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TMC

INTERNET TELEPHONY Conference & Expo

ITEXPO®

January 20-22, 2010

Miami Beach
Convention Center

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The World's
Communications Conference!

The industry's best-attended event attracting thousands of Communications Professionals seeking new partners and the latest information

The One Event For:

- Enterprise/SMB
- Service Providers
- Resellers
- Developers

Featuring Collocated Events:

4GWE™
4G WIRELESS EVOLUTION
CONFERENCE

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TMC
MACHINE 2 MACHINE Evolution

SMARTGRID
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CONFERENCE

CLOUD COMMUNICATIONS SUMMIT
VIRTUALIZATION SUMMIT

Dear Colleague,

ITEXPO has come a long way in its 11 years of bringing together the IP communications market. Just as the market has evolved, presenting myriad applications across an array of industries, so has ITEXPO. IP communications supporting voice, data and video make inroads across the globe and affect how we work, travel, educate, communicate and live.

ITEXPO continues to be the resource to profitably develop and deploy new applications harnessing the power of IP communications. As they have become more advanced and complicated, gaining the understanding of their technical requirements and sizing up their potential ROI are not easily done without guidance.

Since 1999, ITEXPO has been the single event helping professionals like you make purchasing decisions in the world of IP communications. ITEXPO helps you differentiate between what is important and what is not. This event offers a unique mix of exhibitors not found anywhere else. Our conference guarantee backs up the market's best educational offering.

The conference is designed by the editorial team behind the leading communications media in the market: TMCnet and its portals, TMC's INTERNET TELEPHONY®, Unified Communications, NGN magazine and Customer Interaction Solutions. These veteran editors and contributors ensure that ITEXPO focuses on topics that are timely and helpful.

Given how IP communications applications have branched into specialties, we have added new events to delve into them. The Smart Grid Summit, M2M Evolution, Cloud Communications Conference and the Virtualization Summit accompany 4G Wireless Evolution, ITEXPO and its workshops.

At ITEXPO, the top-notch conference sessions and panel discussions, in-depth training courses, outstanding keynotes, unsurpassed networking, and variety of exhibitors make for an unmatched experience. Professionals from 115 countries attended ITEXPO events last year, exceeding attendance expectations despite the economic climate.

There is no better investment in your company's infrastructure and communications initiatives -- and let's not overlook your career -- than attending ITEXPO. When you leave this event, you will be better equipped for your job and better informed for purchase decisions.

I look forward to seeing you in Miami.

Cordially,

Rich Tehrani
CEO, TMC

Contents

WHY INVEST IN A TRIP TO ITEXPO?

Because only in the face-to-face setting of a respected trade show can you:

- **Meet potential partners and suppliers**

- **Learn from leading-edge experts**

- **Network with colleagues**

- **Gain those "out of the box" ideas you may not get in the office**

Who Attends *ITEXPO?*

Three Days of Learning, Networking and Exploring New Technologies

FREE Keynote Addresses • *FREE* Networking Receptions • Network With Colleagues

Who Will Attend?
- Business Types
- Large Enterprise
- SMBs
- Government/Public Sector
- Service Providers
- Resellers
- Developers
- Manufacturers
- Media and Analysts
- Venture Capitalists/Investors

Job Functions
- CEOs, CSOs, Presidents, Owners
- CTOs, CIOs
- Telecom/IT Sr. Managers
- Sr. Technical Staff
- Engineers
- Product Developers/Managers/Strategists

Topics Covered
For Enterprises, SMBs, Contact Centers:
- Business Communications Delivery Options
- Hosted IP Telephony, IP Centrex and SaaS
- Blending Premise- and Cloud-Based Delivery
- Hosted vs. On-Premise Solutions
- Unified Customer Communications - Beyond UC
- Web Conferencing and Collaboration
- Enterprise-class VoIP with SMB Resources
- HD Voice
- Security Challenges of Unified Communications

For Service Providers:
- Rich Services
- Mobile Advertising
- Mobile VoIP
- Clouds & Evolution of the Telephone Industry
- Multimedia Phones
- SIP Trunking
- e911
- The Role of SBCs
- 4G Wireless Evolution tracks

ITEXPO Exclusives
Free Workshops
- Reseller Solutions Day Workshop
- Ingate's SIP Trunking Workshop

Special Training Opportunities

Get **Microsoft OCS** Accreditation at TMC University!

Corporate Management, CEOs, CTOs
Ultimately, the vendor you choose for your IP communications and applications roll-out will become as much a partner as a supplier. Whether you are deploying a solution or are a service provider preparing your VoIP or 4G network, ITEXPO provides the perfect venue for forging those 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 partners.

IT/Telecom Management
It's up to you to make sure your 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 conference sessions and in the ITEXPO exhibit hall will supply the answers you need to recommend the ideal system.

Developers
No other event features so much information teaching you how to take advantage of today's most powerful development tools. ITEXPO is the best forum to have your questions answered by experts.

Collocated Events

Cloud Communications Summit

Virtualization Summit

ITEXPO is Like No Other Communications Technology Conference

You'll enjoy a first-class conference education, unrivaled networking opportunities, and an exhibit hall filled with cutting-edge solutions

1. Commercial-Free Sessions
Presenters are prohibited from delivering company pitches. Violators are not invited back to future events. This ensures you gain unbiased strategies and information.

2. Most Knowledgeable Speakers
Each topic and presenter is selected by TMC's editorial team and Rich Tehrani, TMC's CEO, from literally hundreds of submissions. Only the most relevant topics submitted by experienced speakers make in into the program.

3. Invaluable Networking Time
ITEXPO East is the perfect opportunity for you to meet and talk with representatives from enterprises/government, service providers, developers, resellers and manufacturers to share ideas, exchange business cards, and discuss the virtues of one solution over another.

4. 100+ Exhibiting Companies
In between conference sessions, meet vendors and partners you need to successfully deploy IP communications solutions, whether in the enterprise or service provider network. The agenda leaves ample time to stop by numerous booths to discuss how each exhibitor's offerings can help you.

5. Free Workshops: SIP Trunking and Reseller Solutions Day
All attendees are invited to intensive workshops covering dynamic areas of the IP communications marketplace. Ingate's SIP Trunking workshops draw enthusiastic crowds. Reseller Solutions Day will explore UC, WiFi telephony, mashups, CEBP, open source and more. It will also focus on reseller sales skills and best business practices.

6. Insightful Keynotes
Top executives from Digium, Google Voice, Polycom, Skype, Sprint and Verizon Wireless will share their views of where communications technologies are heading and converging.

7. Your Fee Is Guaranteed
If you do not feel the sessions you attended made you better prepared to tackle your project than when you arrived, stop by the registration counter and receive a free pass for any future ITEXPO conference. (No requests will be honored after the conference ends.)

8. Convenient, Accessible and a Great Destination
The Miami Beach Convention Center is located in the heart of world-famous South Beach, just 12 miles from Miami International Airport and 6 miles from I-95.

9. FREE Exhibit Hall Pass
If you register online at any time, you save the $50 on-site fee.

10. Microsoft OCS Training
This full-day course provides a comprehensive introduction to Microsoft's Office Communications Server. All attendees are eligible to receive certification for successfully completing the course.

11. 4G Wireless Evolution Conference
4GWE conference will delve into the key issues and challenges facing the evolution to a 4G, all IP, wireless network. This collocated event educates carriers and wireless industry professionals on the applications, technology alternatives, time frames, opportunities and challenges in the new age of mobile broadband.

12. Digium|Asterisk World
This is the conference that addresses "Everything Asterisk" for business users, resellers and executive decision makers. Come to see how Asterisk, the world's most widely used open source telephony software, can save you money and empower you to create more flexible telephony solutions. Visit helpful vendors in the Digium|Asterisk section of the ITEXPO exhibit hall.

13. Smart Grid Summit
This event explores the opportunities that IP communications will offer for applications enabling the Smart Grid into homes, buildings and facilities.

14. M2M Evolution
With an estimated $300B market in 2010 for machine to machine communications, the opportunities for developers, carriers and service providers are vast. This event provides strategies to profitably capture market share in data communication.

15. Cloud Communications Summit
This is the place to learn the fundamentals of cloud-based communications business models, market trends, and examine current large efforts and deployments. Benefits such as drastically lowered CAPEX, reduced project risks and increased service agility will be covered.

