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September 16-18, 2008
LA Convention Center, Los Angeles, California
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ITEXPO, The World's Communications Conference

Where You Develop Effective Strategies to...

- • **Deploy New Communications Solutions**
- • **Deliver New Communications Services to Your Subscribers**
- • **Develop New Communications Applications**
- • **Resell New Communications Solutions**
- • **Network with Media and Analysts**

Dear Colleague,

After a decade of innovation, IP communications has come to an important crossroad. From this point forward, the solutions available have become more advanced and complicated than at any time before. Security, unified communications, CEBP, hosted solutions, disaster preparedness, open source, SIP, IPTV, IMS and FMC are just some of the latest areas of the market you likely need to understand well.

Since 1999, INTERNET TELEPHONY Conference & EXPO (ITEXPO) has been the single event helping companies make purchasing decisions in the world of communications.

ITEXPO helps you understand what is important today, and what is not. You can focus on real implementation issues, while keeping an eye on tomorrow and the decade to come.

ITEXPO still stands alone. You'll meet a unique blend of exhibitors not found anywhere else.

You can attend the conference sessions with confidence because you fee is 100% guaranteed*.

Finally, it is a show designed by the editorial team behind the leading communications publications - TMC's *INTERNET TELEPHONY*, *IMS Magazine*, *Unified Communications*, and *Customer Interaction Solutions*. In addition, the TMCnet editorial team aids in ensuring ITEXPO is always focusing on the topics you need to know about.

Besides a great educational experience in the conferences, you can expect first rate keynotes and networking opportunities that are unrivaled.

As the communications landscape gets more sophisticated, it is imperative you come to conferences to experience everything there is to learn. In addition you are able to network with all the key players and your peers at once, ensuring your education is balanced. The worst thing you can do is make a decision without knowing all of your choices up front.

The ITEXPO team has spent day and night working to ensure -- in fact we promise -- ITEXPO is the World's Communications Conference.

When you leave the show, you will be better equipped in your current job and will have an easier time making the correct decisions on what you need to purchase and how to get the job done correctly.

Sincerely,

Rich Tehrani,
TMC President, ITEXPO Conference Chairman

P.S.

Who Should Attend?

Enterprise, Service Provider, SMB Corporate Management, CEOs, CTOs

Ultimately, the vendors you choose become as much your partner as your supplier. Whether you are deploying a solution or a carrier offering service, ITEXPO provides the perfect venue for forging these profitable relationships.

Resellers

You get free workshops teaching you how to make money selling both service and equipment and the opportunity to meet with literally hundreds of companies who could become your next partner. Need we say more?

Enterprise, Service Provider, SMB Telecom/IT Management

It's up to you to make sure your deployment is smooth with minimal disruption. You also must ensure your new system meets all organizational objectives. The days you spend in the conference sessions and in the exhibit hall at ITEXPO will supply the answers you need to recommend the perfect solution for your situation.

Developers

Attend sessions teaching you how to take advantage of today's most powerful development tools. Between sessions, form valuable relationships with manufacturers and vendors.

INTERNET TELEPHONY ®
Conference & EXPO

An Enriching Experience:

3 Days of Learning, Networking, Inspecting New Technologies

Gain Critical Knowledge

Important Topics Covered Within Each Conference Track

Within each major track heading, sessions explore the most important micro–topics for enterprises, service providers, government and resellers, including:

- E–911 Considerations
- Business Continuity & Disaster Planning
- IMS
- Femtocell Integration
- Unified Communications
- Hosted Solutions
- Telepresence
- Cable/Satellite IP Communications
- Peering
- Open Source

- IP in the Contact Center
- IMS versus WiMax
- SOA
- Convergent Billing
- Mobile VoIP & Video
- Broadband Wireless VoIP
- SIP Trunking
- Securing VoIP Networks
- Security in a Mobile World
- Enterprise Network Management
- QoS

FREE Workshops

*See page 27 and
visit itexpo.com for updates*

- **Reseller Solutions Day Workshop**
- **Ingate SIP Trunking Workshop**
- **Voice Peering Fabric Workshop**

TMC University Certification

Full–Day Training Courses Validate Your Knowledge of Important Topics

Receive independent certification acknowleding that you have completed an intensive training course in these critical subject areas:

- **Microsoft OCS**
- **FMC/Mobility**
- **Open Source**
- **IP Network Security**
- **Unified Communications**
- **SIP**
- **Software as a Service**
- **SIP in the Contact Center**
- **Next–Gen Call Center Management**

TMC UNIVERSITY ™

What You'll Gain:

- Independent accreditation for completing each course.

- Independently certified evidence that you possess advanced competence using these important technologies.

- Impressive certification from a respected source on your resume.

- Credentials to land lucrative consulting/reseller opportunities.

- Immediately become the expert called upon to lead your company's strategies.

- Enhance your chances for a promotion.

Why ITEXPO is The World's Communications Conference

1. Commercial–Free Sessions

To maximize your ROI as an attendee, presenters in sessions are forbidden from delivering company pitches. You get a complete education taught in an unbiased manner. Violators are not invited back to speak at future events.

2. Most Knowledgeable Speakers

Each topic and presenter is hand–selected by the *INTERNET TELEPHONY* and TMCnet editorial teams from hundreds of candidates. Only the most relevant sessions presented by seasoned speakers make it on to the the program at ITEXPO.

3. TMC University Certification Courses

Attend any of nine in–depth certification and training courses offered by TMC University and you'll receive an independent certification of your competence with today's most important technologies and solutions.

4. Invaluable Networking Time

ITEXPO West 2008 is the perfect venue 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.

FREE Networking Receptions:
  Tuesday, September 16 . . . . . 5:00 pm
  Wednesday, September 17. . . 4:00 pm
      in Exhibit Hall Sponsored by Aculab

5. Hundreds of Exhibiting Companies

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

6. Top–Level Keynotes

This year's keynote lineup includes top executives from 8x8, Inc., Skype, Broadsoft, Sonus and others. Learn from them how today's IP communications solutions can benefit your company – whether you are using them or providing them to customers.

7. Collocated Developer and Contact Center Conferences

In addition to the ITEXPO conference sessions, you can also attend session at two leading collocated events: Communications Developer Conference (www.commdeveloper.com) and Call Center 2.0 Conference (www.callcenter20.com).

8. Your Fee is Guaranteed

If you do not feel the sessions you attend made you better prepared to tackle your communications 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 honored after the conference ends.)

9. Convenient, Accessible Location

The convention center is conveniently located in downtown Los Angeles, California, easily accessible from virtually any airport in the world.

10. FREE VIP Pass

If you register online any time, you save the $50 onsite fee and gain complimentary admission to all keynotes, all receptions, selected free workshops, and unlimited exhibit hall access.

Diamond Sponsors:

Find the Solutions You Need

Come Inspect Hundreds of Today's Most Powerful Communications Solutions • 200 Exhibitors Expected

- APIs
- Application Servers
- ATAs
- ATM
- Billing/OSS Solutions
- Cable Telephony Solutions
- Carrier Class Gateways
- Compression Algorithms
- CEBP
- CTI
- DSP Chips & Boards
- Echo Cancellation
- Edge Access Devices
- Embedded Software Tools
- Fax Boards
- Firewalls
- Fixed/Mobile Convergence
- FMC
- H.323
- Hosted VoIP
- IMS
- Industrial Computers
- Interconnection Facilities

- IP–based ACDs
- 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
- Mashups
- Media Servers
- Open Source
- Presence–based Applications
- Programmable Switches
- Protocol Stack
- QoS Network Monitoring
- RAS/Modem Chips
- Routers
- Session Border Controllers
- SIP Software
- SIP Trunking

- SMB VoIP Solutions
- SOA
- Softswitches
- SOHO Solutions
- Speech Recognition/VXML/SALT
- Telepresence
- Testing Platforms
- Unified Communications
- 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
- Wireless IP Communications

Exhibit Hall Hours:

Wednesday – September 17 ....4:00 pm – 8:00 pm
Thursday – September 18 ....11:00 am – 5:00 pm

GO GREEN! TOYOTA PRIUS HYBRID GIVEAWAY

***2008 Toyota Prius Hybrid Drawing -**

Thursday, September 18, 4:55pm, at the conclusion of Exhibit Hall hours.

Prius Giveaway Sponsors:

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Visit the Exhibit Hall.
Find Solutions and You Could
Win a New Prius Hybrid!

1. Pick up your entry card at the registration counter when you arrive.

2. Visit each booth listed on the card, review their offerings, and receive a stamp from each booth.

3. Collect all stamps, then drop your completed card into the entry bin in the exhibit hall.

4. *YOU MUST BE PRESENT AT THE DRAWING ON THURSDAY, SEPTEMBER 18th. 4:55 PM TO CLAIM YOUR PRIZE!

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For more information contact Dave Rodriguez: 203.852.6800 x146 / drodriguez@tmcnet.com

Day One: Tuesday – September 16, 2008

	IPTV Workshop for Carriers	TMC University: Microsoft OCS	TMC University: FMC/Mobility	TMC University: Open Source	Call Center 2.0 at ITEXPO	TMC University: SIP in the Contact Center	Ingate's SIP Trunking Workshop
	Conference fee required	*Conference fee required*	*Conference fee required*	*Conference fee required*	*Conference fee required*	*Conference fee required*	*Free for All Attendees*
8:30	Continental Breakfast - Paid Attendees Only						**inGate**
9:00 - 9:45	How to Implement IPTV Networks	Intro	Overcoming FMC Challenges	Advantages of Open Source VoIP	Adding Intelligence to the Next-Gen Contact Center	Session TBD	**SIP Trunking Professional Development Day**
10:00 - 10:45	Overcoming IPTV Challenges	OCS-PBX Interoperability	Addressing Femtocell Integration Challenges	Opportunities in Deploying Open Source Applications	Contact Centers: Results from the Labs	Adoption of IP in the Next-Generation Contact Center	**9:00-10:30am:** Introduction to SIP Trunking
11:00 - 11:45	Measuring Quality of Experience for IPTV Deployments	OCS Servers	Messaging and Mobile UC	Understanding Open Source Standards	Trends in IP Contact Center Deployment	Technology Considerations for Contact Ctr Evolution	**11:00am-12:30pm:** Enterprise Infrastructure
11:45	Conference Luncheon - Paid Attendees Only						
12:45 - 1:30	What Will it Take to Deploy IPTV?	Call Flow Scenarios	E-911 Considerations	Using Open Source to Roll Out Next-Gen Applications	Contact Center Security Strategies	Make Your Contact Center Smarter: Best Practices	**1:30pm-3:00pm:** Service Provider Perspective
1:45 - 2:30	The Progression of Streaming Video	Configuration & Planning	Cost Containment as a Driver for FMC Deployment	Recognizing the Opportunities in the SMB Market	Embracing Unified Communications in the Contact Center	Welcome to the Contact Center of the Future	*Professional Development Certificate awarded to those who attend all three Tuesday seminars.*
2:45 - 3:30	Session TBD	TMC University Exam	TMC University Exam	TMC University Exam	Planning Ahead for Optimal Contact Center Deployment	TMC University Exam	
3:30	**FREE** Keynote Session: Jonathan Christensen, Skype - Xuedong Huang, Microsoft - Vikram Saksena, Sonus Networks						
5:00	**FREE** Networking Reception						

