INTERNET TELEPHONY® Conference & EXPO West 2006 is So Much More than Legacy VoIP

Please join me at **INTERNET TELEPHONY®** **Conference & EXPO West 2006.**

Certain to be the largest ITEXPO ever, this upcoming conference in San Diego features what is arguably the most expansive, comprehensive educational program ever offered on IP communications.

Come spend invaluable time learning, networking with partners and vendors, and gathering the critical data you need to plan a successful IP communications strategy.

Today's converged IP networks – delivering voice, data, fax, and video – are creating efficiencies and spawning services inconceivable in the circuit-switched world.

The opportunities for **SERVICE PROVIDERS** to deliver these converged services are staggering. And the emergence of IMS bridges wireless and wireline networks to create even more possibilities.

ENTERPRISES and **GOVERNMENT AGENCIES** are deploying third-, fourth-, and fifth-generation solutions that deliver on the promise of IP communications. Real solutions are working now in businesses worldwide, revolutionizing the way employees communicate and access corporate networks.

Members of the reinvigorated communications **DEVELOPMENT COMMUNITY** are scrambling to bring new, high-demand IP-based applications to market.

INTERNET TELEPHONY Conference & EXPO is where service providers, enterprises, government agencies, developers, and **RESELLERS** gather to learn how IP communications can be offered, deployed, built, and sold. It is the only event in the space focused on non-commercial education.

Please review the extensive conference program described in this brochure. Find the content geared to your business objectives, then join us in San Diego.

Sincerely,

Rich Tehrani, TMC President & Conference Chairman

Who Should Attend?

Service Providers – Facing shrinking (disappearing?) margins in your local and long distance businesses? IP communications services provide a bright beacon of hope and profit for today's service providers. Come learn how you can use today's emerging IPTV, IMS, Voice Peering, VoIP, and wireless solutions to deliver services your subscribers are certain to pay for.

Enterprise/Government/Contact Centers – Remote access, presence, unified communications, conferencing & collaboration, video over IP, easy-to-manage converged networks. And don't forget the cost savings VoIP produces on your monthly phone bill. No event covers the ground you can cover at INTERNET TELEPHONY Conference & EXPO.

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, meet with manufacturers and vendors to form valuable partnerships and 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?

Corporate Management, CTOs, CIOs – 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.

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.

Also...

- Network managers and administrators
- Systems engineers
- Security and policy managers
- Wireless systems engineers and administrators

The IP Communications Conference Delivering True Education

A Program So Thorough, It's Guaranteed

For Service Providers
- Service Provider Solutions
- Voice Peering Fabric Workshop **New!**
- IMS Expo Conference Sessions **New!**
- FierceMarkets' IPTV Evolution Workshop **New!**
- Triple Play Solutions **New!**
- WiFi Telephony Summit
- Open Source Summit **New!**
- SIP Workshop
- Conferencing & Collaboration Summit
- Regulation **New!**

For Enterprises, Government, SMBs
- TMC University IP PBX Certification
- Asterisk Training **New!**
- Large Enterprise VoIP Deployment Workshop
- Enterprise/Government Solutions
- VoIP for the SMB
- VoIP Security
- WiFi Telephony Summit
- Call Center 2.0 Conference Sessions
- Open Source Summit **New!**
- SIP Workshop
- Regulation **New!**
- Verticals **New!**
- Conferencing & Collaboration Summit **New!**

For Developers
- Asterisk Training **New!**
- IP Communications Development
- SIP Workshop
- Open Source Summit **New!**
- WiFi Telephony Summit

More Important Topics Covered Within Each Conference Track

Within each major track heading, sessions explore the most important micro-topics for enterprises, service providers, developers, government, and resellers:
- Security/Surveillance over IP **New!**
- e911/Regulation & Taxation
- VoIP Traffic Management **New!**
- Peer-to-Peer Communications
- Session Border Controllers
- Number Porting/ENUM **New!**
- Dual Mode **New!**

TMC University's IP PBX Certification Courses

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

Panel Discussions with Q&A
"Service Provider Shootout"
"Battle for the Enterprise/SMB"

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.

Battle for the Enterprise Participants include:
- Avaya   • Inter-Tel   • Iwatsu   • Nortel   • Toshiba

Free Reseller Solutions Day

A full-day seminar helping resellers sort through the many choices of equipment and service they can offer – and showing them ways to best market and sell their solutions.

Gold Sponsors

GLOBAL TOUCH TELECOM • 9-1-1 ENABLE VoIP EMERGENCY • SANGOMA TECHNOLOGIES • SPANLINK • VegaStream • cantata TECHNOLOGY • unibill • EICON networks • TELEPHONY@work • emergent NETWORK SOLUTIONS, INC. • PBX central • DASH911 E911 FOR VoIP • QUINTUM TECHNOLOGIES INC. • abp TECH • Paragon Wireless

Content Partners:

VPF The Voice Peering Fabric • FierceMarkets Presents iptv evolution • TelCoa The Telework Coalition

**Your Guarantee:*

If you do not feel the sessions you attend made you better prepared to tackle your IP communications 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 IP communications 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 Conferences

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

2. Most Knowledgeable Speakers

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

3. Invaluable Networking Time

INTERNET TELEPHONY Conference & EXPO West 2006 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 250 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 exhibitor's offerings can help you.

5. Top-Level Keynotes

This year's unprecedented lineup of keynotes includes top executives from equipment manufacturers and service providers. Each has extensive experience in telecom. Learn from them why the VoIP opportunity is far bigger than any in the telecom industry's history.

6. Special Panel Sessions

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

7. 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.)

8. Convenient, Easily Accessible Location

The San Diego Convention Center is located in downtown San Diego – just a 10-minute taxi ride from Lindbergh Airport. In addition, the convention center is in the heart of San Diego's famous Gaslamp District, within walking distance to many, many restaurants, shops, and night clubs. The San Diego Marina Marriott, the official show hotel, is located next door to the convention center.

Come Learn From an Expert Lineup of Keynoters Who Will Share Their Vision of How Service Providers, Enterprises, and Government Agencies, Large and Small, Will Benefit from IP Communications Solutions.

Eric Shepcaro
Vice President, Business Strategy
& Development, AT&T

Gregory Giagnocavo
CEO
Dash911

Chris Gravett
Sales and Marketing Director
Aculab

Charles Dougherty
Corporate VP and General
Manager Connected Home
Solutions, Motorola, Inc.

Stan Holcomb
Vice President - Services
Lucent Technologies

Ruchi A. Prasad
Leader, Global Mktg, Enterprise
Solutions and Packet Networks
Nortel

Zig Serafin
General Manager
Unified Communications Group
Microsoft Corp.

Mark Spencer
President
Digium, Inc.

Chalan Aras
VP Marketing
Ditech

Brian Metherell
VP & General Manager
Toshiba America Information
Systems, Telecommunication

Bryan Martin
Chairman & CEO
8x8, Inc.

Norman Stout
Chief Executive Officer,
Inter-Tel, Incorporated

Alan Percy
Director of Bus. Development
AudioCodes

Gordon Payne
Vice President of Marketing
Citrix Systems

Day One – Tuesday, October 10, 2006

Time	TMC University 101	Large Enterprise	Open Source	Service Provider (Track Sponsor Lucent Technologies)	Conferencing & Collaboration	Vertical Sessions	Vertical Sessions
10:00 - 5:00	Registration Open						
11:30	Keynote Presentation by 8X8 - Free for all attendees						
12:15 - 1:00	Reaping the Benefits of the IP PBX	The State of Unified Communications	Leveraging Free and Open Source Software for Commercial VoIP Development	The Convergence: VoIP and Content	Converged Conferencing: The Time Is Now	SMB (Transportation)	Financial
1:15 - 2:00	Cost Justifying the Upgrade	The Potential of VoIP: Changing the Way We Do Business	Extending OpenPBX Architecture for Scalable Enterprise Media Gateways	Risk Management for VoIP Service Providers	A Business Advantage: Moving to Unified Communications and Collaboration	SMB	Financial
2:15 - 3:00	Selecting the Right IP PBX Solution	Selecting Hosted VoIP Services	Taking Control of VoIP in the Data Center	New Carrier VoIP Topologies Drive Real-time Communications	Exploring Positional Voice	Education	Healthcare
3:15 - 4:00	Effective Deployment and Migration Strategies	Network Management for Large-Scale Converged Services Networks	Making Jabber Jingle… VoIP and XMPP	Breaking Down Communications Barriers: Making Converged VoIP, Mobile, and VoIM Services a Reality	Conferencing & Enterprise ROI	Education	Healthcare
4:15 - 5:00	Making the Case for the Hosted IP PBX	Migrating to VoIP	IP Communication: Leveraging Open Source	Incognito: How Service Providers Create Customer Loyalty and Win New Customers	Contextual Collaboration – The Next Definitive Step for Real-Time Conferencing and Communication	Education	Healthcare
5:00 - 6:00	Keynote Session Featuring Ditech Networks & Toshiba - Free for all attendees						
6:00	Welcome Networking Reception - Free for all attendees						

Day Two – Wednesday, October 11, 2006

Time	TMC University 201	Enterprise/Government	IP Communications Development	Service Provider (Track Sponsor Lucent Technologies)	Regulation
7:00 - 7:00	Registration Open				
7:30 - 8:30	Conference Breakfast (paid attendees only) - Sponsored by PBX Central				
8:30 - 10:15	Keynote Session Featuring Aculab, Reuters & Nortel - Free for all attendees				
9:30 - 10:15	Keynote Presentation - Free for all attendees				
10:15 - 11:00	Preparing Your Network for an IP PBX	Unified Messaging	Examining Host Media Processing (HMP)	The Future of VoIP: VoIP 2.0	MythBusters: Debunking VoIP Regulation Myths
11:15 - 12:00	Right Sizing Your IP PBX	Beyond Unified Messaging	Communications Platforms Trade Association's (CP-TA) Interoperability Efforts	Security in VoIP Networks	The FCC & Reality
12:00	Conference Luncheon (paid attendees only) - Sponsored by IXIA				
1:00 - 1:45	Integrating Your IP PBX with an ITSP	Assuring Survivability of Your VoIP Network	Developing VoIP Devices	Implementing ENUM and Voice Peering in a Global VoIP Network	Regulation for VoIP Providers: What's the Impact on Your Business Plan?
2:00 - 2:45	Staging, Implementing and Cutting Over Your IP PBX	Demystifying QoS	Beyond Wireless Video Conversational Services	Hosted VoIP for Service Providers: Best Practices	Technological Solutions Behind the Net Neutrality Debate
3:00 - 3:45	Dealing with E911 and Your IP PBX	QoS Techniques for IP Telephony and Voice over IP LAN, WAN, and MAN	Voice Coders: Once You've Seen One, You've Seen Them All, Right? Wrong!	Billing Primer	Are Next-Generation Communications Services a Haven for Terrorists and Criminals?
3:45 - 4:30	"Battle for the Enterprise" Panel Discussion - Free for all attendees				
4:30 - 5:30	Keynote Session Featuring Digium & Inter-Tel - Free for all attendees				
5:30 - 8:00	Networking Reception in Exhibit Hall				

Day Three – Thursday, October 12, 2006

	Asterisk Training	Enterprise/Government	SIP Workshop	Service Provider (Track Sponsor: Lucent Technologies)	WiFi Telephony
7:00 - 5:00	Registration Open				
7:30 - 8:30	Conference Breakfast (paid attendees only) - Sponsored by Arbinet				
8:30 - 9:15	The complete agenda for TMC's new Asterisk training program will be announced soon. Please check www.itexpo.com for complete information.	Challenges of Migration	The Value of SIP, an Introduction	Designing/Deploying Innovative Multimedia IP Services	Introduction to WiFi Telephony
9:15 - 10:15		Keynote Session Featuring AT&T & Lucent Technologies - Free for all attendees			
10:15 - 11:00		Keynote Presentation by Microsoft - Free for all attendees			
11:00 - 5:00		Visit the Exhibit Hall			
12:00		Conference Luncheon (paid attendees only)			
1:00 - 1:45		VoIP/SOA Integration: Impact on IT Apps, Processes, & Overall Business Transformation	SIP Exchange Infrastructure	Voice Communities	An Alternative Wireless Telephony Strategy for the SMB
2:00 - 2:45		Is WAN Acceleration Just a Band-Aid?	SIP and Network Design	The Coming Video Storm	VoWiFi & the Need for Enhanced WiFi Planning
3:00 - 3:45		Enterprise PBX Alternatives	Securing SIP-based Communications	After VoIP is Video	Using WiFi to Add Voice Services with QoS and Security to Fixed Broadband Wireless Networks
4:00 - 4:45		Extending the Value of Your VoIP Investment to Business Applications	Deploying SIMPLE in the Enterprise		Exploring the WiFi/Cellular Roaming Opportunity
4:45 - 5:30	"Service Provider Shootout" Panel Discussion - Free for all attendees				
5:30 - 6:00	Keynote Presentation by Motorola - Free for all attendees				
6:00	Networking Reception - Free for all attendees - Sponsored by RadiSys				

Day Four – Friday, October 13, 2006

	VoIP Security for Consumer/User	VoIP for SMB	SIP Workshop	Service Provider (Track Sponsor: Lucent Technologies)	Triple Play Solutions
7:30 - 3:00	Registration Open				
8:00 - 8:45	Conference Breakfast (paid attendees only)				
8:45 - 9:30	Introduction to VoIP Security	VoIP Migration Strategies for the SMB	The Future of SIP	Technological Challenges Facing VoIP Service Providers	Architecture & CPE: A Vision for the Triple/Quad Play Connected Home/Subscriber
9:30 - 11:00	Keynote Session Featuring AudioCodes, Citrix and Dash911 - Free for all attendees				
11:00 - 3:00	Visit the Exhibit Hall				
11:30	Conference Luncheon (paid attendees only)				
12:15 - 1:00	VoIP Security Best Practices	Pros/Cons of Various VoIP Solutions for the SMB Market	SIP @ Work	Cable Telephony & VoIP	Managing Triple/Quad Play Services
1:15 - 2:00	SIP Security	Learning to Embrace Hosted VoIP	Opportunities and Threats of SIP-Based VoIP...	Quantifying the Hype... FMC & Convergence	Preparing Home Networks for the Triple Play
2:15 - 3:00	Taking IP Security to the Next Level	VoIP from the Trenches	SIP Isn't Just for Voice Anymore	Choosing the Right Partners	Quality-of-Service (QoS) - Enabling Triple Play

Day Two – Wednesday, October 11, 2006

	IMS EXPO	IMS EXPO
7:00 - 7:00	Registration Open	
7:30 - 8:30	Conference Breakfast (paid attendees only)	
8:30 - 9:30	INTERNET TELEPHONY Keynotes by Aculab, Reuters & Nortel	
9:30 - 10:15	INTERNET TELEPHONY Keynote Presentation	
10:30 - 11:00	IMS Expo Keynote by Frank Plastina, Tekelec	
11:00 - 11:30	IMS Expo Keynote by Farshid Mohammadi, UT Starcom	
11:30 - 12:00	IMS Expo Keynote Presentation	
12:00	Conference Luncheon	
1:00 - 1:45	SIP's Role in IMS	The Basics of IMS
2:00 - 2:45	SIP/IMS: The Need to Standardize	Introduction to Fixed/Mobile Convergence
4:00 - 4:45	Security Issues in IMS	Challenges of OSS/BSS Integration
3:45 - 4:30	The Promise of IMS Will it Deliver?	IMS — The Catalyst for Fixed/Mobile Convergence
4:30 - 5:30	Keynote Session Featuring Digium & Inter-Tel - Free for all attendees	
5:30 - 8:00	Networking Reception in Exhibit Hall	

