



**15th Global
VoIP Convention**

- **300+ Speakers**
- **200+ Exhibitors**
- **120+ Breakout Sessions**
- **Daily Networking Functions**

**Win a Toyota FJ Cruiser
& Harley Davidson!**

Ft. Lauderdale, Florida Convention Center • January 23-26, 2007 www.itexpo.com

The Ultimate VoIP/IP Communications Experience

VoIP 2.0 Video 2.0 Web 2.0

Covering Every Important VoIP/IP Communications Topic:

- | | |
|---------------------------------|-----------------------------|
| ▪ Unified Communications | ▪ Disaster Recovery |
| ▪ IPTV/Video | ▪ SIP |
| ▪ IMS/FMC | ▪ Wireless/Mobile IP |
| ▪ Cable | ▪ Voice Peering |
| ▪ VoIP Security | ▪ Triple/Quad Play |
| ▪ QoS | ▪ Conferencing |
| ▪ Open Source | ▪ Regulation |
| ▪ Telecom Expense Mgmt | ▪ IP Contact Center |

Educational Tracks For:

- | | |
|-------------------------------------------|---------------------|
| ▪ CLECs, ILECs, Rural Telcos, MSOs | ▪ Developers |
| ▪ Enterprise/Government/SMBs | ▪ Resellers |



Collocated Events:

NEW! Workshop Day...

Unrivaled Hands-on Education That Is Only Available at ITEXPO

Diamond Sponsors:



Platinum Sponsors:



Call Center 2.0™

**IMS
EXPO**



The Ultimate VoIP Experience

Why Choose ITEXPO? If You Are Serious About:

- Deploying VoIP or IP Video
- Delivering VoIP or IP Video Service
- Developing VoIP or IP Video Apps.
- Reselling VoIP or IP Video
- Networking with Analysts & Wall Street Investors



Dear Colleague,

Approximately a decade ago, VoIP came onto the scene of communications and from that point onward, telecom has been changed for the better. Fast forward to today -- the smallest to the largest companies and all service providers are looking at how they can integrate VoIP into their offerings -- whether they are providing service for internal workers or external customers.

But voice over IP solutions today are far more advanced than what you would have found even just a few years back. Indeed the market has evolved to VoIP 2.0 and new applications are now available to turbo charge productivity and help retain customers. Moreover, IP communications is transforming not only voice but video as well.

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, hosted solutions, disaster preparedness, open source, 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 has been the single event helping companies make purchasing decisions in the world of VoIP and IP communications. ITEXPO helps you understand what is important and what is not. It is not a geeky future-fest. We focus on the implementation issues you are faced with today while keeping an eye on tomorrow and the decade to come.

ITEXPO still stands alone. It has a unique blend of exhibitors not found anywhere else in the world. It has a conference guarantee backing up the industry's best educational offering. Finally, it is a show designed by the editorial team behind the leading communications publications in the market - TMC's SIP, IMS, Internet Telephony and Customer Interaction Solutions magazines. In addition the TMCnet editorial team aids in ensuring ITEXPO is always focusing on the topics you need to know about.

In fact, if it isn't at ITEXPO, it isn't important in IP communications.

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

As the IP communications landscape gets more sophisticated, it is imperative you come to industry conferences to experience everything there is to learn. There is no more efficient way to get up to speed than attending the right event. At ITEXPO, exhibits, networking receptions and the exhibit hall combine to form an IP communications experience unrivaled anywhere in the world.

In addition you are able to see 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 even promise -- Internet Telephony Conference & Expo is the Ultimate IP Communications Experience™ and we look forward to seeing you in person in Florida -- just a few miles from Miami. As a decision-maker in the communications space there is no better investment in your company's infrastructure and your career than attending ITEXPO. 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 & Conference Chairman



Four Days of Learning, Networking, and Inspecting New Technologies

You Will Get A Complete VoIP Education. This is our Guarantee.*

(See full agenda on pages 6-7)

Tracks for Service Providers:

- Service Provider Solutions
- VoIP Security
- Regulation 2.0 Workshop
- IMS Expo Sessions
- FierceMarket's IPTV Evolution
- WiFi Telephony Workshop
- SIP Workshop
- Wireless Mobility
- Conferencing & Collaboration
- Quadruple Play
- Unified Communications
- Disaster Preparedness/Recovery

Tracks for Enterprises, Government, SMBs:

- Large Enterprise Solutions
- Unified Communications
- Enterprise/Government Solutions
- VoIP Security
- Regulation 2.0 Workshop
- VoIP for SMB Workshop
- WiFi Telephony Workshop
- Call Center 2.0 Sessions
- SIP Workshop
- Conferencing & Collaboration
- Wireless Mobility
- TMC University IP PBX Certification
- TMC Univ Open Source Certification
- Disaster Preparedness/Recovery

Tracks for Developers:

- IP Communications Development
- SIP Workshop
- Open Source
- WiFi Telephony Workshop
- VoIP Security
- TMC Univ Open Source Certification
- Unified Communications

Tracks for Contact Centers:

- Call Center 2.0 Sessions
- Telework Coalition Workshop
- Unified Communications
- VoIP Security
- Large Enterprise Solutions
- Disaster Preparedness/Recovery

More Important Topics Covered Within Each Conference Track

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

- E-911/CALEA
- The Business Case for VoIP
- Net Neutrality Issues
- How to Effectively Deploy Unified Communications
- Cable and Satellite IP Communications
- Peering
- Peer-to-Peer Telephony
- IP in the Contact Center
- Fixed/Mobile Convergence
- SOA
- Billing and OSS
- Hosted VoIP Options
- IP Video
- Broadband Wireless VoIP
- SIP Trunking

TMC University IP PBX Certification

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

**Your conference fee is guaranteed. See page 35 for details.*

"Service Provider Shootout" and "VoIP Options: Disaster Preparedness" Panel Discussions

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

Spectacular Keynotes

Top executives from Vonage, Cisco, Aculab, Aspect, Spanlink, Dialogic, Cantata, Sphere

This year's unprecedented lineup of keynotes includes top executives from equipment manufacturers and service providers. Learn from them why this opportunity is far bigger than any in the telecom industry's century-long history.

Free Educational Seminars —

- **Reseller Solutions Day Workshop**
"How to Make Money Selling VoIP"
- **Ingate SIP Trunking Workshop**
- **Voice Peering Fabric Workshop**
- **Disaster Preparedness Workshop**

These full-day seminars help resellers, enterprises and service providers sort through the many choices of equipment and service before them — whether finding the right solution for a client or for their own network.



Benefits of Attending

No other VoIP/IP Communications event offers a first class conference education, endless networking opportunities and visionary keynotes with wide-ranging viewpoints like ITEXPO.

1. Commercial-Free Sessions

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

2. Most Knowledgeable Speakers

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

3. Invaluable Networking Time

INTERNET TELEPHONY Conference & EXPO East 2007 is the perfect opportunity for you to meet and talk with other enterprises/government, service providers, developers and resellers to share ideas, exchange business cards, and discuss the virtues of one solution over another.

4. Over 200 Exhibiting Companies

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

5. FREE Presentation Theatre on the Exhibit Floor

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

6. Top-Level Keynotes

This year's keynote lineup top executives at Cisco, Vonage, Dialogic, Spanlink, Aculab, Cantata, Sphere, and Aspect Software. Learn from them why the VoIP opportunity is far bigger than any in the telecom industry's history.

7. Special Panel Sessions

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

8. Your Fee is Guaranteed

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

9. Convenient, Accessible, Tropical

The convention center is located three miles from the Ft. Lauderdale International Airport, just 25 miles from Miami International Airport, and three miles from I-95.

10. FREE Exhibit Hall Pass

If you register online any time, you save the \$50 onsite fee.

Who Should Attend?

Corporate Management, CEOs, CTOs

Ultimately, the vendor you choose for your VoIP roll-out will become as much a partner as a supplier. Whether you are deploying a solution or a service provider preparing your VoIP network, INTERNET TELEPHONY Conference & EXPO provides the perfect venue for forging these profitable relationships.

Resellers

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

IT/Telecom Management

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

Developers

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

Visionary/Dynamic Keynote Presentations



Service Providers, Enterprises, SMBs, Government Agencies, Resellers, Developers and Manufacturers Will Learn from a Diverse, Visionary Keynote Line-up



Chris Gravett
Sales and Marketing Director
Aculab



James D. Foy
President, CEO and Director
Aspect Software, Inc.



Marc Zions
Chief Executive Officer
Cantata Technology



Laurent Philonenko
VP and GM, Customer
Contact Business Unit
Cisco Systems



Jim Machi
VP, Product Management and
Planning, Dialogic Corp.



Brett Shockley
Founder, CEO and Chairman
Spanlink Communications



Todd Landry
Senior Vice President
Sphere Communications



Michael Tribolet
President
Vonage America Inc.



Keith Chappell
Managing VP, Global
Communications Apps
Lucent Worldwide Services



David Gurlé
Executive VP, Global
Head of Collaboration
Services, Reuters



Bryan Martin
Chairman & CEO, 8x8, Inc.



Conference at a Glance

Workshop Day — Tuesday, January 23, 2007

	TMC University 101	VoIP for SMB Workshop	WiFi Telephony Workshop	Regulation 2.0 Workshop	Service Provider Solutions
10:00 am - 5:00 pm	REGISTRATION OPEN				
11:30 am	KEYNOTE PRESENTATION BY LUCENT WORLDWIDE SERVICES				
Room	304	305	301-302	317-318	
12:15 - 1:00 pm	TMC University I:	Building Products to Match Customers' Specific Needs	WiFi Telephony Overview	Lawful Intercept for Broadband	SIP Trunking 101
1:15 - 2:00 pm	Reaping the Benefits of the IP PBX	Business Benefits of VoIP for the SMB	Deployment Challenges of WiFi Telephony	State of the market: E-911	Integrating Charging and Rating into the IMS Platform
2:15 - 3:00 pm	Cost Justifying the Upgrade	The Business Case for SMBs to Migrate to Hosted VoIP	The Future of Enterprise VoIP Mobility	The VoIP Enabled Marketplace	SIP Trunking for the Intermediate/Advanced Reseller
3:15 - 4:00 pm	Selecting the Right IP PBX Solution	Small Businesses Need Mobility Too		Net Neutrality: How Practical Is It?	Tackling the Challenges of the Emerging Content Market
4:15 - 5:00 pm	Effective Deployment and Migration Strategies	Reaching the SMB Market: Best Practices	Ensure a Secure Environment for Voice over WiFi	Regulation 2.0: Where We Stand	Your Customers: How To Know Who They Really Are...
5:00 - 5:30 pm	Making the Case for the Hosted IP PBX				
5:30 - 6:00 pm	KEYNOTE PRESENTATION BY CANTATA TECHNOLOGY				
6:00 pm	KEYNOTE PRESENTATION BY SPHERE COMMUNICATIONS				
	WELCOME NETWORKING RECEPTION - SPONSORED BY TEKTRONIX				

Wednesday, January 24, 2007

	TMC University 201	Enterprise/Gov't Solutions	IP Communications Development	Unified Communications	Service Provider Solutions
7:00 am - 7:00 pm	REGISTRATION OPEN				
7:30 - 8:30 am	CONFERENCE BREAKFAST (PAID ATTENDEES ONLY)				
Room	304	305	301-302	317-318	315
8:30 - 9:15 am	TMC University II Preparing Your Network for an IP PBX Right Sizing Your IP PBX Integrating Your IP PBX with an ITSP	VoIP from the Trenches	Intro to Standards	Unified Communications: Everything You Need To Know	Alternative Carriers — Creative Leadership in Next-Gen Implementations
9:30 - 10:15 am		What You Need to Know BEFORE Making the Move to VoIP	Will ATCA Bring Order out of Chaos?	Develop a Unified Communications Strategy	IP and Satellite: The New Frontier
10:30 - 11:15 am		VoIP Conversation Recording Methods and Applications		The PBX as a Feature Server in a Unified Communications World	A Look at the Hottest VoIP Services
11:15 am	KEYNOTE PRESENTATION BY ACULAB				
11:45 am	KEYNOTE PRESENTATION BY 8X8, INC.				
12:15 pm	CONFERENCE LUNCHEON (PAID ATTENDEES ONLY) - SPONSORED BY REUTERS				
1:00 - 1:45 pm	Staging, Implementing, and Cutting Over Your IP PBX Dealing with E911 and Your IP PBX	It's all About the Apps	Host Media Processing (HMP) Revisited	Know Your Needs – a Requirement for Unified Communications	Business Services: Has the Time (Finally) Come?
2:00 - 2:45 pm		The Devil's in the Details: Managing Enterprise Networks for Successful VoIP Deployment	Achieving, Monitoring and Maintaining A High Quality of Experience	UC Roundtable – The State of the Industry	VoIP Peering: Bridging the VoIP Islands
3:00 - 3:45 pm			Ensuring the Readiness of Next Gen Multimedia Applications & Services	Leveraging Next Gen Collaboration Technologies to Make Unified Messaging A Reality	The Effect of Web 2.0 on the Telecom World
3:45 - 4:30 pm	PANEL DISCUSSION: VOIP OPTIONS: DISASTER PREPAREDNESS — ARE YOU READY? FREE FOR ALL ATTENDEES				
4:30 - 5:00 pm	KEYNOTE PRESENTATION BY ASPECT SOFTWARE				
5:00 - 5:30 pm	KEYNOTE PRESENTATION BY DIALOGIC				
5:30 - 7:30 pm	NETWORKING RECEPTION IN EXHIBIT HALL - SPONSORED BY ACULAB				

Win a Toyota FJ Cruiser or a Harley Davidson!

