can nominate a company for this honor by sending your favorite Service Provider's name and Web site, along with the category you wish to nominate them in, to [SPAward@tmcnet.com](mailto:SPAward@tmcnet.com). Please include comments as to why you think your choice deserves to win in their particular category. Also include your name and place of residence (City/State/Country).

## IP PBX CERTIFICATION

**THE ONLY INDEPENDENT CERTIFICATION PROGRAM OF ITS KIND  
VALIDATING YOUR COMPETENCY IN IP PBX SELECTION,  
DEPLOYMENT, IMPLEMENTATION & MANAGEMENT.**

The program is split into First Degree and Advanced Degree Courses

Attendees must complete the First Degree program before gaining admission to the Advanced Degree. Once you've successfully completed the First and Advanced Degree programs, you'll be fully equipped to understand the technologies, pitfalls and solutions you see during an actual installation.



### **IP PBX First Degree Topics: Monday, October 24**

- 12:00 pm Reaping the Benefits of the IP PBX
- 1:00 pm Cost Justifying the Upgrade
- 2:00 pm Selecting The Right IP PBX Solution
- 3:00 pm Effective Deployment and Migration Strategies
- 4:00 pm Living with your New IP PBX - A Case Study

### **IP PBX Advanced Degree Topics: Tuesday, October 25**

- 10:15 am Preparing Your Network for an IP PBX
- 11:15 am Right Sizing Your IP PBX
- 1:00 pm Integrating your IP PBX with an ITSP
- 2:00 pm Staging, Implementing and Cutting Over Your IP PBX
- 3:00 pm An Advanced Case Study

### **Presenting Companies Include:**

Citel • Emerald First, LLC • Epygi • GTP  
Inter-Tel • Sphere • Vonexus • Zultys

### **What You'll Learn:**

- ▶ Network Traffic Management
- ▶ Understanding vendor approaches
- ▶ Understanding the business case for IP PBX deployment – including application choices
- ▶ Weighing the importance of Interoperability
- ▶ "Living with your IP PBX" Day-to-day issues
- ▶ Post-implementation management and operational issues (MACs, etc.)
- ▶ Understanding underlying technology (Standards, protocols)
- ▶ Building fault-resilient systems
- ▶ Devising a migration strategy that minimizes business and employee disruption

### **What You'll Gain:**

- ▶ Independent accreditation for completing the course
- ▶ You'll have independently certified evidence that you possess competencies in IP PBX selection, implementation and management
- ▶ Add an impressive certification from a respected source to your resume
- ▶ Immediately become the expert called upon to lead your company's IP telephony strategy
- ▶ Enhance your chances for a promotion
- ▶ Land lucrative consulting opportunities

\*At the conclusion of the program, attendees will sit for a 60-minute exam covering the course topics. Those who receive a passing grade on the exam receive TMC University's Certificate of Achievement, certifying that you have successfully completed the course and received a comprehensive education regarding IP PBX selection, deployment and maintenance.



## Tuesday, October 25th

# **VONEXUS** Presents... **Reseller Solutions Day**

***A Free Tutorial Seminar Teaching Resellers How To Make Money Selling VoIP Equipment and Services***

### **How To Make Money Selling VoIP**

TMC president Rich Tehrani, abp president Robert Messer and other industry experts will draw on over 25 years of experience in the telecom market to help you take advantage of the VoIP market explosion. Learn how to 'talk-the-talk', how to bundle services to create more attractive offerings and how to sell VoIP as an add-on to existing infrastructure.

### **Reseller Live**

The Enterprise Communications Association (ECA, [www.encomm.org](http://www.encomm.org)) is presenting it's very successful panel format, Reseller Live.

This session is structured to maximize reseller participation. Topics include E911, VoIP security, FoIP, Top 5 Reasons to implement VoIP, and other key industry issues. Reseller participation begins

now - please submit your suggestions addressing: A) The #1 challenge resellers must overcome to win customer acceptance of VoIP; B) The #1 closer (feature, price, etc.) to clinch the sale; and C) The most important resource a vendor can provide to help you increase VoIP sales.