	FierceMarkets Presents iptv evolution	FierceMarkets Presents iptv evolution
7:00 - 7:00	Registration Open	
7:30 - 8:30	Conference Breakfast (paid attendees only)	
8:30 - 9:30	INTERNET TELEPHONY Keynotes by Aculab, Reuters & Nortel	
9:30 - 10:15	INTERNET TELEPHONY Keynote Presentation	
10:30 - 11:15	Marketing IPTV 101: Will Subscribers Choose Based on Features?	Ensuring QoS and Scalability
11:15 - 12:00	The Politics of Content Acquisition	IPTV Billing Options Explained
12:00	Conference Luncheon	
1:00 - 2:00	Shaping a Fiber Strategy: Managing Costs of the Network	The Future of the Set-Top Box
2:00 - 2:45	Increasingly on Demand: The New TV Business Model	DRM Solutions that Will Not Limit IPTV's Potential
3:15 - 4:00	IPTV Evolution Keynote Speaker TBA	
4:00 - 5:00	Round Table Discussion: The Future of IPTV in the Connected Home	
4:30 - 5:30	Keynote Session Featuring Digium & Inter-Tel - Free for all attendees	
5:30 - 8:00	Networking Reception in Exhibit Hall	

Special Co-Located Events & Workshops

THE INTERNET TELEPHONY CONFERENCE & EXPO

Day Three – Thursday, October 12, 2006

	IMS EXPO	Call Center 2.0	Call Center 2.0	Call Center 2.0 Telework Coalition Workshop
7:00 - 5:00	Registration Open			
7:30 - 8:30	Conference Breakfast (paid attendees only)			
8:30 - 9:00	IMS Expo Keynote Presentation by David Michaud, Netcentrex	Keynote Presentation by Eli Borodow, Oracle (Former CEO, Telephony@Work)		
9:15 - 10:15	INTERNET TELEPHONY Keynote Session Featuring AT&T and Lucent			
10:15 - 11:00	INTERNET TELEPHONY Keynote Presentation by Microsoft			
11:00 - 5:00	Visit the Exhibit Hall			
12:00	Conference Luncheon (paid attendees only)			
1:00 - 1:45	Making Money With IMS	How to Calculate Your Brand Ambassador's Bottom-Line Value	TDM-to-IP Migration Strategies	Ask the Chief's of Well Established Work@Home Programs
2:00 - 2:45	The A-B-Cs of IMS – Creating a Test Plan for IMS Readiness	Ethical Implications	Benefits of IP in the Contact Center	Why Home Based Agents: "There's No Place Like Home"
3:00 - 3:45	Real World Tales: IMS Case Studies	Designing the Next-Generation Distributed Call Center	SIP in the Contact Center	Outsourcing to Call Centers with Work@Home Agents
4:00 - 4:45	Billing in an IMS World	Managing Virtual Teams: Obstacles & Opportunities	Shift Your Contact Center from Reactive to Real Time	Enabling Technologies and Telecommunications
4:45 - 5:30	Service Provider Shootout			
5:30 - 6:00	INTERNET TELEPHONY Keynote Presentation by Motorola			
6:00	Networking Reception - Sponsored by RadiSys			

Day Four – Friday, October 13, 2006

	IMS EXPO
7:30 - 3:00	Registration Open
8:00 - 8:45	Conference Breakfast (paid attendees only)
8:45 - 9:15	IMS Expo Keynote Presentation TBA
9:30 - 11:00	INTERNET TELEPHONY Keynote Session
11:00 - 3:00	Visit the Exhibit Hall
11:30	Conference Luncheon (paid attendees only)
12:15 - 1:00	The role of UMA & IMS in Converged Networks
1:15 - 2:00	Facing the Challenges of Network Convergence & IMS
2:15 - 3:00	Increasing the Network IQ – Application of Artificial Intelligence

	Call Center 2.0	Call Center 2.0	Call Center 2.0 Telework Coalition Workshop
7:30 - 3:00	Registration Open		
8:00 - 8:45	Conference Breakfast (paid attendees only)		
8:45 - 9:15	Today's Advanced Workforce Optimization Solutions	Advanced Contact Center Solutions For Teleservices and Call Centers	Business Continuity with Work@Home Agents
9:30 - 10:15	Keynote address by Prem Uppaluru, Transera		
10:15 - 11:00	Keynote addresses by Dr. Jon Anton, Benchmark Portal & Dr. Donald Brown, Interactive Intelligence		
	Visit the Exhibit Hall		
	Conference Luncheon (paid attendees only)		
12:15 - 1:00	Trends in the Next-Generation Contact Center	Best Practices & Processes/ Metrics for Customer Centric Operations	How to Make Work@Home Agents Happen
1:15 - 2:00	Gaining the Competitive Edge Through Intelligent Communications	IP Contact Center Shootout	Staffing, Training, and Supervising for Work@Home agents
2:15 - 3:00	VoIP in the Contact Center – A Case Study		Security: Policies, Procedures, and Processes

Large Enterprise

The State of Unified Communications

Tuesday, October 10 • 12:15 – 1:00 pm

An increasingly dispersed, global workforce is forcing organizations to evaluate how they communicate and share content with critical contacts. More than ever, companies are looking for unified communications solutions that put people at the center of communications, unlock the potential of IP telephony and deliver a truly unified communications experience that spans networks, devices, and systems and seamlessly integrates with business applications and processes. This session will provide insight into the state of unified messaging in the large enterprise space.

The Potential of VoIP: Changing the Way We Do Business

Tuesday, October 10 • 1:15 - 2:00 pm

We are only beginning to see the potential of VoIP. The technology is maturing, and business-class VoIP offerings are nearing the reliability of traditional circuit switched networks.

Employing VoIP on a vast scale carries with it implications for network architecture, marketing, and the regulatory climate. Networks must be prepared to take on converged services, providing voice, data, and video all at excellent quality and reasonable pricing. Competitors must market VoIP solutions so that a business can understand the benefits of VoIP, as well as install and manage the network at a cost appropriate for businesses ranging from the very small to large corporations. This session will address these concerns from today's perspective as well as take a look ahead at the future of VoIP services.

Selecting Hosted VoIP Services

Tuesday, October 10 • 2:15 – 3:00 pm

As the service parity barrier to purchase is being broken down – QoS of VoIP is approaching the service levels of existing voice – more and more customers are evaluating hosted VoIP systems. Several factors are making hosted VoIP systems increasingly attractive to CXOs, among them: Positive total cost of ownership figures; a proliferation of hosted VoIP options; and the fact that this course would enable rapid, agile adaptation of new technologies. In this presentation, the speakers will discuss why a growing number of enterprises are choosing hosted VoIP services as a way to cut costs or upgrade antiquated customer-premises equipment (CPE).

Network Management for Large-Scale Converged Services Networks

Tuesday, October 10 • 3:15 - 4:00 pm

Effective network management of converged networks is essential to maintaining profitability and QoS, while decreasing day-to-day operational costs. Large enterprises and service providers struggle with how to manage effectively their networks without increasing network overhead or complexity. As higher demand for converged services, such as VoIP and IPTV, are placed on enterprises and service providers, the need to effectively manage the network to allow for these services to be delivered becomes more apparent. Service providers and large enterprises alike are finding that managing the increased complexities of converged networks, such as maintaining both throughput and QoS, can be a costly and complex proposition itself.

Within the next few years, converged network services will be as much of a business necessity as is e-mail or the Internet. The companies that can effectively manage that traffic and infrastructure, thereby cutting operational cost, increasing profitability and customer satisfaction, will lead their respective industries into the future.

Migrating to VoIP

Tuesday, October 10 • 4:15 – 5:00 pm

Amid all of the noise of SIP and other standards as well as the hype behind product announcements, there are many, many companies still trying to figure out the massive effort to move to VoIP. This session puts VoIP and all the noise into clear and understandable points that you can use to build your VoIP migration path: From understanding the available approaches (yes, there are ways to discern...) to migrating your applications, to articulating your disaster plans and security. Speakers will also discuss alternatives to diving headlong into VoIP effectively – sometimes a step-by-step approach is the best way to migrate to VoIP.

Enterprise/Government

Unified Messaging

Wednesday, October 11 • 10:15 – 11:00 am

The term Unified Messaging (UM) is appearing more and more, but what exactly does it mean? This session will examine the implications of integrating voicemail and e-mail. We will explore the "flavors" of UM that exist, in terms of whether messages are stored on the e-mail server, the voicemail server, or both, and what are the advantages of each strategy. This discussion will discuss the implications for the users, the IT department and the latest developments in the legal ramifications of these strategies.

Beyond Unified Messaging

Wednesday, October 11 • 11:15 am - 12:00 pm

Unified Messaging is just the beginning of the capabilities that are possible by integrating the technologies of voice mail and email. The next major technology that will be integrated into Unified Messaging solutions will be live presence information, currently just associated with IM applications.

Letting others know of your availability, giving them options to contact you, and knowing how and when to interrupt your activities is key to delivering improved levels of service. The challenge is being able to distinguish the high priority communication requests from the rest and dealing with them in a timely manner, regardless of where you are. Our discussion will focus on how employees and organizations are faced with ever increasing volumes of communication in various forms (telephone calls, voicemails, e-mails, IM) and their challenges on managing them.

Assuring Survivability of Your VoIP Network

Wednesday, October 11 • 1:00 – 1:45 pm

IP PBXs are all the rage, the trials are complete and enterprises are rolling the technology out across multiple locations. And why not? Whether deploying your own, or purchasing a hosted solution from a service provider, IP PBXs offer cost savings, operational efficiency and new converged applications. There is a problem though - integrating your legacy equipment into your new VoIP system and assuring the survivability of your telephone system if your IP network fails. This session will discuss the challenges of a multi-site IP telephony deployment and assuring that you always have phone service regardless of the state of your IP network.

Demystifying QoS

Wednesday, October 11 • 2:00 - 2:45 pm

That reliable QoS is essential for successful VoIP services is well understood. Unfortunately, there is widespread confusion about how this can be achieved, or even what it means exactly. Is it a matter of installing an array of VoIP test probes or of buying the right MPLS SLA? Are current standards adequate and, if not, where is something better needed? This presentation will cut through the fog to show how current solutions fit together and where the gaps are. There's no single, simple answer, but call admission control, provisioning, bandwidth allocation, route control, advanced queuing mechanisms, and MOS monitoring all have their place. Understanding this allows the enterprise or service provider to choose best-of-breed solutions in each area and avoid being bamboozled by vendor claims of omnipotence!

QoS Techniques for IP Telephony and Voice over IP – LAN, WAN and MAN Techniques

Wednesday, October 11 • 3:00 - 3:45 pm

The adoption of converged networks for voice, video, and data has made quality of service (QoS) planning and implementation an important management task for network architects and administrators. QoS management is especially critical for successful voice over IP implementations if the expectation is that IP convergence provides the same reliability and service quality of tradition circuit-switched voice services.

Fortunately, both the standards-making bodies and network equipment providers have continued to develop and refine approaches for delivering QoS across local, wide. and metropolitan area networks. This panel session will explore instrumentation of QoS at three different spots in the network – LAN, WAN and MAN ('the cloud') – with speakers from service quality management, traffic management, and the service provider community.

Challenges of Migration

Thursday, October 12 • 8:30 - 9:15 am

VoIP is being utilized not only as a means to save money and take advantage of increased voice and data convergence, but also as a way to improve customer service and provide additional revenue-generating solutions. Understanding and recognizing the range of capabilities that a VoIP network offers is vital to fully maximizing your company's investment. Furthermore, once a VoIP network is in place, companies are faced with the difficult task of quickly and efficiently migrating applications from a PSTN to a VoIP infrastructure.

This session will outline the challenges and benefits of migrating to VoIP and provide expertise on how to take full advantage of the flexibility and capabilities this infrastructure offers. The presenters will look at the advantages and disadvantages of hosted IP PBX services compared to deploying on-premises solutions as well as overcoming the routing and monitoring challenges presented by international deployments and the underlying network infrastructure issues that can impact network-based VoIP performance.

VoIP/SOA Integration: Impact on IT Apps, Processes & Overall Business Transformation

Thursday, October 12 • 1:00 -1:45 pm

Enterprises are turning more and more toward Service Oriented Architectures (SOA) and, along with the traditional services (databases, legacy applications, Web platforms) that are integrated into the SOA, interactive communications in the form of VoIP are being integrated as well. In this presentation, we will discuss the transformative aspects of VoIP communications and enterprise IT-SOA integration - from the perspectives of how IP communications, enabled with open interfaces (SIP, Web Services et al), can have a measurable impact a variety of business processes, ensure ease of operations, provisioning & management, and lower the total cost of ownership – achieved through "reuse" of communications capabilities – now available as "IT services" throughout the enterprise.

Is WAN Acceleration Just a Band-Aid?

Thursday, October 12 • 2:00 - 2:45 pm

Does WAN acceleration do enough to solve the convergence problem or is it just a stop-gap solution that provides benefits to only a subset of enterprise applications? As more business applications converge onto the network and as these applications become more performance sensitive, it is becoming necessary to proactively deliver application performance control. The bottom line is that application acceleration alone will not solve the pain enterprises experience when migrating to a converged network. It is one of many techniques required to mitigate performance issues and resolve the gap between the promise and reality of convergence. Participants will learn:

- How to solve the network pain created with convergence by using multiple application performance techniques;
- A step by step plan to improving application performance on your WAN;
- How to add a layer of intelligence to the network that will accurately align the need for resources across many applications simultaneously.

Enterprise PBX Alternatives

Thursday, October 12 • 3:00 - 3:45 pm

Organizations began installing private branch exchange equipment to avoid paying their telephone service provider for a call to a colleague down the hall. Today's flat rate IP telephony means the cost avoidance justification is no longer relevant, and the next generation of IP PBXs will be much different than the equipment we are familiar with today. For one thing, much of it will sit in a service provider's colo. Unless an organization understands the productivity payback from integrating telephony with its line of business applications, it will get its PBX functionality for free from its telephone service provider.

When organizations have a business reason for maintaining their own equipment, it'll most likely be because they get major productivity benefits from integrating voice into their business processes. PBX functionality will be running as software on just another rack of standard servers in the computer room with the manageability, programmatic interfaces, and support that enterprises demand.

Barring FCC action that changes the playing field, it's not a very long journey from where we are today to that vision of the future.

Extending the Value of Your VoIP Investment to Business Applications

Thursday, October 12 • 4:00 - 4:45 pm

Until recently, the drive to VoIP has been led by the promise of greater efficiencies and reduced costs. While many companies have, in fact, realized those benefits, the reality is that VoIP provides a strategic platform for many new business applications. Managing the access point to those new business applications (provisioning, de-provisioning, authorization and audit-ability, security, etc.) becomes an even greater IT / Telephony issue.