Conference at a Glance

Thursday, January 25, 2007

TMC University Open Source Certification	Large Enterprise Solutions	SIP Workshop	Wireless Mobility Solutions	Service Provider Solutions	
REGISTRATION OPEN					7:00 am - 5:00 pm
CONFERENCE BREAKFAST (PAID ATTENDEES ONLY)					7:30 - 8:30 am
304	305	301-302	317-318	315	Room
The Business Case for Open Source	Taking Convergence to the Next Level	Intro to SIP	Testing Voice as Cellular and WiFi Technologies Converge	VoIP and NGN Billing: A Primer	8:30 - 9:15 am
Open Source PBX Jargon	Selling Your CFO on the Benefits of 'Phasing-In' VoIP	The State of SIP Trunking	Content Delivery in the All IP Wireless Network	Advances In Video Telephony	9:15 - 10:00 am
KEYNOTE SESSION FEATURING CISCO/SPANLINK & VONAGE					10:00 - 11:00 am
VISIT THE EXHIBIT HALL					11:00 am - 4:00 pm
CONFERENCE LUNCHEON (PAID ATTENDEES ONLY) - SPONSORED BY INTER-TEL					12:30 pm
Installing Your Open Source PBX	The Interactive SOA: Tying IP Telephony to Enterprise Applications	Deploying SIP on a Global Scale	Wireless Optical Mesh Scales Up WiFi Telephony in Business Areas	Consumer VoIP Research — What Do Consumers Want?	1:30 - 2:15 pm
Open Source: Out of the Box	The Value of Hosted VoIP: Scaling Up!	SIP Peer-to-Peer Telephony—Creating Carrier-Class Services	Validating Mobile and VoIP Numbers With a Modern Line Information Database	Successfully Selling and Implementing Hosted VoIP Services for Business Clients	2:30 - 3:15 pm
Case Study: Multi-Protocol Enterprise VoIP	Addressing the Challenges of Multi-Site IP Telephony — Assuring Remote Office Survivability	Early Media, and Its Effect on High Volume Applications	Delivering TRUE Broadband Wireless Today: VoIP over WiMAX	Managing Hosted Enterprise VoIP Service Quality	3:30 - 4:15 pm
PANEL DISCUSSION: SERVICE PROVIDER SHOOTOUT FREE FOR ALL ATTENDEES					4:15 - 5:00 pm
NETWORKING RECEPTION - SPONSORED BY SINGLE PIPE / HARLEY DAVIDSON ROADSTER GIVEAWAY! - MUST BE PRESENT TO WIN					5:00 pm

Conferencing/ Collaboration	Open Source	VoIP Security	Quadruple Play Solutions	
REGISTRATION OPEN				8:00 am - 2:00 pm
CONFERENCE BREAKFAST (PAID ATTENDEES ONLY)				8:30 - 9:00 am
305	301-302	317-318	315	Room
Converged Conferencing: The Time Is Now	Does Size Matter? Building PC-Based Telephony Systems	Everything you Wanted to Know About VoIP Security	Opportunities & Challenges Associated with Realizing the Service Convergence Boom	9:00 - 9:45 am
The Future of Internet Conferencing	IP Communication: Open for Business	VoIP Spamming — Challenges & Solutions	Customer-Centered VoIP Marketing	10:00 - 10:45 am
IP-Based Collaboration Tools in the Enterprise	Beyond Commodity Apps: How Companies are Leveraging Open Source VoIP and IM for Competitive Advantage	SIP & Security	Keeping a Lid on Broadband Customer Service Costs	11:00 - 11:45 am
VISIT THE EXHIBIT HALL				11:00 am - 2:00 pm
TOYOTA FJ CRUISER GIVEAWAY AT 2:00PM IN MAIN LOBBY! - MUST BE PRESENT TO WIN				2:00 pm

TURN THE PAGE & GET THE CONFERENCE SCHEDULE FOR OUR OTHER COLLOCATED EVENTS



Register Online & Save

©2006 Technology Marketing Corporation. All Rights Reserved.



Conference at a Glance

Wednesday, January 24, 2007

		Reseller Day Workshop <i>(Free for all attendees)</i>	
7:00 am - 7:00 pm	REGISTRATION OPEN		
7:30 - 8:30 am	BREAKFAST		
Room	316	207-208	Ballroom C
8:30 - 9:15 am	Introduction to IMS	Content Acquisition 101	“How To Make Money Selling VoIP”
9:30 - 10:15 pm	Overcoming Challenges on the Road to IMS	IPTV Bill of Rights	
10:30 - 11:15 am	IMS in the Enterprise	Monogamy and the Cable MSO	
11:15 am - 12:15 pm	KEYNOTE PRESENTATION BY ACULAB, 8X8, INC.		
12:15 pm	CONFERENCE LUNCHEON (PAID ATTENDEES ONLY)		
1:00 - 1:45 pm	Billing in an IMS Environment	Myriad Content Offerings from UGC to Local News	ECA Reseller Live
2:00 - 2:45 pm	Securing IMS Networks	Forget Advertising, Think Sponsored Content	
3:00 - 3:45 pm	The Killer Value Prop	DRM for Three Screens	
3:45 - 4:30 pm	PANEL DISCUSSION: VOIP OPTIONS: DISASTER PREPAREDNESS — ARE YOU READY?		
4:30 - 5:00 pm	KEYNOTE PRESENTATION BY ASPECT SOFTWARE		
5:00 - 5:30 pm	KEYNOTE PRESENTATION BY DIALOGIC		
5:30 - 7:30 pm	NETWORKING RECEPTION IN EXHIBIT HALL - SPONSORED BY ACULAB		

Thursday, January 25, 2007

			Telework Coalition Workshop The Telework Coalition
7:00 am - 5:00 pm	REGISTRATION OPEN		
7:30 - 8:30 am	CONFERENCE BREAKFAST (PAID ATTENDEES ONLY)		
Room	316	207-208	209-210
8:30 - 9:15 am	Quo Vadis? An IMS Industry Round Table	Open Source & IP Telephony: Myth Busters, Best Practices and Real World Application in the Contact Center	Ask the Chiefs of Outsourcing
9:15 - 10:00 pm	The Role of SCIM in the Transition to IMS	The Secret to Sustainable Performance Achievement	Ask the Chiefs — Part Deux
10:00 - 11:00 am	KEYNOTE SESSION FEATURING CISCO/SPANLINK & VONAGE		
11:00 am - 4:00 pm	VISIT THE EXHIBIT HALL		
12:30 pm	CONFERENCE LUNCHEON (PAID ATTENDEES - SPONSORED BY INTER-TEL)		
1:30 - 2:15 pm	IMS & QoS	Where to VoIP	IDC's Distributed Work
2:30 - 3:15 pm	Service Brokering: Key to Delivering on IMS	To Host or Not to Host?	Employment Opportunities for Service Disabled Veterans, Others with Disabilities, Seniors, and Those in Rural Areas
3:30 - 4:15 pm	In Search of the Killer App	IP Contact Center Shootout	Distributed Work Technologies
4:15 - 5:00 pm	PANEL DISCUSSION: SERVICE PROVIDER SHOOTOUT FREE FOR ALL ATTENDEES		
5:00 pm	NETWORKING RECEPTION - HARLEY DAVIDSON ROADSTER GIVEAWAY! - MUST BE PRESENT TO WIN		

Conference at a Glance



Friday, January 26, 2007

IMS EXPO	Call Center 2.0	Telework Coalition Workshop TelCoa <small>The Telework Coalition</small>	
REGISTRATION OPEN			8:00 am - 2:00 pm
CONFERENCE BREAKFAST (PAID ATTENDEES ONLY)			8:30 - 9:00 am
316	207-208	209-210	Room
Intro to Fixed Mobile Convergence	Calling for More Than Quality Assurance	Ask the Chiefs of In-sourcing	9:00 - 9:45 am
Making the Business Case for FMC	Creating a Better Customer Experience with a Customer Interaction Network	Human Resources for Distributed Workers	10:00 - 10:45 am
FMC: What About Video?	Call Center Architectures with Custom Workflows	Financial Benefits of Distributed	11:00 - 11:45 am
VISIT THE EXHIBIT HALL			11:00 am - 2:00 pm
TOYOTA FJ CRUISER GIVEAWAY AT 2:00PM IN MAIN LOBBY! - MUST BE PRESENT TO WIN			2:00 pm

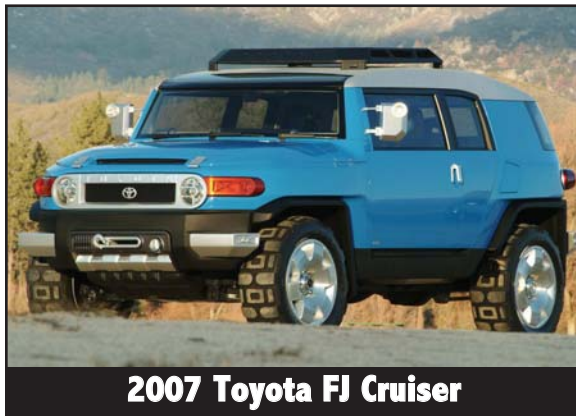
Content Partners:

TelCoa
The Telework Coalition

FierceMarkets Presents
iptv
evolution

vpi
The Voice Peering Fabric

Win A 2007 Toyota FJ Cruiser or Harley Davidson Roadster!



2007 Toyota FJ Cruiser

You Must Be Present To Win!*

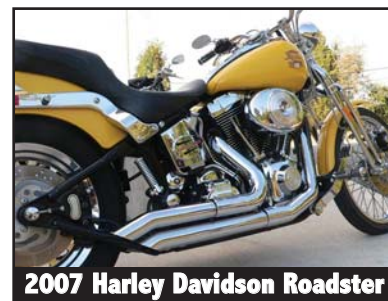
Drawing Schedule:

Harley Davidson Roadster - Thursday, January 25, 5:00pm, immediately following "Service Provider Shootout", in Floridian Ballroom A.

Toyota FJ Cruiser - Friday, January 26, 2:00pm, at the conclusion of exhibit hall hours, outside exhibit hall entrance.

**Visit the Exhibit Hall Both Days.
Find VoIP Solutions and You Could
Win A Brand New Toyota FJ Cruiser or
Harley Davidson Roadster.**

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. Once you collect all stamps, drop your completed entry card into the bin located at the far left side of the exhibit hall, near the presentation theatre.
4. **YOU MUST PRESENT AT EACH DRAWING TO CLAIM YOUR PRIZE!**



2007 Harley Davidson Roadster

*Official rules posted at www.itexpo.com

Register Online & Save

For more info contact Dave Rodriguez: 203-852-6800 x146 / drodriguez@tmcnet.com

©2006 Technology Marketing Corporation. All Rights Reserved.



Conference Session Descriptions

VOIP FOR SMBs WORKSHOP

Tuesday, January 23rd • 12:15 - 1:00 pm

Building Products to Match Customers' Specific Needs

If a small business owner uses VoIP to keep in touch with a daughter in college or talk to relatives abroad, then the technology has proven itself, and that person is much more likely to trust it. We have crossed an important educational barrier with many customers. They understand VoIP is voice - now they want to know "what can it do for my business?"

No longer can we meet the needs of a small business customer with a consumer-grade offering - no matter how much is spent on advertising. Nor can we sell a too-complex solution to very small business owner who barely has the resources to manage the technology he already has. Just within the SMB space there are diversified product offerings targeting everything a five-person shop with no IT department to 100-person businesses with people located in different states.

The key is using the incredible flexibility of the IT platform to build products that truly fit the needs of your target market segment. It takes time and money, but it's an absolute necessity.

Tuesday, January 23rd • 1:15 - 2:00 pm

Business Benefits of VoIP for the SMB

Businesses are using IP Communications to enhance employee productivity, collaborate remotely and better service their customers. Understanding the basics of IP Communications is essential for today's business executive. The speaker will discuss the business benefits of IP Communications. Most recognizable of these being the ability to support a mobile workforce as if these employees were located in the office. The presentation will outline the differences between using VoIP over the public Internet versus a managed private network and the myriad implementation options available for the smaller business - from IP-enabled phone systems to hosted solutions and the benefits and drawbacks of each. This discussion will also include cost-justifying the transition to VoIP, site assessment tools and methods, infrastructure, equipment deployment and maintenance, business continuity, and technical expertise cost factors, and more.

Tuesday, January 23rd • 2:15 - 3:00 pm

Business Case for SMBs to Migrate to Hosted VoIP

Problematic premise-based PBX phone systems are often a leading cause of SMB owner headaches. With high up-front costs, limited features and ongoing maintenance and support, traditional phone systems keep businesses from reaching their maximum potential. Fortunately, next-generation hosted VoIP technology is helping SMB owners focus on their primary commercial activities.

Drawing upon real-world case examples the presenter will help attendees understand how hosted VoIP solution providers can help SMBs alleviate the frustrations brought on by premise-based systems. Attendees will learn the benefits of VoIP technology and how it promotes a flexible, but solid, telecommunications infrastructure. The speaker will outline how hosted VoIP turns the

associated maintenance, upgrades and ongoing technical support over to a trusted vendor, allowing companies to focus on what they do best.

Tuesday, January 23rd • 3:15 - 4:00 pm

Small Businesses Need Mobility Too

When considering a telephony solution, small SMBs must take into account their mobile workers. With a converged wireline, wireless voice and data solution, SMBs and their mobile employees can reap the benefits of all three. It just makes sense: Convergence enables mobile workers to be more productive. Wireless takes convergence up a notch. It allows employees to answer a phone call from anywhere they can connect to the company network, keeping customers off of hold and out of the voice mailbox. Providing this kind of unlimited accessibility to clients, employees and the corporate network ensures that mobile workers remain connected and productive wherever they are - even if they are halfway across the globe.

This session will introduce the latest technologies for SMB communication systems - specifically IP telephony and wireless convergence strategies. It will discuss the various developmental considerations providers must take into account when approaching this market as well as best practices and strategies for implementation for small businesses.

Tuesday, January 23rd • 4:15 - 5:00 pm

Reaching the SMB Market: Best Practices

SMBs are looking to update and upgrade their network and telephony systems to take advantage of converged voice, video, and data, but they are finding they don't have the expertise or the resources to manage this increasingly complex environment. They are moving these tasks to Managed Service Providers (MSPs) and Enterprise VoIP Service Providers (EVSP), who proactively manage and support their clients' IT, IP, and VoIP telephony infrastructure for a fixed monthly fee.

For the SMB, outsourcing can shed major headaches and areas of responsibility for which they really lack a core competency. For the service provider, there are the advantages of higher operating margins, recurring revenue streams, and long-term customer relationships. Along with these terrific opportunities come increased pressures, new liabilities, and fresh operational challenges for the MSP and EVSP. This seminar will deal with the challenges facing this community and the technologies available to help them manage this paradigm shift in their business model.

Disaster Preparedness/Recovery at ITEXPO

Is your SMB prepared to deal with business disruption caused by a flood, fire or other disaster?

Attend the Disaster Preparedness Workshops at ITEXPO to learn what you can do to be ready and keep your business thriving in difficult times.