Day Two: Wednesday – September 17, 2008

	Service Provider Solutions	Unified Communications	Hosted Communications	TMC University: IP Network Security	Call Center 2.0 at ITEXPO	TMC University: SaaS	Ingate's SIP Trunking Workshop
	Conference fee required	*Conference fee required*	*Conference fee required*	*Conference fee required*	*Conference fee required*	*Conference fee required*	*Free for All Attendees*
8:30	Continental Breakfast - Paid Attendees Only						**inGate**
9:00 - 9:45	Quality of Service Considerations	Deploying UC	Welcome to Hosted VoIP	VoIP Security Myths & Realities	Position Your Contact Center in a Web 2.0 World	Software-as-a-Service: The Basics	**Mechanics of SIP Trunking** **8:30-9:45am:** Case Study: The Benefits of Bundled SIP Trunk Solutions
10:00 - 10:45	The Continuing Evolution: From TDM to SIP	Network Management & QoS	Deploying Hosted VoIP	Best Practices in VoIP Security	Understanding Your Customers	Using Hosted Speech Solutions in the Call Center	**10:15am-11:30am:** SIP Trunking & Security in an Enterprise Network
11:00 - 11:45	Applications as a Competitive Differentiator	Exploring Mobility in Unified Communications	Delivering on the Promise of Hosted VoIP	Security Considerations for the Enterprise	Benefits of VoIP Enabled Recording	CRM Software as a Service	**1:15-2:30pm** Case Study: American Idol Gets In Tune with SIP Trunking
11:45	Conference Luncheon - Paid Attendees Only						
12:45 - 1:30	Service Creation Considerations	UC for the SMB	Open Source Options for Hosted Voice	Deploying Secure Wireless VoIP	IP Contact Center Shootout	SaaS and the Home Agent Model	**3:00-6:00pm** SIP Forum SIPconnect Compliance Workshop
1:45 - 2:30	Imagining Tomorrow's Wireless Landscape	UC Round Table: The Future of the Industry	Future of Hosted Telephony	TMC University Exam		TMC University Exam	
2:30	**FREE** Keynote Session: Sharone Ben-Levi, AudioCodes - Michael Tessler, Broadsoft; - Bryan Martin, 8x8, Inc.						
4:00 - 8:00	Exhibit Hall Grand Opening Reception - Sponsored by **aculab**						

Day Three: Thursday – September 18, 2008

	Service Provider Solutions	TMC University: Unified Communications	VoIP for SMB	TMC University: SIP *Hosted by Dialogic*	Call Center 2.0 at ITEXPO	TMC University: Next–Gen Call Center Mgmt	Ingate's SIP Trunking Workshop
	Conference fee required	*Conference fee required*	*Conference fee required*	*Conference fee required*	*Conference fee required*	*Conference fee required*	*Free for All Attendees*
7:30	Continental Breakfast - Paid Attendees Only						**inGate**
8:15 - 9:00	Not All Collocation is Created Equal	Introduction to Unified Communications	Reality Check: Southern California End Users Speak Out	Introduction: SIP as the Foundation	Innovation in the Skype-Enabled Call Center	Contact Center Benchmarking Study Results	**8:30-10:30am**
9:15 - 10:00	Customer Retention Through Analytics	Defining the Business Case for UC		Signaling: SIP, SS7 & Integrating Your Network...	Using Natural Language to Improve the Customer Self Service Experience	Improving Customer Experience One Transaction at a Time	**SIP Trunk "Basic Training" with Avaya and Ing**
10:15 - 11:00	Keeping Mobile Carriers Competitive	Unified Communications in the Call Center	SMB Networking Alternatives	Media: Voice & Video in Your SIP Environment	Service and Support: Strengthening the Bottom Line	The Importance of First Call Resolution	
11:00	Exhibit Hall Open						
12:00	Conference Luncheon - Paid Attendees Only						
12:45 - 1:30	The Convergence of Communications & Entertainment	Collaboration & Conferencing	Making the Business Case for VoIP in the SMB	Transitioning IMS via Your SIP-based Network	Extreme Customer Satisfaction: Managing Loyalty in a Commoditized Market	Leveraging Speech Analytics for Customer Satisfaction	
1:45 - 2:30	Accelerating IMS Deployment	Top 10 Ways to Get the Most From Microsoft UC	SMB VoIP Options	SIP Trunking	Contact Center Mobility	Workforce Optimization Strategies	
2:45 - 3:30	Service Provider State of the Industry	TMC University Exam	The Role of Applications	Case Study / TMC University Exam	Customer Experience 2.0: Competitive Differentiation	TMC University Exam	

Free Keynote Speeches:

Jonathan Christensen
General Manager for
Video and Audio
skype

Michael Tessler
President & CEO
BROADSOFT
Innovation calling.

Bryan Martin
Chairman & CEO
8x8, Inc.

Xuedong Huang,
General Manager, Microsoft
Communications Incubations
Microsoft

Sharone Ben–Levi
VP of Marketing for
Enterprise Enhanced Services
AudioCodes

Vikram Saksena
CTO
Sonus NETWORKS

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SANSAY · NMS COMMUNICATIONS · Synway · net. *Network Equipment Technologies* · COMMETREX · IntelePeer

IPTV WORKSHOP (FOR CARRIERS)

Tuesday, September 16: 9:00 – 9:45 am

How to Implement IPTV Networks

According to an Infonetics Research report, demand for world-wide edge routing and switching equipment for IPTV expected to grow 34% this year and 20+% over the next two years. But there are still ample challenges facing telcos today, including increasing competition from cable operators and the need to reduce customer churn. This session will address implementation of IPTV networks and the benefits carriers can hope to realize by deploying IPTV.

Tuesday, September 16: 10:00 – 10:45 am

Overcoming IPTV Challenges

As IPTV deployments continue to proliferate across the U.S., telcos are leading a TV revolution that pose a real threat to cable and satellite companies who enjoy a monopoly in the digital home services market. In this session, the presenter will speak candidly about the difficulties and opportunities faced by IPTV, identifying the challenges of widespread IPTV deployment in North America, where cable and satellite infrastructures dominate, how telcos can ensure video quality-of-service and quality-of-experience for the consumer and the many opportunities presented by IPTV for application developers and other third parties.

Tuesday, September 16: 11:00 – 11:45 am

Measuring Quality of Experience for Successful Deployments

Success for Internet TV is highly dependent on ensuring networks handle the demanding load as well as the Quality of Experience from the end user perspective. This presentation examines the established need to have QoE measurements along with traditional QoS in Internet TV deployments for the life of service, discusses technical details for what measurements — standardized or not — must be part of any successful QoE assessment and covers deployment strategies and considerations for QoE measurement as it relates to Internet TV. The presentation summarizes service provider best practices for implementing QoE successfully into Internet TV deployments, a necessary benchmark application vital to maximizing new services potential.

Tuesday, September 16: 12:45 – 1:30 pm

What Will It Take to Deploy IPTV?

According to industry analyst firm iSuppli, the number of IPTV subscribers in Europe alone is projected to more than triple in 2007, reaching nearly 7 million homes. In five years from today, that number is projected to climb to 47 million. A leading U.S. carrier admitted that "rolling out IPTV is much more complex than people thought it would be."

Challenges range from the use of middleware, which must be integrated from a variety of sources and disparate technologies, to one of the main barriers to widespread roll out and adoption of IPTV services — the issue of bandwidth constraints within the current telecom infrastructure. Speakers in this session will discuss the hurdles of bringing IPTV successfully to market and the standards and specifications that need to be addressed before IPTV is adopted by the masses and reaches the point of market saturation.

Tuesday, September 16: 1:45 – 2:30 pm

The Progression of Streaming Video

Society today is enthralled in a digital world. Due to the popularity of digital media, this new era is constantly refiguring and re-inventing the use of digital technologies to drive interconnectivity. Through the progression of IPTV, streaming content and digital media, new solutions are being created to support and enhance this online content. According to a recent report by Insight Research, streaming video and music will generate $70 billion in revenue over the next six years. The study also states that internet, IPTV networks, and mobile handsets are expected to contribute to the increase. The speaker will discuss theses issues as well as the recent boom in streaming media — where it is going, what is behind the technology, and the importance of streaming and two-way interactive content.

Tuesday, September 16: 2:45 – 3:30 pm

SESSION TO BE ADDED

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THE IPTV WEEKLY MONITOR

TMC UNIVERSITY - MICROSOFT OCS

Tuesday, September 16, 2008

Sponsored by: QUINTUM TECHNOLOGIES, INC.

9:00 am: Introduction and Overview

OCS provides an Enterprise Voice solution to specify voice policies for users and to facilitate collaboration among users. However, before the deployment of Enterprise Voice, comprehensive planning is required based on the number of users, the type of media gateways, the Enterprise Voice infrastructure, and Exchange Server 2007 Unified Messaging. This session is an introduction to OCS and its key concepts. OCS "Office Game Plan" — What is this all about ,
OCS business communications scenarios:
1 - Instant messaging
2 - On-premise Web conferencing
3 - On-premise audio/video conferencing
4 - Telephony

10:00 am: OCS–PBX Interoperability

Explore SIP - Session Initiation Protocol - and how it is used to provide internet telephony functions in an OCS enterprise telephony solution. This session will explain:

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

In the SIP-to-PBX interoperability environment, OCS can connect the PBX and PSTN network by using PSTN-controlled interfaces. In addition, customers can access the integrated telephony solution by using various clients such as Office Communicator 2007, Office Mobile Communicator 2007, Office Web Communicator, Microsoft SIP endpoints, and third-party SIP endpoints.