VoIP for SMB

VoIP Migration Strategies for the SMB

Friday, October 13 • 8:45 - 9:30 am

In today's SMB business world, communication is everything – particularly if it involves your customers. Thankfully. SMBs now have the ability to employ convergence in their communications networks – both voice and data and wireless and wireline convergence. Thus, all calls coming into the business can be transferred seamlessly to a private network mobile phone, anywhere, anytime. However, for smaller businesses, there is a different set of considerations to make before they make the transition to IP.

This session will talk specifically about the latest technologies for smaller business communications systems, particularly in the areas of IP telephony and convergence strategies. It will discuss the various considerations smaller businesses should make when migrating to IP in terms of price considerations, equipment, and expectation.

Pros/Cons of Various VoIP Solutions for the SMB Market

Friday, October 13 • 12:15 - 1:00 pm

This vendor-neutral panel discussion will cover the pros and cons of premises-based (IP PBX), hosted, IP trunking, and media gateway VoIP solutions for the small and medium business. Some of the topic areas to be addressed include:

- Defining a hosted/premises-based/media gateway solution.
- Network requirements and benefits of the solution.
- The difficulties and challenges of deploying the solution.
- Typical scenarios that are best suited for the solution.
- Standard installation scenarios.
- Common pre- and post-implementation issues.
- The typical business case, and more.

Learning To Embrace Hosted VoIP

Friday, October 13 • 1:15 - 2:00 pm

The last thing SMB owners want to think about is their problematic premises-based PBX phone system. Often, these traditional phone systems keep businesses from focusing on their primary commercial activities.

This session will help attendees understand how hosted VoIP solution providers can help businesses – especially SMBs – alleviate the frustrations of dealing with premise-based phone systems. Attendees will learn how hosted VoIP outsources the maintenance, upgrades, and ongoing technical support associated with the phone system, allowing companies with limited internal resources to focus on what they do best. In addition, advanced functionality and benefits include business continuity, voice/data integration and telecommuting. The presenters will demonstrate how SMBs can save money, improve worker productivity, and increase mobility as a result of their choosing a hosted VoIP phone system.

VoIP from the Trenches

Friday, October 13 • 2:15 - 3:00 pm

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

- Specific customer case studies (one from each dealer) that shows different ways companies are using IP telephony and their benefits;
- How to buy IP telephony – things to consider, including migrating, converged solutions, forklifting;
- Tips on how to make a smooth transition to IP telephony – network assessments, overcoming technology hurdles, etc.;
- Taking VoIP mobile (wireless phones, softphones, etc.);
- Return on Investment and Return on Technology.

Service Provider

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The Convergence: VoIP and Content

Tuesday, October 10 • 12:15 - 1:00 pm

The power and promise of VoIP can be summed up in one word: Content. With VoIP, we are only limited by our imagination: games, news clips, music videos, and even home movies. Now, audio, video, and data content can ride on the same network infrastructure. The key is to provide relevant, personalized content for subscribers and, in a world of the "quadruple-play," cross-promoting services through a single telephony connection is natural and carries more revenue opportunities. This convergence is happening now. The industry is experiencing an explosion of content and devices that appeal to nearly every interest, segment, and demographic imaginable. And those that haven't been marketed, well, just wait a minute, and they will be. Come to this session and behold the future of convergence.

Risk Management for VoIP Service Providers

Tuesday, October 10 • 1:15 - 2:00 pm

As an increasing number of carriers and service providers throughout North America begin to introduce "unlimited" VoIP services, many companies are starting to realize that these offerings could actually hurt revenue, encourage fraudulent activity, and diminish customer service. This session examines a number of scenarios where delivering "unlimited" VoIP services could become problematic for a provider, such as the accumulation of international termination charges, inappropriate usage – such as usage for small business – and an inability to accurately report revenue and operating costs to meet financial reporting requirements. This session will also feature a list of questions service providers should be asking in order to evaluate their own risk in providing "unlimited" VoIP services, along with suggestions on proactively mitigating any risk their companies may face.

New Carrier VoIP Topologies Drive Real-time Communications

Tuesday, October 10 • 2:15 - 3:00 pm

IP architectures have proven adept at meeting the rising demands of the data market. With roll out of real-time packet-based multimedia services, the open, standards-based IP network architectures of the data world are converging – and colliding – with the closed, high availability infrastructure of telecommunications. In response, new network architectures and infrastructure are emerging to blend these two worlds together to more efficiently, readily, and affordably enable the long anticipated new era of telecommunications services.

This session will review next-gen technologies that enable rapid, economical evolution beyond monolithic architectural and service models, shaping carrier networks into service "marketplaces," blending Web innovation into previously staid networks. Participants will learn how service providers are leveraging these technologies to integrate multiple services from multiple vendors, to drive the transparent delivery of innovative real-time applications and network services, regardless of the underlying access network technology.

Breaking Down Communications Barriers: Making Converged VoIP, Mobile, and VoIM Services a Reality

Tuesday, October 10 • 3:15 - 4:00 pm

VoIP is rapidly gaining ground and it is expected that IP-based communications will continue to grow in popularity. As VoIP converges with mobile telephony and PC-based voice applications, such as Skype, a whole new world of communications opportunities open up for both business and consumers.

This presentation will explore the future of converged telephony. It will provide insight into the following:

- As business users and consumers utilize multiple service provider networks how they will be looking for ways to break down communication silos.
- How evolving communications services will provide users with access to voice recognition features to provide unprecedented freedom and flexibility.
- The blurring of lines between networks, so users and organizations are no longer restricted to specific services or applications and have the power of a universal platform.
- A discussion of the business benefits of converged VoIP, mobile and VoIM services.

Incognito: How Service Providers Create Customer Loyalty and Win New Customers

Tuesday, October 10 • 4:15 - 5:00 pm

Today's carriers and service providers are searching for ways to gain a competitive advantage and retain their customers, but without the inevitable cost and cycle times inherent with traditional equipment deployment strategies that disrupt customer habit. It is essential that they tap consumer validated, on-demand feature sets to add value to their service quickly, securely, and cost-effectively in order to continue to realize market relevance.

As VoIP, IM, and telephone service providers search for convergence applications that can capture and retain consumers, the key to widespread adoption is a deep understanding of mainstream market needs and the importance of PSTN interoperability. It is critical to add value to what consumers use today by rapidly developing on-demand applications that are built on top of existing networks, bridging widely used online and PSTN communication tools without disturbing customer behavior. The presenter will discuss the next era of mainstream VoIP adoption and what service providers can expect as the application layer continues to separate from the underlying transport.

The Future of VoIP: VoIP 2.0

Wednesday, October 11 • 10:15 - 11:00 am

Voice 2.0 – true VoIP – is the marriage of IP Telephony to the Web. We're witnessing the beginnings of a titanic clash between the Internet and the telecommunications industry. As Peter Drucker once said, "Quality in a product or service is what the customer gets out and is willing to pay for. Customers pay only for what is of use to them and gives them value."

In regards to the VoIP revolution, this quote is particularly prescient. VoIP is not about cheap voice, it is about a whole new world of applications that will make our professionally lives more lucrative and private lives easier. It is about our industry's ability to deliver these services and applications via open standards that enable unfettered application development and enables customers to swiftly and cost-effectively make the transition from price per minute voice service, to fee-based enhanced voice, video, and entertainment services enabled by VoIP. Come to this session to steal a glance at the "VoIP of tomorrow" and what today's trends portend for the future.

Security in VoIP Networks

Wednesday, October 11 • 11:15 am - 12:00 pm

This presentation will describe the various areas of security vulnerable in typical VoIP networks, the types of threats that are currently understood and their potential impact on both carriers and consumers, and methods/strategies that can be used to establish an "acceptable level" of security risk. Risks and exposures in a VoIP environment can mirror those in a traditional data network. These include the potential for Denial of Service attacks, unauthorized access to critical databases and functions, and the implantation of "sniffers"

for capturing account and user information. In addition, the opportunity for voice fraud – where a false voice message is digitized or improper words are inserted into VoIP calls – is a clear possibility. Carriers and consumers alike must be aware of the detailed efforts required to create a security-enhanced, carrier-class VoIP environment.

Implementing ENUM and Voice Peering in a Global VoIP Network

Wednesday, October 11 • 1:00 - 1:45 pm

This presentation will focus the issues associated with implementing a global architecture for interconnecting to voice peering networks, fabrics, and communities. As voice peering becomes commonplace and peering networks begin to interconnect around the globe, there will be a variety of network implementation methods used to connect to these private and public networks, including various techniques for routing, security, bandwidth, and quality of service (QoS) assurance that optimize the overall voice quality within these networks.

Additionally, support and design techniques for ENUM registries and databases will be addressed in the presentation, as issues such as ENUM data caching, local vs global ENUM queries, integration with VoIP and SS7/C7 routing issues, integration with private and public ENUM database will be discussed. Finally, the presentation will reveal various case study implementations along with advantages/disadvantages of each deployment and "lessons learned" during the interconnect process.

Hosted VoIP for Service Providers: Best Practices

Wednesday, October 11 • 2:00 - 2:45 pm

The market for hosted IP voice services is forecast to grow at nearly a 150% CAGR through 2007. Much of this is driven by SMBs looking to update and upgrade their networks and telephony systems to take advantage of converged voice, video, and data. But SMBs are finding they don't have the expertise or the internal resources to manage this increasingly complex environment. They are moving these tasks to Managed Service Providers and Enterprise VoIP Service Providers, who are tasked with proactively managing and supporting their clients' IT, IP, and VoIP telephony infrastructure to avoid failures and minimize downtime. Come to this session to get a look at the best practices of hosting VoIP services for your end customers.

Billing Primer

Wednesday, October 11 • 3:00 - 3:45 pm

When it comes to VoIP networks, there is a spectrum of service providers that have variety of billing needs. At one end, there are those providers that are trying in earnest to reproduce the existing legacy service/business models (which is unavoidable) and integrate with their existing infrastructure. At the other end are those providers that are willing to build from scratch the way they do business and how data needs to be gathered/correlated/presented.

This presentation will provide a primer on billing for the next generation network. Specifically it will discuss:

- How to document call flows
- How to think about billing implications
- How to decide which devices should create usage data and how it should be collected
- How usage data should be combined/ translated/etc.

Included in this session will be 3 or 4 examples of service providers and their varying needs.

Designing/Deploying Innovative Multimedia IP Services

Thursday, October 12 • 8:30 - 9:15 am
IMS has quickly become the architecture of choice for wireless and wireline convergence. Many service providers are also beginning to tap into its ability to offer advanced, revenue generating multimedia features over next generation networks like 2.5G and 3G. However, making advanced services accessible by broadband wireless users constitutes only half the equation for service provider success. The other half is VoIP and IP multimedia application platforms designed to attract developers and to host the true killer application: continuous, customer-responsive application innovation. Come to this session to learn what all the hype is about.

Voice Communities

Thursday, October 12 • 1:00 - 1:45 pm
The ability to communicate via the Internet has undoubtedly changed the way humans interact. With the rise of online communication for social reasons, such as online dating and massive multiplayer online games, this method of interaction is no longer just a way to contact other people, but a manner in which to form relationships and build connections. However, today's online communities lack the richness of human interactions we experience in the physical world.

As more people turn to online communities, service providers need to find ways to improve communications amongst their members to provide a more fulfilling online experience. Context-specific communications has the ability to bring about the next generation in communication. Offering companies with online communities the ability to seamlessly link different modes of communication – video, voice, text – into the current context of daily online activities, context-specific solutions will change the way people communicate. Attend this session to learn how.

The Coming Video Storm

Thursday, October 12 • 2:00 - 2:45 pm
The rush to video applications for the mobile phone has been well documented over the past several months – and with good reason. As the rest of the technology channels advance to support video delivery, video becomes one of the most obvious extensions of the common communications applications already popular on mobile devices.

But operators beware: the swirl of activity in mobile video and the rush to grab subscribers' attention has the potential to bring the entire market down under its own weight.

Without an orderly way to present the vast options, the resulting hurricane of video applications will not be attractive to average users, regardless of the novelty and usefulness of the applications themselves. This session will present and suggest answers to the questions operators must ask themselves before pushing the full power of video application out to the subscriber base.

After VoIP is Video - Special Double Session

Thursday, October 12 • 3:00 - 4:45 pm
The IP-based communications world is changing. No longer are we content with e-mail and Instant Messaging as the means to communicate, as voice and now video are rapidly emerging as the new ways people are using IP to stay in touch in real time and even in a store and forward messaging manner.

Choosing the right platform and having the proper technology, capabilities, and features to do the right things and, with Video and Voice now being available to almost everyone with a desktop, laptop, and even a mobile phone, it's only a matter of time before we start seeing video as the next major application in the world of communications and collaboration. This panel will discuss how IP-based video will enhance personal and business communications with a group of experts from leading messaging and video communications services companies.

Technological Challenges Facing VoIP Service Providers

Friday, October 13 • 8:45 - 9:30 am
Under the current regulatory environment, the traditional VoIP network architecture is optimized in a marketplace model. In order to deploy a VoIP network, service providers need to consider a variety of issues: network interconnections and the associated settlement schemes, ENUM, SIP/multimedia gateways, QoS, e911, and overall system reliability, to name a few. Competing solutions and standards provide choice, but this choice increases complexity for the service provider. By concentrating upon deploying services into environments which offer network capabilities, VoIP service providers can minimize this complexity and accelerate their time to market.

Come explore the technological challenges facing VoIP service providers. First, we will step through how the current regulatory environment forces this complexity unto the market structure. Second, we will discuss the considerations that underlie the technical architecture. Lastly, we will present the concept of the VoIP marketplace as a solution to the issue of complexity for the VoIP service provider.

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Cable Telephony & VoIP

Friday, October 13 • 12:15 - 1:00 pm

Many cable operators are beginning to see that they can compete with their larger counterparts in the VoIP arena by offering their customers a cable telephony solution. This session will address the pros and cons of a build versus buy scenario, as well as the decision to choose between SIP and PacketCable for deployment. The discussion will further discuss the different technology solutions that are currently being deployed by cable MSOs and the choices confronting these service providers as they choose to deploy VoIP.

Quantifying the Hype...FMC & Convergence

Friday, October 13 • 1:15 - 2:00 pm

This panel will feature a summary of findings from consumer and enterprise focus groups measuring interest and willingness to pay for applications beyond voice convergence. Panelists will reference case studies with the real and measurable impact on revenue, costs, CAPEX, and OPEX based on deployments from cable, telco, and wireless providers.

The moderator will present an economic model for convergence applications developed in cooperation with over twenty global operators. We will discuss the role of IPTV, VoIP, and broadband as catalysts for new applications. This financially oriented discussion will specifically reference both fixed and mobile operators, the ROI of new applications, the impact on current and future cash flow, and which type of network operators have the most to gain by deploying FMC applications.

Choosing the Right Partners

Friday, October 13 • 2:15 - 3:00 pm

With the mainstream arrival of IP Telephony comes a whole new level of advanced features consumers and businesses are eager to receive, including mobility and integrated messaging options, ease of use, greater control, convergence, and system access via the Web.

For VARs and other resellers, VoIP is leveling the playing field, enabling faster time to market and more efficient delivery of services. The market is exploding and the opportunities are tremendous, not to mention the fact that feature-rich VoIP services are helping resellers protect their customer base and enhance their competitive edge.