Conference Session Descriptions



ENTERPRISE & GOVERNMENT

Wednesday, January 24th • 8:30 - 9:15 am

VoIP from the Trenches

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

- Specific customer case studies that show different ways companies are using IP telephony and their benefits
- Tips on how to make a smooth transition to IP telephony - network assessments, overcoming technology hurdles, migration, converged solutions, forklift issues, etc.
- Taking VoIP mobile (wireless phones, softphones, etc.)
- Return on Investment and Return on Technology

Wednesday, January 24th • 9:30 - 10:15 am

What You Need to Know BEFORE Making the Leap to VoIP

One sign that a new technology is reaching a stage of relative maturity is the appearance of best practices for managing the delivery and support of business-critical services. The pre-deployment assessment of network readiness is one area of VoIP testing that has evolved to the point where a formal process has been defined. The best practices for VoIP Readiness Assessment are relatively easy to follow and often produce revealing results that can save time, money and aggravation when deploying a VoIP service. However, in spite of some obvious benefits, VoIP assessments are still not a formal step designed into every VoIP project. Why not? That's a good question - and one that is hard to answer. Let's walk through a classic VoIP assessment process and see if you don't agree... it's an ounce of prevention that is worth more than a pound of cure.

Wednesday, January 24th • 10:30 - 11:15 am

VoIP Conversation Recording Methods & Applications

Conversation recording of business transactions has been almost synonymous with call centers and other 'mission-critical' departments for many years. Given the increase in IP phone deployments along with the changing needs of today's businesses, traditional recording designs are quickly changing. This session will describe the different methods of implementing conversation recording onto VoIP networks, along with the conversation recording applications fulfilled with the various techniques and technologies used.

Wednesday, January 24th • 1:00 - 1:45 pm

It's All About The Apps!

Choosing the Right Application

The power of IP Communications is in the applications. Companies must carefully access what types of applications they need from an internal perspective, as well as from a customer-facing perspective. Application requirements will vary depending on the size of the business and their vertical industry, but there are some applications that have transcended boundaries and become business necessities. By combining voice and data technologies with business process understanding, it is possible to deliver integrated communications systems and applications that enhance customer service and business productivity. With applications that are easy to customize and administer, these communications systems can evolve as a business' needs change, while delivering immediate value in terms of enhanced productivity, customized call handling, and improved customer experience.

Attendees will learn about high-value voice applications, including unified messaging, personalized call-handling rules, comprehensive call recording and a robust contact center, and how they can have a direct impact upon customer satisfaction and revenue growth.

Wednesday, January 24th • 2:00 - 3:45 pm

The Devil's in the Details: Managing Enterprise Networks for Successful VoIP Deployments

Performance issues often plague early IP telephony deployments, lengthening the in-house testing and pilot phases, and delaying the production deployment. Avoiding these problems, staying on schedule, and staying on budget requires a performance management strategy, which enables enterprise IT managers to deliver high-quality IP telephony services and a superior experience to end users. In this panel discussion, attendees will learn how enterprise IT organizations can meet the challenges of managing IP telephony, including:

- Managing voice traffic that runs over a data network
- Using the proper tools and metrics for insight into the performance of voice on the network
- How to remotely manage network elements as deployments transition from pilot to production environments

Attention Enterprise, SMB & Government Attendees:

Be Sure to Also Review the Sessions Covering How Unified Communications Can Make Your Organization More Efficient.

See Page 17...



Conference Session Descriptions

LARGE ENTERPRISE VOIP WORKSHOP

Thursday, January 25th • 8:30 - 9:15 am

Taking Convergence to the Next Level: The Integration of Data and Voice with Mission-Critical Business Applications

Over the past few years, organizations of all sizes have converged their data and voice systems into a single network. This convergence provides them with dramatic cost savings as well as increased operational efficiencies in their offices and branch sites. Today, these organizations are taking convergence to the next level by integrating mission-critical business applications such as Customer Relationship Management (CRM), inventory management, and workforce management into their IP Communications network. In this session, we will profile several customers who have already integrated data and voice with mission-critical applications. We'll show how this integration makes it possible to create customized IP Communications solutions that can increase customer service and satisfaction, improve workforce productivity, and further increase operating efficiencies. We'll also highlight industry best practices and make recommendations on how these practices can be replicated by other small and medium-sized businesses and enterprises.

Thursday, January 25th • 9:15 - 10:00 am

Selling Your CFO on the Benefits of 'Phasing-In' VoIP

While many will agree that VoIP is the future, implementing pure VoIP can be expensive for companies with legacy PBX systems in place. How can companies get around the cost of a full VoIP implementation, yet still enjoy the benefits that VoIP has to offer?

A sound approach is to migrate to VoIP in a phased manner. By leveraging existing technology, a company can migrate to VoIP at a pace appropriate for its corporate strategy, its growth projections and its current and future needs. A gradual transition to VoIP allows companies to make sure they leverage existing applications and business intelligence to enhance customer service, deliver new capabilities and maximize revenues, while providing a steady decrease in telecommunication charges over time.

Thursday, January 25th • 1:30 - 2:15 pm

The Interactive SOA:

Tying IP Telephony to Enterprise Applications

There is a clear technology trend towards enterprise adoption of Service Oriented Architecture driven by business needs for greater agility, improved alignment between business and IT, and effective reuse of software assets. As a result, business value through SOA innovation is outpacing the value of traditional telecommunications investments. Organizations with legacy telephony applications or that are looking to invest in such systems must consider the future value of such an undertaking and how evolving technology will impact the

success of their telecommunications investment. This presentation will discuss the benefits of a Service Oriented Architecture and maximizing the business value of communications by making them an integral part of a corporate Interactive SOA.

Attendees will:

- Learn how SOA can impact their overall business communications processes
- Discover methods for taking advantage of existing processes to better leverage IP telephony
- Understands the business benefits of tying IP telephony to enterprise applications

Thursday, January 25th • 2:30 - 3:15 pm

The Value of Hosted VoIP: Scaling Up!

Today's businesses rely on their communications infrastructure to grow and maintain their business. When hit by any natural disaster, hurricanes, floods, snow storms, earthquakes, etc. often times a business' voice and data communications are affected for hours, days or even weeks. The cost associated with being unable to take calls and provide basic services to your customers is alarming. An enormous amount of unrecoverable business revenue is lost forever, customers may be lost and catching up with the business tempo adds a lot of extra burden to businesses.

This session will explore a number of contingencies and benefits that the hosted IP model offers when disasters occur. The speaker will discuss the network architecture, equipment, and solutions that are required to provide business continuance as well as describe scenarios and case studies that have provided solutions in these situations and will propose other ways to capitalize on the hosted IP model.

Thursday, January 25th • 3:30 - 4:15 pm

Addressing the Challenges of Multi-Site IP Telephony - Assuring Remote Office Survivability

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

Conference Session Descriptions



CONFERENCING/COLLABORATION

Friday, January 26th • 9:00 - 9:45 am

Converged Conferencing: The Time Is Now

The communication applications market is currently seeing an increased interest, as illustrated by the rollout of real-time collaboration systems by companies like Microsoft, IBM/Lotus, Novell, and Oracle. WiFi hot spots are seeing enormous growth, which also enables real time collaboration like VoWLAN. The main reason for the growing interest is due to solutions and technology getting more mature, and that users are getting more comfortable with using the computer as a communications tool. The biggest growth is being seen in the Enterprise, Collaboration, and Conferencing market segments with PC-based soft phones utilizing SIP, peer-to-peer communication, etc. Making a sound investment in a flexible framework VoIP soft client that includes quality-enhancing algorithms will guarantee faster time-to-market and a sound total life-cycle cost, given the amount of redesign, support and maintenance any quality issues would otherwise generate. This session will discuss these and other issues that need to be addressed in order to successfully offer voice capabilities in this type of environment, and show that there are pre-existing solutions that can easily be incorporated.

Friday, January 26th • 10:00 - 10:45 am

The Future of Internet Conferencing

The Internet has made it easier to communicate, not only in store-and-forward fashion, but in real-time. The concept of virtual real-time collaboration, once only a physical face-to-face experience, has been made possible by the Internet, with the ability to work from a distance, share a whiteboard, jointly edit documents and enable others to watch, listen and learn.

What does the future hold? Our panel of experts will delve into the new technologies and new user needs in an information-packed panel discussion that is done in real time and in a collaborative manner.

Friday, January 26th • 11:00 - 11:45 am

IP-Based Collaboration Tools in the Enterprise

While many businesses rely on VoIP to reduce telecommunications expenditures and improve network administration, a growing number of companies are using the technology to leverage advanced IP collaboration tools such as document sharing, Web conferencing, remote support, mobility applications, and other solutions.

This session examines the various elements necessary to successfully deploy collaboration tools, such as network requirements like bandwidth, security, and redundancy. The session will also cover the emergence of SIP-based applications, and will include a brief case study that illustrates the ROI typically associated with collaboration tools.

WIFI TELEPHONY WORKSHOP

Tuesday, January 23rd • 12:15 - 1:00 pm

WiFi Telephony Overview

Wireless technology is everywhere and it's changing the way content and network providers create, package and distribute services, as well as the way consumers use those services. For businesses, wireless technology has created a fundamentally un-tethered world with WiFi work zones that enable workers to better collaborate, interact and receive information. This wireless revolution has the potential to leapfrog the struggling wired world and take full advantage of innovative new technologies and applications that will lay the foundation for a clean and clear WiFi infrastructure capable of delivering premium services.

The speaker will discuss the technical and business challenges of WiFi-based service delivery as well as discuss how WiFi services play an integral role as the wired and wireless worlds begin to merge.

Tuesday, January 23rd • 1:15 - 2:00 pm

Deployment Challenges of WiFi Telephony

Handheld IP phones with WLAN (wireless local-area network) connections are becoming increasingly popular. But the challenges in deploying VoIP over WLAN stem mainly from issues related to access

point congestion and to those that affect the link quality. The result is that WLANs experience significantly higher delay, with more network jitter and packet loss, than wired LANs. When several users are connected to the same access point, congestion easily occurs. The result is jitter that can be very significant, especially if large data packets are present. In addition, the efficiency of the system quickly deteriorates when the number of users increases. Come to this session to learn how to overcome these deployment challenges.

Tuesday, January 23rd • 2:15 - 4:00 pm

The Future of Enterprise VoIP Mobility

There are several requirements in making converged wired and wireless networks work seamlessly to deliver a full range of voice and data applications. First and foremost, the enterprise must ensure that both the wired and the wireless network are able to support voice. If devices on the wired network cannot interact with devices on the wired network, then the effort is doomed. Also, does the enterprise convergence solution support the latest standards? Without an architecture that readily supports the evolving voice quality and security standards, again, enterprise convergence efforts could be dashed.

continued...



Conference Session Descriptions

WIFI TELEPHONY WORKSHOP

...continued from pg. 13

The Future of Enterprise VoIP Mobility, cont.

Today, enterprise mobility platforms exist to simplify and converge all of an enterprise's existing communications systems, providing a standards-based extension of enterprise voice capabilities across the wired and wireless networks. Come discuss these topics:

- How to successfully converge communications systems to extend enterprise capabilities to any device over any network, whether fixed, mobile or wireless
- What to look for in today's mobility platforms to ensure the system can provide standards-based mobility within the enterprise

Tuesday, January 23rd • 4:15 - 5:00 pm

Ensure A Secure Environment for Voice over WiFi

VoWiFi allows companies to open another avenue of efficient and high-quality communications by putting IP-based voice conversations on their wireless networks. As important as Voice over WiFi is for companies searching for ways to increase employee productivity while reducing costs, it can also open a deadly threat in the wireless network. Perhaps the most common and annoying of these assaults are denial of service (DoS) attacks, which floods the wireless network with useless traffic and brings it to its knees. During this session, audience will get specific advice on how to protect their WLAN network against DoS attacks and ensure a secure environment for VoWiFi deployment.

IP COMMUNICATIONS DEVELOPMENT

Wednesday, January 24th • 8:30 - 9:15 am

Intro to Standards

This vendor-neutral session will provide a realistic and practical overview of emerging IP standards of SIP, SIMPLE, BTXML, and other protocols, and how these technologies impact enterprise communications. Topics covered will include an explanation of the primary standards, an assessment of the state of the standards-based developer industry, and how future standards-based technologies can improve collaboration, mobility, and other business operations.

Wednesday, January 24th • 9:30 - 11:15 am

Will ATCA Bring Order out of Chaos?

Over the last few years a number of proprietary blade server platforms from IBM, HP, Dell, Intel and others have taken hold in the market, delivering much needed improvements in density, reliability, and manageability. Meanwhile, the standards-based AdvancedTCA architecture has finally become a reality, yielding a groundswell of interest from a long list of carriers and network equipment providers. This session will address the state of AdvancedTCA and explore whether AdvancedTCA will be able become the preferred form factor for telecommunications applications and overcome the momentum that proprietary offerings have in the market today.

Wednesday, January 24th • 1:00 - 1:45 pm

Host Media Processing (HMP) Revisited

Since the first host-media processing (HMP) products came to market, HMP has been rightly recognized as a disruptive technology. With product improvements such as higher channel counts, greater stability and comprehensive feature sets the market's confidence has grown in this technology and views it as a viable alternative to the traditional DSP-card based systems. This session reviews what HMP is, why you would use it, what you should look for in an HMP product, and for which types of applications it is best suited.

Wednesday, January 24th • 2:00 - 2:45 pm

Achieving, Monitoring and Maintaining High Quality of Experience

This session will outline how lagging end-user Quality of Experience (QoE) can be the downfall of IP service providers if they continue heightened attention on service price cuts and neglect advancements in test and measurement technology.

This session will outline the key to successful, cost effective and time efficient measurement - enabled by the right technology. This session will demystify how service providers can move away from outdated subjective test methods and toward objective measurement of customer experience to provide meaningful metrics that carriers can use to track real-time end-user experiences. The audience will learn how existing services can be adjusted accordingly to meet end-user demand and how technology can simplify carriers' ability to quickly assess the performance of new offerings including 3G and IPTV services. This session is about achieving high levels of end-user quality of experience whether you're on the end-user side or the service provider side - the next generation of IP services is dependent on quality.

ITEXPO Diamond Sponsors:



Conference Session Descriptions



IP COMMUNICATIONS DEVELOPMENT

Wednesday, January 24th • 3:00 - 3:45 pm

Ensuring the Readiness of Next-Generation Multimedia Applications and Services

IMS is a continually evolving series of protocols and interface specifications designed to facilitate standards-based fixed/mobile, voice/data and voice/video convergence. With dozens of specifications - not all of which are standards-based, or set to become standards any time soon - these protocols may create some ambiguity in the development and implementation of communications services.