16. Virtualization Summit @ ITEXPO
Enterprises have much to gain from a virtualization strategy. This summit will explain how to select and deploy the optimal solution for your situation.

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WEDNESDAY, JANUARY 20, 2010 - *Paid conference pass required to attend breakout sessions*

	Enterprise Solutions	Service Provider Solutions	Call Center Solutions	TMC U Microsoft OCS
	Registration Open 7:00am - 7:00pm			
9:00am	The Evolution of Enterprise Telecommunications Panel	Rich Services – To Be Delivered	Hosted vs. On-Premises Contact Center Solutions	Intro, Overview and Future Outlook of OCS - The Role of the PBX in an OCS World
10:00am	Addressing the Challenges of Hosted IP-PBX in the Large Enterprise	The Mobile Advertising Opportunity	What does IP Communications Enable in the Contact Center?	OCS R2 Update R3 Outlook "Live" OCS Demo
11:00am	The Future of Web Conferencing and Collaboration	Co-Opetition: Don't Fight 'em, Join 'em!	Building an Infrastructure for At-Home Agents	OCS-PBX Interoperability
12:00pm	Reducing IT Costs with VoIP Recording Strategies	Mobile VoIP, Imagine the Possibilities	Multi-channel Contact Centers - Lessons Learned	OCS Servers
12:45pm	Conference Luncheon			
1:45pm	How to Leverage Social Media for a Successful Marketing Campaign	The Anatomy of a Dark Fiber Network Outage	Contact Center Technology Trends	Configuration & Planning Top 10 SIP/OCS Site Planning "Best Practices"
2:45pm	Deploying Enterprise-class VoIP with SMB Resources	Wireless Backhaul Strategies	Unified Customer Communications – Beyond UC	TMC U Certification Exam
3:30pm	**Free Keynote Session Featuring Google Voice, Polycom, Sprint**			
5:00pm	**5:00 - 7:30: Exhibit Hall Grand Opening - Reception Sponsored by Aculab**			

Win This Hot New Honda Element!

Win A New Honda Element
You Must Be Present To Win!*

New Honda Element Drawing - Friday, January 22, 2:15pm, at the conclusion of Exhibit Hall hours.

Element Giveaway Sponsored by:

AiTech   Vitelity   TAQUA

Visit the Exhibit Hall. Find IP Communications Solutions and You Could Win A Brand New Honda Element!

1. Pick up your entry card at the registration counter when you arrive.
2. Visit each booth listed on the card, review their offerings, and receive a stamp from each booth.
3. Collect all stamps, then drop your completed card into the entry bin in the exhibit hall.
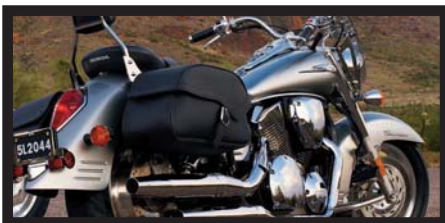4. YOU MUST BE PRESENT AT THE DRAWING ON FRIDAY, JANUARY 22 TO CLAIM YOUR PRIZE!

ITEXPO — INTERNET TELEPHONY Conference & Expo (TMC)

THURSDAY, JANUARY 21, 2010

	Unified Communications	Service Provider Solutions	HD Voice	Developer Solutions
	Registration Open 7:30am - 5:00pm			
Room				
8:30am	Unified Communications and the Virtualized Enterprise	Winning the Battle for SMB VoIP	Propelling HD Voice to the Mainstream	Delivering Superior Voice with HD Codecs
9:15am	Free Keynote Session Featuring Google Voice, Polycom, Sprint			
11:00am	11:00 - 5:00: Visit the Exhibit Hall			
12:00pm	Conference Luncheon			
1:00pm	Unique Security Challenges of Unified Communications	The Impact of Web 2.0 on the Telco Space	HD vs. SD: Can You Please Spell That Phonetically?	Building Voice Apps - The Developer Perspective
2:00pm	Unified Communications - The Progression from Desktop to Handheld	Value in the Clouds: The Evolution of the Telephone Industry	HD in Action	Integrating and Automating Presence in Mobile Applications
3:00pm	Integrating Fax into Your Enterprise UC Experience	The 12-Step Program to Avoiding Network Failure	Meet the HD Handset Vendors	Bridging the Gap Between Legacy and Next Gen
4:00pm	Best of Breed or Best of Suite	The Role of SBCs in the Service Provider Network Today		Has Open Source Telephony Crossed the Chasm?
5:00pm	Free Keynote Session			
6:00pm	Networking Reception Sponsored by Ontario Canada Delegation			

FRIDAY, JANUARY 22, 2010

	Video Communications	Service Provider Solutions	Business Communication Delivery Options
	Registration Open 7:30am - 2:00pm		
Room			
8:30am	Taking Telepresence Beyond the Board Room	Multimedia Phones - The 4th Screen?	Next-Gen Business Communications – New Options Blending Premise- and Cloud-Based Delivery
9:30am	The Mobile Video Revolution	SIP Trunking - Issues, Opportunities, and Solutions	Hosted IP Telephony Offers, IP Centrex and SaaS
10:30am	Technology Innovations in Video Conferencing	Addressing the Safety Glitch in the 911 System	
11:30am	11:30 - 2:30: Visit the Exhibit Hall		
2:15pm	2:15: Jeep Giveaway in Exhibit Hall		

Win A New Motorcycle!

You Must Be Present To Win!*

Drawing Held Thursday, January 21 at 6:00pm in the keynote room.

Business Communications Delivery Options

Friday, January 22, 8:30-9:45am
Next-Generation Business Communications Architectures – New Options Blending Premise- and Cloud-Based Delivery

Emerging next generation business communications architectures are transforming the proprietary PBX of the past to open, software-based solutions that more tightly integrate with the rest of a business' broader IT environment. In addition to providing customers with greater flexibility in terms of how they deploy communication applications at individual locations and/or within centralized data centers, these next generation architectures will enable a range of new options blending premises- and cloud-based delivery. This flexibility will help businesses provide targeted Unified Communications and Collaboration tools to specific departments, business units, and job functions.

This session will help customers identify the leading manufacturers for delivering next-generation capabilities, how cloud-based and blended alternatives fit into current offerings and roadmap, and the advantages and disadvantages of pursuing a blended model.

Presented by:
Frank Stinson (Moderator), Partner, IntelliCom Analytics
Peter Greco, Siemens Enterprise Communications

Friday, January 22, 10:00-11:15am
Hosted IP Telephony Offers, IP Centrex and SaaS

There has been a considerable amount of development and hype surrounding hosted telephony solutions over the past year. Although these services are viewed as potentially powerful solutions, they are often misunderstood by end users, despite the significant strides network service providers have made in developing and offering a range of hosted solutions. This session will provide attendees with a better understanding of the strengths, limitations and potential benefits of these services, including an overview of the offers available in the marketplace, the major features, functions and benefits of the offers, and the customer environments best suited to benefit from these services.

Presented by:
Mark Ricca (Moderator), Partner, IntelliCom Analytics
Thomas G. Dalrymple Jr., Director, Global Voice Services, Verizon
Eric Hyman, Director of Product Management, XO Communications

Featured Keynote Presenters

Wednesday, January 20, 3:30 pm
Craig Walker
Group Product Manager,
Real Time Communications Group
Google Voice

Thursday, January 21, 9:15 am
Christopher Dean
CSO
Skype

Wednesday, January 20, 4:00 pm
Jeffrey Rodman
Co-Founder and CTO
Polycom

Thursday, January 21, 9:45 am
Danny Windham
Chief Executive Officer
Digium

Wednesday, January 20, 4:30 pm
Mathew Oommen
Vice President, Device and
Technology Development
Sprint

Thursday, January 21, 10:15 am
Brian Higgins
Executive Director for Ecosystem
DevelopmentVerizon Wireless

Call Center

Wednesday, January 20, 9:00-9:45am
Hosted vs. On-Premises Contact Center Solutions
The perpetual innovation in communications technology virtually assures that contact centers large and small are constantly evaluating their existing solutions against available alternative. Inevitably, that conversation will eventually turn to the question of hosted vs. on-premises. Each has its advantages, and each is surrounded by the hype created by the latest features and capabilities. This session will look past the hype and get to the facts using proven guidelines for choosing the most appropriate model for you contact center requirements, based on business model, size, and available resources.