If you are ready to add VoIP to your portfolio of offerings, it's important to select the right VoIP partner. This presentation will address what you should look for in a partner and pitfalls to avoid, including technology considerations that are critical to your successful VoIP business.

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Regulation

MythBusters: Debunking VoIP Regulation Myths

Wednesday, October 11 • 10:15 - 11:00 am

VoIP is opening up new markets and overturning 'business as usual' for ILECs and CLECs. It is also proving disruption to the 9-1-1 community and is resulting in new 9-1-1 standards, rulings, timelines for compliance, consumer education issues, and funding issues.

As with any new change, rumors, urban legends, and myths spring up quickly. The session will seek to clarify some of the myths and misconceptions that have been encountered from the public safety and VoIP provider community over the last few years. Topics to include: VoIP technology longevity, FCC orders, current and future 9-1-1 solutions, and funding for 9-1-1.

The FCC & Reality

Wednesday, October 11 • 11:15 am - 12:00 pm

This will be a discussion to update attendees on the progress relative to helping VSPs deploy FCC compliant solutions. With varying state legislative activities that surround VoIP deployment, how can a carrier maintain integrity while complying to the various standards? In addition, attendees will be updated on any pending rulings relative to emerging topics such as applicability of the FCC mandate on IP PBX operating environments, and transitioning to an operating environment where the device dynamically identifies its location at the time of a 9-1-1 call rather than relying upon subscriber pre-provisioning.

Regulation for VoIP Providers: What's the Impact on Your Business Plan?

Wednesday, October 11 • 1:00 - 1:45 pm

In the last two years, VoIP providers have been subjected to new regulatory obligations, and there's no end in sight. Compliance with E-911, CALEA, universal service contribution obligations, new rules governing use of customer information all will impact how you acquire and service your customers in a competitive marketplace. This session will explore cost-effective ways to ensure compliance with new regulatory obligations, while protecting the bottom line.

Technological Solutions Behind the Net Neutrality Debate

Wednesday, October 11 • 2:00 - 2:45 pm

The network neutrality battle pits the content providers - who have what subscribers want - against the access providers who own the last mile to the subscriber. Regardless of where you stand on the issue, Net Neutrality will force service providers to build smarter networks to monetize their services at the session layer or verify they are indeed getting the level of service they are entitled to. This session takes a technological look at the issues surrounding the Net Neutrality debate and discusses how network operators can deploy new session management technologies that provide a common and intelligent way to exchange, monitor, secure, and bill for sessions (voice, data, and video) that flow through them.

Are Next Generation Communications Services a Haven for Terrorists and Criminals?

Wednesday, October 11 • 3:00 - 3:45 pm

The very benefits that converged communications services bring to the general public can be used by criminals. In fact, the "any device, anywhere" nature of next generation services could be particularly attractive to global crime organizations. Converged services technologies such as VoIP present particular challenges with respect to monitoring criminals' or terrorists' communications. Furthermore, IP communications utilizes intelligent subscriber devices that can provide end-to-end encryption of both session-establishment signaling and session traffic. Service providers need to perform surveillance even when end-to-end encryption is in use by subscribers. Compliance with lawful intercept is not optional and, outside of regulatory risk, do providers really want to read headlines about terrorists using their networks?

This session examines the specific communications surveillance issues of the Next Generation communications networks. By implementing lawful intercept capabilities in next generation communications networks, service providers can ensure the privacy and security of their subscribers while still providing required government and Law Enforcement Agencies with the tools to combat crime and terrorism.

WiFi Telephony

Introduction to Wifi Telephony

Thursday, October 12 • 8:30 - 9:15 am

Mobility in the enterprise is quickly becoming a major consideration on a customer's wish list. As more companies investigate the costs and 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.

An Alternative Wireless Telephony Solution for Small/Medium Businesses

Thursday, October 12 • 1:00 - 1:45 pm

Until recently, the focus of wireless VoIP vendors has been limited to only two markets, the consumer and the larger enterprise, leaving SMBs with little choice. Today, there are plenty of options out there to choose from and business-class wireless telephone systems are no longer cost-prohibitive for SMBs. SMBs can now benefit from cost-effective wireless voice technologies such as DECT (Digital Enhanced Cordless Telecommunications). This standards-based technology, popular in Europe, was recently made more accessible in the U.S. following the FCC's decision to release the unlicensed 1.9 MHz PCS band. DECT offers an excellent lower-cost alternative for SMBs looking to integrate a dedicated voice solution into their existing IP PBX phone system. This session will provide attendees with an overview of DECT and other wireless and networking technologies available to SMBs looking to implement an enterprise-class wireless telephony system.

VoWiFi and the Need for Enhanced WiFi Planning

Thursday, October 12 • 2:00 - 2:45 pm

Although still a futuristic concept for many people, some companies have already begun to deploy wireless networks that support voice. Industry pundits predict that that growth will continue as hardware vendors flock to support the concept. The promise of the technology is huge: Business can decreased communications cost and create a mobile system that outpaces traditional cellular service in terms of reliability indoors and voice quality.

Not too long ago, IT personnel had little experience in getting their wired networks ready to support IP communications – and were often surprised by the added burden that voice traffic imposed. Adding Voice over WiFi capabilities to a wireless network will shift usage patterns of the wireless network in the same way. This presentation will examine in detail how to turn a basic WLAN plan into one that is entirely ready to make the most of Voice over WiFi as it comes down the pike. What are the elements to successful deployment? What are the most common mistakes that companies make? Come to this session and find out.

Using WiFi to Add Voice Services with QoS and Security to Fixed Broadband Wireless Networks

Thursday, October 12 • 3:00 - 3:45 pm

Voice over WiFi is widely acknowledged as one of the important, emerging applications for wireless LAN networks and a key enabler for the convergence of Cellular and VoIP. Organizations and Operators should be able to offer a seamless mobile wireless voice service over various fixed broadband infrastructure (wireless and wired) while maintaining the security and Quality of Service (QoS) required by each application or service. This session introduces the notion of a Mobility Controller residing outside of the fast data path and Virtual Access Point Technology to provide the ability to enforce the different security & QoS policies required by multiple services such as voice and data. While the selection of the backhaul network or corporate Intranet may vary based on the available infrastructure and various technological choices, the use of multi-mode (WiFi and cellular) devices at the edges of such networks bears the promise of a unified service delivery infrastructure today and for the future.

Exploring the WiFi/Cellular Roaming Opportunity

Thursday, October 12 • 4:00 - 4:45 pm

Voice over WiFi is being touted by equipment vendors and service providers as the next "killer app" for WiFi technology and networks. But will enterprise users carry a cellular phone and a WiFi enabled phone just for use within their office wireless LANs (WLAN)? Probably not. For this reason, Voice over WiFi must include WiFi-to-cellular roaming to succeed.

The key to successful WiFi to cellular roaming is the smooth handoff as users roam between cellular and WiFi networks. Voice is a demanding application – it requires QoS and limits on delay, jitter and packet loss. This presentation will examine the specific performance requirements for supporting WiFi to cellular roaming, including the requirements for Voice over WiFi. It will also review new protocols and standards initiatives for Voice over WiFi.

VoIP Security For Consumer/User

Introduction to VoIP Security

Friday, October 13 • 8:45 - 9:30 am

While performance and availability of a VoIP system are, of course, extremely important, security oftentimes tops the list of concerns when deploying VoIP. In order to achieve the highest quality of service, focus must be placed on the underlying VoIP security framework. With most attacks occurring at the application level, it is imperative that companies understand the risks and, consequently, design an effective security approach. By weaving security in from the onset, VoIP can be a powerful enterprise communications solution that significantly enhances worker productivity and enables cost savings.

In this presentation, the speakers will address a number of security-related VoIP topics, including:
- How VoIP can benefit enterprises;
- Why security must be a critical focus of VoIP migrations from the onset;
- Best practices in developing VoIP migration and adoption plans that maximize security;
- The most dangerous VoIP vulnerabilities and the impact of network configurations on security.

VoIP Security Best Practices

Friday, October 13 • 12:15 - 1:00 pm

Behind our daily barrage of hacker attacks, announcements of new viruses and worms, and frequent risk of downtime is an opportunity. This session is an opportunity to step away from the noise and learn how to build a proactive VoIP security model. It will explain the root cause of downtime and non compliance and how to preemptively, proactively protect VoIP networks against hackers, viruses, worms, spyware and malicious insiders. Attendees will learn how IP communications applications demand a security solution that not only "borrows" from the best security functionality of the data world but adds specific VoIP protection techniques that take into account the real-time, peer-to-peer, and feature-rich nature of these session-based protocols.

SIP Security

Friday, October 13 • 1:15 - 2:00 pm

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. Security is also a primary concern. There are a number of solutions available, but not every solution is right for every network. This session will address the following:
- The basics of SIP, its history, evolution, and predictions for the future;
- Solutions for traversing the firewall;
- VoIP security issues and solutions; and
- Which firewall traversal solutions are right for your network.

Taking IP Security to the Next Level

Friday, October 13 • 2:15 - 3:00 pm

Over the past year, the need for IP security has been clearly established. While data security can rely on a human-based response to security attacks, IP-based networks require an automated real-time response, as even a second of downtime seriously impacts service integrity and availability. This presentation will discuss the following:
- The role of prevention, protection, and mitigation in protecting VoIP networks;
- A discussion of threat mitigation, its requirements, and overall benefits;
- Outline of models and methodologies used; and
- An examination of work required to make threat mitigation for VoIP networks a reality

Open Source

Leveraging Free and Open Source Software for Commercial VoIP Development

Tuesday, October 10 • 12:15 - 1:00 pm

Applications are seldom built from the ground up. Instead they are assembled from piece parts. Historically, these piece parts have been COTS – Commercial Off-The-Shelf software. Today, more and more of the piece parts are available as either open source or free software. The presenter will describe the experience of using open source and free software components; identify benefits and the liabilities; discuss IPR management; and more.

Extending OpenPBX Architecture for Scalable Enterprise Media Gateways

Tuesday, October 10 • 1:15 - 2:00 pm

It's a whole new world in the Open Source telephony space. There are real trends that SMBs and enterprises are now beginning to follow such as the rising adoption of PC-based/open source PBX solutions. In addition, there exists a new breed of Open PBXs/Switches such as Asterisk, FreeSwitch, and Yate that are pushing the boundaries of

Open Source telephony. This presentation will discuss the main trends behind the migration from TDM to IP in the enterprise and how this impacts voice solutions; review the nature of open source PBX platforms – various hardware and software pieces; summarize the trends in open source evolution – the transition that's occurring from hardware-based to software-based, and what's behind it.

Taking Control of VoIP in the Data Center

Tuesday, October 10 • 2:15 - 3:00 pm

As enterprise IT managers move to take more control of their communications programs and move voice solutions into their IT networks, it becomes important for application development to deliver real value in a flexible and open manner. Just as open source development has been a catalyst for projects like Apache, which has become synonymous with Web services, it is now proving to be the driving force for the development of IP telephony applications resulting in PC-like economics for VoIP in the form of an IP PBX, user agent, call center platform and messaging and presence-based applications.

IT managers and network designers can expect to have more control and more flexibility with open, standards-based voice applications than ever before in the datacenter. This presentation will discuss how combining open source and SIP creates true customer choice, via interoperability, a pre-requisite to moving IP telephony forward, and is a clear catalyst in cost-effective migration from circuit-based to packet-based communications.

Making Jabber Jingle...VoIP and XMPP

Tuesday, October 10 • 3:15 - 4:00 pm

Jingle, a set of extensions to the IETF's Extensible Messaging and Presence Protocol (XMPP a.k.a Jabber) for use in VoIP, video, and other peer-to-peer multimedia sessions, represents an open version of the protocols used in Google Talk. In this session, the presenter will describe how Jingle is being used by Jabber, Inc., Google, and others to extend presence (online/offline, available/busy, device/ location, etc.) into voice communications that leverage existing investments, including those in SIP.

IP Communication: Leveraging Open Source

Tuesday, October 10 • 4:15 - 5:00 pm

Open source can play a key part in migrating the traditional phone network to IP, while saving communications providers capital – enabling them to pass the cost savings onto their customers. Open source also provides a level of flexibility in creating IP-based solutions that proprietary systems can not. In this session, the presenter will discuss:

- How companies (from the enterprise to the SMB) can take advantage of open source based solutions to save money and increase efficiencies in their business.
- How developers and technology companies can use Asterisk in their VoIP solutions.
- The role Asterisk can play in migrating to VoIP by running hybrid solutions incorporating IP and traditional telephony.
- How carriers and service providers are leveraging open source to roll-out their VoIP solutions.

IP Communications Development

Examining Host Media Processing (HMP)

Wednesday, October 11 • 10:15 - 11:00 am

Traditionally, voice applications have been built on DSP-powered boards residing in PCs. Those same boards also provided the required TDM connectivity, resulting in TDM-centric solutions. Major advancements in processing power are now changing how application developers design their products. This is primarily due to host-based processing, which enables the development of software-centric applications and products, dramatically speeding time to market and reducing delivery costs. How does an application developer take advantage of host-based processing in the reality of today's mixed TDM and IP environment? This session will examine different approaches for designing voice applications that leverage host-based processing.

Communications Platforms Trade Association's (CP-TA) Interoperability Efforts

Wednesday, October 11 • 11:15 am - 12:00 pm

The adoption of open industry standards-based Communications Platforms is now achieving broad market acceptance by major TEMs and Service Providers. While open standards from PICMG are firmly in place in the industry, a barrier to broad adoption is the lack of uniform interoperability standards of building block implementations by vendors. To achieve true interoperability, the Communications Platforms building block providers must coalesce around a set of procedural standards on how to interoperate. This effort will benefit TEMs by providing predictability of integrated solutions, faster time-to-market, lower integration costs, alternative sourcing and product choice, and COTS market dynamics. This session will focus on driving a common understanding of the interop landscape, including the Communications Platforms Trade Association (CP-TA) and the path to achieve a true COTS environment.

Developing VoIP Devices

Wednesday, October 11 • 1:00 - 1:45 pm

The VoIP market is finally emerging and distinct market segments are taking shape. A wide variety of IP phones and other endpoint devices are being developed to offer access to current VoIP services and future integrated voice/data/video multimedia applications. This session examines the development of enterprise and consumer IP telephony markets, as well as the future introduction of PSTN-replacement VoIP services from the perspective of IP end points. Five-year forecasts for dedicated IP and SIP phones, softphones, as well as dual network WiFi/cellular handsets are presented. Special attention will be paid to techniques for implementing secure boot processes, code signing, and secure provisioning as ways to extend the security of VoIP devices.

Beyond Wireless Video Conversational Services

Wednesday, October 11 • 2:00 - 2:45 pm

3G-324M is an umbrella standard for wireless video communications that was created to satisfy the stringent requirements of real-time, low-delay interactive conversational video services. Nevertheless, it is, in practice, employed to enable a variety of multimedia services beyond conversational services such as messaging and streaming. The unification of this variety of services under the same umbrella protocol has significance for the design of the supporting architectures and associated media and signaling components, as well as for the design of the applications that run such services.

Attendees will learn how 3G-324M can support streaming and messaging services; its relation with the other protocols; its relevance for existing wireless messaging and streaming services; and the challenges in designing adequate interoperability tests for 3G-324M that cover such large spectrum of services

Voice Coders: Once You've Seen One, You've Seen Them All, Right? Wrong!