This presentation will address the need to conduct traffic simulation, equipment and device emulation, and other tests to ensure the IMS network and associated infrastructure can accommodate the traffic that will traverse these systems. Testing and stressing of different formats of SIP headers, handshakes across wireless and wireline networks and circuit-switched and packet-switched networks will be the first stage in testing. This will confirm that handshakes occur properly; errors, drops and retries are responded to in a timely manner using agreed-upon parameters, and that call accounting, authorization and access controls meet required policies.

SIP WORKSHOP

Thursday, January 25th • 8:30 - 9:15 am

Intro to SIP

We continually hear about SIP, but do you find yourself bewildered by the buzzwords and terminology? Wish someone would tell you what a SIP Proxy was, and why it might feel the need to fork? What advantages does SIP bring? Why should I move now?

This 'back to basics' session will take a high level look at the SIP protocol and the power it puts in the hands of application developers and solution architects. We will discuss the building blocks required to put together a SIP deployment so you can talk with confidence about how the next generation of telephony products will be built!

Thursday, January 25th • 9:15 - 10:00 am

The State of SIP Trunking

As IP telephony gains momentum in the enterprise market, it is essential for solution providers to be able to offer a solution that removes the complexities of VoIP deployment, such as security, reliability and interoperability - especially in legacy environments. Deploying SIP trunking enables organizations to converge voice and data onto common all-IP connections, establishing the foundation for rich communications services across enterprise boundaries. SIP trunking also enables service providers to deliver a hybrid of hosted/premise-based IP PBX solutions to organizations that demand the highest level of control over their communications environment as well as the ability to integrate on-premise IP communications with mission-critical business applications. This panel discussion will address the current state of SIP trunking and what it means to the IP communications industry today.

Thursday, January 25th • 1:30 - 2:15 pm

Deploying SIP on a Global Scale

The Internet is the undisputed hub for all business communications. It is therefore critical for voice and data applications to be scalable and reliable as they begin to replace existing complex, proprietary platforms. This applies to all forms of Internet communications, including e-mail, calendar scheduling, instant messaging, VoIP and IP PBX. In this session, the speaker will discuss how clustering and SIP "farm" technology ensure

that large global deployments are scalable. The presenter will also explain how this innovative networking technology increases the reliability of the network for end users and eases the maintenance and management burden for service providers.

Thursday, January 25th • 2:30 - 3:15 pm

SIP Peer-to-Peer Telephony — Creating Carrier-Class Services

This presentation will describe the components of current P2P VoIP telephony technology approaches and delineate the potential risks and exposures. This presentation will also illustrate a new approach to IP telephony that incorporates elements of SIP Peer-to-Peer (P2P) in a more secure and effective fashion than the technical models used by others.

Just as computers and the Internet started as tools for the research communities or for recreational use and then grew into powerful indispensable business tools, so too will peer-to-peer telephony - but only after it has been "hardened" for delivery by professional organizations.

Thursday, January 25th • 3:30 - 4:15 pm

Early Media, and Its Effect on High Volume Applications

SIP technology was quickly adopted by many because of its benefits, such as shorter integration time and lower implementation costs, compared to traditional CTI-based deployments. But, as SIP technology matures, and is being used in higher volume applications, more questions are being asked about the protocol's extended use. A hot topic in developer's circles is that of Early Media (EM), and its effect on high-volume dial applications. This session will address EM in high-volume applications and highlight how SIP further leverages the power of Internet telephony.

Major Points to be covered:

- Defining Early Media (EM);
- How does EM effect bandwidth consumption?
- Clarifying the role of Data Packet Messages; and
- Why SIP triumphs over legacy mechanisms.



Conference Session Descriptions

OPEN SOURCE

Friday, January 26th • 9:00 - 9:45 am

Does Size Matter?

Building a PC-Based Telephony System

A fundamental issue when building a PC-based telephony system is the question of sizing: What type of host server do I need to handle X number of users on VoIP and PSTN? Very often you end up by using a server that you know is oversized, and once up and running you quickly confirm this by executing vstat and noting that the system never runs at over 20 percent of capacity. And what is wrong with that? After all, PC computing power is cheap, and for little more than \$1,000, you can buy a powerful, multiprocessor machine. It is true that the server cost is overshadowed by other costs such as the cost of installation and configuration, so for those who are installing single, complex systems the answer is pretty universal: Bigger is Better!

Friday, January 26th • 10:00 - 10:45 am

IP Communication: Open for Business

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

- How companies (from the enterprise to the SMB) can take advantage of open source based solutions to save money and increase efficiencies in their business.

- How developers and technology companies can use Asterisk in their VoIP solutions.
- The role Asterisk can play in migrating to VoIP by running hybrid solutions incorporating IP and traditional telephony.
- How carriers and service providers are leveraging open source to roll out their VoIP solutions.

This topic applies to telecom execs at all levels, especially service providers developing IP-based solutions.

Friday, January 26th • 11:00 - 11:45 am

Beyond Commodity Applications:

How Companies are Leveraging Open Source VoIP and IM for Competitive Advantage

For years, the technology world has been talking about unified communications and the resulting productivity jump. Now, the theory of unified communications is finally coming to life with the integration of instant messaging and voice leveraging Open Source. By extending instant messaging into the PBX environment, employees can gain full control of their daily communications, including the ability to avoid interruptions.

In this session, attendees will learn:

- Productivity enhancing examples of IM/VoIP integration;
- The risks versus benefits of adopting open source platforms for unified communications;
- Cost benefits of integrating VoIP and IM; and
- The future of voice and data collaboration.

REGULATION 2.0 WORKSHOP

Tuesday, January 23rd • 12:15 - 1:00 pm

Lawful Intercept for Broadband

Carriers need to find solutions that enable them to comply with FCC rulings requiring VoIP and IP services to be compliant with CALEA. As new IP services emerge and begin to replace traditional phone lines, carriers need solutions that enable them to comply with federal mandates for security, accountability and authentication. The challenge is how to enable broadband service providers to deliver IP services-based information and communications content to law-enforcement agencies using standard protocols, transmission media, and delivery standards, especially when the broadband provider might not be the service provider.

Tuesday, January 23rd • 1:15 - 2:00 pm

State of the Market: E-911

Nationwide, over 200 million calls are made to 911 each year. In areas serviced by enhanced 911, the call is routed to the proper local 911 center for the caller location, and the local 911 center has equipment and database information that display the caller's phone number and address to the call taker. With the transition to VoIP and WiFi telephony, tracing

emergency calls and tracking the caller's location becomes more challenging. Furthermore, regulatory issues surrounding E911 remain at the forefront of the telecommunications discussion in Washington, D.C. Come to this session and learn all about this compelling topic.

Tuesday, January 23rd • 2:15 - 3:00 pm

The VoIP Enabled Marketplace

With mobile subscribers accessing the Internet, productivity and location technologies must advance to keep subscribers connected and productive while on the move. The VoIP-Enabled Marketplace service matches subscriber location data to other key criteria to dynamically identify conference call participants. An enterprise organization can communicate to some or all of the members in its community, based on location and other selectable criteria. Users personalize their profiles to suit their needs and the matching service relays the relevant information to meet the location and collateral criteria.

Dynamic communication is critical to keep people informed, involved and connected. The VoIP-Enabled Marketplace can effectively address the communications and messaging needs of any group. Via specialized

Conference Session Descriptions



REGULATION 2.0 WORKSHOP

technology, VoIP-Enabled Marketplace can find the best responder in case of an emergency; notify people in the path of such disasters as hurricanes and fires; inform parents simultaneously that a school is closing; and facilitate such other vital and essential communications.

Tuesday, January 23rd • 3:15 - 4:00 pm

Net Neutrality: How Practical Is It?

While many debate the constitutional and philosophical merits on Net Neutrality, the fact remains that one of the primary drivers surrounding the debate is the economic impact Internet traffic places on service providers. Telecom operators are quickly facing a choice: continue to provide bandwidth to emerging content providers who can reap huge profits off the network, or change the business model to support pay-per-use pricing, which may assist with the economics, but can also stunt the entrepreneurial spirit and technology innovation normally associated with Internet-based services.

This vendor-neutral session examines the Net Neutrality issue from a business perspective by asking the question: Is it there an opportunity

for service providers to assume the costs of providing more bandwidth, by allowing them to share in the profits of rich media content. The session examines various billing, revenue assurance, and operational scenarios that wireless, wireline and VoIP providers face in delivering content over the Internet. In addition, the presentation includes suggested strategies providers may wish to deploy to properly measure usage of their networks.

Tuesday, January 23rd • 4:15 - 5:00 pm

Regulation 2.0: Where Do We Stand?

As voice and video applications do more than just replace traditional telephony, how will state and federal regulators adopt? What new services are being offered by companies offering Internet enabled voice and video applications? How might regulators view these services? What are key legal and regulatory considerations for developers offering new innovative applications?

UNIFIED COMMUNICATIONS

Wednesday, January 24th • 8:30 - 9:15 am

Unified Communications - Everything You Need To Know

The Unified Communications industry is in its infancy, which is creating confusion for enterprise customers. What components make up a UC solution? Who offers UC solutions? What UC components does each vendor offer today? What is their product strategy? In this session we will answer all of these questions. You will leave with a clear understanding of what unified communications is all about and what to start thinking about when considering a UC solution.

Unified communications will change everything - from the way we communicate to the devices we use to communicate. While UC products and services evolve, you will need to develop a strategy to help your company migrate from your existing environment to a UC environment. This session will provide a detailed outline of tasks you will want to consider incorporating in your UC strategy. We will look at things you need to do today, and how to plan for the next 3-5 years. You will leave this session with detailed information to help you develop a UC strategy.

Wednesday, January 24th • 9:30-10:15am

Develop a Unified Communications Strategy

Unified communications will change everything - from the way we communicate to the devices we use to communicate. While UC products and services evolve, you will need to develop a strategy to help your company migrate from your existing environment to a UC environment. This session will provide a detailed outline of tasks you will want to consider incorporating in your UC strategy. We will look at things you

need to do today, and how to plan for the next 3-5 years. You will leave this session with detailed information to help you develop a UC strategy.

Wednesday, January 24th • 10:30 - 11:15 am

The PBX as a Feature Server in a Unified Communications World

Some say the PBX is dead. Is it dead or has it evolved into a feature server that provides rich voice features as part of a unified communications solution? Some industry leaders have suggested that you may not need all the features provided by a traditional PBX (or IP PBX) in a UC environment. But, what if your company can't live without all those features? This session will explore how you can use your existing PBX, or even a new IP PBX, as part of a UC solution. We will delve into the role of PBXs in your UC strategy.

Wednesday, January 24th • 1:00 - 1:45 pm

Know Your Needs - A Requirement for Unified Communications

While network assessments and business process integrations are key to UC implementation and planning, UC migration has to start with what individual end users really need from new UC capabilities to do their jobs better. Information on end users' needs will enable IT to set UC migration priorities properly, set the stage for supporting different UC endpoint device requirements, and how to prepare for UC. So, how can enterprise IT find out what end users need? This session will explore processes to help you find the answers.



Conference Session Descriptions

UNIFIED COMMUNICATIONS

Wednesday, January 24th • 2:00 - 2:45 pm

UC Roundtable - The State of the Industry

Join the UC Strategies team of consultants and analysts for a lively discussion on products, services and the state of the unified communications industry. In this session, 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.

Wednesday, January 24th • 3:00 - 3:45 pm

Leveraging Next Generation Collaboration Technologies to Make Unified Messaging A Reality

Enterprises have invested numerous resources into modern telephony systems with VoIP access and SIP controls... What's next? How do they make the most of their investments? This session will explore how enterprises can leverage their existing investments to create a new approach to Unified Messaging.

The speaker will discuss how to integrate advanced telephony systems, such as SIP and VoIP, and emerging Web technologies, such as AJAX, to create Unified Messaging systems with better call control, more advanced calling features, and more efficient messaging. For example, imagine being able to click on a phone number in an e-mail and connecting directly with that contact, initiating an instantaneous conference call by selecting participants from your e-mail contact directory, and reviewing phone messages in your e-mail inbox. This session will explain how this is possible and how enterprises that are investing in advanced telephony can take the next step toward truly unified messaging.

WIRELESS MOBILITY

Thursday, January 25th • 8:30 - 9:15 am

Testing Voice as Cellular and WiFi Technologies Converge

If you doubt that WiFi and cellular technology are on the brink of convergence, take a look at the recent proliferation of new products and industry groups. WiFi and enterprise voice vendors have a variety of voice-optimized WiFi equipment, and SOHO VoIP players deliver residential-optimized WiFi handsets to their users. Now the cell phone vendors have followed suit, releasing WiFi-enabled mobile handsets.

The key to successful WiFi to cellular roaming is the smooth hand-off as users roam between cellular and WiFi networks. Voice is a demanding application - it requires QoS and limits on delay, jitter and packet loss. And a high volume of WiFi enabled phones will place unprecedented traffic loads on WLANs, which will also need to support additional levels of security and equipment from a variety of vendors.

This presentation will examine the specific performance requirements for supporting WiFi to cellular roaming, including the requirements for VoWLANs. It will also review new protocols and standards initiatives for VoWLANs.

Thursday, January 25th • 9:15 - 10:00 am

Content Delivery in the All-IP Wireless Network

Based upon the economies of IP networks and the clear direction of mobile standards, it is clear that an "all-IP" mobile network is inevitable. In this all-IP network, multimedia applications such as streaming media are getting a lot of attention with more and more mobile users, and intelligent devices emerging every day. The

mobile industry is focused on innovations with rich applications around images, games, chat and other forms of messaging. Mobile operators have the daunting task of filling out their bundle of services (voice, video, data) and rapidly deploying competitive new applications while simultaneously minimizing cost. The ideal approach is a converged network core offering common applications via all types of access technologies. This session will outline how operators can deliver rich-media content and applications in an IMS-enabled all IP mobile network. The role of application servers, media storage servers and media delivery servers will be described that are collectively used to deliver such services.

Thursday, January 25th • 1:30 - 2:15 pm

Wireless Optical Mesh Scales Up WiFi Telephony in Business Areas

The promise to be able to utilize the ubiquitous WiFi service presence as a next generation mobile voice infrastructure is huge, but many impediments have lowered the once rampant expectations for public WiFi telephony. Newly emerging WiFi products, based on the evolving 802.11 standards suite, will support CoS and transport prioritization and can support VoIP calls with good quality across a small WiFi mesh.

However, service interference will always be an impediment, limiting the scalability of WiFi telephony across larger mesh deployments. A new wireless technology, the wireless optical mesh, can enhance the WiFi telephony experience. Utilizing interference free spectrum, wireless optical mesh technology has no delay or jitter and delivers toll-grade voice quality on a large scale. Come to this session to learn all about this emerging technology.