The panel will review your submissions and select the most frequent, innovative suggestions for full discussion. Participating companies include Iwatsu, Cisco, SecureLogix, FaxCore and other ECA members.

Please submit your content suggestions to: [maxschroeder@tmcnet.com](mailto:maxschroeder@tmcnet.com)

Supported by:



## Wednesday, October 26th

# **Service Provider Solutions Day**

***A Free Seminar Educating Service Providers About Equipment and Devices That Can Help You Win Consumer & SMB Business***

Any VoIP Service Provider looking to deploy VoIP service to small and medium sized businesses (SMBs) and/or consumers absolutely must attend Service Provider Solutions Day.

This free seminar features equipment vendors specializing in consumer and SMB equipment: the very tools you as Service Providers are looking to deploy in to your customers' homes or places of business.

Handpicked by INTERNET TELEPHONY Magazine editors, these companies will demonstrate their products, showing why they merit your consideration.

Come and see the actual products in action, and meet the companies face to face.

Service Provider Solutions Day is a great venue to see what these vendors have to offer, and a wonderful opportunity to network with the makers of the solutions you will need to attract and keep your customer base.

This is a can't miss event for Service Providers!

If you are a reseller looking to carry the most sought-after VoIP products, you must attend as well.

If you are an equipment manufacturer seeking the chance to present your products and services to the assembled Service Provider audience, please contact Dave Rodriguez for details: [drodriguez@tmcnet.com](mailto:drodriguez@tmcnet.com).

**FREE FOR ALL ATTENDEES**

## THE FUTURE OF IP TELEPHONY

**Tuesday, October 25th • 3:45 pm**

**Most  
Popular**



*"The Future of IP Telephony" session at INTERNET TELEPHONY Conference & EXPO always draws a 'standing room only' crowd.*

A panel of VoIP industry experts offer their perspective on where IP telephony is headed, and try to predict the impact this rapidly developing technology will have on the way businesses communicate in the future.

**Panelists as of 7/5/05**



**VIEW UP-TO-DATE PANELIST INFORMATION AT [WWW.ITEXPO.COM](http://WWW.ITEXPO.COM)**

**New For  
Fall 2005**

## BATTLE FOR THE ENTERPRISE/SMB

**Wednesday, October 26th • 5:15 pm**

Choosing the correct IP-PBX for your enterprise is no small challenge. With myriad solutions available, some from new players, other from legacy providers, whose solution is best for your particular installation? One size does not fit all. In some instances strong legacy support will be critical. In others, standards compliance will be crucial. In other situations, branch office support at a low cost or

centralized management features will be important to consider. Will the new IP-PBX work well with your current infrastructure? Do you need to rip it out and rebuild? What about support, security and service. This panel will strive to answer important questions from the audience and give you a unique perspective on what items to consider before selecting a solution that is right for your enterprise.

**Panelists as of 7/5/05**



*A panel of experts answers tough questions from the audience during "The Battle for the Enterprise/SMB".*



## Come See, Test & Compare Hundreds of Cutting-Edge IP Telephony Products & Services • Over 200 Exhibitors Expected

- Application Servers
- Analog Telephony Adapters
- Billing/OSS Solutions
- Cable Telephony Solutions
- DSP Chips & Boards
- Firewalls
- H.323 Protocol Stacks
- IMS Solutions
- Industrial Computers
- Interconnection Facilities
- Internet Telephony API
- Internet Telephony ASPs
- Internet Telephony Gateways
- IP Billing and OSS Solutions
- IP Centrex Solutions
- IP Conferencing
- IP Contact Center Solutions
- IP Fax Solutions
- IP PBXs
- IP Phones
- IP Telephony Headsets
- IP Video Conferencing
- LAN-Based Telephony
- Media Servers
- Presence-Based Applications
- QoS/ Network Monitoring
- Session/Border Controllers
- SIP Software
- SMB VoIP Solutions
- Softswitches
- SOHO IP Telephony Solutions
- Speech Recognition/VXML/SALT
- Unified Communications Apps
- UPS/Power Solutions
- VoIP Development Tools
- VoIP Peering Solutions
- VoIP Security
- VoIP Silicon
- VoIP Testing Hardware
- VoIP-Enabled Handheld Devices
- Web-Based Customer Service
- WiFi Telephony
- Wireless IP Telephony