Wednesday, October 11 • 3:00 - 3:45 pm

With each year, it seems that new voice coding algorithms hit the market. There are a range of both business and technical reasons for the wide range of voice coders. From high compression coders for wireless applications to higher than toll quality and 3-D spatial imaging for conference applications, a range of voice coders have evolved to service very different needs. This session will explore the recent explosion of new voice coders and discuss how the newly introduced coder offerings differ, helping designers make the right choice for their application.

SIP Workshop

The Value of SIP, an Introduction

Thursday, October 12 • 8:30 - 9:15 am

The industry is experiencing a shift to user-centric communication. This shift comes at a time when companies, as well as people, are expecting more than just device centric technology. This shift will be integrating diverse media and systems, into a unified user experience. This presentation will be a tutorial style overview of the enablers of this shift to SIP (session initiation protocol) and Presence. The basics of SIP-based communication will be introduced to provide an understanding of the new value that emerges for applications and multimedia services based on SIP and Presence, along with illustrative examples. SIP applications running on an IP platform will enable powerful and inexpensive applications such as conference calling, unified messaging, Web support mapping, call recording capabilities, video conferencing and video recording, and many other integrated business applications. Come to this session to find out more.

SIP Exchange Infrastructure

Thursday, October 12 • 1:00 - 1:45 pm

As service providers seek to develop consensus on a framework for establishing a scalable model for the exchange of SIP traffic between networks, several industry initiatives are addressing core issues. This panel presentation will provide a background on this critical time in the evolution of SIP exchange, as a foundation for widespread growth is being established. Some key topics to be covered in the panel:

- As greater adoption of VoIP and other SIP services will be driven by cable operators, panelists will discuss some of the impediments for immediate action by cable operators to establish an exchange framework with each other.
- QoS issues and how they remain a top concern for a successful SIP exchange framework.
- The prerequisites for service providers seeking to trial SIP exchange platforms and VoIP peering infrastructures and the evolutionary path for service providers to begin VoIP peering.
- The importance of developing a VoIP peering community to establish the framework that will accommodate the anticipated widespread growth of VoIP.

SIP and Network Design

Thursday, October 12 • 2:00 - 2:45 pm

With more and more traffic being shifted to VoIP infrastructure, many customers are starting to worry about the reliability of their SIP network and voice traffic. Fortunately there are a number of well understood techniques used by network designers to improve the reliability and survivability of both enterprise and service provider VoIP solutions. This session will explore these techniques and show how SIP can be leveraged to create highly reliable voice solutions with no single point of failure.

Securing SIP-based Communications

Thursday, October 12 • 3:00 - 3:45 pm

Security concerns are heightened when interactive services such as VoIP are rolled out because firewalls, the traditional network sentries, are unable to address the complexities of VoIP traffic and its accompanying SIP protocol. SIP is required for the delivery of interactive applications, such as VoIP and multimedia. However, its intrinsic complexities, fluid development, and peer-to-peer communication expose networks to a host of security violations. The unsavory and serious security issues associated with SIP include DOS attacks, fraud, service theft, SPIT (spam over Internet telephony) and SPIM (spam over instant messaging). Attend this session to gain a better understanding of the complexities of securing SIP-based communications.

Deploying SIMPLE in the Enterprise

Thursday, October 12 • 4:00 - 4:45 pm

This session will provide an overview of the SIMPLE standard (SIP for Instant Messaging and Presence Leveraging Extensions) for enterprises looking to deploy the protocol into their infrastructure. Discussion will include a review of SIP and the architecture needed to support it, a full explanation of the SIMPLE protocol and its relationship with SIP, and SIMPLE-centric applications like Presence Management, Instant Messaging, and mobility tools. Security and third-party development will also be explored.

The Future of SIP

Friday, October 13 • 8:45 - 9:30 am

Although it took a few years, SIP has finally gained the backing of today's most prominent technology companies, (from Microsoft to Cisco to Polycom). SIP has quickly become the de facto standard and continues to speed the adoption of VoIP in the enterprise. New versions of SIP are already making their way onto the scene, promising to add business-class features, such as caller ID, missed call support, and other useful features. The question is: will this standard change and what does the industry need to do to make the promise of SIP a reality?

Attendees will learn the evolution of SIP and its role in driving VoIP adoption and innovation; receive a status update on "splinter" protocols, such as SIP-B, and their role in VoIP; and get the insider's take on the next wave of SIP in context.

SIP @ Work

Friday, October 13 • 12:15 - 1:00 pm

Standards-based IP telephony solutions continue to reshape the communications industry. Through its ability to increase productivity and enhance efficiency, SIP has become a vital element of the most recent and most original IP applications. SIP and the applications it supports, from administration tools and interactive conferencing to voice-enriched e-commerce, continue to change the way today's organizations conduct business.

The speaker will outline the finer points 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.

Opportunities and Threats of SIP-based VoIP: Security and Performance with SIP Farm Clustering

Friday, October 13 • 1:15 - 2:00 pm

We're in the midst of a VoIP communications revolution and people are increasingly realizing the long-term benefits of VoIP. But VoIP is an ambiguous concept encompassing many protocols. In order for VoIP to reach its full potential, it needs to be standards-based – eliminating current proprietary enterprise systems. This is where SIP comes into play. The open and standards-based signaling of SIP allows VoIP platforms to be interoperable.

This presentation will address the challenges of implementing SIP-based VoIP and the benefits of SIP Farm clustering technology. Topics will include the evolutionary path of Internet Communications, including the different network models for IP Communications and the advantages/disadvantages of each. Additionally, the presentation will highlight the implications of distributed VoIP and common security assumptions associated with the technology.

SIP Isn't Just for Voice Anymore

Friday, October 13 • 2:15 - 3:00 pm

SIP is a very powerful technology in its ability to effectively tunnel through firewalls and NATs in the home. That capability is invaluable for delivering voice calls over broadband to the home. It is also invaluable in delivering content and services to broadband enabled devices throughout the home. It allows presence information, messages, and time critical content to be pushed into the home and delivered to the right device at the right time. In the future, it may even be a delivery mechanism for targeted advertisements. Come to this session to learn all about SIP as it moves beyond voice to embrace other applications.

Verticals

Internet Telephony Conference & EXPO is excited to feature a series of case studies serving as real-life examples of VoIP and related technologies "in action." These case studies are must attend sessions for companies looking to see examples of how technology is helping organizations in various vertical industries save money, increase the efficiency of their workforce and, all in all, get a better handle on their communication. The conference program will feature case studies in the following verticals: SMB (Transportation, Clothing manufacturer); Education; Financial industries; and Healthcare. For more details please check back at www.tmcnet.com/itexpo.

Conferencing & Collaboration

Converged Conferencing: The Time is Now

Tuesday, October 10 • 12:15 - 1:00 pm

Time doesn't matter, country prefixes don't matter, only availability and connections matter. Creating a seamless escalation from presence to voice to Web to video, following the natural workflow and processes that people use daily, that's what matters. The technology is here, the applications are available – it's time to put it all together – create the ecosystem. Keep it simple, make it easy, and end users will come. In the office, on the road, at home or wherever workers find themselves, the natural workflow can be supported with seamless execution with today's integrated technologies. This session will serve as an introduction to converged conferencing.

A Business Advantage: Moving to Unified Communications and Collaboration

Tuesday, October 10 • 1:15 - 2:00 pm

More and more businesses are choosing IP-based voice systems over traditional phone lines. However, are enterprises capitalizing on the benefits that IP communications offers? Are they utilizing the advanced applications needed to be competitive today?

This session will elaborate on the most advanced functionality that is becoming part of IP communication's future. Functionality gains will be made by incorporating applications like e-mail, IM, presence – even the call center – to further real-time communication and collaboration. These new IP applications will help companies better communicate and, in turn, elevate their business. Slowly, more and more companies will realize that in order to remain competitive, they need to make use of IP communication's advanced benefits. By doing so, they will better service their clients and work more productively.

Session attendees will learn about the most recent advances in making IP communication a competitive advantage to streamline business processes, equip mobile workers, and enable organizations to compete in a fast-moving economy.

Exploring Positional Voice

Tuesday, October 10 • 2:15 - 3:00 pm

Of all the advances in conferencing technology, one of the most intriguing is positional voice. Positional voice enables one to subscribe to multiple workspaces simultaneously, which changes how people can accomplish work remotely in an enterprise which is globalizing, moving from functional silos to more of a matrix, or has employees who live great distances from the central headquarters. Come to this session to hear what all the fuss is about.

Conferencing & Enterprise ROI

Tuesday, October 10 • 3:15 - 4:00 pm

Many businesses are aware of the productivity gains and cost benefits associated with IP-based collaboration tools, like conferencing, document sharing, calendaring, and so on. But how easy are these tools to access? And what should customers be aware of in terms of network availability, infrastructure, reliability, and costs?

This session will examine many of the issues businesses face when implementing collaboration tools, and discuss strategies and tactics customers should consider to ensure their applications are operating at optimal efficiency across their networks, that the end user experiences remain seamless, and that each business maximizes both productivity and efficiency by using these tools. This presentation will further address how IP-based enterprise conferencing can:
- Be integrated into an existing enterprise environment;
- Raise the level of security for voice and Web conferencing;
- Deliver incremental cost savings;
- Extend the productivity benefits of voice, Web and video conferencing to a much larger group of employees.

Contextual Collaboration – The Next Definitive Step for Real-Time Conferencing and Communication

Tuesday, October 10 • 4:15 - 5:00 pm

Contextual Collaboration is a new approach to conferencing that combines presence, real-time communication, and resource sharing to make online meetings as simple, natural, and productive as face-to-face encounters. By combining all relevant applications – Word, IM, calendars, conferencing software – into one easy to use interface, contextual collaboration allows corporations and individual users to launch a meeting, seminar, or training session at any time from any document and collaborate in real time. Users can collaborate from a personal computer or laptop, PDA, mobile phone, or with a conventional or IP telephone. Presenters will address the following topics:
- How contextual collaboration is becoming the next definitive step for real-time conferencing and communication.
- Technological innovations that make this new type of collaboration possible.
- How companies are leveraging rich-media conferencing today for enhanced communication and productivity gains.
- What the future has in store for real-time communications and collaboration.

Full-Day Workshop - Wednesday, October 11, 2006

FierceMarkets Presents

iptv evolution

The Convergence of Telecom and Entertainment: The IPTV Evolution

IPTV has the potential to redefine the television experience for consumers and forever change both the telecom and entertainment industries. IPTV is a personalized, interactive service that puts the subscriber in control like never before.

But can any technology live up to this level of hype? Who will be the big players? And where can you get the inside information you need to ensure you are prepared for the opportunities and challenges ahead?

Separate the Hype from the Opportunity

Join FierceMarkets for the IPTV Evolution @ Internet Telephony for the critical information you need. Two specialized tracks will give you an unprecedented head start on the competition. You'll also network with top players and experts while learning how to leverage the content and advertising opportunities this new market offers.

Traditional and new service providers from the telecom, cable, and entertainment industries looking to leverage their investment in broadband, content libraries, or customer base won't want to miss this event.

Track 1 - Services and Content

Marketing IPTV 101:
Will Subscribers Choose Based on Features?

Studies show that today's pay TV subscribers say price is the key factor when they switch services, but that's because there is little difference between today's pay TV services. With the advent of IPTV, consumers will have a wide array of television services to choose from. This panel of experts explains how best to market IPTV services as they go up against cable and satellite services.

The Politics of Content Acquisition

This panel provides service providers with an insider look at the content acquisition process. How important are exclusive content deals? Who is producing interactive programming for IPTV? What are best practices for working with content providers?

Shaping a Fiber Strategy:
Managing Costs of the Network

Learn how to deploy a fiber network from a service provider that already has. This presentation will include top lessons learned, mistakes made, and other tips for surviving a rollout of fiber. Also, learn when fiber is the right choice for a service provider over other delivery methods.

Increasingly on Demand: The New TV Business Model

Although cable and satellite TV providers have given subscribers a taste of on demand services, IPTV has the potential to offer more than on demand and interactivity than ever before. Studies show consumers want more personalization and customization of their television services, but what does the changing business model mean for advertisers, content providers, and operators?

Track 2 - Technology

Ensuring QoS and Scalability

QoS testing for IPTV has recently progressed from products in the lab to testing the end user experience and the network itself. A panel of experts debate the QoS best practices and how to best ensure the level of scalability a service provider's network requires.

IPTV Billing Options Explained

IPTV is the killer app for the triple play, but service providers can't capitalize on it without a robust billing system. This panel explores billing options for service providers with a focus on the rise of IP Multimedia Subsystems (IMS).

The Future of the Set-Top Box

Does the STB have a future? This panel of STB makers discusses the current trends within the sector and where the set-top box is going. Topics include the open vs. proprietary standards and embedding technologies within television sets.

DRM Solutions that Will Not Limit IPTV's Potential

IPTV technologies will take time and place shifting to the next level. As mobile television and IPTV in the home merge, DRM solutions will become increasingly important. However, the most successful ones will be those that allow for consumer freedom.

Round Table Discussion:
The Future of IPTV in the Connected Home

What will the connected home look like and how can IPTV service providers leverage other features of the IP network to add value to their video services? In this round table discussion, learn the future landscape of the connected home and where IPTV fits in.

About FierceMarkets... FierceMarkets is a Washington, DC-based digital business media company that provides critical market information for elite business decision makers in specialized industries. Our market leading e-mail publications, events, and related services focus on niche sectors in the telecom, finance, enterprise IT, and life sciences industries. Every business day, we reach more than 375,000 top executives in over 100 countries.

Triple Play Solutions

Architecture and CPE: A Vision for the Triple/Quad Play Connected Home/Subscriber
Friday, October 13 • 8:45 - 9:30 am

For service providers actively engaged in triple/quad play deployments, they have found out that all that has been promised is not possible with the maturity of today's solutions. Specifically what is missing is an end-to-end triple/quad play solution that works with little extra integration right out of the box. Fortunately, we are getting much closer to that vision. In this session, we get inside the boxes and various infrastructure elements of an end-to-end triple/quad play solution. We look at VoIP and IPTV software platforms, chipsets, server platforms such as ATCA, STBs, mobile and video phones, middleware, and service creation environments-in short, all of the "parts" that are required to make an end-to-end deployment work. We will distinguish between real deployable product and vision-ware. Sound familiar?

Managing Triple/Quad Play Services
Friday, October 13 • 12:15 - 1:00 pm

Complete Description TBA

Preparing Home Networks for the Triple Play
Friday, October 13 • 1:15 - 2:00 pm

With increasing demand for broadband connectivity and home networking, today's mass market requires a solution for simplified installation, configuration and management of the home network environment. Carriers are faced with providing customer support to frustrated subscribers that are burdened with complicated set-up procedures and ongoing management and troubleshooting of networked devices that require a high degree of technical proficiency. The result is sky-rocketing customer support costs, and plummeting customer satisfaction.

And this is just the beginning. As triple play services such as IP video are deployed, the complexity of the digital home will increase, while subscriber tolerance for service interruptions decreases.

Today's technology and home networking architecture aren't designed or well-suited for this new revolution of multimedia content in the home. Coaxial cable or satellite delivers TV content. WiFi is becoming the choice for data. And cellular and PSTN networks handle voice. Consumers want a single way to do all three, perhaps even wire-free.