Presented by:
Serge Hyppolite, Director of Interaction Product Management, Aspect
Corey McFadden, Managing Partner, Infradapt
John Franco, EVP, North America, Presence Technology
Mansour Salame, President and Chief Executive Officer, Contactual, Inc.

Wednesday, January 20, 10:00-10:45am
What does IP Communications Enable in the Contact Center?
You've all read the headlines touting the benefits of IP Communications – cost savings, operational efficiency, flexibility, scalability, etc. – so it's hardly surprising that so many businesses are looking to deploy IP-based solutions in their contact centers. This session goes beyond the basic cost benefits to consider the customer satisfaction and technological advantages of IP Communications, including how to ensure your solutions have been properly configured for maximum functionality and integration into your business processes.

Presented by:
Scott Kinka, Senior Vice President, Network Services, Evolve IP
Mike Burke, Vice President of Business Development & Consulting Practice Director, IQ Services

Wednesday, January 20, 11:00-11:45am
Building an Infrastructure for At-Home Agents
Among the most prevalent contact center trends is the incorporation of at-home agents into a center's agent pool, thanks to the stability and reliability of networking technologies. This session will consider the planning, installation and go-live stages of implementing a call center infrastructure that incorporates at-home agents. You will learn how about network setup and hardware options, along with the software required an at-home agent program, along with any special considerations specific to a work-at-home program.

Presented by: Matt Florell, President, ViciDial Group

Wednesday, January 20, 12:00-12:45pm
Multi-channel Contact Centers - Lessons Learned
Though many businesses still use the term "call center," the advent of IP-based communications has transformed many of them into multi-channel contact centers, where customers have a choice of media through which to contact the most appropriate customer service agents. If you are developing a multichannel contact center strategy for more effective customer relationship management, this session will discuss best practices for leveraging technology to ensure your subject matter experts are available to respond to customer concerns, along with proven tips and tricks to take back to your contact center for improved service quality.

Presented by:
Rick Chin, Solutions Marketing Manager, Interactive Intelligence
Jeff Ridley, Director of Product Management, ShoreTel

Wednesday, January 20, 1:45-2:30pm
Contact Center Technology Trends
Increasingly, enterprises are confronting the ramifications of new technology implemented from the "bottom up," as well as customer-driven demand for features and enhanced communication capabilities. This session will discuss the increasingly pervasive technologies changing the face of the contact center world, allowing businesses to accommodate those customer demands – including "outside the box" products like Google Voice and Skype.

Presented by:
Tim Searcy, Executive Director, American Teleservices Association
Mohita Chawla, Director -Business Development, 3CLogic

Wednesday, January 20, 2:45-3:30pm
Unified Customer Communications – Beyond UC
There may not be a hotter topic over the past two years than Unified Communications, but what has traditionally been missing from many UC initiatives is customer-centricity. Offering UC to customers makes customer interactions more efficient and effective, driving customer satisfaction and loyalty, revenue growth, and cost reduction. This session explores the key elements of Unified Customer Communications and explains how IP-based unified contact center technology complements other technologies to unify the overall customer experience and enable consistent businesses processes across all communication channels and all locations.

Presented by:
Rick Chin, Solutions Marketing Manager, Interactive Intelligence
David Zibelman, AVP Channels Development, CosmoCom

Developer

Thursday, January 21, 8:30-9:15am
Delivering Superior Voice with HD Codecs
As with any technology, the end result begins with the developer community, which lays the foundation on which hardware vendors and service providers build their products and solutions. As the industry considers the move from SD to HD VoIP, this session focuses on the developers who enable the crystal-clear audio delivered to HD handsets. The panelists will discuss how the wideband codec support is being built into handsets, gateways, and other network equipment; the processing ramifications of using G.722 codecs; the complexities of developing and delivering HD VoIP, and how HD-enabled products can enhance the value of communications.

Presented by:
James Rafferty, Product Line Director, Dialogic Corporation
Andrew Nicholson, Product Manager, Aculab
Jan Linden Ph.D., VP Engineering, Global IP Solutions

Thursday, January 21, 1:00-1:45pm
Building Voice Apps - The Developer Perspective
It's been conceded that the future of communications lies in the application space – it's the innovative applications that will differentiate one provider from the next in a world where access and transport networks have truly become merely an information highway. This, then, places increased value on the voice application developer, who now hold a position of power in the communications market. This session will explore the kinds of applications that are in demand today by providers and their end users, the platforms available to developers for creating them, and a discussion of the relationship between developers and service providers in terms of revenue generation.

Presented by:
Mike Ross, President, Conversif
Karl Good, Director of Consumer Applications, Truphone

Thursday, January 21, 2:00-2:45pm
Integrating and Automating Presence in Mobile Applications
Applications that incorporate presence have been around for many years. While some have been highly successful, the hype behind others has yet to truly materialize. The result is that, while presence has been popular within closed communities for instant messaging, the real potential of presence-based applications has never been realized for a few reasons. The fact that the presence information is only shared among a community who use a specific application, and the ability to determine presence has been tied to detecting usage of a PC keyboard or the user going through the manual and cumbersome process of setting their status. This session will look at the next steps in the evolution of presence-based applications – integrating it and automating it

with any device or network. It will examine the challenges that the industry has had along the way, including failed models as well as success stories, and why businesses have not completely embraced mobile presence.

Presented by:
Vivek Khuller, President & CEO, DiVitas Networks
John Boden, CTO, Movius Interactive Corporation

Thursday, January 21, 3:00-3:45pm
Bridging the Gap Between Legacy and Next Gen
Nearly all communications network equipment being deployed today is based on a move to all-IP technology, but the complete migration of networks and users to next generation technologies is far from imminent. That means service providers face a lengthy period of having to support dual technologies in order to continue to provide service to users. There are two potential approaches: run two entirely separate networks, each with its own set of applications and services; or find a way to bridge the gap between legacy and next generation technologies, to reduce infrastructure, development, operational, and support costs. The answer is a no-brainer. Providers cannot, at this point, try to force a wholesale migration of their customers. This session will discuss ways providers can have the best of both worlds – leverage existing infrastructures and services while building out their new networks and adding new capabilities specifically designed for them, thus continuing to meet the needs of their entire customer base.

Presented by:
Matt Clark (Moderator), Principal, Valuation Services, Deloitte Financial Advisory Services LLP
Jose Deras, VP Systems Engineering, AppTrigger

Thursday, January 21, 4:00-4:45pm
Has Open Source Telephony Crossed the Chasm
Much has been said about stability, reliability and scalability of open source telephony, and there are different models to consider when discussing the viability of open source. But, the simple fact is that open source IP PBX deployments now outnumber any single PBX vendor's installations in North America. This session will discuss the evolution of open source telephony, and why its popularity has grown exponentially in recent years. Attendees will also learn how open source telephony projects can be developed for both SMB and large enterprise environments, including integration with existing proprietary platforms and the benefits of working with flexible open source architectures and how to integrate open source into a unified communications platform.

Presented by:
Serge Forest, Vice President of Marketing, Sangoma Technologies

Enterprise

Wednesday, January 20, 9:00-9:45am
The Evolution of Enterprise Telecommunications Panel
As with all technologies, telecommunications continues to evolve in unexpected and innovative ways. The capabilities and features of enterprise communications solutions is delivering unparalleled productivity to their users, while driving equal levels of continued development from the vendor and service provider communities. This panel will provide perspective into how IP communications has evolved and what to expect in the advancement of enterprise telecommunications for businesses in the near future, including the evolution of Voice 2.0, which is creating a convergence of voice and data to deliver service to businesses never considered possible.

Presented by:
David H. Yedwab (Moderator), Partner, Market Strategy & Analytics Partners
Jeff Ridley, Director of Product Management, ShoreTel

Wednesday, January 20, 10:00-10:45am
Addressing the Challenges of Hosted IP PBX in the Large Enterprise
As financial and human resources become increasingly strained for businesses of all sizes, CIOs and CFOs within larger enterprises are beginning to look at more cost effective ways of deploying and managing their corporate phone systems. Hosted IP voice solutions, which have witnessed significant adoption in the SMB community, are now being viewed by corporations as viable, money-saving alternatives to complex, on-premises systems that require a hefty financial investment along with knowledgeable staff.