### Exhibit Hall Hours:

**Tuesday, October 25 . . . . . 6:00 - 8:00 pm**

**Wednesday, October 26 . . . . . 11:00 am - 5:00 pm**

**Thursday, October 27 . . . . . 11:00 am - 3:00 pm**



*Exhibit Hall activity captured at a previous INTERNET TELEPHONY® Conference & EXPO*

**Visit [www.itexpo.com](http://www.itexpo.com) for Up-to-Date Exhibitor List**

## Free Learning Centers on the Exhibit Floor

**SIP Interoperability • Open Source • WiFi Telephony • Triple Play**

**New For  
Fall 2005**

Add another dimension to your VoIP research and evaluation at these special multi-vendor, topic specific learning centers on the show floor.

Your visit to the centers supplements what you learn in the conference sessions with demos and explanations about specific VoIP technologies.

Participating vendors are prohibited from mentioning their products. Rather, here's yet another opportunity for you to leave this conference with the most complete education possible, preparing you to make a smart VoIP buying decision.



## On-Site Registration Hours

Monday - October 24 . . . . 11:00 am - 5:00 pm  
 Tuesday - October 25 . . . . 7:00 am - 7:00 pm  
 Wednesday - October 26 . . 7:00 am - 5:00 pm  
 Thursday - October 27 . . . . 7:30 am - 1:30 pm

## Exhibit Hall Hours

Tuesday - October 25 . . . . 6:00 pm - 8:00 pm  
 Wednesday - October 26 . . 11:00 am - 5:00 pm  
 Thursday - October 27 . . . . 11:00 am - 3:00 pm

## Conference Session Times\*

Monday - October 24 . . . . 12:00 pm - 6:00 pm  
 Tuesday - October 25 . . . . 8:30 am - 6:15 pm  
 Wednesday - October 26 . . 8:15 am - 6:30 pm  
 Thursday - October 27 . . . . 8:15 am - 3:15 pm

*\*Conference fees required for admission*

## Your Paid Conference Plan Includes:

- All sessions and workshops for which you have registered
- All Meals served on days in your plan
- Online access to all conference presentations
- Unlimited Exhibit Hall access, including free learning centers
- All Keynotes and special panel discussions
- All networking receptions

## 4 Easy Ways to Register

1. **Online:** [www.itexpo.com](http://www.itexpo.com)
2. **Fax:** (203) 866-3326
3. **Phone:** (203) 852-6800 ext. 146
4. **Mail:** Send your registration form to:  
**INTERNET TELEPHONY®**  
**Conference & EXPO Fall 2005**  
**TMC**  
**One Technology Plaza**  
**Norwalk, CT 06854 USA**

## Diamond Team Plan Buy 2 Full Conference Passes Get 3 FREE Save Over 60%

The Diamond Plan allows five delegates from your company to have unlimited access to all conference sessions, all keynotes, all meals, all networking receptions, all special sessions – everything that goes on at the event...  
 It's VIP total access! Only \$3,995\*.

\*\$3,995 up to five employees from your location. Only \$799 per delegate. This promotion is first come first served. Space is limited. \*Early-bird rate. After 9/26/05, rate increases to \$4,995.

### \*Our Guarantee:

If you do not feel the sessions you attend made you better prepared to tackle your VoIP project than you were when you arrived, stop by the registration counter at the show and we'll issue you a free pass for any future INTERNET TELEPHONY conference. (No requests honored after the conference ends.)