This session will examine the underlying trends and technologies that are changing the face of digital multimedia distribution within the home.

Quality-of-Service (QoS) - Enabling Triple Play (Voice, Video, Data)
Friday, October 13 • 2:15 - 3:00 pm

As the popularity of delay-sensitive network applications as Voice-over-IP (VoIP) and Video-on-Demand (VoD) continues to grow, so too does the demand for bandwidth and network capacity. For obvious reasons, bandwidth and capacity cannot be expanded infinitely, requiring that Triple-Play and Multi-Play services be delivered over existing infrastructure, without incurring additional, expansive investments. Service providers and device vendors are therefore turning to the next logical means of ensuring optimal use of their existing resources: Quality of Service (QoS) mechanisms for congestion management and avoidance.

The purpose of this session is to familiarize attendees with the most common QoS mechanisms, while providing a broad perspective of the efforts required when implementing QoS across delay-sensitive applications' entire data path.

Name	Title	Company
Kurt Hoppe	Director of Product Management	2Wire
Karen Hong	Director, Cusumer Product Marketing	8x8
Seamus Hourihan	VP of Mktg & Product Management	Acme Packet
Mike Ross	President & CEO	Acredo Technologies Inc.
Gunjan Bhow	VP of Marketing/Product Management	ActionTec
Faye McClenahan	Head of Strategic Marketing	Aculab
Ian Colville	Product Manager	Aculab
Herman Abel	Product Development Manager	Aculab
Jens Skakkebaek		Adomo
Jai Rawat	VP, Bus Dev & Product Management	Airtight
Jack Jachner	Sr. Director, Research and Innovation	Alcatel
Paul King	President and COO	Aperio CI
Steve Heap	CTO	Arbinet
Philippe Szwarc	CEO	Arel
		AT&T
Alan Percy	Director, Business Development	Audiocodes
Jeffrey Koehler	Director, Midmarkets Solutions	Avaya
Jeff Abramowitz	Vice President of Marketing	Azimuth
Henry Kaestner	Co-Founder and CEO	Bandwidth.com
Sanjeev Chawla	Founder, EVP of Engineering	Baypackets
Alan Rosenberg	Director of Product Management	Blue Note Networks
Andrew Graydon		Borderware Technologies
Wayne Bovier	Director, Product Manager	Broadsoft
Greg Welch	Sr. Systems Architect/Strategic Planner	BusinessEdge Solutions
Mark Harris	Executive VP, Sales and Marketing	CallTower
David Hofstatter	President & CEO	Callwave
David Weinstein	Co-Founder, VP, Mktg & Bus Dev	Casabi
Rick Pitz	Sr. Product Manager	Certicom
Armando Ruiz	Corporate Senior Director	Charter Communications
Weig Shao		Cisco Systems
Michael Robinson	Chief Executive Officer	Citel
Vipul Ved Prakash	Founder and Chief Scientist	Cloudmark
		Colubris
Jon Doyle	VP of Business Development	CommuniGate
Neal Shact	Chief Executive Officer	Communitech Services
Andy Abramson	CEO	Comunicano
Chuck Hill	Principal Architect	Continuous Computing
Manickam Sridhar	Chief Technology Officer	Converged Access
Claude Tolbert	Senior Vice President	Covad
Bob O'Neil	CEO	Covergence
Ken Kuenzel	CTO	Covergence
Kurt Bertone	VP of Product Management	Covergence
		Dash911
Marcia Branco	Product Mgr, Network & Comms	DecisionOne
Carol Mattery	Nat'l Leader Reg. Consulting Practice	Deloitte
Keith Weiner	Chief Executive Officer	Diamondware
Kevin Flemings	Sr. Software Eng, Co-Maintainer, Asterisk	Digium
Chalan Aras	Vice President of Marketing	DiTech Network
Ruben G. Martinez	Sr. Field Systems Engineer	Eicon Networks - Americas
Sanjeev Sawai	Vice President of R&D	Envox
David Meyer	Director of Bus Dev for the ISP Market	Equinix
Eric Schwartz	VP, Strategy and Services	Equinix
Shahadat Khan	CTO	Eyeball Networks
Peter Brockmann	Sr. VP Marketing and Bus Development	FirstHand Technologies
Arti Khanna	AVP Product Manager	Flextronics Software Systems
Richard Penn	VP of Sales & Marketing	Forum Communications
Emmitt Wells	Security & Communications Practice Mgr	Getronics
Jan Linden	VP or Engineering	Global IP Sound
Greg O. Welch	Chief Executive Officer	Global Touch
Jim Shepard	Executive Vice President	HBF Group
William Stofego	Reseach Manager	IDC
Clayton LiaBraaaten	Senior Vice President	INFONXX
Steven Johnson	President	Ingate
Norm Bogen	Director, Networking	In-Stat
Barry Marks	Partner	IntelliCom Analytics
Mark Ricca	Partner	IntelliCom Analytics
Aron Aicard	Senior Product Manager	Inter-Tel
Clark Rines	Senior Vice President for Engineering	Inter-Tel
Glenn Huskey	Regional Vice President	Inter-Tel
Jeff Ford	CTO	Inter-tel
John Young	Senior Engineer	Inter-Tel
		Intervoice
Ron Zalkind	Director Telephony Product Manager	Interwise
Mary Boyd	VP of Government and External Affairs	Intrado
Alec Saunder	CEO	Iotum
Gordon Ledger	Manager of Software Development	Iperia
		Iwatsu
Peter Saint-Andre	Executive Director, Product Development	Jabber
Jon Arnold	Analyst	Jon Arnold & Associates
Ofer Vilenski	Chief Executive Officer	Jungo Software Technologies
Gal Rosenzweig	Sr. Pruduct-Line Manager VoIP	Juniper
David Schwartz		Kayote
Randy Garrett	Sr. Systems Engineer	Kentrox
Kevin Nethercott	Founder, President and CEO	Lignup Panel
Mark Girardi	Sr. Financial Architect, Managed Services	Lucent
Dan Hoffman	President & CEO	M5 Networks
Joel Maloff	Principal	Maloff NetResults
Dan Foster	C-Level Executive	Megapath
Dmitry Stafeev	Regional Sales Director, North America	Mera Systems
Eric Swift		Microsoft
Alan Taylor		Mindspeed
Dan York	Director of IP Technolgy	Mitel
		Motorola
Jay Krauser	General Manager	NEC
David Span	Senior Vice President of Marketing	Net2Phone
Tim Phillips	General Manager for IPlay3/AllPlay3	Netcentrex Inc.
Gary Miliefsky	Founder and Chief Technology Officer	NetClarity
Terry Slattery	CEO	Netcordia
Zack Sargent	VP of Operations and Engineering	NetLogic
Ross Rehart	Senior Solutions Engineer	Network Insight
Eugene Lew	VP, Advanced Services	Neustar
Steve Granek	VP of Bus Dev, Advanced Services	Neustar
Dan Dearing	Vice President of Marketing	NexTone
Mike Katz	Director of Video Products	NMS
Tony Rybczynski	Dir - Strategic Enterprise Technologies	Nortel
Bill Mutschler	Product Development Manager	Paetec
Bill Rich	President & CEO	Pingtel
Steve Mank	COO	Qovia
Chuck Rutledge	VP of Marketing	Quintum
Ram Ayyakad	Co- Founder and CEO	Ranch Networks
William Markey	President & General Manager	RCBG
Ed Lewis		Relevant-C Panel
Rich Koch	CEO	RNKVoIP
Todd Benjamin	President & CEO	Rodopi Software
Selina Lo	President and Chief Executive Officer	Ruckus Wireless
Steve Gobeli	Vice President	Samsung
David Mandelstam	CEO/President	Sangoma
		Sentito
Vijay Bhagavath	Senior Strategist in the Office of the CTO	Siemens
		Signate
William Boehlke		Singate
Chad Agate	Co-Founder & CEO	SIP Box
Christian Stedicke	Founder and CEO	snom Technologies
Kevin Summers	Senior Product Manager	Sonus
Bruce Chatterley	President & CEO	Speakeasy
Ben Guderian	Vice President, Market Strategy	Spectralink
Shrihari Pandit	President & CEO	Stealth Communications
		SunRocket
Chris Street	Director of Solutions Engineering	Switch & Data
Frank Ferro	Director of Marketing	SyChip
Eric Ramsden	Product Manager	Talkswitch
Alan Clark	CEO	Telchemy
Hunter Newby	Chief Strategy Officer	telx
David Yedwab	Partner	The Eastern Management Group
Daniel Berninger	VP, Sr Analyst	Tier1 Research
Greg Galitzine		TMC
Brian Metherell		Toshiba
David Fridley	Product Manager, IP Telephony Solutions	Toshiba
Mac McGrath		Toshiba
Jon Nelson	Product Marketing Manager	Toshiba America Info Systems
Peter Thompson	Chief Scientist	U4EA
Mike Shelton	Chief Technology Consultant	UCN
Andrew Hunkins	Chief Executive Officer	Unimax
		Verizon
Walter Kenrich	Vice President of Product Management	Vertical
Jeff Phillips	Vice President, Product Marketing	Virtela
Monty Sharma	VP Production Management & Marketing	Vivox
Shawn Lewis	CTO	VoIP Inc.
Bogdan Materna	CTO & VP Enginneering	VoIP Shield
		Vox
Clegg Ivey	VP Business Operations and Strategy	Voxeo
Stephane Marceau	President & CEO	VoxLib
Lou Guercia	President and CEO	Web Dialogs
Eli Katz		XConnect
Hugh Goldstein	Director of Bus Dev and Marketing	XConnect
Ramani Pandurangan	Director of Architecture & Technology	XO Communications
Russell Shaw	IP Telephony Blogger	ZDNet
Patrick Ferriter		Zultys
Ken Camp	Speaker - Author - Consultant	

Concurrent Track I

SIP's Role in IMS

Wednesday, October 11 • 1:00 - 1:45 pm

Since the goal of IMS is to provide ubiquitous access to all existing and future Internet services, adopting SIP as the control protocol for IMS brings immediate access to some of today's most popular and fastest growing Internet services, including video conferencing, presence management, IM, collaboration, and location-based services. It is clear that SIP is the protocol of choice for session-based Internet services in the future. The presence of SIP in IMS will not only allow IMS users to benefit from these additional services, but will also allow IMS users the flexibility to combine multiple services from different vendors to form entirely new services. In this session, learn how continued innovations in SIP and SIP-based applications will allow IMS users to introduce a wide range of innovative, multimedia services to their customers.

SIP/IMS: The Need to Standardize

Wednesday, October 11 • 2:00 - 2:45 pm

Standardizing SIP for IMS is of critical importance if next-generation services will be able to take advantage of a single uniform environment. This session will explore the work currently being done to make sure SIP becomes a true standard. Topics will include:

- How SIP benefits NGN/3G/wireless networks;
- Differences between IMS SIP and IETF SIP;
- Current unresolved issues in IMS standardization;
- The challenges of real life deployment of SIP in IMS;
- Current deployment of IMS SIP systems.

Security Issues in IMS

Wednesday, October 11 • 3:00 - 3:45 pm

As more and more services are deployed over IMS networks, new security concerns arise. In the past, Mobile Carrier networks were extremely secure, but as more Mobile Carrier traffic is being moved over the IP network, the security of that traffic is declining. Mobile Carrier networks are currently at risk of similar attacks from the Internet, roaming partner networks, mobile subscribers, and enterprise subscribers. Looking forward, IMS will introduce even more new vulnerabilities and security threats that must be addressed.

Securing next generation Mobile Carrier networks will require an integrated approach that secures the Transport, Control, and Services and Application planes. An integrated approach to securing Mobile Carrier networks will require Stateful Inspection, policy enforcement for GTP, and Mobile IP, PPP/GRE, SS7 over IP (SIGTRAN) as well as application layer mobile protocols. This integrated approach must also include strategies for securing the IP radio access network, Mobile Packet Core network, and the Services network.

The Promise of IMS: Will it Deliver?

Wednesday, October 11 • 4:00 - 4:45 pm

The promise of IMS is immense but, so far, it has not shown a significant ability to deliver. Enterprise participation in the IMS model is expected to be another of the many drivers to its broad deployment and adoption. While fixed and mobile service providers fight about whom will "own" the subscriber, the "home" service provider concept empowered by IMS should be equally recognized to empower the enterprise as a valid domain for hosting applications. The implications of this statement, from variations on needed functions to anticipated service relationships,

are investigated and discussed during this presentation. The speaker will consider each promised benefit of IMS and consider how carriers can orchestrate a deployment plan that incrementally delivers real benefit to the carriers.

Concurrent Track II

The Basics of IMS

Wednesday, October 11 • 1:00 - 1:45 pm

This session will focus on the basics of IMS including the scope and history of development. The architectures of 3GPP, TISPAN and 3GPP2 will be compared and the key elements of the IMS core will be discussed. Also included will be a brief discussion on how IMS compares with Service Delivery Platforms and the advantages/drawbacks, if any. The role of IPv6 in IMS will be highlighted and finally some applications of IMS (e.g., Fixed/Mobile convergence) will be discussed. The migration from existing service delivery methods for incumbent carriers (especially wireline carriers) will also be addressed.

Introduction to Fixed/Mobile Convergence

Wednesday, October 11 • 2:00 - 2:45 pm

IMS and Fixed/Mobile Convergence (FMC) have taken front stage in the industry over the last 12-18 months. Many within the industry acknowledge that IMS as an architecture makes a lot of sense and will enable the delivery of new services more quickly, and at lower cost than today's silo-based approach. But, if we scratch under the surface, it's clear that many service providers are still wrestling with the lead application driver that justifies the initial deployment of a commercial IMS network to their customers. This session will explore how services that bridge between fixed and mobile networks have become a lead driver for IMS deployments and look at the latest technical and architectural developments to bring converged services to market using an IMS approach.

Challenges of OSS/BSS Integration

Wednesday, October 11 • 3:00 - 3:45 pm

The vision of IMS is a convergent world in which subscribers can access a unique set of multimedia services across any access network, whether wireline, wireless, or cable. For service providers, IMS enables a flexible network architecture that allows creation, delivery, and charging of a range of interactive multimedia services in real time. Though IMS has been subject to a lot of hype in the recent past, there is a real move by service providers towards implementing an IMS infrastructure as they migrate to an IP core network. This session will take a detailed look at the business support system (BSS) capabilities needed to meet the challenges of an IMS world and leave the audience understanding that to make this technology vision a reality, an advanced BSS must be an element of their IMS strategy.

IMS: The Catalyst for Fixed/Mobile Convergence

Wednesday, October 11 • 4:00 - 4:45 pm

TIMS, as defined by the 3GPP, provides a standards-based IP services infrastructure for 3G Wireless Networks. IMS can support a large variety of diverse IP-based services, including push-to-talk, color ringback tones, speech activated dialing, unified messaging, media transcoding, and multimedia conferencing. One interesting trend is that IMS standards are generating interest beyond 3G wireless service providers. The session will show how these standards are directly relevant and applicable to next generation wireline (softswitch-based

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systems), and cable/MSP operators (PacketCable systems). The presentation will discuss how wireline service operators are now also looking towards the IMS as a standards-based architecture for delivering their next generation IP-based services as well, resulting in an unprecedented opportunity to achieve service convergence across traditionally disparate network technologies.