Conference Session Descriptions



WIRELESS MOBILITY

Thursday, January 25th • 2:30 - 3:15 pm

Validating Mobile and VoIP Numbers With a Modern Line Information Database

With more and more people using only their mobile and VoIP phones, landline users with caller ID are getting an increasing number of "unknown name" or "out of area" calls - at least some of which are from those wireless callers. In order to address the situation, carriers need to begin storing caller name information (CNAM) associated with mobile and VoIP phones in line information databases (LIDBs). And not just for caller ID purposes either. Businesses also use CNAM for added levels of security and verification of identity. If people are using wireless phones as their sole means of communication, it is more important than ever to be able to validate mobile and VoIP numbers. The speaker will discuss real world deployment experiences.

Thursday, January 25th • 3:30 - 4:15 pm

Delivering TRUE Broadband Wireless Today: VoIP over WiMAX

Today, 2G/2.5G wireless networks are reaching maturity in services and subscriber growth, and the harsh reality is that 3G technology offers only incremental improvements with high network upgrade costs. Furthermore, these networks are optimized for circuit-switched voice and not for IP services, thereby limiting the breadth of services that can be offered. In these networks, the migration to an all-IP network will be slow and painful. Also, we run the risk of the 4G architectures currently under study for the future being "too little, too late."

However, as the only true broadband wireless solution that is available now, WiMAX has the potential to actually deliver VoIP as well as data, and IP Video because it is already optimized for all-IP service delivery. This presentation will discuss how operators can take advantage of broadband wireless technology today to move into new markets worldwide to set themselves apart and win favor with end-users. It will also discuss how an all IP IMS infrastructure will play a key role in enabling new service innovation with WiMAX.

VOIP SECURITY

Friday, January 26th • 9:00 - 9:45 am

Everything You Wanted to Know about VoIP Security

As VoIP merges the path that voice and data travel, these voice packets are now susceptible to the same threats and security challenges that exist in transferring data over the Internet. Viruses, worms, trojan horses, and Denial-of-Service (DoS) attacks are just a few examples of the multitude of assaults that an organization's network can be open to when supporting voice traffic. As companies use more web-based applications and support mobile users, it is important for companies to enact an appropriate level of security to ensure that the flow of network traffic is not compromised and is protected against attacks.

In this panel discussion, the speakers will offer practical and technical advice on how companies can achieve the right mix of security in developing a process that effectively manages VoIP solutions in the enterprise infrastructure.

Friday, January 26th • 10:00 - 10:45 am

VoIP Spamming – Challenges & Solutions

Although not a big problem today, VoIP spamming - often referred to as SPIT (Spam over Internet Telephony) - has garnered a lot of attention and threatens to hit VoIP service providers in the future. This session addresses the challenges and techniques for preventing this eminent threat to your subscribers, providing you with peace of mind and the chance to stop VoIP spamming before it stops your service!

Friday, January 26th • 11:00 - 11:45 am

SIP & Security

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

Session border controllers, devices built to manage VoIP and multimedia traffic, ensure the security of IP networks when adopting SIP. Session border controllers work with legacy firewalls to allow the transfer of interactive sessions, address both signaling and media streams for inspection of all inbound and outbound traffic, keep network information private through topology hiding, and protect other NGN devices as the gatekeeper between a service provider's network and peer networks.



Conference Session Descriptions

IP PBX CERTIFICATION

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

The program is split into First Degree and Advanced Degree Courses.

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

IP PBX First Degree Topics:

12:00 pm	Reaping the Benefits of the IP PBX
1:00 pm	Cost Justifying the Upgrade
2:00 pm	Selecting the Right IP PBX Solution
3:00 pm	Effective Deployment and Migration Strategies
4:00 pm	Making the Case for the Hosted IP PBX

IP PBX Advanced Degree Topics:

10:15 am	Preparing Your Network for an IP PBX
11:15 am	Right Sizing Your IP PBX
1:00 pm	Integrating Your IP PBX with an ITSP
2:00 pm	Staging, Implementing, and Cutting Over Your IP PBX
3:00 pm	Dealing with E911 and Your IP PBX



What You'll Gain:

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

What You'll Learn:

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

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

Conference Session Descriptions



SERVICE PROVIDER SOLUTIONS

Tuesday, January 23rd • 12:15 - 1:00 pm

SIP Trunking 101

The IP industry is increasingly realizing that SIP Trunking is here to stay. Don't get left behind. This session will enable those of you who are green when it comes to SIP Trunking to walk out with the basics and benefits of this revolutionary technology. To keep both your business and your IP knowledge up to date with the latest advancements, harness the power of SIP Trunking and start profiting immediately!

Topics to be covered:

- 1) What is SIP Trunking?
- 2) The benefits of SIP Trunking and how it is different than TDM Trunking
- 3) Understanding the Customer's Network - Is SIP Trunking the solution?
- 4) Legacy Solutions vs. IP PBXs
- 5) Selling SIP Trunking

Tuesday, January 23rd • 1:15 - 2:00 pm

Integrating Charging and Rating into the IMS Platform

- Developing and launching services and applications quickly and cost effectively
- How can existing OSS systems evolve to IMS architecture
- Examining the impact of IMS services on OSS/BSS systems
- Real-Time Charging models as a natural migration towards IMS
- Transferring charging information from the IMS nodes to the billing system
- Utilizing real-time rating for IMS applications

Tuesday, January 23rd • 2:15 - 3:00 pm

SIP Trunking for the Intermediate/Advanced Reseller

This session is for all of you who desire more than a surface discussion of technology. Acronym-savvy engineers should attend this session where the content and conversation will educate and challenge attendees to become more-informed IP experts. The more you know on how to leverage SIP Trunking technology, the more you'll be able to increase both your advantage and your profits over the competition.

Topics to be covered:

- 1) The importance of Interoperability
- 2) Customer's expectations vs. their network and budget
- 3) Keeping control of a new install
- 4) SIP Trunking and the IP network
- 5) SIP Trunking and QoS on the last Mile
- 6) SIP and Security
- 7) Troubleshooting - SIP Trunking DOs & TABOOs

Tuesday, January 23rd • 3:15 - 4:00 pm

Tackling the Challenges of the Emerging Content Market

Some of the key requirements facing the content services world today include the ability to deal with many new types of multimedia content, interfacing with different types of companies, varying levels of quality of service (QoS), how to bill for advertising, revenue sharing with marketing partners, global restrictions on media types and multiple currencies. Service providers need to catalog, provide and bill for voice, data and video services. And, there are many types of media formats available for each of these types of services. This will require that business support systems work with different types of usage information including telco, cable, Internet service providers, broadcast and satellite companies. Service providers will need to integrate multiple types of these systems to provide an end-to-end service solution. Data obtained from service usage will be paramount to the success of accounting and control applications downstream.

Tuesday, January 23rd • 4:15 - 5:00 pm

Your Customers: How To Know Who They Really Are and What They Are Doing

Knowing and understanding how and when your customers use your service is arguably the most important attribute to a management organization. The ability to determine when you have an unprofitable or profitable offer based on the usage your customers are generating in real to near-real time, should be a mandatory when creating a new offer. Using network data to develop a consistent data model may be the ticket to understanding your customers and the offers they use and like is crucial in today's competitive environment. Kelly Anderson will review case studies and new requirements to developing a consistent data model for all your services that will save cost and open up information on content and next generation services.



Conference Session Descriptions

SERVICE PROVIDER SOLUTIONS

Wednesday, January 24th • 8:30 - 9:15 am

Alternative Carriers - Creative Leadership in Next-Gen Implementations

This panel will discuss and debate how alternative operators (cable operators, ISPs, and next-gen carriers) are taking the next steps to deploy IMS/FMC architectures - in some cases far out in front of incumbent fixed line and cellular operators.

Discussion points and specific applications will include:

- The components actually being deployed from the IMS architecture, and applications they support
- Expansion of application servers into portal servers (example: voice messaging into voice portals), using IMS functionality
- IMS-based, FMC network use cases from Europe, North America and Asia
- How IMS has allowed for expansive applications such as virtual agenda using network directory, and voice-based search functions for navigation
- Practical implementation of the IMS architecture, including leverage of the single subscriber database architecture

The panel will discuss their unique environments and specific implementations.

Wednesday, January 24th • 9:30 - 10:15 am

IP and Satellite: The New Frontier

IP communications have made tremendous inroads into all areas the telecom world. But what about those places, off the beaten path that rely on satellite communications to maintain contact with the rest of the world? What about the islands, and remote areas of undeveloped geographies? How do they take advantage of all the benefits IP offers? IP over satellite technology is real and is helping companies to use IP technology around the globe where IP terrestrial is not available. This discussion will serve as an introduction to IP over satellite. Attendees will learn about the current state of affairs, and how this sets up for the future of satellite-based IP communications.

Wednesday, January 24th • 10:30 - 11:15 am

A Look at the Hottest New VoIP Services

VoIP is not cannibalizing the old without providing new revenue streams and increasing customer retention with differentiated services. Smart service providers will add WiFi apps to quickly expand their VoIP offering into the cellular market. Conferencing small groups on VoIP is a must. New apps will work with all telephony network types, including VoIP, legacy PSTN, and WiFi. Conferencing will be offered as an add-in to an existing plan, as a premium service, through prepaid channels or as an ad-hoc stand-alone service, providing a solid and long-term revenue stream.

These are just two examples of some hot new VoIP applications that are hitting the marketplace right now. This session will explore new ways for carriers to increase profit, arbitrage VoIP and cell rates, increase service coverage, and expand service minutes - all with differentiated services.

Wednesday, January 24th • 1:00 - 1:45 pm

Business Services: Has the Time (Finally) Come?

Business services represent an \$82.1 billion opportunity in the USA - and almost all of it is owned by the telecommunications service providers. Multiple service operators (MSOs) today have a market share of less than three percent in business services.

A number of obstacles have stood in the way of MSOs. But changing circumstances have put them in a much better position than ever before. Highly-successful residential voice roll-outs have served to increase MSOs' voice expertise. MSOs have been quietly deploying fault-tolerant, carrier-class networks to support these residential voice roll-outs. MSOs now have both the network and the expertise to offer a credible alternative to the telecom service providers.

Come examine the various managed services and evaluate the business opportunity for each service - including an evaluation of their technical requirements.

Wednesday, January 24th • 2:00 - 2:45 pm

VoIP Peering: Bridging the VoIP Islands

ENUM and peering are increasingly used by VoIP providers to enable innovative pricing models and advanced services for their customers such as broadband codecs and video conferencing. The presenter will draw from real world experience deploying settlement free ENUM-based peering to explain the technological and commercial trends, using state-of-the-art examples from the company's diverse customer based, across multiple segments and geographical markets.

Wednesday, January 24th • 3:00 - 3:45 pm

The Effect of Web 2.0 on the Telecom World

How does one put a business model around market hype? In this presentation, the speaker will address key technology and usage innovations that are occurring in both the communications and the Internet world, the changing marketplace, and thoughts on how these two realms may converge. The presentation will discuss the following technologies/business models:

- IMS deployments
- How P2P deployments can co-exist with 3G infrastructure
- The importance of Social networking and AJAX in bolstering the SAAS (Software As A Service) model
- How SaaS can change the way we sell telco products and deploy telco networks.

Conference Session Descriptions



SERVICE PROVIDER SOLUTIONS

Thursday, January 25th • 8:30 - 9:15 am

VoIP & NGN Billing: A Primer

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

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

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

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

Thursday, January 25th • 9:15 - 10:00 am

Advances In Video Telephony

The vast majority of consumers agree that video telephony has evoked an entirely new kind of communications, dramatically changing the way they communicate. They cite increased quality and speed of video applications, synchronization capabilities with audio, and product affordability as the key elements proving video telephony's arrival to the mainstream. As a result, there has been a recent upswing of small networks of individuals using videophones, and thus proving video telephony's potential for the mainstream.

The compilation of multiple survey results, market research and service provider data have shown that the recent technological advances in broadband infrastructure, processing power, memory, and video compression are the key drivers, forging consumer interest in video telephony as the communications vehicle of choice.

This is good news for service providers. The capability of selling a low price point video phone, that is SIP enabled and works with VoIP networks, with global video service, unlimited for a low monthly fee, allows a complete service offering for telco providers, thus increasing their value proposition, and allowing them to offer the next generation of personal video telephony.

Thursday, January 25th • 1:30 - 2:15 pm

Consumer VoIP Research - What Do Consumers Want?

Level 3 conducted a phased series of consumer research studies that unveiled insights on VoIP adoption, perception and trending. The first phase of results uncovered clues about the first wave of consumers most likely to be inclined to adopt VoIP. The second phase of research was focused on ways VoIP providers could most successfully encourage potential users to adopt.

Level 3 has taken its consumer VoIP research to the next level by more thoroughly investigating trends with existing VoIP users. Through this

research, Level 3 asked questions such as:

- What were the key factors that inspired VoIP users to adopt VoIP?
- What do current users like about VoIP?
- What is the likelihood of current VoIP users returning to the traditional local phone provider?

In this session, Level 3 will unveil the third phase of consumer research. In addition to reviewing the compelling results, you'll examine how the results can help the VoIP industry answer questions such as:

- Does the non-cable segment need to do a better job of demystifying VoIP?
- How does the industry clearly communicate what VoIP means to the consumer?
- In the spirit of "a rising tide lifts all boats," what can the industry do together to shift more people to VoIP?

Thursday, January 25th • 2:30 - 3:15 pm

Successfully Selling and Implementing Hosted VoIP Services for Business Clients

Providers face a number of hurdles in working to quickly deploy business VoIP offerings to the market. This session will explore lessons learned from the back-office to the CIO's office - that is the operations, sales, and marketing pitfalls and best practices that continue to evolve as the hosted VoIP market continues its growth trajectory. Also, get insight on what's next and where innovative providers working to take the market to the next level by being on the forefront of addressing their customer's needs. Talking points:

- How to clear key implementation and operations obstacles.
- Characteristics of successful sales and marketing programs. What flies, what flops.
- What's next, taking the business value proposition to the next level with fixed/mobile convergence, integrated apps, and more.