## Hotel Information

### Show Hotels Expected to Sell Out Weeks Before Event Begins

With over 200 exhibitors and more than 7,500 attendees expected, **rooms at the official show hotels WILL SELL OUT QUICKLY.**

We urge you to contact your hotel of choice right away and reserve rooms at the special INTERNET TELEPHONY® Conference & EXPO rates. Identify yourself as a show attendee to take advantage.  
**Deadline for these special rates: September 23, 2005**

**Marriott Los Angeles Downtown**  
 333 South Figueroa St • Los Angeles, CA 90071  
 Phone: 1-800-228-9290  
 Standard Room Rate: \$159

**Wilshire Grand**  
 930 Wilshire Blvd • Los Angeles, CA 90017  
 Phone: 1-213-688-7777  
 Standard Room Rate: \$149



# Registration Form

## 1 Pick the plan that best meets your needs

Go to [WWW.ITEXPO.COM](http://WWW.ITEXPO.COM) FOR FAST, EASY REGISTRATION

	Early-Bird Thru 9/26/05	Standard After 9/26/05	Select Days
<input type="checkbox"/> <b>Diamond Team Plan BEST VALUE!</b>	<b>\$3,995</b>	<b>\$4,995*</b>	<input checked="" type="checkbox"/> Mon <input checked="" type="checkbox"/> Tues <input checked="" type="checkbox"/> Weds <input checked="" type="checkbox"/> Thurs
Includes 5 full access conference passes for the price of 2			
<input type="checkbox"/> <b>Platinum Conference Pass</b>	<b>\$1,595</b>	<b>\$1,695*</b>	<input checked="" type="checkbox"/> Mon <input checked="" type="checkbox"/> Tues <input checked="" type="checkbox"/> Weds <input checked="" type="checkbox"/> Thurs
Includes access to all conference events, all four days			
<input type="checkbox"/> <b>Gold Conference Pass</b>	<b>\$1,395</b>	<b>\$1,495*</b>	<input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Weds <input type="checkbox"/> Thurs
Includes access to all conference events any two days, including IP PBX Certification			
<input type="checkbox"/> <b>Silver Conference Pass</b>	<b>\$1,295</b>	<b>\$1,395*</b>	<input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Weds <input type="checkbox"/> Thurs
Includes access to all conference events any one day, including IP PBX Certification			
<input type="checkbox"/> <b>FREE VIP Exhibit Hall PLUS Pass</b>	<b>FREE</b>	<b>\$50</b>	<input checked="" type="checkbox"/> Mon <input checked="" type="checkbox"/> Tues <input checked="" type="checkbox"/> Weds <input checked="" type="checkbox"/> Thurs
Includes Keynotes, special sessions, receptions, Exhibit Hall, Learning Centers		onsite fee only	

\*\$100 fee applies to onsite conference pass registrations.

## 2 Attendee Information

NAME	TITLE	COMPANY
ADDRESS		
CITY	STATE	ZIP
		COUNTRY
PHONE	FAX	E-MAIL (REQUIRED)

## 3 Payment Information

Faxed Registrations Must Include A Valid Credit Card. Total Amount Due: \$\_\_\_\_\_ (Payable in U.S. dollars drawn on a U.S. bank.)

☐ Check Enclosed (CT residents add 6% sales tax. Make checks payable to: TMC.) Charge My: ☐ American Express ☐ MasterCard ☐ VISA

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Signature (required): \_\_\_\_\_

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☐ Yes ☐ No

☐ Print ☐ Digital PDF

Signature (Required)

Date (Required)



### CANCELLATION POLICY:

Full payment is required prior to admittance to the conference. Registrations are transferable and non-refundable. Registrants may have a dollar-for-dollar credit towards another TMC conference. Credit must be used within two years from original registration date. Program and speakers are subject to change without notice. TMC® reserves the right to use attendee company names, titles images and photos for future promotions.

## 4 Please answer all questions. Incomplete forms cannot be processed.

### 1. BUSINESS TYPE (CHECK ONLY ONE)

#### COMPUTER INDUSTRY

- ☐ 1. Network/System Integrator
- ☐ 2. Distributor
- ☐ 3. Reseller/Wholesaler/VAR/VAD
- ☐ 4. Consulting
- ☐ 5. Manufacturer/Software Developer
- ☐ 6. Service (non-ISP)
- ☐ 7. Other (Specify) \_\_\_\_\_

#### TELEPHONY INDUSTRY

- ☐ 8. Telecom Developer
- ☐ 9. Manufacturer
- ☐ 10. Distributor
- ☐ 11. Reseller/Interconnect
- ☐ 12. Consulting
- ☐ 13. Other (Specify) \_\_\_\_\_