Making Money With IMS
Thursday, October 12 • 1:00 - 1:45 pm
Enterprises desire real benefits from convergence, not just VoIP implementations, as demonstrated in current generation architectures and deployments. The next generation of VoIP will give enterprises a taste of what is yet to come but on a global scale. In the world of true convergence the network is brought to the end user (rather than you going to the network) and in a manner that is seamless, simple, personal, portable and presence aware. This can be accomplished through complete convergence across services, across networks and across organizations. Value over IP enables an enterprise to participate in and make use of a seamless lifestyle communications experience that brings the full capabilities of the network directly to the individual. The Value over IP stage is characterized by an ability to utilize services through fully operational converged Next Generation networks built on IMS architecture.

The A-B-Cs of IMS – Creating a Test Plan for IMS Readiness
Thursday, October 12 • 2:00 - 2:45 pm
IMS is the talk of the telecom industry and holds great promise. But, it also creates confusion, as equipment vendors and service providers strive to become IMS-ready without a solid set of standards in place. IMS drives unique requirements for Network Equipment Manufacturers and service providers in the areas of application verification, interoperability, and end-to-end QoS. In this session, attendees will hear an overview of IMS, offering details about what IMS is, how it works, and its implications for the future as well as key IMS deployment challenges. The speaker will discuss the importance of testing strategies for IMS readiness, developing a test plan and proven strategies for IMS readiness. The presenter will also touch upon the nuances that vendors don't disclose as well as real world examples of IMS deployments.

Real World Tales: Case Study
Thursday, October 12 • 3:00 - 3:45 pm
IMS is happening and operators are deploying IP technology. More importantly, operators are validating IMS, getting multiple vendors' open standards working together, getting new innovative multimedia interactive services. The challenge is not only in the technology, but in the business models and in the trade-off between innovation, cost, manageability, and robustness as well. This session will feature several examples of real-world IMS deployments and lessons learned from those deployments.

Billing in an IMS World
Thursday, October 12 • 4:00 - 4:45 pm
Service providers have the daunting task of filling out their bundle of services (voice, video, data, wireless) and rapidly deploying competitive new applications, while simultaneously minimizing cost. The IMS architecture is access agnostic and holds the promise of providing converged services across wireless and wireline access networks. However, how should service providers structure their billing systems in an IMS environment? This presentation will discuss the following:
- What is the IMS charging architecture?
- How can I bill differently in an IMS framework?
- Are there opportunities to streamline BSS systems?
- What are the migration strategies?
- Are there any "sea changes" in the way we might/should bill services in an IMS architecture?

The Role of UMA & IMS in Converged Networks
Friday, October 13 • 12:15 - 1:00 pm
Today, mobile operators are looking to capitalize on the revenue potential of IMS-based data applications, like streaming video, music downloads, interactive gaming, and videoconferencing. With UMA, operators can leverage broadband access and WLANs deployed within homes, offices, and public hot spots to deliver high-quality, low-cost broadband IMS services, grow ARPU by increasing the adoption and use of mobile data/IMS services, lower CAPEX and OPEX by offloading the cellular network from mobile data/IMS services, and, finally, reduce customer churn. This session explains the complementary roles of IMS and UMA in mobile and integrated fixed/mobile networks:
- How UMA enables broadband access to IMS services;
- How UMA and IMS work together in mobile networks to lower operator costs while increasing ARPU;
- How UMA and IMS combine to provide compelling integration of fixed and mobile services for integrated operators

Facing the Challenges of Network Convergence & IMS
Friday, October 13 • 1:15 - 2:00 pm
Interoperability, interworking, and performance are the three key issues facing carriers as they battle to deliver converged services. Currently, carriers are facing two key issues. One of the main problems is getting IMS to work with handing traffic off to other domains. Secondly, preventing systems from crashing is key. Interoperability is proving to be another hurdle to overcome. As carriers move to packetizing the core of their networks, some will have IMS-like deployments and will suffer from the headaches associated with these issues. Come to this session and learn how to overcome these hurdles.

Increasing the Network IQ – Application of Artificial Intelligence
Friday, October 13 • 2:15 - 3:00 pm
Services are shifting from standalone services into a subscriber-oriented model. As a subscriber, I will own my services rather than each service owning me. In order for these enhanced service sets to actually deliver benefit without creating a great deal of ongoing complexity, it is critical the network "think" for the subscriber. The network and its services should strive to understand the subscriber's personal and work communication activities. This knowledge then can be used to simplify service activation, coordination, and configuration. Case-based reasoning allows the network to use past experiences as well as existing corporate resources. Genetic algorithms provide adaptive search techniques that can be applied in many ways, especially within the enterprise. IMS and other standards-based architectures are the keys to truly shifting to the subscriber model and maximizing the market potential.

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Call Center 2.0 Concurrent Track I
How to Calculate Your Brand Ambassador's Bottom Line Value
Thursday, October 12 • 1:00 - 1:45 pm

You have been on hold for 20 minutes. When you first got on the phone, you keyed your account number into the phone's touch pad. This was followed by a maze of IVR with menus, none of which sounded like the thing you needed. Frustrated and embarrassed, you hit "0" to get an agent. The recording says that you might want to call back due to the long wait time expected. This is the last day you can take care of this, so you decide to stick it out. You finally get an agent. And the customer experience just gets worse from here…

Call centers are often the first targets for cost cutting, and call center managers are the first to be told: "Do more with less." The presenter will address the fact that many of the decisions about the call center need to be revisited and placed at the top of a CEO's priority spending list. From Knowledge Management, CRM, Speech, Customer and Performance Analytics, to VoIP technology to developing a program for IP-enabled home agents, because the contact center not only has the pulse of the customer at its finger tips, but is the key to remaining competitive.

Ethical Implications
Thursday, October 12 • 2:00 - 2:45 pm

After the corporate scandals of Enron, WorldCom, and Tyco, it should be clear to the managers of both large and small businesses that there are real risks today for not complying with federal, state, and local laws and governmental regulations. Striking a balance between the business imperative to create an effective marketing strategy, while respecting the privacy of potential customers requires planning, leadership, and a corporate culture where value is placed upon high moral and ethical standards.

Designing the Next Generation Distributed Call Center
Thursday, October 12 • 3:00 - 3:45 pm

Traditional call centers have been very expensive to operate because they run on proprietary, expensive phone equipment; require a large number of employees and lots of office space; and incur huge expenses from both inbound and outbound calls. The call center market is changing dramatically to provide huge cost savings thanks to new open source, IP telephony technologies and distributed call agent capabilities. Companies large and small are now able to get functional call centers for a whole lot less than they could before.

This presentation will focus on how to design next generation, distributed call centers that enable enormous cost savings while providing call center capabilities companies need and maintaining quality control. Business metrics will be provided that explain how much companies can expect to spend and what their ROI and TCO will be on their new investment. Attendees will also get a "Top 10" list of things to look for and avoid when moving to a next generation call center.

Managing Virtual Teams: Obstacles & Opportunities
Thursday, October 12 • 4:00 - 4:45 pm

Providing service to customers using home agents or virtual agents is a transformational business opportunity for contact centers enabled by IP Communications. Imagine customer inquiries can be handled by trained call center agent in a remote location to provide a more flexible resource for meeting service levels. In hiring conscientious, qualified agents, location is no longer a factor. However attractive this potential application may be, it requires precise planning and design. From person to person and location to location, the service levels can vary drastically if the contact center does not implement the tools and best practices to support this type of architecture. This session will explore the opportunities of virtual teams, including obstacles to be aware of and suggestions of how to overcome some of these obstacles.

Call Center 2.0 Concurrent Track II
TDM-to-IP Migration Strategies
Thursday, October 12 • 1:00 - 1:45 pm

IP-based communications enable sophisticated, yet cost-effective capabilities that can be leveraged by call center applications. This presentation will cover specific functions of a contact center that can be optimized using IP communications and strategies to progressively migrate these functions from an existing TDM-based infrastructure. The session's overall theme is to present different strategies and tradeoffs in planning a progressive migration to an IP contact center. Under that theme, the tutorial will cover specific topics, such as: tradeoffs of using IP Trunking versus on-premises TDM-to-IP conversion, outbound and blended calling over IP, hybrid IVR port pooling, call recording strategies in an hybrid contact center, and more.

Benefits of IP in Contact Center
Thursday, October 12 • 2:00 - 2:45 pm

Contact centers probably stand to reap the rewards of VoIP more than any other industry, with the lure of reducing costs, boosting profits, enhancing customer loyalty, and improving remote agent support.

Benefits: Reduced cost, remote agent support, and VoIP's ability to enable call center applications run on network-based services. Add flexibility, growth and disaster recovery and you've got a compelling business case.

Perceived Adoption Barriers: We look at the barriers to adoption and explore why adopters have been leery about reliability, security, QoS, and scalability.

Lessons Learned: Who is adopting VoIP technology in the call center arena? What's working and what isn't? The presenters will highlight a customer case study to drive home the benefits of deploying IP in the call center.

SIP in the Contact Center

Thursday, October 12 • 3:00 - 3:45 pm

As enterprises move forward with adoption of IP telephony, Session Initiation Protocol (SIP) serves as an open, non-proprietary standard that removes barriers to entry for many vendors, creating a highly competitive market. The widespread emergence of SIP as a de facto standard for communications is helping to promote IP telephony usage. This session will discuss how SIP is enabling applications that deliver virtualization, resulting in increased customer interaction from any physical location without TDM infrastructure constraints.

The presenters will show how centralizing applications enables rapid development of new strategies necessary to support new product launches, new business lines, and changes in business strategy. The session will further address how companies can use open standards such as SIP to drive IP business goals and outline how SIP allows customers to use selective sourcing to deploy best of breed solutions.

Shift Your Contact Center from Reactive to Real-Time

Thursday, October 12 • 4:00 - 4:45 pm

Customers are much less forgiving today. They know you have the capacity to do better, because everyone of them has experienced outstanding customer service somewhere. To compete, you need to provide convenient 24-hour access to excellent service for your customers, no matter where they are, and get them the information they need the first time. Your contact center must shift quickly from a reactive to a proactive, adaptive real-time organization.

Understand how your contact center can tap into the power of enabling technologies like VoIP, speech, video, and SIP to open new and richer avenues of customer communication and instantaneous collaboration. New channels of communication ensure problems are solved and decisions are made immediately, customers and employees can connect without needing to worry about which devices are used and you can craft unique personalized services that optimize each interaction opportunity.

Telework Coalition Track
Ask the Chiefs of Well Established Work@Home Programs

Thursday, October 12 • 1:00 - 1:45 pm

CXOs, "The Chiefs" of three Call Centers with Work@Home Agents, will answer questions from TelCoa's CEO Chuck Wilsker and the audience that will compare the cost benefits of home agents measured against traditional bricks and mortar call centers, address the recruiting and retention issues so common in the call center industry, and comment upon the expanding opportunities that Work@Home Agents provide for improved customer satisfaction, new business opportunities, and strategic growth. These nationally recognized leaders employ varying visions of the home agent theme and have come together for the common purpose of expanding the use of Work@Home Agents, providing jobs for those not able to drive long distances to "Industrial Era" brick and mortar call centers, and enhance "continuity of operations" in the face for disruptive events like: pandemics, floods, fires, snowstorms, energy shortages, terrorist events, and urban transportation systems labor disputes.

Why Home-Based Agents: "There's No Place Like Home"

Thursday, October 12 • 2:00 - 2:45 pm

The workplace is going home and call centers are leading the way. This roundtable session explains why this is happening, the benefits of using Work@Home agents, and why more call centers need to get on board. Learn not only how sending agents home costs less than a traditional on-premise infrastructure, but how home agents can increase your revenues and service levels. Additionally, you will learn how to address disruptive issues such as pandemics, terrorism, and natural disasters;d how to beat the looming worker shortages; and how to survive in the global economy. Hear business cases that many enterprises have experienced with Work@Home agents. Find out what analyses and tools can help you decide whether a home agent/teleworking program is right for you. Learn how to make the case for Work@Home agents/teleworking to your senior management and how to turn program prototypes into program permanency.

Outsourcing to Call Centers with Work@Home Agents

Thursday, October 12 • 3:00 - 3:45 pm

This session will examine why outsourcing this type of customer service program may be the best fit your business, what benefits outside vendors can offer, and what pitfalls can be avoided by migrating customer service calls to a Work@Home provider.

Outsourcings to virtual call centers, both inbound and outbound, can dramatically reduce costs and give you unparalleled flexibility and ensure continuity of service caused by disruptive events. Your relations with customers will improve by enabling them speak with highly motivated and qualified onshore staff that is available 24/7.

Understand the bottom line benefit comparisons between outsourcing and setting up your internal home agent program. Learn how to evaluate outsourcing vendors and the best ways to implement and manage these programs, including basics about agent selection, training, performance management, and quality assurance. Hear case study examples that will give you caveats, ideas, and tips to help you make your program a success.

Enabling Technologies and Telecommunications

Thursday, October 12 • 4:00 - 4:45 pm

Making Work@Home agents a reality is the convergence of call center, contact management, and monitoring software, distance training, and data security technologies, coupled with broadband to the home. See how your Work@Home agents will be more productive, and require less supervision. Learn the latest practices and technologies in routing calls and contacts to Work@Home agents such as high-QoS ultra-secure VoIP, and low-cost top-quality network-routed calls over the PSTN. Learn how new security tools protect data to and at the home; how traditional call center tools (ACDs, call monitoring and recording, and workforce management), blended with instant messaging and audio/data/video/Web conferencing, enable effective supervision and teamwork. Learn the best practices on IT support for Work@Home agents.

Call Center 2.0

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Call Center 2.0 Concurrent Track I

Today's Advanced Workforce Optimization Solutions

Friday, October 13 • 8:45 - 9:15 am

Managing the call center workforce and monitoring the quality offered by that workforce have always been challenges to customer-oriented organizations. The good news today is that with the help of IP, workforce management and advanced call recording can be consolidated to complement one another, and the addition of e-learning, skills-based routing, and performance management means that call centers can now optimize their operations to an extended degree, leaving no part of the customer service process to chance. This session will educate attendees about what they can expect from workforce optimization, how today's solutions can complement existing systems, and how to move ahead judiciously to take advantage of these cutting-edge call center offerings.

Next Generation Contact Center Trends

Friday, October 13 • 12:15 - 1:00 pm

Attend this IP Contact Center Solutions Update and you will hear from top contact center vendors what is in, what's out, and where things are headed for contact centers. The wide-ranging conversation will encompass topics such as ACD trends, Disaster Recovery approaches, best-of-breed versus bundled contact center solutions, performance optimization trends, and more. This is truly a can't miss session!

Gaining the Competitive Edge through Intelligent Communications

Friday, October 13 • 1:15 - 2:00 pm

In a Web-based world, customers are only a click away from the competition. Your challenge is to respond to your customers' multi-media inquiries quickly and yet cost-effectively. By attending this session, attendees will learn how to incorporate multi-channel, IP contact center solutions into their business strategy in order to gain that elusive competitive edge.