Cost effectiveness, alone, is not enough for the larger enterprise to justify the movement to hosted telecom solutions. Performance attributes like scalability, reliability, manageability, quality and security are equally, if not more important, than the economic advantages. Today's hosted IP voice solutions can successfully address these challenges while providing significant financial benefits.

Presented by:
Huw Rees, VP Business Development, 8x8, Inc.

Wednesday, January 20, 11:00-11:45am
The Future of Web Conferencing and Collaboration
The Web conferencing and collaboration market is undergoing significant change. Its explosive growth and popularity, coupled with the convergence of IM interoperability, presence and availability management, email, voice and video, are causing a re-examination of the way businesses communicate – both internally and externally. Continued pressures on containing costs while increasing efficiencies have led to innovative applications designed to address the growing needs of the enterprise and the consumer, across multiple platforms and networks. This presentation will talk about where this market is

headed, emerging trends and innovative IP-enabled collaboration products.

Presented by:
Matt Clark (Moderator), Principal, Valuation Services, Deloitte Financial Advisory Services LLP
Larry Dorie, CEO, RHUB Communications
Greg Plum, Director of Channel Development, The Conference Group

Wednesday, January 20, 12:00-12:45pm
Reducing IT Costs with VoIP Recording Strategies
Businesses are looking to control and reduce costs more than ever. An increasing focus is being given on IT total ownership costs. VoIP-based call recording technologies offer a great opportunity to lower operating costs associated with call recording, while providing an easier path to increasing service quality and regulatory compliance. The VoIP call recording platforms available today leverage centralization, consolidation, virtualization and standardization strategies that allow IT departments to lower their total ownerships costs while maintaining, or even improving, the levels of service they provide.

Presented by:
Brian Spraetz, Senior Solutions Consultant, NICE Systems
Craig McCue, Worldwide Director of Sales, OrecX
Don Palmer, CEO, SIP Print

Wednesday, Jaunray 20, 1:45-2:30pm
How to Leverage Social Media for a Successful Marketing Campaign
Cost savings has been the one constant driving force behind business initiatives, and was only exacerbated by the recent economic downturn. Now that the economy is stabilizing, that is not likely to change, and marketing budgets will remain tight and companies will continue to be asked to do more with less. Social media marketing campaigns are one way businesses have learned to leverage technology without stretching budget limits. By engaging their audience through social media, business can add an interactive element to their campaigns allowing potential customers to quickly develop closer relationship with their vendors and providers, which can then be turned into promotional campaigns in their own right. This session will explore how companies can successfully use Twitter, Facebook, blogs, and social media monitoring tools to promote products and services as well as augment their traditional marketing campaigns.

Presented by:
Peter Radizeski (Moderator), Telecom Specialist, RAD-INFO, Inc
Suzanne Bowen, VP Marketing & Business Development, Super Technologies, Inc. & DIDX
Isaac Hazard, Director of Strategic Consulting, Mzinga
Lynda Starr, Account Manager, Vantage Communications

Wednesday, January 20, 2:45-3:30pm

Deploying Enterprise-class VoIP with SMB Resources

Every small business wants to look big. But, they have traditionally been hindered by the old adage that you get what you pay for where communications technology was concerned. If you wanted big business capabilities, you needed a big business IT budget and staff. But IP technology, innovative software, and integration work by vendors have dispelled that notion. Today, SMBs have access to a wide range of communications solutions that provide the same features and capabilities as large enterprise solutions, without the large enterprise price tag. This session will uncover how the expansive SMB market can take advantage of the ease of deployment, use, and management that vendors have been built into their IP PBX solutions, allowing SMBs to leverage VoIP and unified communications solutions to reduce their telecom costs and increase their communications and collaboration capabilities to enhance their business operations.

Presented by:
Bob Emmerson, European Editor, TMCnet
Jeff Howe, President, Allworx

HD Voice

Thursday, January 21, 8:30-9:15am

Propelling HD Voice to the Mainstream

We've suffered the same sub-par audio quality for more than 100 years now, but the telecom industry is finally turning the corner and adopting wideband audio. Several factors are enabling both businesses and consumers to make the switch to HD Voice, including the wide adoption of VoIP, the improved technology that is becoming a standard in voice endpoints, and support on the carrier side. Major players in the VoIP industry are also doing their part in making this technology available to the masses. In 2008, Polycom announced its Siren 7 (or G.722.1) codec would be availably royalty-free. Six months later, Skype did the same for its SILK codec. So what's next? This session will take a look at the state of the industry today and how quickly we see that point of inflection arriving, including what it will take to deliver inter-carrier HD voice along with the major considerations necessary in planning for, deploying and maintaining a HD-capable network.

Presented by:
Doug Mohney (Moderator), Editor-In-Chief, The HD Connect Project
Jeffrey Rodman, Co-Founder and CTO, Polycom
Alan Percy, Director of Business Development, AudioCodes
Ari Rabban, CEO, Phone.com

Thursday, January 21, 1:00-1:45pm

HD vs. SD: Can you please spell that phonetically?

High end executives listen to high-end sound systems, but their deal-making suffers from the same mediocre telephone voice quality as two teens planning a party after school. The phone invention set a relatively low bar for voice quality in 1876 that the industry improved on through 1937 – then nothing for the next 70 years. The telecom industry has transformed the way voice services get delivered at least a half-dozen times over the years, to reduce costs and increase margins, but end users in 2009 continue to suffer the same voice quality that was available in 1939.

What happened when we moved from dial-up to broadband, and SD to HD television, can happen in telephony. We can expand productivity and utility, and send standard definition telephony to the same place as dial-up Internet access. This session will discuss the business benefits that can be achieved through the adoption of high definition audio technologies, and the requirements for making HD audio a reality within an enterprise environment.

Presented by:
Alon Cohen, EVP/CTO Phone.com, Phone.com
David Byrd, VP Marketing & Sales, Broadvox
Huw Rees, VP Business Development, 8x8, Inc.

Thursday, January 21, 2:00-2:45pm

HD in Action

Despite being among the most prevalent topics of discussion in the communications industry, the move to high definition has been slow to materialize. However, most major IP phone manufacturers have already incorporated wideband codec support into their latest handsets, and some VoIP providers have begun rolling out wideband services to their users. But, as typical with emerging and potentially disruptive technologies, there are

many who remain unconvinced that high definition audio is truly the next generation of voice, and enterprises have only recently begun moving to HD VoIP. Some have yet to understand its value, others are unsure of deployment strategies, some are under budgetary constraints, and others are hesitant because inconsistencies between providers limit its usefulness outside their internal network. But, there are providers who have been working with HD technology. This session will look at the real-world experiences of early adopters who have introduced wideband audio into their offerings, including how they have implemented HD VoIP, how they have introduced it to their users, and how those services have been received by their users.

Presented by:
Michael Stanford (Moderator), Consultant, Michael Stanford LLC
David Frankel, CEO, ZipDX

Thursday, January 21, 3:00-4:45pm
Meet the HD Handset Vendors
Almost everyone is deploying IP-based communications solutions today, with high definition voice beginning to be introduced in pockets across the globe. Today, the handset vendors that are developing devices with wideband codecs outnumbers the user base that can truly leverage their capabilities, but as the market continues to grow, and as more providers begin to support the G.722 codec, that number will quickly grow, generating increased demand for HD-capable phones. This session will provide an overview of the HD-enabled handsets that are on the market today, including their role in business processes today and tomorrow.

Presented by:
Doug Mohney (Moderator), Editor-In-Chief, The HD Connect Project
Alan Percy, Director of Business Development, AudioCodes
Mike Storella, Director Business Development, snom Technologies
Jeffrey Szczepanski, Vice President, Allworx
John Drolet, VP of Sales, Indirect Channels and Carriers, Aastra USA
Jeffrey Rodman, Co-Founder and CTO, Polycom

Service Provider

Wednesday, January 20, 9:00-9:45am
Rich Services – To Be Delivered
The world of communications is migrating to IP-based technology to enable the delivery of new multimedia services. For those involved in delivering content and entertainment-based services, this technological change demands a fundamental new paradigm of federation-based, all-IP scalable interconnect. These new services will enormously disrupt current communication and telephony business models. This session will address how service providers, from mobile to CSOs, can address this shift, reduce transit charges, and enable the introduction of new, rich multi-modal, real-time communications services.