Thursday, January 25th • 3:30 - 4:15 pm

Managing Hosted Enterprise VoIP Service Quality

A wide variety of techniques are available to help service providers deliver enterprise-grade VoIP, including passive testing methods that require probes or software agents at customer premises and softswitch locations, interactive test methods that allow customers to test their own VoIP service using quality-testing IVR systems, and active test techniques that can conduct test calls to a customer's session border controller or low-cost analog responders. Active, single-ended testing that can be used to evaluate and enforce SLAs with IP peering networks and wholesale partner carriers have also been recently introduced by a number of test vendors. In this session, each of the most common techniques employed by service providers hosting and managing VoIP will be explained with their strengths and weaknesses in common applications, including installation and provisioning, monitoring, and troubleshooting, both on-net and off-net. Case studies from large service providers managing hosted VoIP services will be used to illustrate the test approaches.



Conference Session Descriptions

QUADRUPLE PLAY

Friday, January 26th • 9:00 - 9:45 am

Opportunities & Challenges Associated with Realizing the Service Convergence Boom

The communications industry is in the midst of a major transformation being driven by the market need to bundle services across multiple product lines and the proliferation of VoIP technology. The resulting communications convergence presents enormous opportunities and challenges for service providers.

This presentation will address the business and technological ramifications of today's convergence trends, and include real-life examples of service providers who are leading the way in delivering converged services to their customers. It will also provide an overview of the benefits for the end-user customer, current and future trends, and the challenges that service providers face. What are the cutting-edge VoIP providers doing? What puts them ahead of the curve? What is working for them that drives their competitors crazy? How do they decide what to offer next?

Friday, January 26th • 10:00 - 10:45 am

Customer-Centered VoIP Marketing

This presentation covers the unique challenges of competing in the VoIP market. Market research has uncovered some surprising truths about customer thinking and customer buying behavior. Telecommunications services, and particularly VoIP services, run the risk of becoming commodities, and commodities don't offer high profits. Service providers need to differentiate their offers from competitors to gain customer loyalty and premium prices. Service bundles are one route to customer retention, but there are others for the customer-centered service provider.

This session will discuss some of the ways that service providers can differentiate their portfolios from those of competitors, and maximize profitability, through product development, branding, customer segmentation, database marketing to maximize customer lifetime value, and retention strategies.

Friday, January 26th • 11:00 - 11:45 am

Keeping a Lid on Broadband Customer Service Costs

Customer support costs can balloon quickly when rolling out new broadband services. With the growing adoption of triple play offerings, problems are even more acute. The single largest operational expense for service providers - apart from building their network - is the cost of customer service.

This session will look at ways to intelligently automate the broadband customer service experience, including the installation of triple play services, remote configuration and firmware updates of home CPE, and options for enhanced customer self-service and assisted service that can remotely diagnose problems and automatically resolve them.

The speaker will discuss how to:

- Reduce customer service costs.
- Automate triple play installation and ongoing customer support.
- Remotely manage and update home gateway devices.

Media Sponsors:



Platinum Media Sponsors:



FIERCE IPTV WORKSHOP

From "Me Too" to 2.0

IPTV presents a new way to deliver content. It also presents a lot of questions. For instance, how do service providers gain access to TV programming and VOD content in a way that will help them accelerate their service offerings? That's just one of many issues that telcos at all tiers are struggling with. FierceMarkets is here to provide some answers. It's time to move away from IPTV as an elusive entity and drill down to the reality-looking beyond the hype to what's most important to service and content providers.

The IPTV Evolution Workshop gives attendees a point-by-point plan of how to acquire content that will differentiate a telco's offering from rivals both in the cable industry as well as online video. Learn best practices and how-tos from service providers of all tiers, content providers, media consultants, lawyers, aggregators and top vendors. Attendees will hear from those leading the charge to answer these key questions:

- How do telcos get content?
- What franchise rights do service providers need to consider?

- What issues are involved in distribution rights? Can content be shared at a local head-end with another service provider? What are the legal ramifications?

- Content needs to be multi-platform: TV, PC and mobile. How does the three screen business model affect licensing rights?
- How does acquisition of VOD content differ from broadcast?
- How do service providers acquire local content?
- How do aggregators fit into the content acquisition paradigm?

What kinds of exclusive content deals does the cable industry currently possess? How can telcos compete with those? Are there opportunities for telcos to ink some of their own?

What can the IPTV industry learn from an honest assessment of the Internet TV landscape? Does user-generated content have a place in an IPTV service?

Join FierceMarkets and the editors of FierceIPTV for a new look at IPTV. Register today for the IPTV Evolution @ Internet Telephony. For more information, including speaking and sponsorship opportunities, please visit www.iptvevolution.com.

Wednesday, January 24th • 8:30 - 9:15 am

Content Acquisition 101

In this panel, representatives from each segment of the content acquisition value chain explain best practices for content providers, aggregators and service providers for acquiring content for IPTV services. What type of aggregator is best for your IPTV deployment? Where can you find unique content? How do you get your content into a service provider's EPG? This panel will explain the relationships between all players, while presenting tips on how to become a player yourself.

Wednesday, January 24th • 9:30 - 10:15 am

IPTV Bill of Rights

Franchise rights have been top of mind for the IPTV industry in the past year as Congress mulled over a federal law that would universalize TV franchises, the telcos battled cable and satellite companies over local and state franchise laws. How will the federal law affect IPTV rollouts? What are the next regulatory issues telcos need to consider?

Wednesday, January 24th • 10:30 - 11:15 am

Monogamy and the Cable MSO

This presentation will explain the exclusive relationships cable MSOs have with content providers. Can IPTV providers enter their own monogamous relationships with content providers, or are they too late? Will there be holes in telcos' content offerings? Is exclusive content a selling point for TV marketers or just a defensive tactic? Learn how to woo the content providers and whether your competition really has the edge or not.

Wednesday, January 24th • 1:00 - 1:45 pm

Myriad Content Offerings from UGC to Local News

IPTV service presents the opportunity for TV providers to offer more content than ever before, but what types of content are nice to have and which are absolutely necessary? Me-too offerings need to have local content as well as most of the channels cable MSOs offer, but a next-generation TV service needs to offer next-gen content like user-generated content and personalized content. So, how do telcos acquire local content and enable UGC? What is "personalized" content, anyway, and how can telcos launch it? Take your content from me-too to 2.0 after attending this panel session.

Wednesday, January 24th • 2:00 - 2:45 pm

Forget Advertising, Think Sponsored Content

This session will help you forget everything you have learned about TV advertising from cable and satellite TV providers. The successful IPTV operators will embrace the age of the nPVR and develop new ways to introduce their advertisers' products and services to the viewers. IPTV will take the personalization and interactivity elements of an IP network and demonstrate their full capacity through advertising strategies. Learn how the world of TV marketing is changing and how to change with it.

Wednesday, January 24th • 3:00 - 3:45 pm

DRM for Three Screens

The big service providers have their own wireless businesses, so rolling out a three screen IPTV service for the PC, TV and mobile platform is a prime differentiator for the telco looking to compete with cable MSOs and Internet TV providers. Content providers want to see DRM that makes the three screen vision possible-this panel will include presentations from leading DRM companies that are developing the technology to make "three screens" a reality.

IMS EXPO

Wednesday, January 24th • 8:30 - 9:15 am

Introduction to IMS

Providers have a long list of challenges facing them that must be overcome - namely, how to migrate legacy users to the next generation of mobility, while retaining customer loyalty through existing services. This session will focus on the basics of IMS, including the scope and history of development. The architectures of 3GPP, TISPA, and 3GPP2 will be compared and the key elements of the IMS core will be discussed. Also included will be a brief discussion on how IMS compares with Service Delivery Platforms and the advantages/drawbacks, if any. The role of IPv6 in IMS will be highlighted and finally some applications of IMS (e.g., Fixed/Mobile Convergence) will be discussed. The migration from existing service delivery methods for incumbent carriers (especially wireline carriers) will also be addressed.

Wednesday, January 24th • 9:30 - 10:15 am

Overcoming Challenges on the Road to IMS

There's little doubt that the future of IMS is bright. Analysts predict this to be a multibillion equipment market in the years ahead. IMS is expected to play a key role in the convergence of telecom services and offers the opportunity for revenue growth by attracting new customer and increasing the average revenue per user.

This presentation addresses the need to conduct traffic simulation, equipment and device emulation, and other tests to ensure the IMS network and associated infrastructure can accommodate the traffic that will traverse these systems. Testing and stressing of different formats of SIP headers, handshakes across wireless and wireline networks and circuit-switched and packet-switched networks will be the first stage in testing. This will confirm that handshakes occur properly; errors, drops, and retries are responded to in a timely manner using agreed-upon parameters, and that call accounting, authorization, and access controls meet required policies.

Wednesday, January 24th • 10:30 - 11:15 am

IMS in the Enterprise

IMS, the IP Multimedia Subsystem, is a set of architectural standards being defined and rolled out by service providers around the world. IMS is driven by a service vision that delivers multimedia end user services, independent of access service delivery (wired, wireless, cable). Through IMS, service providers want to be able to accelerate service deployment to consumers and businesses alike, while lowering deployment costs, both achieved by incorporating a set of pre-integrated enablers and open interfaces. Great vision for service providers, but why should enterprises care since they are focusing on Web Services and Service Oriented Architectures to achieve similar objectives in the context of their own environments? This will provide an enterprise perspective of IMS implications.

Wednesday, January 24th • 1:00 - 1:45 pm

Billing in IMS

Service providers have the daunting task of filling out their bundle of services (voice, video, data, wireless) and rapidly deploying competitive new applications while simultaneously minimizing cost. The IMS architecture is access agnostic and holds the promise of providing converged services across wireless and wireline access networks. However, how should service providers structure their billing systems in an IMS environment?

This presentation will discuss the following:

- What is the IMS charging architecture?
- How different/similar is the IMS charging architecture to other major charging architectures?
- What can I do (how can I bill) differently in an IMS framework?
- Are there opportunities to streamline BSS systems?
- What are the migration strategies?
- Are there any "sea-changes" in the way we might/should bill services in an IMS architecture?

Wednesday, January 24th • 2:00 - 2:45 pm

Securing IMS Networks

An ever-increasing number of telecommunications providers worldwide are getting into the fixed/mobile convergence (FMC) game - merging mobile, wired, and wireless networks into a single infrastructure with an eye toward creating better geographic service coverage and offering exciting new multimedia services to businesses and consumers. FMC will be ubiquitous, bringing these services to users of current-generation mobile phones, new dual mode cellular phones, WiMAX phones, laptops, and even handheld computers.

Industry standard specifications for security functions run the gamut: encryption, authentication, firewall and denial of service attack protection. Besides these basic security functions, FMC service providers need further protection against Internet-based attacks such as viruses, worms and various intrusions, such as service theft. This session will review the variety of architectural approaches that enable FMC, the kinds of multimedia services they can offer and defense-in-depth strategies for guarding against the wide variety of attacks that miscreants will direct toward FMC infrastructure and services.

Wednesday, January 24th • 3:00 - 3:45 pm

Forget the Killer App... Try the Killer Value Prop

Does it seem like you're banging your head against the wall searching for the next "killer app?" IMS architecture opens the door for versatility - even experimentation - with SIP-based multimedia applications, making it easier to succeed and cheaper to fail. The key is the ability to deliver IP-based services not only to SIP endpoints, but to mobile and legacy network users as well. Come hear how IMS extends your voice over IP (VoIP) value proposition to a whole new universe of subscribers.

IMS EXPO

Thursday, January 25th • 8:30 - 9:15 am

Quo Vadis? An IMS Industry Round Table

IMS is all about the upside. IMS holds tremendous promise for carriers and end users alike. But IMS is also widely misunderstood. Some look at IMS as a series of smart boxes that you drop into a network to enable services. Some think it's all wireless. This session is designed to clear the air and help explain the concept of IMS and where we as an industry are heading. This is truly a can't miss session.

Thursday, January 25th • 9:15 - 10:00 am

The Role of SCIM in the Transition to IMS

The 3GPP defines SCIM as a network element within the IMS architecture's service plane that allows services to interact in ways not possible in prior network architectures. In this presentation, we will describe the following SCIM solution functions:

- Determining which set of services to apply to call/session (selection);
- Invoking services in the correct order (interaction); and
- Allowing new services to be created by combining existing services (composition).

In addition, we'll discuss how the functionality invokes services across multiple distributed platforms. It can also trigger multiple networks and perform protocol conversion.

Thursday, January 25th • 1:30 - 2:15 pm

IMS & QoS

IMS architecture creates a single network by which services such as VoIP, IPTV and multimedia can be cost effectively deployed utilizing multiple vendors across multiple networks. An area lacking clarity is how policy management across various market verticals can effectively manage both applications and product offerings while guaranteeing service quality.

This presentation will discuss how a unified policy management system simplifies policy management across the range of access network technology by allowing the operator to create one set of policies which are then transformed to match the characteristics of the underlying access network. By doing so, it also simplifies QoS session handover for nomadic users. The presentation will also describe a distributed architecture for IMS that utilizes embedded policy decision points close to the endpoints to minimize the "chatter" of policy requests across the network.

Thursday, January 25th • 2:30 - 3:15 pm

Service Brokering

Services are the key to delivering IMS; the rest is only about delivering the call. But today, IMS' service application layer has the least definition, and is the critical path to the greatest promise in telecom history: Any service to any subscriber.

IMS defines how the control and transport layers speak to one another, but not how the services layer interacts with them, whether and how multiple services will reach off network subscribers, and other open IMS issues.

Among a whole host of topics, this session will address:

- The benefits and drawbacks of standardizing on a single IMS Service Delivery Platform (and possibly plug in third-party apps), versus the risks and benefits of implementing multiple SDPs for individual applications.
- The potential for service brokering mechanisms to add unmanageable complexity, and the near term likelihood that brokering will capably and scalably string together now non-interchangeable components.
- The minimum network elements required for an IMS service delivery platform to work; and more.

Thursday, January 25th • 3:30 - 4:15 pm

In Search of the Killer App

IP Multimedia Subsystem (IMS) has been touted as the technology that will bring a huge variety of voice and video services to subscribers. But some marketers are wondering just what the killer app for IMS will be - an app that will generate enough revenue to make it attractive to deploy IMS. Now, operators of all types, including incumbents, independents, wireless operators, and service providers, are zeroing in on what they know best - voice. Enhanced telephony services are emerging as the biggest applications opportunity - with VoIP at the top of the list - and operators are looking to bundle services such as voice mail and messaging under VoIP. Other applications of interest include fixed/mobile convergence (FMC), presence, and instant messaging (IM).

In addition to discussing emerging IMS applications and the impact they will have on operators, the speaker will also address one of operators' biggest concerns - interoperability. The speaker will cover the following topics:

- The latest information on operators' attitudes to IMS and the effect that VoIP as a killer app will have on the migration to IMS;
- Operators' primary initial objectives in the move to IMS;
- The pitfalls of the move to IMS, with a focus on interoperability as the major issue;
- What kind of IMS networks operators envision, and the technology needed to make IMS networks a reality.