11:00 am: OCS Servers

Explore various types of servers used in an OCS environment:
- Mediation Server
- Front End Server
- Active Directory

12:45 pm: Call Flow Scenarios

The following call flow scenarios are supported by OCS:
- Telephony users can connect to other telephony users by using OCS.
- Internal telephony users can also communicate with PSTN and PBX users.
- Outgoing calls
- Incoming calls

1:45 pm: Configuration & Planning

This session is designed to provide you with an overview of key requirements for planning and implementing OCS. Active Directory is a critical element of OCS design considerations, networking considerations, client installation considerations, and security considerations. Active Directory design considerations relate to schema, forest, and domain preparation, whereas networking considerations relate to bandwidth and load balancing. In addition, various methods of client distribution, installation, and deployment need planning. Security requirements of your organization, administrators can implement external and apply Active Directory credentials, configure group policies, configure firewall policies, and/or implement Microsoft Antigen. OCS has a comprehensive set of management reports to manage and monitor your enterprise telephony solution, you can use various administrative tools such as MMC-Microsoft Management Console and CDR-Call Detail Reports. You will explore the following topics:

- Bandwidth Analysis
- Load Balancing
- DNAT-SNAT-Destination/Source Network Address Translation
- Client Software and Installation Considerations
- Security Policy and Management
- Active Directory Credentials
- Encryption - Group Security Policies
- Web Server Certificates
- Firewall Policies
- Administrative Tools "Snap-in"
- Microsoft Management Console (MMC) - Call Detail Records
- Phone Usage Records

2:45 pm: TMC University Exam

At the conclusion of the program, you will sit for an 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 Microsoft OCS.

About Course Leader, Thomas B. Cross: The CEO of TECHtionary.com has three decades of experience in startups and consulting advisor with leading providers and venture capital companies in market planning and development, hardware/software design and development, project management, intellectual property in telecommunications, information technology, conferencing, teletraining, telecommuting, groupware, networks, call centers, internet, artificial intelligence and other fields. He has managed the successful development of more than 10 software, hardware and internet products to market and received industry awards for this work. He has authored 13 books, wrote, produced and directed 15 commercial videos and creator and producer of the World's Largest Anima ted Knowledge Source on Technology - http://www.techtionary.com - recipient of Web Hosting Magazine Editors Choice for Best Technical Help. He is a member of the Technical Board of Advisors for the VoIPSA-VoIP Security Alliance.

TMC UNIVERSITY - FMC/MOBILITY

Tuesday, September 16: 9:00 – 9:45 am

Overcoming FMC Challenges

As enterprises move to take advantage of the great potential for mobility, Fixed-Mobile Convergence (FMC) can provide an integrated system that combines the features of a desktop phone with the flexibility and freedom of a mobile device.

Of the barriers to FMC, some are technical and some are organizational, but all are surmountable. This session will look at some of the barriers, and will explore how enterprises can overcome the issues and achieve true integration rather than settle for a bolt-on solution, or one that can only address a small subset of employees.

Tuesday, September 16: 10:00 – 10:45 am

Addressing Femtocell Integration Challenges

Mobile operators are looking at femtocells as a means to introduce new revenue generating services and offer consumers the advantages of fixed-mobile convergence. However, before femtocells become a viable solution, several challenges need to be addressed. As more access points are added to the network, the technological integration and convergence becomes a key factor for the success of femtocells. This session will address the femtocell integration challenge and the benefits, disadvantages and market drivers behind different femtocell architectures.

Tuesday, September 16: 11:00 – 11:45 am

Messaging and Mobile Unified Communications

Businesses today want their mobile solution to do a much better job of increasing productivity, in addition to decreasing their carrier-service costs (a benefit already provided by FMC). Some FMC companies have therefore morphed their technology to fulfill today's business needs — and this new breed of high-productivity/cost-effective solution now falls under the Mobile Unified Communications (Mobile UC) umbrella. Mobile UC blends FMC's seamless roaming with UC apps and it unifies these technologies onto a smartphone, which can run over cellular, WiFi or both.

This session will discuss Mobile UC solutions available today, and how they are making mobile workers more productive while still lowering the bottom line.

Tuesday, September 16: 12:45 – 1:30 pm

E–911 Considerations

As wireless and VoIP converge, the service area is no longer defined by local coverage areas but by the network on which the call is made. The service provider and access provider are not always the same. Discussions are ongoing to help the industry keep pace and ensure that subscriber expectations are met, particularly from the perspective of making sure calls are correctly routed (based on the caller's location) and automatic location information is provided directly into the native 9-1-1 network. As convergence creates a new world of technical challenges in 9-1-1 delivery, how do we ensure that subscribers can access emergency response agency when needed, and how can we ensure the call is processed quickly and accurately?

Tuesday, September 16: 1:45 – 2:30 pm

Cost Containment as a Driver for FMC Deployment

According to research from Informa, 64% of companies are looking to deploy a converged telephone system in 2008, or have already deployed. What are some of the factors driving companies to adopt FMC? This session, presented in the form of a case study will take a look at why companies are seeking solutions that enable mobile phones to interact with companies' existing TDM- and IP-based PBXs. Special attention will be paid to the cost benefit analysis of deploying such solutions and why it makes sense for many enterprises to consider FMC as they update their telecom solutions.

Tuesday, September 16: 2:45 pm

TMC University Exam

At the conclusion of the program, you will sit for an 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 FMC/Mobility education.

TMC UNIVERSITY - OPEN SOURCE

Tuesday, September 16: 9:00 – 9:45 am
Advantages of Open Source VoIP
Establishing a truly standards-based solution in the market requires a broadly accepted technology and a business model that leads to pervasive adoption. In the telephony market, this requires combining two parallel worlds: VoIP and open source. VoIP solutions provide the scalability of voice integration over data networks, reducing long distance toll charges and eliminating the need to run separate networks for voice and data. Open source drives commoditization of traditional telephony hardware and software. In using the two technologies together, true interoperability emerges between products and the closed proprietary world of voice communications is left behind. In this session, attendees will learn the advantages of using an open source VoIP solution in their own business and IT environment

Tuesday, September 16: 10:00 – 10:45 am
Opportunities in Deploying Open Source Apps.
Open Source tools hold much promise for helping developers to build innovative applications that can be part of an overall open source-based telephony solution. The speakers in this session will share their experience and explain how they were able to leverage open source technology to build successful applications and successful businesses. Attendees will learn ho to deploy open source-based applications from experts who live the experience every day.

Tuesday, September 16: 11:00 – 11:45 am
Understanding Open Source Standards
In order to ensure interoperability among disparate applications and solutions, it's important to leverage standards such as SIP. This session will explore several standards (namely XML and Open SER) and how they interoperate with SIP and how they help push the advantages of that standard. Attendees will glean a better understanding of what it will take to ensure standards-based interoperability with SIP in an open source environment.

Tuesday, September 16: 12:45 – 1:30 pm
Using Open Source to Roll Out Next–Generation Applications
Open source has moved beyond the domain of hobbyists into a dependable enterprise communications technology. The presenters of this session will address a number topics surrounding open source telephony, specifically, how carriers and service providers can leverage open source to roll-out their VoIP solutions and develop their next generation services. The speakers will provide an insider's perspective on the state of open source telephony, offering practical enterprise knowledge as industry experts.

Tuesday, September 16: 1:45 – 2:30 pm
Recognizing the Opportunities in the SMB Market
Many SMBs find the idea of cutting their phone bill and, perhaps more important, being able to take advantage of applications that unify voice and data, very appealing. However, research also shows that SMBs are confused about the products on the market and often lack the in-house technical expertise to comfortably sort through the options.

Vendors of all sizes are coming out with products that are designed to be easier to use and many big telecom equipment vendors are moving downstream from the enterprise market to SMB with tailored offerings, which only serves to add to the SMBs' confusion. In this session, the presenter will help attendees better understand the factors affecting their opportunities in the SMB market and determine how they can make the most of its opportunities.

Tuesday, September 16: 2:45 pm
TMC University Exam
At the conclusion of the program, you will sit for an 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 open source education.

Visit The Open Source Pavilion on the ITEXPO Exhibit Floor

The Open Source Pavilion is a "must–see" destination for all attendees seeking more information on how Open Source communications solutions can benefit you.

SERVICE PROVIDER SOLUTIONS

Wednesday, September 17: 9:00 – 9:45 am
Quality of Service Considerations
The convergence of voice and data networks combined with growing overall traffic volume, increased numbers of discrete applications and a broadening array of systems and servers is presenting formidable challenges to the integrated network operations staff tasked with assuring voice and data service quality. This presentation will outline best practices for network operations managers and other staff managing voice and data service performance to integrate these three elements for cost-effective, simplified and proactive management.

Wednesday, September 17: 10:00 – 10:45 am
The Continuing Evolution: From TDM to SIP
Session initiation protocol (SIP) is being deployed in fixed line next generation networks (NGNs). But while fixed line operators are moving to SIP, most mobile networks continue to use SS7 signaling and TDM technology. Why? Mobile operators plan to move to IMS (which is based on SIP), but IMS is complex, new and expensive. So IMS is being trialed for new services (new sources of revenue), not for voice telephony. For voice telephony (and 3G-324M video telephony) operators are moving to "circuits over packets" controlled by traditional SS7 protocols, not by SIP or IMS. This session will discuss the mobile industry's evolution from traditional PSTN architectures (over TDM) to "PSTN over IP" (circuits over packets), the prospects for the eventual use of SIP and IMS for voice services and the impact of all this on operators and mobile subscribers.

Wednesday, September 17: 11:00 – 11:45 am
Applications as a Competitive Differentiator
As has been proven in almost every other facet of the telco industry, value-added services are the way to compete profitably. The same dynamic will play out in VoIP. The technology to offer value-added VoIP services with carrier-grade reliability is already available at competitive prices. It enables cable companies to cost-effectively develop VoIP services internally or purchase them from a growing cadre of hosted service providers. This session will address strategies for using value-added services to attract customers.

Wednesday, September 17: 12:45 – 1:30 pm
Service Creation Considerations
This session will provide new insight into the use the industry's leading platforms, and help service providers and integrators learn about the use of open source/open access SIP service creation technologies to develop and deliver solutions optimized for their initiatives and environments. The key for service providers and product developers is creating applications that allow for personalization and customization, but are also easy to use. We will also look at the trend toward using service creation platforms to integrate VoIP and converged services with web applications.

Wednesday, September 17: 1:45 – 2:30 pm
Imagining Tomorrow's Wireless Landscape
Development of next-generation wireless networks, infrastructure and devices are continuing at a rapid pace by carriers and vendors alike amidst promises of ubiquitous and affordable wireless broadband access. However, barriers to widespread adoption remain today, such as the costs and economies of scale to build such networks that offer a variety of new broadband services. The speakers will discuss the evolution of several technologies (WiMAX, 3G) and the relative merits of each. Attendees will also walk away with an understanding of technology evolution, interoperability and co-existence opportunities between various wireless approaches and technologies.

Thursday, September 18: 8:15 – 9:00 am
Not All Collocation is Created Equal
This session will serve as an insider's guide to buying and selling Data Center/Collocation space, from a perspective you won't hear from the leasing agents. This will be an interactive presentation discussing the different types of Collocation space available in the market today. The speaker will present a "Top 10" list outlining the key areas of due diligence to look for when evaluating a data center/collocation facility. Topics covered will range to include power to the facility, mechanical diversity with in the facility, cooling load in conjunction with IT load, site security and more.