Presented by:
Hugh Goldstein (Moderator), Managing Partner, AU24
Nathan Franzmeier, President, Stratus Technologies
Mark Benisz, VP Americas, Xconnect
Todd Daniels, Operations and Sales, Taqua

Wednesday, January 20, 10:00-10:45am
The Mobile Advertising Opportunity
The evolution of mobile networks and the subsequent explosion of mobile subscriptions have created an ultra-competitive environment that sees service providers looking for new means of generating revenue. Mobile advertising is emerging as one of the primary revenue generating opportunities; it has seen exceptional growth over the past year or two, and is only expected to continue to flourish as the mobile market becomes more sophisticated and dominant as a communications platform. This session will delve into the mobile marketing opportunity, from the state of the market to the challenges it presents, from the technologies that power mobile advertising to successful strategies and growth projections.

Presented by:
J. Gerry Purdy, Ph.D. (Moderator), VP & Chief Analyst, Mobile & Wireless, Frost & Sullivan

Wednesday, January 20, 11:00-11:45am
Co-Opetition: Don't Fight 'em, Join 'em!
Many PBX, VoIP and telecom providers are too narrowly focused on eliminating competition and winning market dominance. In doing so, they are missing massive opportunities – and profit potential. Today's is not a winner-take-all world, but one where competitive collaboration can be the winning formula. As global boundaries continue to blur, this realization is more important than ever. Learn why in this session, designed to show how a cooperative/competitive mindset and business strategy can help make friends out of enemies and discover hidden opportunities and revenue opportunities.

Presented by:
Gregory Giagnocavo, CEO, Carrier Cloud
Aelea Christofferson, ATL Communications

Wednesday, January 20, 12:00-12:45pm
Mobile VoIP, Imagine the Possibilities
The popularity of 3G smartphone devices, along with the emergence of applications and faster connectivity, makes the mobile network an ideal platform for developing applications that incorporate real-time VoIP. However, there still are challenges regarding audio quality, network resources, and corporate mindset that are inhibiting widespread delivery and adoption of mobile VoIP. This session will discuss the new set of requirements that emerges when VoIP functionality is implemented on mobile devices and networks, and how optimal voice quality can be achieved. The speakers will also address the state of the mobile VoIP market and what is required for the mobile VoIP market to evolve.

Presented by:
Michael Stanford (Moderator), Consultant, Michael Stanford LLC
Chris Oglaza, CTO, VoIPSwitch
Anatoli Levine, Director, Product Management, RADVISION

Wednesday, January 20, 1:45-2:30pm

How to Manage Customers During a Catastrophic Event

Dark fiber gets cut – that's a fact. No one likes it when it happens and, when it does, it can impact the whole industry or send individual providers and their customers scrambling. Custom-built solutions don't automatically solve the problem, but they can help companies identify where issues on the line exist. But, there are technologies that can help pinpoint fiber breaks to ensure customers that, should such a mishap occur, it can be repaired – not soon – but immediately. This session will look at exactly what happens when a catastrophic failure occurs, and how to effectively handle crisis situations.

Presented by: TBD

Wednesday, January 20, 2:45-3:30pm

Solving the Distance – Wireless Backhaul Strategies

How can wireless providers solve the issue of distance, proximity to fiber networks, in order gain access to more capacity, become closer to their customers, and to provide bandwidth intensive services and applications. This presentation will illustrate solutions to the last mile and middle mile, and improvements to backhaul connectivity by bringing fiber and wireless solutions closer and providing enhanced connectivity solutions, including the relationship between dark fiber and microwave services.

Presented by:
Bob Emmerson, European Editor, TMCnet
Hunter Newby, CEO, Allied Fiber

Thursday, January 21, 8:30-9:15am

Winning the Battle for SMB VoIP

A new type of advanced small and medium business (SMB) model has emerged, one that sees the SMB becoming fully connected to its service provider and looking to take full advantage of the latest VoIP features and broadband capabilities. Service provider SMB offerings typically have been little more than residential phone service with a few additional features. This session will uncover how VoIP providers can succeed in the vast SMB space by deploying advanced VoIP features and capabilities in an IP-based service environment, providing SMBs with the ability to unify communications, improve productivity, work from anywhere, and enhance customer service. This session will cover the crucial elements and solutions needed for the delivery of advanced business VoIP services to SMBs with an accelerated time to market.

Presented by:
Peter Radizeski (Moderator), Telecom Specialist, RAD-INFO, Inc
Joe Schiavone, Director of Sales, FreedomVOICE
Dan Foster, Chief Sales & Marketing Officer, MegaPath
Mike Campbell, Director of Product Management, Solutions, Sigma Systems

Thursday, January 21, 1:00-1:45pm

The Impact of Web 2.0 on the Telco Space

The Apple iPhone App Store, Android Market and other application stores have demonstrated the power of harnessing open innovation and Web 2.0 concepts to increase customer value and generate additional revenue streams. Although much of the service innovation today is coming from the Web community and not telcos, telcos still provide an ideal channel to market for many of these applications. They own the customer, have an established billing relationship with them, control the delivery network, have a trusted brand and continue to hold onto their position within the industry. The Web community has not caught up to the telcos yet in these areas, yet, we are starting to see a fundamental shift by telcos, which are now adopting open innovation and Web 2.0 ideas.

This session will focus on how Web-based services have changed customers' expectations and how telcos are now responding to those changes with open innovation. The speakers will discuss what telcos must do to embrace and adopt open innovation and how they can work with application developers to deliver increased customer value.

Presented by:
James Rafferty, Product Line Director, Dialogic Corporation

Thursday, January 21, 2:00-2:45pm

Value in the Clouds:
The Evolution of the Telephone Industry

With tremendous pressure on businesses and telephone companies of all sizes to generate new revenue without new capital or operational spending, hosted application opportunities are moving to the forefront of the communications arena. To fully leverage current opportunities in this fast-paced market, market participants need to first understand past and current computing models as well as the evolution of service providers beyond owning networks and selling basic voice offering. This session will discuss the evolution of the telco to more than merely a dial tone provider, the different telco models in existence today, and the new revenue potential of today's telecom market.

Presented by:
Irv Shapiro, CEO/CTO, Ifbyphone
RJ Auburn, CTO, Voxeo Corporation

Thursday, January 21, 3:00-3:45pm

The 12-Step Program to Avoiding Network Failure

Cloud computing is growing exponentially as evidenced by software as a service applications like CRM, marketing automation, and virtual storage, among others. Businesses rely on access to critical information to operate and grow and, at a time when "do more with less" is the dominant corporate mantra, harnessing the cloud to address the needs of the business for cost efficiencies has definite appeal. When delivering services in the cloud, connectivity becomes the critical factor between success

and failure. Without a reliable network infrastructure and enough bandwidth to scale based on constantly fluctuating transmission needs, your ability to provide access to cloud-based data and applications can be severely hampered. Reliable connectivity is the critical support system for sustainability. This session will ensure your cloud users have reliable real-time access to the services they need.

Presented by: TBD

Thursday, January 21, 4:00-4:45pm
The Role of SBCs in the Service Provider Network Today

The session border controller is dead – or is it? The debate over the need for SBCs in service provider networks is not a new one; in fact, as network capabilities evolve, there is evidence that SBCs are more important than ever to ensure security across the service infrastructure and control delivery of multimedia services. But, are SBCs an absolute requirement? There is also evidence to the contrary, with providers successfully building out networks and delivery services with alternative technologies. This session brings together both sides of the SBC debate to give the audience a front-row seat for a discussion on the role of session border controllers in today's service provider networks.

Presented by:
Eugene Laykhtman, CEO, Vocal IP Networks

Friday, January 22, 8:30-9:15am
Multimedia Phones - The 4th Screen?

Media phone evolution is just beginning. Over time, media phones will be integrated with next-generation network services that employ user profiles, presence-enabled applications, unified messaging and potentially integrated fixed/mobile services. Beyond that, the media phone can support integrated network and Web services. Cable operators, mobile operators, and over-the-top Internet application providers are all expected to link media phones with new broadband-based services. This panel will discuss the evolution of the multimedia phone, including its market relevance, use cases and benefits, business models for deployment, and projections for mass adoption.