Collocated Conferences

IMS EXPO

Friday, January 26th • 9:00 - 9:45 am

Intro to Fixed/Mobile Convergence

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

Friday, January 26th • 10:00 - 10:45 am

Making the Business Case for FMC

This session will discuss the business drivers for consumers and enterprises that want fixed/mobile services. It will also cover the overall business case for FMC and look at all the angles. In addition, the speaker will identify the key services and which services will people actually use; and discuss if service providers expect consumers and enterprises to pay more or less for FMC. We will also drill down on the specifics of services, such as how to deliver single number and single voicemail capabilities across the entire subscriber base, and how to use FMC as a way to reduce roaming costs.

Friday, January 26th • 11:00 - 11:45 am

FMC: What About Video?

Service providers are looking at two emerging service trends to grow their bottom lines: FMC and next-generation video, such as IPTV. In many cases, these two services are being pursued by separate organizations within the same company. Whether the reason is organizational inertia, the nature of the competitive threat, or lack of imagination, opportunities for capturing the synergies between FMC and IPTV are not always being considered.

During this session, the presenter will identify and review the synergies between successful FMC and IPTV networks. By combining a focus on ROI-friendly applications with the forward-looking requirements of IMS, service providers can build multi-purpose networks that improve consumer experience and drive profitable revenue growth. This session will show:

- How IMS architectures will maximize technology reuse in both types of deployments.
- Where cost savings can be found.
- Why the application layer of the IMS architecture will provide sustainable competitive advantage for service providers.
- How do deploy video and data services that match the portability of voice.

CALL CENTER 2.0

Call Center 2.0™

Thursday, January 25th • 8:30 - 9:15 am

Open Source & IP Telephony: Myth Busters, Best Practices and Real World Application in the Contact Center

The rise of open source brings more choice and flexibility to purchasers of IP telephony infrastructure (open source IP PBXs are an example), but misconceptions about this revolutionary development model remain. This session will refute common "myths" about open source - which include concerns about quality, security, and control - and point to best practices for leveraging open source software in your organization's IP telephony and contact center network. Attendees will learn how to separate the myths from reality when it comes to open source, and address concerns regarding security and reliability; how to leverage open source to bring greater flexibility, adaptability, and innovation into the IP telephony and contact center environment; and how to determine if their organization is a good candidate for open source-based telephony solutions.

Thursday, January 25th • 9:15 - 10:00 am

The Secret to Sustainable Performance Achievement

- Does knowing how you did today guarantee improvement tomorrow?
- How is best practice captured and deployed widely throughout your organization?
- How do you inspect what you expect for commitments and skill development?

Stephen M. Riddell, author of the book, "*Selling Genius*" and a well known expert in call centers will share startling new advances in technology platforms that are having significant increases in the skill of call center representatives with sustainability for advances in Customer Satisfaction.

This session in this new track deeply examines the problems associated with Performance Data and Call Quality Programs with exciting new answers on how to marry these important elements with People Performance and still have a huge positive impact on customer satisfaction. This is a must attend event for anyone interested in moving performance to the next level.

CALL CENTER 2.0

Thursday, January 25th • 1:30 - 2:15 pm

Where to VoIP

This session will address the option of going hybrid, that is to say deploying a system capable of handling a mixed environment, with some locations on IP phone equipment, others on TDM phone equipment. Often, it makes sense to ease into VoIP one location at a time, so that companies can discover quality problems at a slower pace than slamming the whole company with VoIP and discovering company-wide quality problems. The speaker will cover the ability to provide a common set of contact handling features, functions, and unified reporting tools across all locations, no matter what voice transport technology the location is on, as well as the challenges of managing a distributed workforce - monitoring, recording, barging, and more.

Thursday, January 25th • 2:30 - 3:15 pm

To Host or Not to Host?

Enterprises are met with the decision of hosting their call centers more and more these days. The speaker will discuss the advantages and disadvantages of a hosted call center. Sure, IP-based call centers experience reduced costs, easier and faster application deployments, and increased ROI; but there are still concerns when dealing with hosted solutions such as quality and security. Learn how businesses today are tackling these issues, implementing hosted solutions, and better meeting customer needs through an IP-based call center.

Thursday, January 25th • 3:30 - 4:15 pm

IP Contact Center Shootout

Come hear industry leaders debate and discuss the relative merits of their IP Contact Center solutions. Loosely based on Internet Telephony Conference & EXPO's successful long-running IP PBX Shootout, this double session promises to be a lively, engaging look at what the industry leaders have to say about their products and their competition. This unique opportunity enables interested parties to get live information directly from the "horses' mouths" as attendees will be given an opportunity to ask the panel their own insightful questions.

Friday, January 26th • 9:00 - 9:45 am

Calling for More Than Quality Assurance

Businesses that record customer interaction telephone calls in their contact centers typically do so as a means of monitoring service quality, and to assist with agent performance and training. This is good as far as it goes - but this limited practice means that many companies are neglecting other ways in which call recording can help meet their business objectives. In this presentation, the speaker will describe different types of call recording applications and how call recording can fulfill different business requirements. Attendees will learn how call recording can help to meet regulatory requirements, manage risk, and improve business processes across the entire organization beyond call center operations.

Friday, January 26th • 10:00 - 10:45 am

Creating a Better Customer Experience with a Customer Interaction Network

Today, many customers prefer to interact with companies by phone or e-mail, rather than in-person at a store. This places great responsibility on a company's contact center. A recent study found that 92% of U.S. consumers form their image of a company based on their experience with the company's contact center. And 63% of the customers surveyed said they would stop using a company's products or services if they had a negative experience with the contact center. Companies that understand the true importance of customer interactions have taken their traditional call centers and evolved them into contact centers. These new centers employ a number of integrated Web-based channels that enhance customer service through the use of e-mail, text chat, and co-browsing capabilities. In this session, we'll use case studies to discuss the next step in the evolution of the customer contact center: The Customer Interaction Network. This new model extends customer service capabilities across the entire organization, providing a more integrated and collaborative approach to customer satisfaction. With a Customer Interaction Network, customers can use the channel of their choice - Web browser, e-mail, chat, or phone - to get the information they need quickly, conveniently, and efficiently.

Friday, January 26th • 11:00 - 11:45 am

Call Center Architectures with Custom Workflows

Since their inception contact centers helped businesses seeking solutions to their needs for customer service, technical support, sales orders, sales lead generation and qualification, answering and messaging services, and bill collections. Most contact center vendors offered features to their customers in configuring their products to set up such capabilities. Agent scripts displaying customer information to the agents in a fashion analogous to cue cards, call-lists or e-mail addresses compiled from CRM or customer databases, feeding the call lists to preview and predictive campaigns or e-mail addresses to mass-mail distributions are a few examples of such capabilities. These capabilities often require integration of contact center solutions with customers' databases and systems involving vendors' or third party consultants having in-depth knowledge of the contact center product.

The highest value proposition with contact centers will be in creating truly customizable work flows that emulate customers' work processes. Because each customer's work processes are unique, such customization must be handled by the customers themselves. This session will present requirements for a contact center with truly customizable work flows and the underlying platform architecture to support such customizations.

TELEWORK COALITION "WORK AT HOME" WORKSHOP

Thursday, January 25, 2007 • Rooms 209-210

Thursday, January 25th - 8:30 - 9:15am

"Ask The Chiefs" of Outsourcing Work@Home™ Agent Call Centers

Here is your opportunity to hear from those who have designed, staffed, and now successfully compete with offshore alternatives using Work@Home™ Agents. As a bonus, these visionary leaders provide their customers with built in Continuity of Operations with geography as their ally; agents with greater degrees of customer focused skills and education; higher levels of customer satisfaction and rapport; better first call problem resolutions, and 'more upselling opportunities'. TelCoa's CEO will ask panel participants questions that have been asked both on our website at info@telcoa.org, and from those in the audience.

Thursday, January 25th - 9:15 - 10:00 am

"Ask The Chiefs - Part Deux"

Session 1 continued.

Thursday, January 25th - 1:30 - 2:15 pm

IDC's Distributed Work Research,

Featuring Stephen Loynd, Sponsored by WillowCSN®

Does agent turn-over (churn) frustrate your 'bottom-line results'? Do you increasingly find it difficult to meet your staffing goals within timely affordable commuting distances to your call centers? Does changing demographics make it impossible to expand into higher skill-level business opportunities? Utilizing rural and older workers can address these issues. Learn how to gain a competitive advantage by using Work@Home™ Agents who are Service Disabled Veterans, their spouses, and others with Disabilities. Hear from nationally recognized experts including the 2006 Individual Presidential New Freedom Initiative Award winner on how you can take advantage of those with many skills and demonstrated levels of expertise, while recognizing the sacrifices they have made for all of us. A win-win for all who value freedom, loyalty, and improved operational performance.

Thursday, January 25th - 2:30 - 3:15 pm

Financial Benefits of Distributed Work: Work@Home™ Programs, Why Distributed Work Now?

Includes Continuity of Operations (COOP), Bottom-Line Results and Return On Investment (ROI). During the past year, at multiple regional seminars and vertical industry symposiums, TelCoa has been asked to provide financial models and bottom-line benefit analyses that can be used to convince doubting executives to embrace Work@Home™ Programs for both the call center and your enterprise employees. You will have the opportunity to see proven models and learn how you can craft, orchestrate, and implement your very own distributed work program.

Thursday, January 25th - 3:30 - 4:15

Distributed Work Technologies Do Security Concerns Keep You Awake at Night?

Through Intelligent Networks, Security Trends, and Tools presented by our experts, your networks can be enabled to enhance Work@Home™ Programs. If you want to prepare your organization for 'future events', whether naturally occurring or caused by man, which others will find themselves addressing without the necessary tested technologies, policies, and procedures, do not miss this session. Your organization's 'continuity' of operations' and ability to endure through whatever comes next, could well depend on what you learn in this session.

Friday, January 26, 2007 • Rooms 209-210

Friday, January 26th - 9:00 - 9:45 am

"Ask The Chiefs" of Insourced Work@Home™ Agent Call Centers

Following in the foot steps of the innovative Virtual Call Center Industry, In-house call center executives and enterprise leaders are now seeking the many benefits of distributed work for their CRM, Customer Service Organizations (CSO's), Help Desks (levels I and II), Investor Relations, Business-to-Business distribution channels, and other enterprise-wide functions. Ask questions of those who have successfully converted their organizations from Industrial Era premise based operations to Information Age models prepared for the 'New Ways of Working'.

Friday, January 26th - 10:00 - 10:45 am

Human Resources for Distributed Workers - Policies, Processes, and Procedures (P³) for Recruiting, Screening

HR support for the Virtual Worker often lags far behind the capabilities and opportunities presented by technology. Just as 'laws' are often fifteen or more years behind the reality of the workplace, so too are the day-to-day human resources operational guidelines. Learn how to recruit and screen virtual agents, and enterprise employees on-line. Know with much greater certainty where a prospective worker will succeed in a distributed work environment. Will your policies be flexible enough to ensure that your Work @ Home™ super stars are used to their full potentials? Will they be prepared to be the managers and directors of the future or kept 'out of mind'?

Friday, January 26th - 11:00 - 11:45 am

Work@Home™ Remote Training

Training without a classroom, Remote Work On-line Problem Solving Tools, Just-in-Time Learning, and Remote Support.

Just how are you going to avoid transporting, housing, and feeding your legions of Work@Home™ Agents with Industrial Era classroom style training methods - not to mention the expense and worker frustration with having to travel? Learn from those who can provide you the solutions for effective remote work training, on-going real-time supportive systems, 'just-in-time-learning' techniques, and motivational pacemakers for higher performance, satisfaction, and esteem.



Disaster Preparedness Workshop

Thursday, January 25 • 1:00 - 4:00 pm • Presentation Theater on Exhibit Hall Floor

Recent national disasters, such as Hurricane Katrina, have shown that too many companies do not have an effective plan to ensure business continuity in the case of a disaster. The truth is, major disasters are rare – it's the smaller calamities, such as power outages, fire, or local floods, that are far more common and affect ill-prepared businesses every single day.

The Disaster Preparedness Workshop is designed to help businesses create a safe, solid, and relatively easy-to-implement solution to ensure continuity of business in the case of a disaster of any size. Co-sponsored by the Enterprise Communications Association, this workshop will focus on the

use of converged IP Solutions to seamlessly transfer vital functions and back up critical data, preventing loss and minimizing downtime during a business interruption of any nature.

The half-day workshop will host a selection of rotating panelists to address the most important issue for any enterprise – how to avoid a serious interruption of business operations. Panelists will include application vendors, resellers, and managed services providers from the DPCF participating companies. Audience participation is strongly encouraged, so come prepared with questions for the panelists.

**A Disaster Planning Forum
Initiative Sponsored By:**



VOICE PEERING WORKSHOP - FREE FOR ENTERPRISES AND SERVICE PROVIDERS



The Voice Peering Fabric (VPF), the preferred platform for carriers and enterprises to exchange telephony and applications services, is pleased to

organize another distinctive Voice Peering Workshop at the ITEXPO East 2007! This workshop brings to the ITEXPO attendees a team of experts from the telephone, 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.

Thursday, January 25, 2007

8:30am - 9:15am

Voice Peering 101

9:15am - 10:00am

Peering with IP PBX's

SIP trunking is not new with carriers. Accompanied by the recent introduction of ENUM, Enterprises have picked up on these techniques to reduce operating costs by moving telephone calls directly into an IP environment. Discover what is involved in this implementation and how to peer your voice traffic with popular IP PBX software and hardware systems.

1:30 - 2:15 pm

Enterprise Voice Security & QoS

While online banking and shopping soars in popularity, the consumer market has increasingly relied on the public Internet for online transaction. Responsibility of secure communications and transactions falls heavily on companies that have converged their voice and data networks. This session will provide the latest security & QoS reference designs, architectures and implementation models at both the network and application layers for the transmission of Voice-over-IP.

2:30 - 3:15 pm

All Aboard the IP Train

This is the trend in voice communications! Carriers are in, Enterprises are in, and hundreds of billions of minutes are switched annually via IP! Find out what motivations are behind this business decision and how they unlocked the potential of IP communications from industry leading executives.

3:30 - 4:15 pm

Beyond VoIP

What lies beyond the converged voice and data networks? The battle of choice: searching and deciding on what multimedia applications to include in our networks. It is no longer the choice between iPod and MP3 players. This session will discuss services and products which further changes the way we conduct business.