SERVICE PROVIDER SOLUTIONS

Thursday, September 18: 9:15 – 10:00 am

Customer Retention Through Analytics

Many service providers have come to appreciate that maintaining a loyal and satisfied customer base can lead to higher margins, easier up- and cross-selling, and greater profitability. The challenge for most providers is to clearly understand how specific groups of customers use products and services, and the propensities for these groups to accept new offers and product enhancements. This session would help attendees understand how they can use existing customer data to better understand both individual and group behaviors, create new services that have a greater potential for market penetration, and ultimately, extend customer lifecycles and build ARPU.

Thursday, September 18: 10:15 – 11:00 am

Keeping Mobile Carriers Competitive

As the telecommunications industry makes the gradual transition to an all-mobile, all-IP environment, mobile carriers are in danger of being cut out of a large share of the evolving market. Cellular operators are currently experiencing over 100% penetration rates in some developed markets, fierce competition between operators to move subscribers and costly customer churn. They are also discovering that data is not proving to be the "killer" application they've been seeking, and in order to remain competitive they will have to undergo expensive network investment and upgrades to support 3G and 4G technologies. This session will discuss how Femtocells allow carriers and operators to address their cost and competition concerns by allowing them to offer more value while minimizing cost and building out next-generation infrastructure.

Thursday, September 18: 1:00 – 1:45 pm

The Convergence of Communications and Entertainment

As communications, broadcast media and broadband entertainment are continuing to converge, a major shift has begun in the connected home environment. The integration of the television experience with the complete power of the new end user technologies, from broadband to mobile, opens the door to not only an exclusive world of entertainment and information, it brings a next generation idea of full consumer interactivity within diverse mobile experiences. Personalized television and mobile will forever change the consumer entertainment landscape and will open the door to a consumer with more and greater control over his or her environment. Come to this session to learn about the opportunities that present themselves at the intersection of communications and entertainment.

Thursday, September 18: 2:00 – 2:45 pm

Accelerating IMS Deployment

Telecom is undergoing a transformation in the face of rapid adoption of new, bandwidth-intensive applications. As carriers wrestle with the growth of bandwidth-intensive applications, IMS emerges as a promising choice for two key reasons. First, IMS promises to unify the delivery of many different types of services using common networks and protocols, which in turn leads to the development of an array of services. Second, IMS enables consumers to receive services from different providers, creating competition and better pricing, while decreasing the types of infrastructure that network providers are required to support. The presentation will discuss trends in IMS as well as key market drivers need to bring new applications to market quickly.

Thursday, September 18: 3:00 – 3:45 pm

Service Provider State of the Industry

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

UNIFIED COMMUNICATIONS

Wednesday, September 17: 9:00 – 9:45 am

Deploying UC

Unified Communications and key technologies such as Mobility, Presence, Availability, Collaboration, and Unified Messaging are evolving. Mobility for example, is about more than a call to a mobile device; it is about the freedom to communicate wherever you are with the same ease and effectiveness you would if in the office. Similarly Presence and Availability are the start of a technology trend to enable people to better understand the intellectual proximity and context of the person with whom they wish to interact. Finally, collaboration and the emerging world of cost effective, real-time, always on video, is on the path to emulating physical presence and interactions. A unified communications environment is something that will be achieved over time. It is a destination rather than a particular product, application, or even solution. It requires the cooperation of vendors and interoperation of vendor technologies to become a reality.

Wednesday, September 17: 10:00 – 10:45 am

Network Management and QoS

Unified communications has the potential to transform the way organizations conduct business. But while UC holds great promise for enterprises, it requires a carefully considered strategy to successfully roll out these applications and then manage them after deployment. This presentation will address new technologies and strategies that are enabling enterprises to "unify" and streamline the management of unified communications. As these new applications are added to the network, what are the key network performance considerations and how can you manage them?

Wednesday, September 17: 11:00 – 11:45 am

Exploring Mobility in Unified Communications

Until you can unify applications on a mobile handset, you cannot achieve the benefits that unified communications has the potential to provide. Dual-mode mobile smartphones work 100% wirelessly and were built for voice conversations as well as messaging that can be conducted equally over WiFi or cellular. This session will discuss solutions available today that can unlock the power of dual-mode phones, providing the technology that enables seamless roaming between WiFi and cellular networks. Solutions that can be integrated into the handset so that end users can make calls, send e-mail, send IMs and broadcast their presence from any location making true Unified Communications a reality.

*Wednesday, September 17: 12:45 – 1:30 pm*

UC for the SMB

With the convergence of voice and data networks, we are witnessing the first significant shift in voice communications since the introduction of the digital PBX in the 1970s and the cellular phone in the 1980s. In fact, it is estimated that more than 80 percent of the current PBX installed base is evaluating the migration to IP telephony. But for a specific segment of the small business market, the shift to unified communications means facing potentially greater challenges than opportunities. This presentation will provide small business owners with a glimpse into the current state of the telecom market, and the size and specific telecommunications needs of the growing, yet largely neglected segment within the SMB market.

Wednesday, September 17: 1:45 – 2:30 pm

Unified Communications Round Table: The Future of the Industry

Attend this round table session for a lively discussion on products, services and the state of the unified communications industry. In this session, a panel of industry experts will provide valuable insight into what is happening in our industry — from which vendors are delivering product today and which vendors you should be tracking for tomorrow's solution, to what you should look for in sourcing and implementing a UC solution. This session is a must for anyone working on or planning to develop a UC strategy.
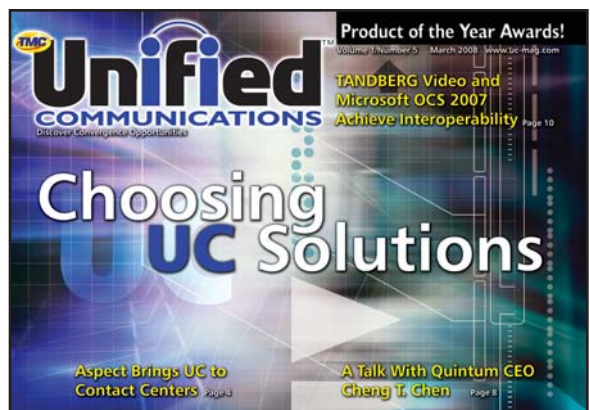
TMC U - UNIFIED COMMUNICATIONS

Thursday, September 18: 8:15 – 9:00 am

Introduction to Unified Communications

Ask five people to define UC, and you will probably get seven different definitions. Although UC is viewed as a potentially powerful resource; it is generally misunderstood, and as a result under-applied. This session will address: a realistic definition of UC; what it is…and what it is not; the challenges and opportunities for UC in today's business environment; and progress being made in applying UC in today's business environment.

Thursday, September 18: 9:15 – 10:00 am

Defining the Business Case for Unified Communications

In this session, the speakers will discuss the need and the business case to unite SMBs' existing communication systems and tools — legacy PBX and IP-PBX systems, Internet , voice mail, fax, cell phone integration, etc. (one-number one-mailbox) to achieve higher efficiency and productivity while lowering overall office communications and networking costs. If you are still undecided about deploying UC, this session is right for you.

Thursday, September 18: 10:15 – 11:00 am

Unified Communications in the Call Center

In spite of all the attention given to enterprise unified communications (UC) in the last few years, an important component is often overlooked: the contact center. This is a mistake, as a UC strategy is just as critical to customer facing activities as it is to internal communications. This session will discuss the role that the contact center plays in a successful unified communications strategy, focusing on best practices for leveraging contact center and UC applications in tandem and how companies can make use of existing and next generation technologies to make this happen. Attendees will come away with a better understanding of best practices for linking contact center processes and systems with UC applications to improve overall customer service.

Thursday, September 18: 1:00 – 1:45 pm

Collaboration and Conferencing

The video conferencing and collaboration market continues to evolve in order to meet the needs of business professionals. Enterprises are looking for ways to cut unnecessary spending without compromising the quality of their relationships with key contacts. Due to a high demand for quality conferencing options, solutions should address the rising needs of enterprises. This session will discuss the technological breakthroughs driving video conferencing adoption, while decreasing overhead costs.

Thursday, September 18: 2:00 – 2:45 pm

Top 10 Ways to Get the Most From Microsoft Unified Communications Today

The interest in Unified Communications leapt higher with Microsoft's announcement of deep integration of UC capabilities into the ubiquitous Microsoft office suite. While many IT groups have chosen not to introduce the complexity of Microsoft's UC just yet, sales and operations executives are beginning to demand UC's real-time collaborative capabilities. IT groups are finding out that the installation of Office Communications Server (OCS) with their company's natural upgrades of Office can force the issue of when to deploy UC rather than allowing the underlying Microsoft technology to reach full maturity. In this practical session, attendees will learn of the top 10 ways to get the most benefit from Microsoft Unified Communications today. Based on practical experience and extensive discussions with early adopters, the speaker will offer specific advice on how to manage end user expectations for a measured roll out, best technical configurations, and measures to take that minimize potential cross-platform and multi-campus implementation issues.

Thursday, September 18: 3:00 pm

TMC University Exam

At the conclusion of the program, you will sit for an 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 unified communications education.

HOSTED COMMUNICATIONS WORKSHOP

Wednesday, September 17: 9:00 – 9:45 am

Welcome to Hosted VoIP

In the new converged communications environment, enterprises may select a hybrid of premises-based and network-hosted capabilities — and, in turn, some or all of these capabilities may be managed by a third-party provider. This session will help attendees sort out the professional services options available for basic and advanced communications capabilities, and will give them an idea of how to assemble them into a complete solution.

Wednesday, September 17: 10:00 – 10:45 am

Deploying Hosted VoIP

Many people run for cover when they hear the words "Hosted PBX," "IP Centrex," and most of all, the big bad "VoIP." Like children afraid of the monster in the closet, they simply close their eyes and hope it will soon go away. But the good news is (and it really IS good news), these technologies are gaining momentum rapidly. And every day, more and more businesses of all sizes are discovering that the big scary monster is their new technological best friend. In this presentation, the speakers will address the benefits of deploying increasingly popular technologies.

Wednesday, September 17: 11:00 – 11:45 am

Delivering on the Promise of Hosted VoIP

Since the first publications and tradeshows emerged in 1997 to address voice telephony there has been an incredible surge of positive hype followed by negative hype.
The purpose of this session is to break through the hype and put a finger on what is really happening in the world of hosted VoIP and IP Centrex. The speakers will address a number of issues including the current state of Consumer and Enterprise VoIP; why triple play is gaining market share without capitalizing on the potential of the technology; the innovations in technology and market dynamics could lead to more service provider successes, and more.

Wednesday, September 17: 12:45 – 1:30 pm

Open Source Options for Hosted VoIP

Many new service providers have successfully leveraged Asterisk to rapidly and cost-effectively offer voice services to both consumers and enterprises. However, with their success, many are now running into issues scaling their network and operations to meet the needs of their expanding customer base. This session will use case studies with issue analysis via panel discussion. This is truly a can't miss opportunity for attendees to learn more about the intersection of open source and hosted VoIP.