Presented by:
J. Gerry Purdy, Ph.D. (Moderator), VP & Chief Analyst, Mobile & Wireless, Frost & Sullivan
Mike Storella, Director Business Development, snom Technologies
W. Khris Kendrick, Sr. Director, Business Development, Grandstream Networks

Friday, January 22, 9:30-10:15am
SIP Trunking - Issues, Opportunities, and Solutions

SIP trunking has received a tremendous amount of publicity with the emphasis primarily on its ability to reduce costs and is rapidly being adopted by companies throughout the world in an effort to reduce traditional telecommunications operating costs. In some cases, the savings can be as high as 50 to 70 percent. This should be seen as of tremendous value to organizations struggling to control costs and enhance profitability. Moving to SIP trunking, however, means moving away from traditional telecommunications infrastructure. This session will evaluate SIP trunking solutions from a cost benefit perspective, while considering quality of service and the impact on communications infrastructures and the IT staff that manage them.

Presented by:
Joel Maloff, Principal Consultant, Maloff NetResults
Steven Johnson, President, Ingate Systems
Charlie Lomand, Director of Channel Sales, Airespring

Friday, January 22, 10:30-11:15am
Addressing the Safety Glitch in the 911 System

The Federal government has mandated that E911 services be available for every VoIP deployment. But, with E911 legislation pending or in place in nearly half of the states, and the new federal legislation introduced this year, waiting for a complete transition from TDM to VoIP to occur before implementing a solution is not a viable option. In fact, many organizations seeking VoIP solutions have subsequently been discovering their legacy TDM systems also are in need of E911. In addition, in multi-tenant buildings, merely identifying the building address is not sufficient for the emergency system to work effectively. This session will address how E911 services can best adapt to the current telecom environment to address E911 requirements while providing a flexible solution for today's hybrid communications environments.

Presented by:
William Svien, EVP, 911 ETC, Inc.
Kevin Breault, VP Business Development, Dash Carrier Services

TMC University - Microsoft OCS

Wednesday, January 20, 9:00-9:45am
Introduction and Overview
An introduction to the course, and an overview of the following OCS business communications scenarios:
• Instant messaging
• On-premises Web conferencing
• On-premises audio/video conferencing
• Telephony

Presented by:
Thomas B. Cross, CEO, TECHtionary.com

Wednesday, January 20,10:00-10:45am
NEW – OCS R2 Update - R3 Outlook and "Live" OCS Demo
This session will have an expanded section on OCS R2 features including:
• Response Group Service (call/support center)
• Call Delegation
• Team Call
• Desktop Sharing
• Single & Multi-Server Group Chat
• SIP Trunking
• Enhanced Media – High Definition Media
• Firewall Configuration for the A/V Edge Server
• Archiving, CDR (Call Detail Reporting), and QoE (Quality of Experience)
• Simplified Management
• Video Negotiation
• Digital Certificates

Presented by:
Thomas B. Cross, CEO, TECHtionary.com

Wednesday, January 20, 11:00-11:45am
OCS-PBX Interoperability
This session explores and explains Session Initiation Protocol (SIP) and how SIP is used to provide internet telephony functions in an OCS enterprise telephony solution. This session will explain:

• SIP and versions of SIP used in OCS
• SIP-to-PBX interoperability
• SIP-to-IP PBX interoperability
• OCS and IP-PSTN gateway integration
• Remote office telephony integration

Presented by:
Thomas B. Cross, CEO, TECHtionary.com

Wednesday, January 20, 12:00-12:45pm
OCS Servers
In this session, we will explore the various types of servers used in an OCS environment which include:

• Mediation
• Front End
• Active Directory

Presented by:
Thomas B. Cross, CEO, TECHtionary.com

Wednesday, January 20, 1:45-2:30pm
Configuration and Planning - Top-10 SIP/OCS Site Planning – "Best Practices"
This session is designed to provide the student with an overview of key requirements for planning and implementing OCS by using the OCS Planning and Edge Server tools.

Presented by:
Thomas B. Cross, CEO, TECHtionary.com

Wednesday, January 20, 2:45-3:30pm
TMC U Certification Exam
Following the five educational seminars, students will sit for a written exam covering key elements from each of the course sessions. Upon receiving a passing grade, students will receive TMC University's Certificate of Achievement, certifying they have successfully completed the course and received a comprehensive education regarding Microsoft OCS.

Presented by:
Thomas B. Cross, CEO, TECHtionary.com

Unified Communications

Thursday, January 21, 8:30-9:15am
Unified Communications and the Virtualized Enterprise

Enterprises are embracing hosted delivery models – SaaS, cloud computing, business continuity, and hosted unified communications. Cloud services have recently emerged as the newest way for IT to maintain service levels and deliver business value while reducing expenditures. And with an ever-increasing array of choices, the path to virtualization with the right blend of service and technology can be daunting. It is imperative that decision makers understand key advantages and disadvantages of the virtual enterprise in order to make an appropriate choice.

UCaaS (Unified Communications as a Service) is the first step in a logical migration path for moving from premises-based to a cloud services environment. UCaaS goes beyond traditional unified communications offerings by integrating traditional PBX functionality with advanced communications features such as collaboration, mobility, file sharing, and desktop video services. This session will explain how businesses can leverage cloud services and UCaaS to decrease their overall IT spend while benefitting from technologies that can help them succeed – even in a down economy.

Presented by:
Joel Maloff (Moderator), Principal Consultant, Maloff NetResults
Frank Grillo, EVP of Marketing, Cypress Communications

Thursday, January 21, 1:00-1:45pm
Unique Security Challenges of Unified Communications

Enterprises are increasingly adopting VoIP and other UC applications to support more mobile workers, guard against disruptions made possible by pandemics, and otherwise increase productivity, lower communications costs and improve collaboration. Yet, UC applications present unique security challenges that differ dramatically from traditional data security methods, which cannot detect and protect against UC-specific attacks, such as session hijacking, floods, fuzzing, spoofing and voice spam. Further, most UC network devices add latency, delay, and jitter to real-time traffic, presenting a particular QoS challenge.

This session will educate attendees on the benefits of UC adoption, VoIP- and UC-specific security challenges, similarities and differences between UC security and traditional enterprise data security, and best practices securing converged networks for preserving real-time communications.

Presented by:
Joel Maloff (Moderator), Principal Consultant, Maloff NetResults
Ravi Varanasi, Vice President, Engineering, Sipera Systems

Thursday, January 21, 2:00-2:45pm
Unified Communications - The Progression from Desktop to Handheld

As networks evolve and speeds continue to increase, the capabilities of business and consumer communications evolve as well. As a result, unified communications will soon move from the desktop to the handheld devices of business communicators. But how will we get there – and when? This session will offer a look at unified communications applications and how they can "go mobile." Attendees will leave with an understanding of the challenges of mobile UC, along with its benefits, how to effectively deploy a mobile UC solution, along with a projection of the future of mobile UC.

Presented by:
Bob Emmerson, European Editor, TMCnet
Doug Makishima, Vice President, D2 Technologies, Inc.
Bob Romano, VP of Enterprise Marketing, RADVISION

Thursday, Janury 21, 3:00-3:45pm
Integrating Fax into Your Enterprise UC Experience

Unified Communications has about as many definitions as there are vendors, but they all are founded on some form of the same principle of enabling multiple forms of communication on multiple devices in any location. But, the one media, which most businesses still use regularly, is fax. Whether a matter of regulation or recordkeeping, or convenience, or simply habit, there are many businesses that still rely heavily on fax communications in their daily business operations. As such, those businesses require a solution that will allow them to integrate fax capabilities into their UC platforms. This session is hosted by a panel of vendors whose core competency is FoIP (Fax over IP), and who will explain not only why fax remains an important part of a true UC deployment, how fax can be easily integrated into IP systems, and why fax isn't going away, as some pundits suggest.