#### SERVICE PROVIDER/ CARRIER INDUSTRY

- ☐ 14. Next-Gen Telco/ITSP
- ☐ 15. CLEC
- ☐ 16. Integrated Communications Provider (ICP)
- ☐ 17. Telco/RBOC/IXC/Long Distance
- ☐ 18. ISP
- ☐ 19. Wireless/PCS
- ☐ 20. Cable
- ☐ 21. Application Service Provider/ Outsourcing (ASP)
- ☐ 22. PIT
- ☐ 45. BLEC/MDU LEC
- ☐ 46. ILEC
- ☐ 23. Other (Specify) \_\_\_\_\_

### E-COMMERCE/E-BUSINESS INDUSTRY

- ☐ 42. Business to Business
- ☐ 43. Business to Consumer
- ☐ 44. Both (B to B & B to C)

#### GENERAL INDUSTRIES

- ☐ 24. Manufacturing
- ☐ 25. Business Service/Consulting/Consumer Service/ Non-Profit/Trade Assn
- ☐ 26. Government
- ☐ 27. Wholesale/Distribution/Retail
- ☐ 28. Transport/Travel/Recreation/Entertainment
- ☐ 29. Utilities
- ☐ 30. Finance/Banking
- ☐ 31. Insurance
- ☐ 32. Hospitality
- ☐ 33. Healthcare/Medical
- ☐ 34. Real Estate
- ☐ 35. Catalog Marketing/Publishing
- ☐ 36. Direct Marketing
- ☐ 37. Market Research
- ☐ 38. Advertising/Public Relations
- ☐ 39. Teleservice Agency/Outsourcing/ Collections/Call Center
- ☐ 40. College/ University/School
- ☐ 41. Other (Specify) \_\_\_\_\_

### 2. JOB FUNCTIONS (CHECK ONLY ONE)

- ☐ 1. IT/IS/MIS/DP Management
- ☐ 2. Telecom/Datacom Management
- ☐ 3. Software/Engineering Management
- ☐ 4. LAN/Network Apps/Systems Management

### 2. JOB FUNCTIONS (CONT.)

- ☐ 5. Internet/Intranet/Extranet/Web Mgmt
- ☐ 6. Corporate\*/General/Financial/Management (\*includes: Chairman, CEO, President, Owner, Principal/Partner)
- ☐ 7. Sales/Marketing/Advertising/ Product Management
- ☐ 8. Call Center/Telemarketing/ Credit Collection or Fundraising Mgmt.
- ☐ 9. Customer Svc/Help Desk/Tech Support Mgmt
- ☐ 10. Business Development/Operations/Human Resource/Training/Project/Purchasing Mgmt
- ☐ 11. Consulting
- ☐ 12. Other (Specify) \_\_\_\_\_

### 3. TOTAL EMPLOYEES IN YOUR COMPANY

#### ALL LOCATIONS:

- ☐ A. 10,000+ ☐ D. 11-999
- ☐ B. 5,000-9,999 ☐ E. 1-10
- ☐ C. 1,000-4,999

### 4. WOULD YOU LIKE TO SUBSCRIBE TO INTERNET TELEPHONY'S FREE ENEWSLETTER?

- ☐ Yes ☐ No

### 5. WOULD YOU LIKE TO OCCASIONALLY RECEIVE FREE PRODUCT INFORMATION AND SPECIAL PROMOTIONAL OFFERS VIA E-MAIL FROM THE INDUSTRY'S LEADING VENDORS?

- ☐ Yes ☐ No

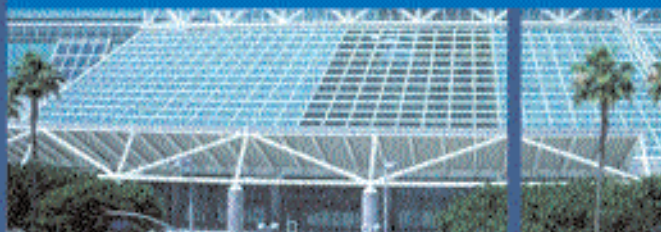
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