Wednesday, September 17: 1:45 – 2:30 pm

Future of Hosted Telephony

As the Internet era and phone services collide, service providers need to position themselves now for host services that business and residential end-users will demand in the not-too-distant future. Telecom architectures and technologies such as IMS, MMTel and Rich Communications are poised to enable improved user experiences with capabilities such as IM, presence and video across devices. And with the advent of Web 2.0 apps, the long tail approach to services might ultimately prove the key differentiator among service providers. We will examine what's real and what's fiction in the future of hosted telephony and what preparations are necessary to be tomorrow's service provider.

TMC U - IP NETWORK SECURITY

Wednesday, September 17: 9:00 – 9:45 am

VoIP Security Myths & Realities

With Unified Communication deployments increasing in number and size in enterprises across the U.S., there is a growing clamor over VoIP security. The openness of the Internet enables amazing new forms of end-to-end communications but also unlocks the door for criminals and causal hackers to compromise IP-based interactive communications. Amidst this clamor, what are people really afraid of? What are the real risks and how can they be mitigated or controlled? This session will establish a VoIP security framework to identify the risks, understand the impacts and assess the cost of controlling or mitigating these risks.

Wednesday, September 17: 10:00 – 10:45 am

Best Practices in VoIP Security

As VoIP deployment accelerates over the next two to three years, VoIP networks are going to become an increasingly attractive target for would-be hackers and attacks. As a discipline, VoIP security is still in its infancy making it exceedingly difficult for security professionals with enterprises with stringent security and privacy requirements to accurately assess new threats, trends and issues in the market. The end result is a new security discipline that requires constant monitoring and intelligence in order to separate fact from fiction and determine what action really needs to be taken. This session will showcase research conducted in real-life labs and best practices from the data security world.

Wednesday, September 17: 11:00 – 11:45 am

Security Considerations for the Enterprise

As the worldwide business spotlight on communications and data security has gotten brighter, experts agree technology alone cannot provide secure premises or communications. Even if technology is the "most encrypted in the world," it can often be ineffectual without sound, well-executed security processes behind it. Same thing when planning and implementing security processes and integrating the people in an organization: Do so completely and consistently enterprise-wide, and your workforce can actually strengthen security measures. Don't, and employees can be your greatest weakness. The most stalwart security program therefore is one that combines the best of technology, the most stringent security processes possible for business systems and data, and people who understand and abide by those processes. Come to this session to learn more.

Wednesday, September 17: 12:45 – 1:30 pm

Deploying Secure Wireless VoIP

We all have heard the rumors that VoIP is not as secure as legacy telephony. We have also seen the vast improvement over the past several years that effectively removed this gap (or barrier). So what's next and how do enterprises keep their technology ahead of the curve? In this presentation the speakers will address the latest threat drivers in mobility and Internet telephony, what the industry is doing to protect against these threats, what kind of impact is this having to the overall operational environment, what are the cost impacts, and what does the crystal ball say about the future.

Wednesday, September 17: 1:45 pm

TMC University Exam

At the conclusion of the program, you will sit for an 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 IP network security education.

VOIP FOR SMB

Thursday, September 18: 8:15 – 10:00 am – Double Session
Reality Check:
Southern California End Users Speak Out

Come listen to a panel of prominent southern California-based enterprise end users and find out what the real customers of the telecommunications industry are using and planning now. The panel consists of people who manage the communication networks for some of the area's most prominent enterprise organizations in the region. Our panelists have corporate footprints that range from he regional to the international They reflect a mix of private and public sectors, various industries and they use various platforms. They will discuss what they are doing in their network planning, how they are achieving a balance between investing in innovations, ROI and spending controls. Please come with questions. We will be quizzing our panel about SIP, UC, mobility, security, hosted vs. self managed and much more. Here is a chance to learn about our industry's customers, their experiences, point of view, and their needs as they express them. Here is where the theoretical encounters the real.

Thursday, September 18: 10:15 – 11:00 am
SMB Networking Alternatives

SIP trunking continues to experience rapid growth in the SMB market. Technology leaders like Microsoft and Cisco are making big investments to enter the market and move down-market respectively. Service providers are making big investments in offering alternative services too. SMBs have other options like hosted PBX and legacy interfaces, but why is it that SIP trunking is leading the way? The panel discussion will discuss the benefits of SIP trunking and the factors fueling this trend.

Thursday, September 18: 1:00 – 1:45 pm
Making the Business Case for VoIP in the SMB

The focus of this presentation will be on how SMB customers looking to make the transition and ultimately switch to VoIP can partially/fully fund their investment, and prove in their VoIP business case, from savings that can be identified in their current telecom spend. Speakers will identify the benefits of performing a complete telecom billing audit and telecom asset inventory study, and link these audit activities to a VoIP Analysis and Business Case showing customers the real benefits of performing a network analysis and inventory prior to engaging in a VoIP build-out.

Thursday, September 18: 2:00 – 2:45 pm
SMB VoIP Options

Most small and medium-sized businesses (SMBs) have limited budgets, time, and IT and communications expertise. The smallest SMBs don't have any IT support staff and need plug-and-play services, which allow them to concentrate on managing their businesses and serving customers, not on managing their communications infrastructure. This session covers the basics of voice and data solutions for small business, including hosted versus non-hosted voice, and how to select the right solution for your business.

Thursday, September 18: 3:00 – 3:45 pm
The Role of Applications

It used to be that only large enterprises could afford huge call centers and integrated telephony and data solutions, but VoIP is changing all that. SMBs can now use hosted IP-PBXs to hook up employees in different virtual office locations to work together with four-digit dialing, hunt groups and the like. Web interfaces allow for easy configuration of find-me, follow-me functions, and often make moves/adds/changes a matter of a few simple keystrokes. This session will explore the critical role of applications in differentiating services from competing providers and how SMBs must consider what applications they really need to help them drive their business.

TMC UNIVERSITY - SIP: THE FOUNDATION FOR BUILDING ENHANCED SERVICES

SIP: The Foundation for Building Enhanced Services

Thursday, September 18, 2008

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8:15 am:	**Introduction: SIP as the Foundation** • Overview of a SIP call set up • SIP Elements in a Network to Deliver Enhanced Services
9:15 am:	**Signaling: SIP, SS7 & Integrating Your Network with Existing Infrastructure** • Understand how a class 4/5 circuit architecture migrates toward a SIP Network • Review of available standards for SS7 – SIP interworking • How SIP can be used for IP Backhaul-Class 4 Replacement • Example: Pre and Post Paid Services Using SIP
10:15 am:	**Media: Voice and Video in Your SIP Environment** • Common Audio and Video Codecs • Media/Codec Negotiations • Tuning Your Network for Voice and Video • QoS issues, metrics and user quality expectations
12:45 pm:	**Transitioning to IMS via Your SIP Based Network** • Understand the high-level IMS architecture and its benefits • Learn the important factors in considering interop testing • Describe the main goals and objectives in setting up an interop lab
1:45 pm:	**SIP Trunking** • What is SIP Trunking • Pitfalls and Shortcomings in Ad Hoc SIP Trunking • The Basics of SIP Connect
2:45 pm:	**Case Study** Review and discuss a carrier's plans to expand their SIP-based service offerings. Following this session you will be able to describe: • The migration from stove-piped applications to centralized media resources and the benefits • Factors to keep in mind when deploying services with centralized resources • The types of services that lend themselves to centralized resources.
3:00 pm:	**TMC University Exam** At the conclusion of the program, you will sit for an 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 SIP Development.

Hosted by: Dialogic TMC

CALL CENTER 2.0

Tuesday, September 16: 9:00 – 9:45 am

Adding Intelligence to the Next–Generation Contact Center

Contact centers constantly search for new technologies to get a competitive edge, and the adoption of VoIP and IP-based applications are supplying the advantage by enhancing traditional call center components. IP applications now allow contact centers to offer customers their choice of media channels, including automated self-service; allow agents to choose the location they work from and the devices they use, whether at home or hundreds of miles away; and allow a contact center itself to handle all media types and business processes consistently as well as seamlessly. So is an intelligent contact center based on a combination of people, processes, and technology? Come to this session to find out.

Tuesday, September 16: 10:00 – 10:45 am

Contact Centers Results From the Labs

Come learn about the latest enhancements in today's IP-based contact center technology. Miercom is a renowned, independent testing lab specializing in review and analysis of networking technology. This presentation will delve deep into the nuts and bolts of modern contact centers, hitting on all the important topics, including:

- Agent capabilities, including status and presence propagation
- Productivity enhancement tools
- Agent softphone capabilities
- Integration with UC and IP-telephony infrastructures
- Multimedia interactions (Web, chat, IM, SMS, video, email)
- Supervisor capabilities and features including productivity, involvement in agent calls (training, participating, recording)
- Contact interaction monitoring (real time and historical)
- System architecture, and more.

Tuesday, September 16: 11:00 – 11:45 am

Trends in IP Contact Center Deployment

Scalable, multichannel, and green, that's what IP telephony is bringing to the modern contact center. In the past if you wanted to add chat to your contact center or e-mail response you were limited to creating separate seats dedicated to these activities and as a result only large volume customers could take advantage of these service platforms. With the advent of IP telephony we are witnessing true convergence. This session will focus on IP contact center deployment trends and how providers are able to offer more advanced services and enable agents to offer new levels of customer service.

Tuesday, September 16: 12:45 – 1:30 pm

Contact Center Security Strategies

Contact centers process an immense amount of customer-sensitive information. As the primary point of contact with your customer, they are also the gateway to a wealth of confidential personal information and an attractive target for enterprising hackers and other security threats. Organizations cannot afford to be complacent about their contact center security. Attendees will learn about practical and effective strategies that will enable them to secure even a modern contact center that leverages advances in Unified Communication, multiple interaction channels and a remote or distributed workforce. This discussion will cover challenges relating to people and processes, as well as key technology requirements. Attendees will better understand how to protect boundaries, detect risks, control assets, ensure compliance, and respond to threats in the contact center environment.

Tuesday, September 16: 1:45 – 2:30 pm

Embracing Unified Communications in the Contact Center

There is a lot of talk in the industry about unified communications. For contact centers, no unified communications program is complete unless it includes a unified customer communications system. Systematically offering unified communications to your organization's customers allows them to interact with your company more effectively and efficiently, leading to greater customer satisfaction and loyalty, growing revenue, and reduced costs. This session examines the key elements of unified customer communications and explain how IP-unified contact center technology unifies the customer experience by enabling consistent businesses processes across all communication channels and all locations.