Presented by:
Chem Cohen, CTO, FaxSIPit
Sebastien Boire-Lavigne, Director, Technology & Development, Sagem-Interstar
Max Schroeder, Senior VP, FaxCore, Inc.
Mike Oliszewski, CTO, FaxBack

Thursday, January 21, 4:00-4:45pm
Best of Breed or Best of Suite

Unified Communications is comprised of several capabilities, including voice, video, messaging, conferencing, mobility, IM and presence. Several of these capabilities (such as enterprise voice) have been deployed across businesses for many years; others, such as IM, Web conferencing and HD video and voice, are relatively new and still undergoing initial deployments. All of these may come from different vendors and may have been acquired separately, over time. Several vendors are advocating complete UC suites that they provide end-to-end. In this session we explore the plusses and minuses of businesses adopting a Best-of-Breed or Best-of-Suite strategy for forward going UC deployments.

Presented by:
David H. Yedwab (Moderator), Partner, Market Strategy & Analytics Partners
Jonathan Bartholomew, Principal Consultant, Dimension Data Americas
Eric LeBow, Vice President of Business Transformation, Spanlink Communications

Video Communications

Friday, Janury 22, 8:30-9:15am
Taking Telepresence Beyond the Board Room

A dramatic evolution is underway in the video conferencing industry, and the old way of thinking about video conference as confining participants to a secluded board room is quickly becoming a thing of the past. According to a recent industry analyst report, 63 percent of companies say they will be using video conferencing and telepresence systems by the end of 2010. The reality is that today's global, dispersed enterprises have a need for video conferencing, and a new generation of unified communications technologies is entering the market to address this. This concept is being more widely understood, and the technology necessary for delivering the required level of service has only recently become available on any large scale.

This session will discuss how new Internet-based technologies are allowing seamless integration between telepresence systems, PCs, laptops, mobile devices and even smartphones, and how video conferencing is evolving to make it easy for people to hold face-to-face meetings anywhere, anytime, through any Internet-enabled device, dramatically altering the business communication landscape.

Presented by:
Mark Ricca (Moderator), Partner, IntelliCom Analytics
J.W. Penland, EVP of Subscription and Hosted Services, IOCOM
Stefan Karapetkov, Emerging Technologies Director, Polycom Inc.

Friday, January 22, 9:30-10:15am
The Mobile Video Revolution

Mobile video telephony is about more than just the ability to watch movies on the handset or make 3G video calls. And it's not just something to consider for the future; many operators are generating revenue from video telephony services today. For businesses and service providers alike, mobile video will prove a vital tool for generating revenue. This presentation will provide a full overview of the various video telephony opportunities in mobile: from consumer-based services like video ringback tones and entertainment services, to next generation business applications, such as video blogging and conferencing.

Presented by:
Hugh Goldstein (Moderator), Managing Partner, AU24
Bob Logan, Director, Dialogic Media Labs, Dialogic Corporation
James Awad, Marketing Product Manager, Octasic Inc

Friday, January 22, 10:30-11:15am
Technology Innovations in Video Conferencing

Video conferencing is quickly becoming a key element of collaborative business environments, thanks to the enhancements in video capabilities, such as H.264 Scalable Video Coding and other technologies, which allow delivery of high-quality video to a number of applications, such as real-time video conferencing, broadcasting and streaming. The benefits of video communications are becoming more familiar, as more and more businesses look to offset budget cuts by leveraging the latest collaboration applications. This session will discuss the evolution of video-based collaboration and how to leverage the latest technology to achieve the highest quality real-time video possible today.

Presented by:
Cliff Rees, CEO, Xcast Inc.
Bob McCandless, CEO, BrightCom

Technician Course
Fonality trixbox Open Communication Certification (trixbox Pro and PBXtra)

FtOCC Technician is a three-day technical certification course designed to train resellers and consultants to support their clients running trixbox Pro and PBXtra systems. Taught by Fonality technical support instructors and designed for Linux system administrators,

FtOCC Technician dives deep into platform and application installation, carrier setup and integration, network configuration, echo causes and remedies, and other common issues. This course is required for Fonality Certified and Premium Resellers.

What do you get?

Free trixbox Pro demo kit with Call Center Edition and support
Discounts on PBXtra and trixbox Pro licenses*
Discounts on Fonality support*
FtOCC Certified polo, tshirt, and hat
* Upon acceptance into Fonality's Ultimate Channel Program

During the course, we will cover:

- Tier 1 and Tier 2 level troubleshooting
- LAN & WAN environments
- Proper system hardware configuration
- trixbox and PBXtra installation guidelines
- IP phone and SIP provisioning
- Proper router and firewall configuration

Who Should Attend?

- Resellers and consultants growing their trixbox and PBXtra businesses
- Linux technicians and engineers
- Fonality Certified and Premium resellers

NOTE: A practitioner's knowledge of Linux is required. Without it, you will likely not gain much value from the class, as we start day one from the Linux command line interface and build from there. In particular, the hands-on laboratory exercises will require a comfort with basic CLI commands, simple scripting, and the ability to quickly scan and analyze system and application logs.

Course Objectives
At the end of the class you should:

- Install and configure trixbox CE, trixbox Pro, and PBXtra with confidence
- Resolve installation, administration, and usage problems more quickly
- Provision your own phones, thereby decreasing the turnaround time required for add-on phones and devices!
- Experience fewer problems by avoiding the usual "beginner" mistakes!
- Have an in-depth understanding of how trixbox and PBXtra work (product, process, policy, protocol)
- Receive full reseller discounts (for signed Authorized and Premium resellers only)
- Receive direct priority Level 2 access to trixbox and PBXtra support services (for signed Authorized and Premium resellers only)

FtOCC Technician Agenda:

Day 1: Moves/Adds/Changes (MAC), Installation, and Pre-Sales
- Pre Sales
- Installation Best Practices
- Installation Lab
- MAC / HUD Overview
- MAC Lab
- Case Studies
- Advanced Call Menus

Day 2: Carriers, Networking, Echo
- PRI, PSTN, and VoIP
- Networking Fundamentals for VoIP, UDP vs. TCP Networking Troubleshooting
- Call Traces Lab
- Phone Troubleshooting
- Grepping for Channels Lab
- Hardware Troubleshooting

Day 3: Integration, Case Studies, Troubleshooting
- Backup Servers Lab
- Cards Page Lab
- Click-to-Call Lab
- Fixing Broken Phones Lab
- Recorded Calls Lab
- Perl Teaser!
- Class Summary/Wrap-up,
- Presentation of Certificates
- Executive Roundtable
- (optional, ends at 5:00pm)
- Class ends

Fonality trixbox Open Communication Certification Pass (T2)
FtOCC Technician (trixbox CE, Pro and PBXtra)

Your Fonality trixbox Open Communication Certification Pass includes access to all FtOCC training courses, plus the exhibit hall, networking receptions, and keynote addresses at ITEXPO.

Register before November 20, 2009 for early bird savings!

Online Registration - $2,499 (after 11/20/09)
Questions? Call 310-861-4300 *8300

inGate

Ingate's Free Workshop SIP Trunking:
Everything Your Need To Know

Free Workshop for all ITEXPO Attendees

Educating end users, resellers, distributors and systems integrators about SIP trunking is on the agenda as Ingate® Systems partners with TMC, leading IP-PBX vendors, media gateway vendors, SIP trunking service providers and industry thought-leaders to offer "SIP Trunking: Everything You Need to Know" seminars at ITEXPO East 2010.

These seminars will provide a comprehensive overview of SIP trunking, with general information panels and technical insight sessions from the service provider and enterprise perspectives.

Featured this season:

• Step-by-step, interactive sessions to illustrate the what, why and how of SIP trunking architecture
• Sessions on legacy PBX/PSTN and SIP trunks
• Case studies on ROI; the value proposition of SIP trunks
• SIP Forum SIPconnect workshop
• SIP Trunk Boot Camp for "Basic Training" on SIP trunk installations
• Security sessions with VOIPSA will discuss VoIP and SIP trunk security.

LIVE DEMOS of participants setting up a secure SIP trunk live, on-site will showcase how easy it can be to deploy SIP trunks.

Attendees can earn a SIP Trunking Professional Certificate by participating in the Professional Development Program on the first day of the Show.