VoIP in the Contact Center – A Case Study

Friday, October 13 • 2:15 - 3:00 pm

Sure-Dry Basements had three goals: take care of customers faster, make sure no calls went unanswered, and use its CRM system to route calls to the right person. But with 14 employees and a call center of two trying to answer 100+ calls a day, the company was stuck wanting enterprise-class functionality on a small business budget.

By integrating VoIP into its contact center, Sure-Dry was able to improve its telecom infrastructure without the complexity and expense of a traditional enterprise-scale contact center. This gave Sure-Dry the ability to have its call center of two appear as — and function like — a much larger call center.

Call Center 2.0 Concurrent Track II

Advanced Contact Center Solutions for Teleservices and Call Centers

Friday, October 13 • 8:45 - 1:00 pm

What do today's advanced call center solutions offer outsourcers and BPO providers? To start with, these Call Center 2.0 solutions can provide increased efficiency, cost saving options and a strengthened portfolio of services. Today's IP contact center solutions easily enable companies to do away with expensive, large single-site call centers and break up their operations to include offshore locations, remote offices, home agents, and smaller call centers distributed across time zones. Multi-tenant solutions allow outsourced call center and business process outsourcing providers to take advantage of the benefits of software as a service (SaaS) to meet the unique needs of each client. IP call recording can do away with the old fashioned nightmare of compliance, storage problems, and long, wasted hours of manual search and monitoring. This session is critical for all call center organizations, but particularly for those organizations that provide outsourced customer service for clients.

Best Practices & Processes/Metrics for Customer-Centric Operations

Friday, October 13 • 12:15 - 1:00 pm

During the 90s, everyone said that customer relationship management (CRM) was going to transform the relationship between companies and their customers — to achieve higher levels of customer satisfaction and improved revenues. Of course, the contact center, often the first point of entry for a customer interacting with a business, was viewed as one of THE key focus areas of a business.

Being on the front line, call center agents are often the first point of contact with both sales and service customers. So, equipping agents with a system that can automate customer processes and better satisfy their preferences can help both the caller and, ultimately, your business!

IP Contact Center Shootout - Special Double Session

Friday, October 13 • 1:15 - 3:00 pm

Come hear industry leaders debate and discuss the relative merits of their IP Contact Center solutions. Loosely based on Internet Telephony Conference & EXPO's successful long-running IP PBX Shootout, 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.

Telework Coalition Track
Business Continuity with Work@Home Agents

Friday, October 13 • 8:45 - 9:15 am

Every company should have effective business continuity and disaster recovery plans. Recent unprecedented weather events and widespread utility outages coupled with the ongoing fear of future terrorist activities compel businesses to boost planning efforts. Moreover, concerns regarding the threat of a potential worldwide flu pandemic are causing businesses to rethink historical planning and look for creative solutions to keep their businesses running during these and other disruptions. This session will examine how businesses can employ a variety of solutions utilizing Work@Home agents to be better prepared to face these threats in the coming months and years.

Attendees of this session will learn to identify and address potential business interruptions and other threats they will face in the coming months, who in their organization should be involved in the evaluation of their current business continuity plans, and innovative strategies that incorporate Work@Home agents for keeping their businesses running despite disruptive external forces.

How to Make Work@Home Agents Happen

Friday, October 13 • 12:15 - 1:00 pm

You understand Work@Home agents and telework. The question is how to make this happen for your organization? How do you make the transition from Industrial Age centralized brick and mortar solutions to Information Age models wherein you leverage the advantages of technology, much wider recruiting pools, take advantage of part-time and split-shift scheduling options, and better prepare for the adverse 'events' that affect every organization.

Understand how to get and maintain buy-in from senior management and line managers, both of whom make or break any teleworking program, including Work@Home agents.

Discover and determine which applications and technologies are effectively driving Work@Home programs and how they help leverage the economic benefits. Understand how established Work@Home options using proven platforms and software, by experienced Work@Home practitioners, can quickly be integrated into your business.

Staffing, Training, and Supervising for Work@Home Agents

Friday, October 13 • 1:15 - 2:00 pm

"How can I manage my people if I can't see them?" is the top issue for managers. Yet, studies have shown that most managers now rely on virtual supervision — e-mail, instant messaging, and the phone — rather than face-to-face interaction. This session challenges traditional staff management practices by explaining why line-of-sight management is not only obsolete in today's information-based workplace, but can hurt productivity, and why 'management by performance' is here to stay. The key to cultivating a successful team of Work@Home agents starts with the selection process. Attendees will also learn about proven tactics used to screen for the best talent. Find out what traits make a successful home-based agent. Discover how to use eLearning tools to teach and update Work@Home agents. Get the best practices on building and managing effective home agent teams.

Security: Policies, Procedures, and Processes

Friday, October 13 • 2:15 - 3:00 pm

Security is a major concern with Work@Home agents. Regulations such as HIPAA require that you continually maintain and track the security of personal data. In reality, homes are potentially more secure because your Work@Home agents have direct control of their environments and, therefore, can be made directly responsible for them.

Hear why you need a Work@Home agreement, what it should cover, including home workplace ergonomics, safety, health practices, and security.

Learn the details of the best practices you need to follow in establishing policies, procedures, and processes to satisfy security due diligence requirements, especially in a SOX compliance environment. Understand how to ensure data security, using virtual private networks (VPNs), affordable bio-metric authentication, and identification, and how to secure wireless home networks.
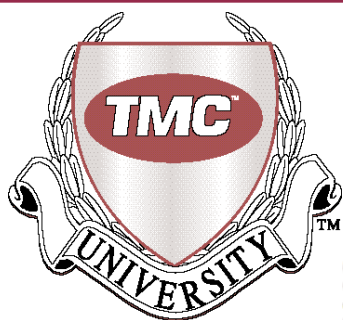
Learn what hardware, such as thin client terminals, lockable offices and filing cabinets, back-up devices and services, and other tools are available to enhance security of information. Learn whether it's better to use employer-owned or employee-owned hardware and software.

Association Partners:

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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.

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**

IP PBX First Degree Topics:

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	Making the Case for the Hosted IP PBX

IP PBX Advanced Degree Topics:

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	Dealing with E911 and Your IP PBX

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

▶ Hosted IP PBX options

▶ 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

*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.

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Presents **Reseller Solutions Day**

─── *Wednesday, October 11* ───

A Free Tutorial Seminar Teaching Resellers How To Make Money Selling IP Communications 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) is presenting its 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.

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vpf™
The Voice Peering Fabric

Voice Peering Workshop

Thursday, October 12, 2006

Free For Qualified Service Providers

The Voice Peering Forum continues to bring members of our community together with industry experts who are C-level executives and business directors to share their insights on the latest business and technology implementations while keeping you up to date on current issues and trends.

8:30am - 9:15am: The State of VoIP Peering

1:00pm - 1:45pm: The Business Case for Voice Peering
Built as a distributed private Ethernet network, the Voice Peering Fabric (VPF) functions as a meet-point for service providers and enterprises to exchange voice and telephony related services. In 2005, traffic on the VPF reached over 18 billion minutes and is expected to carry 100 billion minutes for 2006. This session will present case studies of the business drivers and recent implementations by VPF members and partners.

2:00pm - 2:45pm:
Roundtable Discussion on ENUM, SRV, & LCR
With more carriers and enterprise customers embracing the ENUM & SRV standard, the ability to move IP-to-IP traffic directly without touching the public switched telephone network increases, providing yet another way for them to control and reduce operating costs. Come to session to learn more about the business drivers and trends in bilateral and multilateral peering.

3:00pm - 3:45pm:
Transitioning SS7/TCAP and 411 Services to IP
In today's business environment, carriers are constantly looking for wasy to control operating costs and simpfly their networks. This session will case studies of VPF carriers that have eliminated complex and costly SS7/TDM connections and streamlined access to critical database & gateway services over IP.

4:00pm - 4:45pm:
Voice Peering Hardware & Software Elements
What is the infrastructure behind voice peering? Discover how Session Controllers and Media Gateways can be used to peer voice traffic. Understand the available options in technologies to fit your existing and future investments.

Battle for the Enterprise
Wednesday, October 11 • 3:45 pm

Choosing the correct IP communications solution for your enterprise is no small challenge. With myriad solutions available – some from new players, others from legacy providers – whose solution is best for your particular installation? Does it make more sense to deploy a premises-based solution? Or would you be better off with a service from a hosted VoIP provider? There are no easy answers. In some instances, strong legacy support will be critical. In others, standards compliance will be crucial. In still other situations, branch office support at a low cost or centralized management features will be important to consider. Will the new solution work well with your current infrastructure? Do you need to rip it out and rebuild? What about mobility? What about advances such as peer-to-peer and SIP? And what about security threats such as SPIT (spam over Internet telephony) and Denial of Service attacks? When it comes time to consider a new communications solution for your enterprise, nothing is more important than making the right choice, the first time. This panel of experts will strive to answer important questions from the audience and give you a unique perspective on what items to consider before selecting an IP communications solution that is right for your enterprise.

Panelists as of 6/6/06

INTER-TEL   NORTEL

IWATSU VOICE NETWORKS   TOSHIBA

AVAYA

A panel of experts answers tough questions from the audience during "The Battle for the Enterprise" earlier this year in Ft. Lauderdale, FL.

VIEW UP-TO-DATE PANELIST INFORMATION AT WWW.ITEXPO.COM

New For Fall 2006

Service Provider Shootout
Thursday, October 12 • 4:45 pm

Panelists as of 7/28/06

COVAD   SunRocket INTERNET PHONE SERVICE

Hear the industry's leading experts in a moderated panel discussion aimed at exploring the market and finding out exactly where we stand today. Get 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. Topics will range to include net neutrality, the latest government regulations, competitive pressures, the advent of fixed/mobile convergence and IMS (IP Multimedia Subsystem), wireless considerations such as WiFi and WiMAX, IPTV, and Triple Play strategies, and so much more. It's an exciting time – and a challenging time – to be a service provider in today's climate. Come to this keynote-level session to hear more about this market from the service providers who are living it every day. Attendees are encouraged to bring their questions and we'll bring the industry leaders who are best positioned to provide the answers.

Come See, Test, & Compare Hundreds of Cutting-Edge IP Communications Products & Services

visit www.itexpo.com for up-to-date exhibitor list

Exhibit Hall Hours:

Wednesday, October 11 . . . . .5:30 pm - 8:00 pm
Thursday, October 12 . . . . .11:00 am - 5:00 pm
Friday, October 13   . . . . .11:00 am - 3:00 pm

Over 250 Exhibitors Expected

- APIs
- Application Servers
- Analog Telephony Adapters
- ATM
- Billing/OSS Solutions
- Cable Telephony Solutions
- Carrier Class Gateways
- Compression Algorithms
- CTI
- DSP Chips & Boards
- Echo Cancellation
- Edge Access Devices
- Embedded Software Tools
- Fax Boards
- Firewalls
- Frame Relay
- Fixed/Mobile Convergence
- H.323 Protocol Stacks
- IMS Solutions
- Industrial Computers
- Interconnection Facilities
- Internet Telephony ASPs
- IP-based ACDs

- IP Billing and OSS Solutions
- IP Centrex Solutions
- IP Conferencing
- IP Contact Center Solutions
- IP Fax Solutions
- IP PBXs
- IP Phones
- IP Telephony Headsets
- IPTV Solutions
- IP Video Conferencing
- LAN-Based Telephony
- Media Servers
- Presence-Based Applications
- Programmable Switches
- Protocol Stack
- QoS/ Network Monitoring
- RAS/Modem Chips
- Routers
- Session Border Controllers
- SIP Software
- SMB VoIP Solutions
- Softswitches
- SOHO IP Telephony Solutions
- Speech Recognition/ VXML/SALT
- Testing Platforms

- Unified Communications Apps
- UPS/Power Solutions
- Voice Boards
- VoIP Development Tools
- VoIP Gateways
- VoIP Monitoring
- VoIP Peering Solutions
- VoIP Security
- VoIP Silicon
- VoIP Testing Hardware
- VoIP-Enabled Handheld Devices
- Web-Based Customer Service
- WiFi Telephony
- WiMAX Solutions
- Wireless IP Communications

On-Site Registration Hours

Tuesday - October 10 . . . .11:00 am - 5:00 pm
Wednesday - October 11 . .7:00 am - 7:00 pm
Thursday - October 12 . . . . .7:00 am - 5:00 pm
Friday - October 13 . . . . . . .7:30 am - 3:00 pm

Exhibit Hall Hours

Wednesday - October 11 .5:30 pm - 8:00 pm
Thursday - October 12 . . .11:00 am - 5:00 pm
Friday - October 13 . . . . . .11:00 am - 3:00 pm

Conference Session Times*

Tuesday - October 10 . . . .12:00 pm - 6:00 pm
Wednesday - October 11 . .8:30 am - 6:15 pm
Thursday - October 12 . . . . .8:15 am - 6:30 pm
Friday - October 13 . . . . . . .8:15 am - 3:15 pm

Conference fees required for admission

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- Online access to all conference presentations

- Unlimited Exhibit Hall access.
- All Keynotes and special panel discussions.
- All networking receptions

Hotel Information

San Diego Marina Marriott, Adjacent to Convention Center, Expected to Sell Out Weeks Before Event Begins

With over 250 exhibitors and more than 9,000 attendees expected, rooms at the official show hotel **WILL SELL OUT QUICKLY!**

We urge you to contact the Marriott right away and reserve rooms at the special INTERNET TELEPHONY® Conference & EXPO rate of $238 per night. Identify yourself as a show attendee to take advantage. **Deadline for this special rate: September 22, 2006**

San Diego Marriott Hotel & Marina
333 West Harbor Drive
San Diego, CA 92101
Phone: 1-619-234-1500

Registration Options

Go to www.itexpo.com for Fast, Easy Registration

	Early Bird Thru 9/1/06	Standard After 9/1/06
Diamond Team Plan BEST VALUE! Includes access to all conference events, all four days, for up to 5 attendees from the same company. Excludes access to special workshops.	**$3,995**	**$4,995***
Conference SUPERPass** Includes access to all conference events, all four days, including all special workshops	**$2,195**	**$2,395***
Platinum Conference Pass** Includes access to all conference events, all four days, excluding special workshops	**$1,595**	**$1,895***
Gold Conference Pass** Includes access to all conference events any two days, excluding special workshops	**$1,295**	**$1,595***
Silver Conference Pass Includes access to all conference events any one day.	**$1,095**	**$1,395***
FierceMarkets' IPTV Evolution Workshop Pass Includes access to IPTV Evolution Workshop Only	**$795**	**$995***
FierceMarkets' IPTV Evolution Workshop Add-On Add IPTV Evolution Workshop pass to any paid plan.	**$395**	**$395***
FREE VIP Pass Includes Keynotes, special panel sessions, networking receptions, Exhibit Hall	**FREE**	**FREE Online $50 Onsite Fee**

*Additional $100 fee applies to onsite conference pass registrations.
**Admission to IPTV Evolution and Triple Play/WiMAX workshops is NOT included with INTERNET TELEPHONY Conference & EXPO Diamond, Platinum and Gold passes.

*Your Guarantee: *If you do not feel the sessions you attend made you better prepared to tackle your IP communications 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.)*

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.

3 Easy Ways to Register

1. **Online:** www.itexpo.com
2. **Phone:** (203) 852-6800 ext. 131
3. **Mail:** *INTERNET TELEPHONY Conference & EXPO West 2006*
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