Tuesday, September 16: 2:45 – 3:30 pm

Planning Ahead for Optimal Contact Center Deployment

The widespread adoption of VoIP in the contact center has led to measurable benefits for the organizations that deploy it, such as significant cost savings; increased productivity; and new and innovative ways to serve customers. However, many organizations underestimate just how complex the reality of VoIP is, especially when deployed in the contact center. Delivering a consistent, high-quality user experience (to both customer and agent) presents a host of challenges. This session will cover how implementing the right testing and monitoring approach in the contact center, instead of worrying about whether or not the network components (WAN, LAN, etc.) are working properly, will help ensure a successful deployment and ongoing operation.

CALL CENTER 2.0

Wednesday, September 17: 9:00 – 9:45 am

Position Your Contact Center in a Web 2.0 World

Is your Enterprise ready for the social and usage implications of Web 2.0 & Enterprise 2.0? Do you want to avoid the tedious effort of replicating new marketing programs across your telephony, contact center, IVR, network, and back-office systems? Does deploying a solution within your contact center include wrestling with different silos?

The next-gen contact center built with the modern service oriented architecture (SOA) and IP design practices provides real cost savings. Enterprise 2.0 is focused on people vs. processes; context vs. sessions; and presence vs. location. What used to be known as IVR, voice mail, conferencing center, and call center become one seamless software platform. This session will help attendees to understand an approach for migrating from current call center and telephony architectures.

Wednesday, September 17: 10:00 – 10:45 am

Understanding Your Customers

Leading companies have lost millions of dollars this year citing customer loyalty as a key challenge. While companies state that customer experience is critical to their business, few of them know how to effectively address this challenge. Attendees will learn the advantages of implementing customer experience technologies to improve customer experience across multi-channel (Web, retail, call center) environments. The conversation will include real world case studies and participants will learn how customer experience solutions enable businesses to adapt rapidly to changing economic and competitive circumstances. This deeper understanding will help cultivate a lasting, one-to-one relationship that aligns the most appropriate value proposition for each consumer. Customer loyalty, operational productivity and profitability can reach new levels of return.

Wednesday, September 17: 11:00 – 11:45 am

Benefits of VoIP Enabled Recording

We are all familiar with the business benefits of quality management – increased customer satisfaction, consistent service delivery, improved agent morale. The roll out of VoIP recording technology provides opportunities to extend these benefits to include employees working in branch locations and even at-home agents. This session provides an overview on how VoIP changes the landscape for branch and at-home recording and details specific ways that quality management tools and techniques can be utilized to improve performance.

Wednesday, September 17: 12:45 – 2:30 pm

IP Contact Center Shootout

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

Thursday, September 18: 8:15 – 9:00 am

Innovation in the Skype Enabled Call Center

Innovative opportunities abound in the new Skype-enabled call center. For example, Skype trunking offers low-cost international calling for outbound calls and telemarketing. Adding a Skype-enabled Click-to-Call button to Web sites allows consumers to instantly talk to an agent via a free Skype call, offering immediate access to Skype's 270 million+ user base. Global direct inward dial (DID) allows companies to instantly create a local market presence anywhere in the world. And remote agents, wherever they're located, can directly access the call center system, for free, through Skype. In this session, attendees will learn how companies of all sizes can bring the cost savings and enhanced call handling features of Skype's popular VoIP service to one of the core elements of any business — the call center.

Thursday, September 18: 9:15 – 10:00 am

Using Natural Language to Improve the Customer Self Service Experience

To drive increased revenue and gain market share, companies must create a unique sales experience that gives customers the tools they need to make buying decisions. A key piece of this strategy is creating a compelling self-service environment for customers. Today's well-informed, savvy, but fickle consumer wants to buy and manage their communications products on their own terms, and delivering such capabilities involves more than basic self-service. Attendees will learn about strategies for implementing such an environment as well as the tools needed for creating a differentiated self-sales environment including natural language search, interactive content management, best-fit offer personalization, and guided service change management.

CALL CENTER 2.0

Thursday, September 18: 10:15 – 11:00 am

Service and Support:
Strengthening the Bottom Line

As we all know, technology vendors cannot afford network downtime and disruptions that impair systems and services. Considering the direct impact on revenue generation, service providers demand that technology vendors deliver maximum system availability, zero downtime and rapid problem resolution, but at the same time, expect to pay lower service costs with better results. This session will offer specific ROI from a custom, proactive automated support launch in the form of a case study that will detail how in one stroke of support automation, customers can greatly increase the margins of its support organization; dramatically boost employee morale; and increase customer satisfaction and efficiency.

Thursday, September 18: 1:00 – 1:45 pm

Extreme Customer Satisfaction:
Managing Loyalty in a Commoditized Market

Xtreme Customer Satisfaction (XCS) provides a systematic approach to developing brand differentiation and loyalty, helps quantify the relationship between customer satisfaction and revenue, and provides the necessary corporate culture tools to create a sustainable change. This presentation addresses the paradigm shift of taking customer service to the extreme.

Attendees will learn:
- The importance of XCS in differentiating products, services and brands
- How to quantify the inherent value in XCS
- How to create a corporate culture that is aligned with customer values.

Thursday, September 18: 2:00 – 2:45 pm

Contact Center Mobility

Today's enterprises are at a crossroads where higher customer expectations and expanding communications channels intersect with an increasingly dispersed and mobile workforce. The responsive organization needs to recognize and understand emerging market drivers that will dictate effective customer care strategies. One useful vantage point for seeing many of these market drivers rests in the enterprise looking inside and outside simultaneously from the perspective of who needs "care" and who could best provide that care, if given an effective contact center solution. In this session, the speaker illustrate these market drivers with conceptual use cases for a few industry sectors followed by architectural and functional requirements for effective end-to-end contact center solutions that intelligently connect key customers and prospects with mobile informal care-givers.

Thursday, September 18: 3:00 – 3:45 pm

Customer Experience 2.0:
Competitive Differentiation

The Web 2.0 phenomenon is here and people are talking about anything and everything, from politics to products. From social networks to blogs, customers can and will use the Internet as a basis for their purchase decisions and this can mean success or failure to many businesses. In this session you will learn about the latest customer relationship strategies and technologies that will help you achieve differentiation by managing and understanding customer interactions better than in the past. From contact center optimization to the integration of business elements with IT, this session will cover the vital elements that businesses should consider in order to maintain customer loyalty in a Web 2.0 world.

Official **Show Hotel** Information

Westin Bonaventure expected to sell out long before the event begins. Call to reserve your rooms today and avoid being shut out.

With over 200 exhibitors and as many as 7,000 attendees expected, rooms at the official show hotel **WILL SELL OUT QUICKLY!**

We urge you to contact the Westin Bonaventure right away and reserve rooms at the special INTERNET TELEPHONY® Conference & EXPO rate of $189 per night. Identify yourself as a show attendee to take advantage. Deadline for this special rate: August 15, 2008

**Westin Bonaventure Hotel & Suites
404 South Figueroa St.
Los Angeles, CA 90071
Phone: 213–624–1000 or 800–937–8461**

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TMC U - SIP IN THE CONTACT CENTER

Tuesday, September 16: 9:00 – 9:45 am

Session TBD

Tuesday, September 16: 10:00 – 10:45 am

Adoption of IP in the Next–Gen Contact Center

Today's call centers can gracefully migrate to IP telephony and unified communications solutions, by converting their access to IP and their signaling to SIP. The SIP protocol is inherently flexible, and service providers, equipment/software vendors, and contact center operators can leverage this flexibility to build powerful multi-media applications that will enable the best possible user interface and customer service experience. The breadth and versatility of these applications translate into significant, measurable productivity gains for the enterprise. The time is now, the market is moving, and businesses large and small are building plans and implementing IP telephony in their next generation contact centers. Are You?

Tuesday, September 16: 11:00 – 11:45 am

Technology Considerations for Contact Center Evolution

Transitioning a TDM-based call center to an IP-based contact center offers many potential benefits. But transitioning the most mission-critical enterprise application to realize these benefits is not without challenge. This session will cover the risk-reward perspectives associated with this transition:

- What new forms of contact center communications are enabled by IP?
- What new network elements are required in the next-gen IP contact center?
- What are the cost advantages of using IP in the contact center?
- What are the challenges in transitioning from TDM to IP and what are the successful migration strategies?
- What are the security and confidentiality risks?

Tuesday, September 16: 12:45 – 1:30 pm

Make Your Contact Center Smarter: Best Practices

In this session, the speaker will highlight the best practices of 10 companies who have adopted the principles of Active Enterprise Intelligence (AEI) to make their call centers smarter. The talk will begin with an explanation of the concepts of Active Enterprise Intelligence, focusing on how frontline employees like call center agents and systems like IVR and ACD can take advantage of insights gleaned from a centralized data warehouse. The speaker will identify five kinds of call center improvements that are possible, then drill down on ten specific case studies of companies who use AEI to improve the precision, timeliness, and relevance of call center dialogs.

Tuesday, September 16: 1:45 – 2:30 pm

Welcome to the Contact Center of the Future

This session will serve as a fundamental look at the future of the contact center space, and how IP and IP-based technologies will help enable that future. The speaker will address the trends that will shape the next generation contact center, as well as the technology and external factors that will also play a role in defining the opportunities that lay ahead. If you want to know what factors will affect your future decision making with regards to the contact center of tomorrow, this session is a great place to start.

Tuesday, September 16: 2:45 pm

TMC University Exam

At the conclusion of the program, you will sit for an 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 SIP in the contact center education.

TMC UNIVERSITY - SAAS

Wednesday, September 17: 9:00 – 9:45 am

Software as a Service: The Basics

If you've been in the call center industry for any amount of time, you may remember the term "Application Service Provider" or "ASP." You may frequently hear the terms "hosted" or "on-demand" thrown around. You may be dizzy with confusion as to what all these terms mean, how they are similar and how they are different. You've heard SaaS can save you money, but how? Is your organization suited for software-as-a-service delivery? If it can save you money, where, exactly, do those savings occur? Where does the return on investment lie? Did you know that SaaS solutions can be accounted for in a completely different way (as an operating expense rather than a capital expenditure)? What are the implications for your business? What are the benefits? Where do the pitfalls lie? After this session, you'll be a pro at sorting out all the terms for this model of business, and you'll know if and how it's right for your company.

Wednesday, September 17: 10:00 – 10:45 am

Using Hosted Speech Solutions In The Call Center

Once upon a time, speech technology...for call routing, customer self-service or outbound customer contact...was something only the largest of companies could afford. It was expensive and extremely complex to administer. Today's hosted speech solutions, however, put the important benefits of speech technology (improved customer satisfaction, vastly increased rates of successful customer self-service, better agent satisfaction) within reach of even the smallest call centers. Find out how hosted speech can be quick to implement, affordable and effortless to maintain in your contact center.