SIP Trunking Workshop Schedule

Wednesday, January 20:
SIP Trunking Professional Development Program

Thursday, January 21:
Case Studies and Deployment Strategies

Friday, January 22:
SIP Trunk Boot Camp, "Basic Training" with Ingate Systems

Reseller Solutions Day

Sponsored By:

crexendo

Wednesday, January 20, 2010
FREE Workshop for Resellers and Agents

Making Money in IP Communications
The communications market is filled with opportunity and pitfalls and navigating the field is something which requires experience and collaboration with your peers. In this session, expect an in-depth discussion of everything you need to become successful when selling communications products and services. We will explore unified communications, open source, FMC, WiFi telephony, mashups and CEBP. If you are unfamiliar with any of these acronyms (even if you are) you need to be at this free conference so you can learn what is happening, what is coming and how to benefit from it all.

The moderator of this panel will be Rich Tehrani, ITEXPO conference chairman, TMC CEO and the communications expert who has helped tens of thousands of resellers worldwide over the years sell PBX, ACD, call center, CTI and VoIP products and services.

This session is a must-attend for anyone and everyone involved in any way with communications sales to SMB or enterprise customers. This includes classic interconnects, data VARs, VADs, security resellers, etc.

Reseller Live --- Focus on Process
1:45 - 3:30 pm

Presenters:
Max Schroeder (Moderator), Senior VP, FaxCore, Inc.
Jeanne Leckie, (Speaker), The Leckie Group
TMC will be presenting its highly successful Reseller Live workshop at ITEXPO 2010 East in Miami. The focus will be on reseller sales skills and best business practices for resellers in a complex market. Segment One will focus on reseller sales skills including outlines to facilitate attendee participation. The past year has definitely been challenging and the discussion will focus on successful selling process adjustments. Segment Two will focus on best business practices.

A key to the success of past reseller day sessions has been the ability of the speakers to adjust each session to speak to the changing market. Although the focus has always been on reseller sales skills and best business practices, the actual content has evolved as economic conditions have placed additional burdens on resellers and distributors. This session will be no exception. However, as all of our sessions have stressed, businesses must implement procedures that constitutes a defined process that can adjust to all market conditions.

Cloud Communications Summit @ ITEXPO

Introduction and Overview
Wednesday, January 20, 2010
Thomas Howe, CEO, Light and Electric, will be moderating the sessions.

The Cloud Communications Summit will address a growing need of businesses to integrate and leverage cloud based communications applications, process enhancement techniques, and network based communications interfaces and architectures. Business professionals will learn the fundamentals of cloud based communications business models, market trends and current large efforts and deployments. Sales teams can benefit by learning real life cloud communications success stories and interacting with other ecosystem members. This series of educational sessions at ITEXPO will explore how communications as a service drastically lowers capital expenditures, reduces project risks and increases service agility and value.

Introduction to Voice Mashups
Wednesday, January 20 – 9:00 am
Speaker: Jason Goecke, VP of Innovation, Voxeo

An introduction to the concept and architecture of using voice as part of modern web-based applications. Concrete voice mashup examples will be demonstrated, along with the business cases that support them.

Communications Enabled Business Process Fundamentals
Wednesday, January 20 – 10:00 am
Speaker: Jack Rynes, President, Jaduka

This session provides an overview into using communications technology to improve business processes, and highlights the fundamental methods and techniques used to do so.

Vertical CEBP
Wednesday, January 20 – 11:00 am
Speakers: Irv Shapiro, CEO, Ifbyphone; Vanessa Alvarez, Industry Analyst, Frost & Sullivan

This session presents CEBP techniques for the financial, logistics, debt collection
and health care fields.

Cloud Telephony for the Enterprise
Wednesday, January 20 – 12:00 pm
Speakers: Troy Davis, CEO, Cloudvox
Dan York, Director of Emerging Communication Technology, Voxeo

This session discusses tradeoffs in deploying communications applications behind the firewall, with a hosted partner or through elastic mechanisms such as Amazon's EC2.

Unified Communications vs. CEBP: A lively debate?
Wednesday, January 20 – 1:45 pm
Speakers: Dan Miller, Senior Analyst, Opus Research

Unified communications and CEBP stand in stark contrast. This session features a lively discussion between unified communications and CEBP experts, explaining the differences and similarities not obvious at the surface.

Cloud Communications Summit Pass

Your Cloud Communications Summit Pass includes access to the Cloud Communications Summit and meals on Wed., Jan. 20, plus all keynotes, free workshops, networking receptions, panel discussions, and unlimited exhibit hall access.

Standard - Price: $396.00 - Through 01/22/2010

Virtualization Summit @ ITEXPO

Attendance at Virtualization Summit at ITEXPO is included with any paid ITEXPO conference plan.

Introduction and Overview
Thursday, January 21, 2010

Virtualization is software technology which uses a physical resource - such as a server - and divides it up into virtual resources called virtual machines (VM's).

Virtualization allows users to consolidate physical resources, simplify deployment and administration, and reduce power and cooling requirements. While virtualization technology is most popular in the server world, virtualization technology is also being used in communications, data storage such as Storage Area Networks, and inside of operating systems such as Windows Server 2008 with Hyper-V.

Virtualization Advantages:
• Server consolidation
• Reduced power and cooling
• Green computing
• Ease of deployment and administration
• High availability and disaster recovery

Popular virtualization products include:
• VMware
• Microsoft
• Hyper-V
• Virtual Iron
• Xen

The Virtualization Summit at ITEXPO helps enterprises understand the vast advantages of a virtualization strategy, and explains how to select and deploy the solution best for your particular situation.

What is Virtualization? Business Impact and Benefits
Thursday, January 21 - 8:30 am
As the demand intensifies for more information and applications to be delivered faster and more efficiently to more end users, advances in virtualization technology are driving a revolution in enterprise IT. Businesses are increasingly deploying virtualization to lower operational and infrastructure costs, increase flexibility and performance, improve resource utilization and management. This session looks at why virtualization is becoming the hottest trend in IT and business benefits it delivers.

Virtualizing Communications
Thursday, January 21 – 1:00 pm
The traditional argument against the adoption of IP-based voice solutions has been quality of service. While latency is acceptable with data applications, degraded voice communication is not an option in business environments. IP communications, however, has moved beyond the challenges of voice quality, and now, the latest technologies are enabling the convergence of voice and data in virtualized environments, extending the benefits of virtualization beyond data applications to all communications-related services. This session will discuss the current opportunities and future trends allowing the virtualization of voice applications.

Virtualization Strategies
Thursday, January 21 – 2:00 pm
There are a multitude of ways to implement virtualization technology to lower operational costs, reduce physical footprint, increase infrastructure flexibility, enable mobile workforces, implement backup and disaster recovery plans, and simplify IT management. This session will consider the various ways virtualization is becoming a part of IT strategies to meet the various business needs of enterprises today.

Virtualization Implementation: Best Practices and Pitfalls to Avoid
Thursday, January 21 – 3:00 pm
Regardless of how virtualization in employed, its success depends on proper planning and deployment to ensure maximum benefits are realized. By carefully devising a virtualization plan, from design to implementation to configuration and management, IT managers can take the guesswork out of the migration to a virtual environment. This session will leverage the successes and mishaps from real-world deployments to deliver a set of best practices for a successful implementation.

Virtualization Technology
Thursday, January 21 – 4:00 pm
Once a business has made the decision to move to a virtualized environment, the key decision becomes building the infrastructure and architecture. In doing so, there are many technology options that will define the particular benefits you will achieve. This session will consider the various technology options available and the benefits of each to a virtualization strategy, including server hardware, operating systems, networking solutions, management tools, and security components.

ON-SITE REGISTRATION HOURS

Wednesday, Jan 20........7:00 am - 7:00 pm
Thursday, Jan 21 ....7:30 am - 5:00 pm
Friday, Jan 22 ....7:30 am - 2:00 pm

EXHIBIT HALL HOURS

Wednesday, Jan 20 ......5:00 pm - 7:30 pm
Thursday, Jan 21 ....11:00 am - 5:00 pm
Friday, Jan 22 ....11:30 am - 2:30 pm

CONFERENCE SESSION TIMES*

Wednesday, Jan 20........9:00 am - 5:00 pm
Thursday, Jan 21 ....8:30 am - 6:00 pm
Friday, Jan 22 ....8:30 am - 11:30 am

*Conference fees required for admission

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Or call 877-563-9762, then hit 1 - be sure to say you are a participant of ITEXPO. You must reference ITEXPO to receive the special discounted rate. Cut off date - January 4, 2010.

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4 Easy Ways to Register

1. **Online:** www.itexpo.com
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4. **Mail:** Send your registration form to:
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