Wednesday, September 17: 11:00 – 11:45 am

CRM Software as a Service

The complexity (and in some cases, failure) of the first wave of CRM implementations taught the marketplace a valuable lesson about how NOT to do CRM. It also left many companies that would benefit from CRM shaking their heads in confusion. The software-as-a-service delivery model for customer relationship management has been a blessing to organizations of all sizes, from small businesses to large enterprises with smaller business units. Discover the benefits of the SaaS model of CRM, because in today's marketplace, your organization can no longer afford to do without properly implemented CRM.

Wednesday, September 17: 12:45 – 1:30 pm

SaaS And The Home Agent Model

If you work in the call center industry, it's impossible that you haven't read about the many benefits of using home agents. A "perfect storm" is brewing for the home agent model: high gas prices, a weak U.S. dollar leading to closure of nearshore call center facilities, a need for improved customer service quality drawing offshore call center business back to the U.S., and a tapped out agent pool are leading many companies to turn to the home agent model to improve their customer care while keeping their costs down. Software as a service, coupled with IP contact center platforms, is a great enabler of the home agent model. It means that wherever your agents are located and however irregular their shifts, they need only their PCs, Internet connectivity and a headset to be a fully functional component of your call center.

Wednesday, September 17: 1:45 pm

TMC University Exam

At the conclusion of the program, you will sit for an 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 SaaS education.

TMC U - NEXT-GEN CALL CENTER MGMT

Thursday, September 18: 8:15 – 9:00 am
Contact Center Benchmarking Study Results
With a balanced global and industry representation from 403 contact centers located across 42 countries and 5 continents, the information gained by this independent research is industry-renowned and has a proud history of comprehensively investigating performance levels achieved and operational realities experienced by contact centers. This presentation details key results from the latest report, providing attendees with information and analysis of operational daily productivity benchmarks that helps them articulate the true value of contact centers. This information encompasses the entire sphere of today's contact center operations and performance – from strategy, customer management and financial management to processes, procedures, human resources, and training. In addition, it details key finds relating to the technology environment and overall performance management. Truly a can't miss session.

Thursday, September 18: 9:15 – 10:00 am
Improving Customer Experience One Transaction at a Time
In order to optimize customer experience, companies need to address consumers demand to have an efficient and valuable interaction with their service provider when they want, where they want and in the way they want. As customer interactions are complex and unpredictable, the outcome can only be optimized by continuously adapting and responding in real time. To achieve this, the capabilities of all customer systems must be focused on the moment of interaction. This session will explore strategies for success, and explore how to achieve an efficient and optimum result during every customer interaction.

Thursday, September 18: 10:15 – 11:00 am
The Importance of First Call Resolution
Many call center managers agree that first call resolution (FCR) is one of the best metrics that can give a clear measurement of agent effectiveness and customer satisfaction level. However, most companies cannot properly define FCR, forcing call centers to use inaccurate and ineffective reporting methods. Attendees will hear about best practices to improve call centers' FCR and reduce incoming call volume. This session will explore the subjective processes that organizations should eliminate, and help attendees learn efficient new ways to deliver meaningful analytics that define the performance of each agent, team and supervisor as well as the overall call center.

Thursday, September 18: 1:00 – 1:45 pm
Leveraging Speech Analytics for Customer Satisfaction
When companies calculate the acquisition costs and lifetime value of a customer, it quickly becomes clear that efforts to reduce churn and increase overall retention are key for maintaining consistent revenue from customers. Speech analytics has become an important tool in uncovering valuable business intelligence from customer service and support calls and identifying recurring customer issues before they become significant problems and potential causes of revenue loss. In this presentation, attendees will understand the quantifiable value of speech analytics and how it can be leveraged to enhance customer satisfaction by learning about what features and functionality companies should be looking for in a speech analytics solution to be able to positively impact customer service and achieve the necessary return; how speech analytics solutions can tie into other enterprise systems to provide a holistic, actionable view of each customer; and more.

Thursday, September 18: 2:00 – 2:45 pm
Workforce Optimization Strategies
One of the thorniest challenges a contact center faces is ensuring desktop applications are helping, not hindering workforce efficiency and productivity. As desktop applications proliferate, end users struggle to jump from one to another. Increasingly, their jobs are bogged down with lots of copy and paste as they manually move data between various Web and office applications. What contact center agents really need is an "agile desktop" that lets them quickly and effortlessly move among their business processes. In this session attendees will learn how novel workforce optimization techniques can help to deliver previously unknown levels of agility to desktop processes and help contact center increase workforce efficiency in the process.

Thursday, September 18: 3:00 pm
TMC University Exam
At the conclusion of the program, you will sit for an 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.

Administrator Course
Fonality trixbox
Open Communication Certification

Complete details and registration at www.itexpo.com

FtOCC (pronounced "F-talk") is a 3-day course teaching you the basics of trixbox administration. Designed for those who wish to install trixbox systems for their company or clients, persons tasked with maintaining a trixbox installation, or users relatively new to trixbox that want a better understanding of it's capabilities. FtOCC focuses on the core operations that an administrator would need to handle on a regular basis.

Who Should Attend?

- IT Engineers tasked with supporting or implementing an IP PBX.
- System integrators and VARs who want to sell IP PBX systems.
- Phone system resellers looking to move into the IP PBX market

Each student receives the trixbox VMWare image and the VMWare Player to install on his/her laptop for course lab work. Note that the course does not presume that the students are full-time sys admins, however all are presumed to have some general computer experience.

Materials: Polycom SIP Telephone, FtOCC Workbook, Jump drive with trixbox VMWare and FtOCC presentations, "FtOCC Certified" polo shirt, trixbox T-Shirt and cap

Course Objectives:
- Become comfortable working within the Linux shell.
- Understand the various components of Asterisk.
- Be able to add, delete and alter user configurations.
- Be able to configure several common models of SIP phones.
- Be able to create IAX2 or SIP links to service providers.
- Be able to alter basic parameters for Zaptel devices (FXS and FXO).
- Be able to add DIDs and direct them to users.
- Be able to implement new features.
- Be able to build IVR menus with proper loop-prevention, error handling, etc.
- Be able to record prompts for IVR menus, audio text messages, etc.
- Understand and use the Asterisk ACD (queue/agent) system.
- Understand the issues with NAT and their impact on remote users.
- Understand the strategies which can eliminate these issues.
- Be able to check on system health from the shell/CLI.
- Understand and prevent security threats that impact a trixbox system.
- Understand how call routing works in Asterisk and be able to implement a basic Least Cost Routing structure in the Dial Plan.
- Recognize the issues related to emergency handling (911/E-911) and how best to configure a system to securely handle such calls.

Technician Course
Fonality trixbox
Open Communication Certification

Complete details and registration at www.itexpo.com

FtOCC Technician is a 3-day technical certification course designed to train resellers and consultants to support their clients running trixbox CE, trixbox Pro, and PBXtra systems. FtOCC Technician dives deep into platform and application installation, carrier setup and integration, network configuration, echo causes and remedies, and other common issues. FtOCC Technician should be taken by Linux technicians and engineers who regularly support client installations. After completing this course, Fonality Authorized and Premium Resellers qualify for their full reseller discounts on trixbox Pro.

During the course, we will cover:
- Tier 1 and Tier 2 level troubleshooting
- LAN & WAN environments
- Proper system hardware configuration
- trixbox and PBXtra installation guidelines
- IP phone and SIP provisioning
- Proper router and firewall configuration

Who Should Attend?
- Resellers/consultants growing trixbox and PBXtra businesses
- Linux technicians and engineers
- Fonality Authorized and Premium resellers

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

What do you get?
- Free trixbox Pro demo kit with Call Center Edition and support
- 10% discount on trixbox Pro licenses
- 25% discount on support
- FtOCC Certified polo, t-shirt, and hat

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

INGATE'S SIP TRUNKING WORKSHOP

Realizing Rapid ROI Today

Free for all ITEXPO attendees, the SIP Trunking seminars provide a comprehensive overview of SIP trunking, with general information panels and technical insight sessions from both the service provider and enterprise perspectives.

Learn how SIP trunking can maximize the ROI from your IP PBX investment in these informative seminars with Ingate® Systems. SIP trunking rapidly reduces costs by leveraging SIP, eliminating redundant network connections and by allowing the Internet telephony service provider (ITSP) to handle PSTN termination.

Join Ingate, leading IP PBX vendors, and SIP trunking service providers at INTERNET TELEPHONY Conference & EXPO.

You'll learn:

• SIP trunking: benefits, issues, and opportunities

• How SIP trunking can maximize the Return on Investment for your IP PBX

• An installation roadmap, solutions for interoperability, etc.

• An introduction to SIP Trunking service providers, their plans, and requirements

• A complete tool kit to ease the installation of SIP trunks

SIP trunks reduce costs, as they eliminate the need to purchase local PSTN gateways, costly ISDN BRIs (Basic Rate Interfaces) or PRIs (Primary Rate Interfaces).

Join us for these informative seminars. FREE for all attendees.

Tuesday, September 16
SIP Trunking Professional Development Day

9:00 - 10:30 am - Introduction to SIP Trunking
11:00 - 12:30 pm - The Enterprise Infrastructure
1:30 - 3:00 pm - The Service Provider Perspective

A Professional Development Certificate will be awarded to those who attend all three Tuesday seminars.

Wednesday, September 17
The Mechanics of SIP Trunking

8:30 - 9:45 am - Case Study: Benefits of Bundled SIP Trunk Solutions
10:15 - 11:30 am - SIP Trunking & Security in an Enterprise Network
1:15 - 2:30 pm - Case Study: American Idol Gets In Tune with SIP Trunking
3:00 - 6:00 pm - SIP Forum SIPconnect Compliance Workshop

Thursday, September 18

8:30 - 10:30 am - SIP Trunk Basic Training with Avaya and Ingate

VOICE PEERING FABRIC WORKSHOP

Thursday, September 18 – **Free For Enterprises and Service Providers**

The Voice Peering Fabric (VPF), the preferred marketplace for carriers and enterprises to exchange voice, video and telephony services, is pleased to organize another distinctive Voice Peering Workshop at ITEXPO West 2008!

This workshop brings to ITEXPO attendees a team of experts from the telecom, hardware and software industries. Their business strategies and technical insight will be the answer to your questions and concerns relating to voice/video routing and interconnections. The workshop panel discussions present the state of direct peering, putting you on track to harness the full potential of IP communications.

8:15 am - 9:00 am
State of VoIP Peering
Speakers: TBA

9:15 am - 10:00 am
Automating Voice Bilateral Interconnections
Speakers: TBA

10:15 pm - 11:00 am
Using ENUM to Optimize VoIP Call Routing
Speakers: TBA

Register Online & Save - www.itexpo.com

For exhibit and sponsorship information, contact Dave Rodriguez: 203.852.6800 x146 / drodriguez@tmcnet.com

RESELLER SOLUTIONS DAY

Tuesday, September 16 – FREE Workshop for Resellers and Agents

9:00 - 9:45 am

Making Money in IP Communications

Rich Tehrani, President, TMC
Don Gant, VP Bus Dev & Channel Mktg, Iwatsu Voice Networks
Robert Messer, President & CEO, ABP Technology, Inc.
Brit Vickner, Strategic Bus Dev Manager, Interactive Intelligence

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

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

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

10:00 - 10:45 am

Say Yes!

To Unified Communications from the Beginning

Brit Vickner, Strategic Bus Dev Manager, Interactive Intelligence

Learn why you should be selling and making more money with the right solution. ININ's Software Strategy that has proven to be a better Approach to Complexity. An All-In-One open standard solution that provides the back office architecture (fabric) required for mass adoption. The options for Customers with a migration strategy (work with) or Greenfield (work without) requirements. Desktop productivity and User adoption is also a crucial component of a successful UC strategy with Multi-Media interactions no matter the device, place or user type when you need it.

Sponsored by:

12:45 - 1:30 pm

AXIOM Selling Sciences Program (AXIOM SSP)

Bob Nicols, AXIOM Sales Force Development

AXIOM has over 15 years of history in this field and over that period it has become synonymous with excellence in sales performance. Bob's presentation will be based on the industry-acclaimed AXIOM Selling Sciences Program (AXIOM SSP). AXIOM SSP goes beyond "selling techniques" and illustrates how to implement a logical, repeatable, scientific process for selling. The session will include excerpts from several aspects of the process including prospecting, qualifying, presenting, negotiating, forecasting, plus complex environments and sales management. AXIOM SSP is a proven process and has been adopted by numerous Fortune 500 Companies and hundreds of small to medium-sized businesses in North America.

1:45 - 2:30 pm

Best Business Practices for Resellers

Jeanne Leckie, The Leckie Group

Come draw on Jeanne's extensive channel marketing experience in the telecommunications industry. Learn how to strengthen the business outcomes of your customers by improving your selling process, your approach and positioning in a multi-solution, multi-vendor environment. Achieve improved business efficiencies and team productivity with simple business processes. Discover how to uncover the gaps and realign your business and your customer's business model proficiently. This session focuses on the internal and external business matters required to execute in today's competitive marketplace.

Check www.itexpo.com For Complete Program Information and Speaker Updates For Each Free Workshop

INTERNET TELEPHONY Conference & EXPO — TMC

1. PICK THE PLAN THAT BEST MEETS YOUR NEEDS

	Thru 8/1/08	After 8/1/08	Select Days
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Access to all ITEXPO & Call Center 2.0 conference events, all 3 days, for up to 5 people			
☐ **Conference SUPERPass**	**$2,195**	**$2,395***	☒ Tues ☒ Weds ☒ Thurs
Access to all ITEXPO, Call Center 2.0 & Communications Developer conference events, all 3 days			
☐ **Platinum Conference Pass**	**$1,595**	**$1,895***	☒ Tues ☒ Weds ☒ Thurs
Access to all INTERNET TELEPHONY & Call Center 2.0 conference events, all 3 days			
☐ **Gold Conference Pass**	**$1,295**	**$1,595***	☐ Tues ☐ Weds ☐ Thurs
Access to all INTERNET TELEPHONY & Call Center 2.0 conference events, any 2 days			
☐ **Silver Conference Pass**	**$1,095**	**$1,395***	☐ Tues ☐ Weds ☐ Thurs
Access to all INTERNET TELEPHONY & Call Center 2.0 conference events, any 1 day			
☐ **tribox Training – Administrator Course**	**$1,599**	**$1,999***	☒ Tues ☒ Weds ☒ Thurs
Access to all FtOCC Admin training courses, plus exhibit hall, networking receptions, and keynotes			
☐ **tribox Training – Technician Course**	**$1,999**	**$2,499***	☒ Tues ☒ Weds ☒ Thurs
Access to all FtOCC Tech training courses, plus exhibit hall, networking receptions, and keynotes			
☐ **FREE Reseller Solutions Day VIP Pass**	**FREE**	**FREE Online**	☒ Tues ☒ Weds ☒ Thurs
Reseller Day, Keynotes, free workshops and panel sessions, receptions, Exhibit Hall		$50 onsite fee applies	
☐ **FREE VIP Exhibit Hall PLUS Pass**	**FREE**	**FREE Online**	☒ Tues ☒ Weds ☒ Thurs
Keynotes, free workshops, free panel sessions, receptions, Exhibit Hall		$50 onsite fee applies	

2. ATTENDEE INFORMATION

NAME _____ TITLE _____ COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____ COUNTRY _____

PHONE _____ FAX _____ E-MAIL _____ (REQUIRED)

3. PAYMENT INFORMATION

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

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

Card #: _____ Exp. Date:_____ Signature:_____

(required)

CANCELLATION POLICY:

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

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☐ Yes ☐ No

☐ Digital ☐ Print

Signature _____ (Required)

Date _____ (Required)

INTERNET TELEPHONY

4. PLEASE ANSWER ALL QUESTIONS. INCOMPLETE FORMS CANNOT BE PROCESSED.

1. BUSINESS TYPE (CHECK ONE)

NETWORK SERVICE PROVIDER/CARRIER INDUSTRY
- ☐ 1. Network/System Integrator
- ☐ 14. Next-Gen Telco/ITSP
- ☐ 15. CLEC
- ☐ 16. Integrated Comms. Provider (ICP)
- ☐ 17. Telco/RBOC/IXC/Long Distance
- ☐ 18. ISP
- ☐ 19. Wireless/PCS
- ☐ 20. Cable
- ☐ 21. Application Service Provider
- ☐ 22. PTT
- ☐ 45. BLEC/MDU LEC
- ☐ 46. ILEC
- ☐ 23. Other (specify)_____

VoIP/TELEPHONY INDUSTRY
- ☐ 8. Telecom Developer
- ☐ 9. Manufacturer
- ☐ 47. Reseller/Retailer/Wholesaler/VAR/VAD
- ☐ 10. Distributor
- ☐ 11. Interconnect
- ☐ 12. Consulting
- ☐ 13. Other (specify)_____

GENERAL INDUSTRIES
- ☐ 24. Manufacturing/Software Developer
- ☐ 25. Business Service/Consulting/ Consumer Service/Non-Profit/Trade Assn.
- ☐ 26. Government
- ☐ 27. Wholesale/Distribution/Retail/ E-commerce/E-business
- ☐ 28. Transportation/Travel/Recreation/ Entertainment
- ☐ 29. Utilities
- ☐ 30. Finance/Banking
- ☐ 31. Insurance
- ☐ 32. Hospitality
- ☐ 33. Healthcare/Medical
- ☐ 34. Real Estate
- ☐ 35. Catalog Marketing/Publishing
- ☐ 36. Marketing/Market Research
- ☐ 38. Advertising/Public Relations
- ☐ 39. Teleservices Agency
- ☐ 40. College/University/Education
- ☐ 42. Other Professional/Business Services (specify)_____
- ☐ 41. OTHER (specify)_____

2. JOB FUNCTION (CHECK ONE)

CORPORATE MANAGEMENT
- ☐ 7. Corporate Management (CFO/CEO/Pres., etc.)
- ☐ 18. Other Corporate Management (Specify)_____

TECHNICAL MANAGEMENT
- ☐ 1. Executive IT Management (CIO/CTO/VP)
- ☐ 2. IT/IS/MIS/DP Management
- ☐ 3. Telecom/Datacom Management
- ☐ 4. Software/Engineering Management
- ☐ 5. LAN/Network Applications/ Systems Management
- ☐ 6. Internet/Intranet/Extranet/Web Management
- ☐ 10. Speech Developer
- ☐ 19. Other Technical Management (Specify)_____

BUSINESS MANAGEMENT
- ☐ 16. Research/Development/ Business Development Management
- ☐ 8. Sales/Marketing/Advertising/ Product Management
- ☐ 9. Contact Center/CRM/Telemarketing/ Credit Collection/Fundraising /Help Desk/ Technical Support Management
- ☐ 11. Consulting/Integrator Management
- ☐ 17. Project Management
- ☐ 20. Other Business Management (Specify)_____
- ☐ 12. OTHER (Specify) _____

3. TOTAL EMPLOYEES IN YOUR COMPANY ALL LOCATIONS:
- ☐ A. 10,000+
- ☐ B. 5,000-9,999
- ☐ C. 1,000-4,999
- ☐ D. 11-999
- ☐ E. 1-10

4. WOULD YOU LIKE TO SUBSCRIBE TO INTERNET TELEPHONY'S FREE eNEWSLETTER?
☐ Yes ☐ No

5. WOULD YOU LIKE TO RECEIVE FREE PRODUCT INFORMATION AND SPECIAL PROMOTIONAL OFFERS VIA E-MAIL FROM THE INDUSTRY'S LEADING VENDORS?
☐ Yes ☐ No

Register Online & Save - www.itexpo.com

For exhibit and sponsorship information, contact Dave Rodriguez: 203.852.6800 x146 / drodriguez@tmcnet.com

On-Site Registration Hours

Tuesday – September 16 ....7:00 am – 5:00 pm
Wednesday – September 17 ....7:00 am – 7:00 pm
Thursday – September 18 ....7:00 am – 4:00 pm

Exhibit Hall Hours

Wednesday – September 17 ....4:00 pm – 8:00 pm
Thursday – September 18 ....11:00 am – 5:00 pm

Conference Session Times*

Tuesday – September 16 ....9:00 am – 5:00 pm
Wednesday – September 17 ....9:00 am – 4:00 pm
Thursday – September 18 ....8:15 am – 2:45 pm
Conference fees required for admission

Hotel Information

Westin Bonaventure Expected to Sell Out Weeks Before Event Begins

With over 200 exhibitors and as many as 7,000 attendees expected, rooms at the official show hotel **WILL SELL OUT QUICKLY!**

We urge you to contact the Westin Bonaventure right away and reserve rooms at the special INTERNET TELEPHONY® Conference & EXPO rate of $189 per night. Identify yourself as a show attendee to take advantage.

Deadline for this special rate: August 15, 2008

**Westin Bonaventure Hotel & Suites
404 South Figueroa St.
Los Angeles, CA 90071
Phone: 213–624–1000 or 800–937–8461**

*Your Guarantee:

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

Diamond Team Plan
5 Full-Conference Passes
Save Over 50%

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

*$3,995 up to five employees from your location. Only $799 per delegate. This promotion is first come, first served. Space is limited. *Early bird rate. After **August 1, 2008**, rate increases to $4,995.

Your Paid Conference Plan Includes:

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

4 Easy Ways to Register

1. **Online:** www.itexpo.com
2. **Phone:** Call Frank Coppola (203) 852–6800 ext. 131
3. **Fax:** (203) 866–3326
4. **Mail:** Send your registration form to: ITEXPO West 2008 TMC One Technology Plaza Norwalk, CT 06854 USA