Free Panel Sessions

Panelists Include:



Hurricanes. Tornadoes. Earthquakes. Volcanoes. Our first thoughts turn to the safety of loved ones. However, once the dust settles, our thoughts turn immediately back to getting our businesses back on their feet and back to the business of making money.

Snowstorms. Vandalization. An errant backhoe. A fire in a neighboring business. On the surface, these occurrences don't sound so tragic, but experience has shown us that business disruptions caused by these seemingly benign events can be far, far more problematic when it comes to getting a business back up and running.

This special panel discussion will focus on what you, as an owner or operations manager of an enterprise, need to know in order to prepare for the inevitable service disruption due to forces beyond your control, and what you need to do to keep your lights on, keep your phones operational, and keep your business connected. Our experts will share their perspectives

VoIP Options: Disaster Preparedness Are You Ready?

Wednesday, January 24 • 3:45 pm

and discuss best practices, and most importantly, they will be prepared to answer questions from the audience, helping you learn what you need to know to effectively prepare for the day disaster strikes.



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

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

Service Provider Shootout

Thursday, January 25 • 4:15 pm

Hear the industry's leading experts in a moderated panel discussion aimed at exploring the market and finding out exactly where we stand today. Get perspectives from the leading service providers exploring next generation solutions, including the latest developments, a glimpse into the future, and some real-life implementation tales that you won't want to miss. Topics will range to include net neutrality, the latest government regulations, competitive pressures, the advent of fixed/mobile convergence and IMS (IP Multimedia Subsystem), wireless considerations such as Wi-Fi and WiMAX, IPTV, and Triple Play strategies, and so much more. It's an exciting time — and a challenging time — to be a service provider in today's climate. Come to this keynote-level session to hear more about this market from the service providers who are living it every day. Attendees are encouraged to bring their questions and we'll bring the industry leaders who are best positioned to provide the answers.

Panelists Include:



Free Workshops



Presents...

“How to Make Money Selling VoIP”

A Free Tutorial Seminar Teaching Resellers How To Effectively Sell VoIP Equipment & Services

Wednesday, January 24, 2007 - 8:30am - 3:45pm

How To Make Money Selling VoIP

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

Reseller Live

The Enterprise Communications Association (ECA, www.encomm.org) is presenting its very successful panel format, Reseller Live.

This session is structured to maximize reseller participation. Topics include E911, VoIP security, FoIP, Top 5 Reasons to Implement VoIP, and other key industry issues. Reseller participation begins now — please submit your suggestions

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

The panel will review your submissions and select the most frequent, innovative suggestions for full discussion.

Please submit your content suggestions to:
maxschroeder@tmcnet.com

Supported by:



Ingate's SIP Trunking Seminars *Realizing Rapid ROI Today*

Join us for “The SIP Trunking Series: Everything you Need to Know” at Internet Telephony Conference and Expo January 24 – 26, 2007 in Fort Lauderdale, Florida.

These educational seminars are free, and include a comprehensive Professional Development Program where you can earn a SIP Trunking Professional Certificate.

Solutions Tracks are also offered, with comprehensive information and real-world case studies from proven deployments.

The SIP Trunking Series is sponsored by Ingate® Systems and TMC, and held with leading IP-PBX vendors, SIP trunking service providers and thought leaders in enterprise IP communications.

For more information visit:
www.ingate.com/SIP_Trunking_seminar.php

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

Part I: SIP Trunking Professional Development Program

Wednesday January 24, 2007

9:00am-10:30am: SIP Trunking Professional Development -- Introduction

Presenters: Cbeyond, Sphere

1:00pm-2:30pm: SIP Trunking - The Service Provider

Panelists: BandTel, Cbeyond, Level 3

3:00pm-4:30pm: SIP Trunking - The Enterprise Infrastructure

Presenters: Ericsson, Ingate Systems, Objectworld, Pingtel, Shoretel, Sphere

Part II: SIP Trunking Solutions Showcase

Thursday January 25, 2007

9:30am-10:30am: SIP Trunking in Latin America

Presenters: Ericsson, BandTel

11:00am-12:30pm: Case Study: SIP Trunking for Sterling Bank

Presenters: Ingate Systems, Pingtel, Sterling Bank

1:30pm-3:00pm: Solutions Track: SIP Trunking Solutions

Presenters: Level 3, ShoreTel and Ingate Systems

3:00pm-4:30pm: Solutions Track: SIP Trunking Solutions

Presenters: BandTel, Objectworld, Ingate Systems

Friday January 26, 2007

9:00am-10:30am: Solutions Track: SIP Trunking Solutions

Presenters: BandTel, Sphere, Ingate Systems



The Ultimate Exhibit Hall Experience

Find the Solutions You Need

Come Inspect Hundreds of Cutting-Edge VoIP and IP Communications Products & Services • Over 200 Exhibitors Expected

- APIs
- Application Servers
- Analog Telephony Adapters
- ATM
- Billing/OSS Solutions
- Cable Telephony Solutions
- Carrier Class Gateways
- Compression Algorithms
- CTI
- DSP Chips & Boards
- Echo Cancellation
- Edge Access Devices
- Embedded Software Tools
- Fax Boards
- Firewalls
- Frame Relay
- Fixed/Mobile Convergence
- H.323 Protocol Stacks
- IMS Solutions
- Industrial Computers
- Interconnection Facilities
- Internet Telephony ASPs
- IP-based ACDs
- IP Billing and OSS Solutions
- IP Centrex Solutions
- IP Conferencing
- IP Contact Center Solutions
- IP Fax Solutions
- IP PBXs
- IP Phones
- IP Telephony Headsets
- IPTV Solutions
- IP Video Conferencing
- LAN-based Telephony
- Media Servers
- Presence-based Applications
- Programmable Switches
- Protocol Stack
- QoS Network Monitoring
- RAS/Modem Chips
- Routers
- Session Border Controllers
- SIP Software
- SMB VoIP Solutions
- Softswitches
- SOHO Solutions
- Speech Recognition/VXML/SALT
- 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 Solutions
- Wireless IP Communications



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

Exhibit Hall Hours:

Wednesday, January 245:30 pm - 7:30 pm

Thursday, January 2511:00 am - 4:00 pm

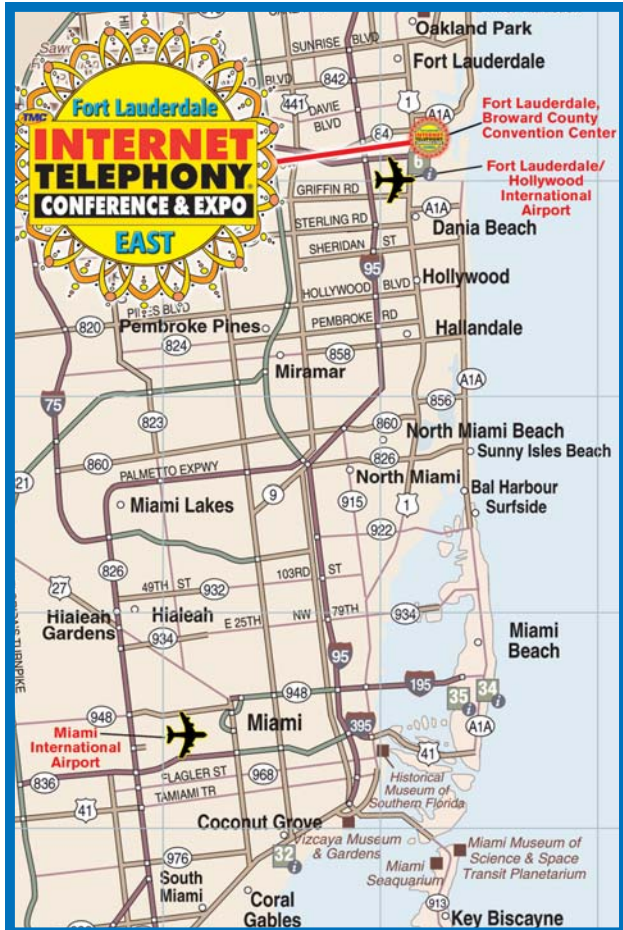
Friday, January 2611:00 am - 2:00 pm

Platinum Sponsors:





Ft. Lauderdale-Broward County Convention Center



Conveniently Located Minutes from Miami or Ft. Lauderdale International Airports

Fort Lauderdale-Broward County Convention Center
1950 Eisenhower Boulevard
Fort Lauderdale, Florida 33316
Phone: (954) 765-5900

Thanks to a recent expansion, the convention center is bigger and better than ever, ideally positioning it for meetings of all types and sizes.

The expansion includes the introduction of high-tech features, such as video conferencing, satellite downlink, and a Cyber Café, where one can access the Internet while catching a bite to eat.

Conveniently located just 3 miles from Fort Lauderdale International Airport; 28 miles from Miami International Airport, and minutes from I-95, the convention center is the ideal South Florida location to attract attendees from all of the U.S., Latin America, and Europe.

Official Show Hotels

Save Time & Money by Staying at an Official Show Hotel.
Convenient walk to Convention Center; free shuttles available.

Hyatt Regency Pier Sixty-Six

2301 Southeast 17th Street,
Fort Lauderdale, Florida 33316
Phone: (954) 525-6666
Hyatt Special Attendee Rate: \$209

Renaissance Fort Lauderdale Hotel

1617 Southeast 17th Street
Fort Lauderdale, Florida 33316
Phone: (954) 626-1700
(800) 468-3571
Renaissance Special Attendee Rate: \$213.

Deadline for special rates: January 2, 2007.





Important Information

On-Site Registration Hours

Tuesday - January 2311:00 am - 5:00 pm
Wednesday - January 247:00 am - 7:00 pm
Thursday - January 257:00 am - 5:00 pm
Friday - January 267:30 am - 3:00 pm

Exhibit Hall Hours

Wednesday - January 245:30 pm - 7:30 pm
Thursday - January 2511:00 am - 4:00 pm
Friday - January 2611:00 am - 2:00 pm

Conference Session Times*

Tuesday - January 2312:15 pm - 5:00 pm
Wednesday - January 248:30 am - 3:45 pm
Thursday - January 258:30 am - 4:15 pm
Friday - January 269:00 am - 11:45 am

**Conference fees required for admission*

*Our Guarantee:

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

4 Easy Ways to Register

1. **Online:** www.itexpo.com
2. **Fax:** (203) 866-3326
3. **Phone:** Call Frank Coppola
(203) 852-6800 ext. 131
4. **Mail:** Send your registration form to:
**INTERNET TELEPHONY® Conference
& EXPO EAST 2007**
TMC
One Technology Plaza
Norwalk, CT 06854 USA

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 12/15/06, 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 and special panel discussions.
- All networking receptions

Hotel Information

Save Time & Money by Staying at an Official Show Hotel.
Convenient walk to Convention Center; free shuttles available.

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

Contact your hotel of choice right away and reserve rooms at special INTERNET TELEPHONY® Conference & EXPO rates. Identify yourself as a show attendee to take advantage.

Hyatt Regency Pier Sixty-Six

2301 Southeast 17th Street, Fort Lauderdale, FL 33316
Phone: (954) 525-6666
Hyatt Special Attendee Rate: \$209

Renaissance Fort Lauderdale Hotel

1617 Southeast 17th Street, Fort Lauderdale, FL 33316
Phone: (954) 626-1700; (800) 468-3571
Renaissance Special Attendee Rate: \$213.

Deadline for special rates: January 2, 2007.

Registration Form

GO TO WWW.ITEXPO.COM FOR FAST, EASY REGISTRATION



1 PICK THE PLAN THAT BEST MEETS YOUR NEEDS

	Thru 12/15/06	After 12/15/06	Select Days
<input type="checkbox"/> Diamond Team Plan BEST VALUE! Access to all conference events, all 4 days, for up to 5 people	\$3,995	\$4,995*	<input checked="" type="checkbox"/> Tues <input checked="" type="checkbox"/> Weds <input checked="" type="checkbox"/> Thurs <input checked="" type="checkbox"/> Fri
<input type="checkbox"/> Conference SUPERPass Access to all conference events, all 4 days, including IPTV Evolution Workshop	\$2,195	\$2,395*	<input checked="" type="checkbox"/> Tues <input checked="" type="checkbox"/> Weds <input checked="" type="checkbox"/> Thurs <input checked="" type="checkbox"/> Fri
<input type="checkbox"/> Platinum Conference Pass Access to all INTERNET TELEPHONY, IMS Expo and Call Center 2.0 conference events, all 4 days	\$1,595	\$1,895*	<input checked="" type="checkbox"/> Tues <input checked="" type="checkbox"/> Weds <input checked="" type="checkbox"/> Thurs <input checked="" type="checkbox"/> Fri
<input type="checkbox"/> Gold Conference Pass Access to all INTERNET TELEPHONY, IMS Expo and Call Center 2.0 conference events, any 2 days	\$1,295	\$1,595*	<input type="checkbox"/> Tues <input type="checkbox"/> Weds <input type="checkbox"/> Thurs <input type="checkbox"/> Fri
<input type="checkbox"/> Silver Conference Pass Access to all INTERNET TELEPHONY, IMS Expo and Call Center 2.0 conference events, any 1 day	\$1,095	\$1,395*	<input type="checkbox"/> Tues <input type="checkbox"/> Weds <input type="checkbox"/> Thurs <input type="checkbox"/> Fri
<input type="checkbox"/> IPTV Evolution Workshop Pass Access to IPTV Evolution Workshop Only	\$795	\$995*	<input checked="" type="checkbox"/> Weds
<input type="checkbox"/> FREE Reseller Solutions Day VIP Pass Reseller Day, Keynotes, free workshops and panel sessions, receptions, Exhibit Hall	FREE	FREE Online \$50 onsite fee applies	<input checked="" type="checkbox"/> Weds <input checked="" type="checkbox"/> Thurs <input checked="" type="checkbox"/> Fri
<input type="checkbox"/> FREE VIP Exhibit Hall PLUS Pass Keynotes, free workshops, free panel sessions, receptions, Exhibit Hall	FREE	FREE Online \$50 onsite fee applies	<input checked="" type="checkbox"/> Weds <input checked="" type="checkbox"/> Thurs <input checked="" type="checkbox"/> Fri

2 ATTENDEE INFORMATION

NAME	TITLE	COMPANY
ADDRESS		
CITY	STATE	ZIP
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)

Would you like to receive
(continue to receive)
INTERNET TELEPHONY®
magazine FREE?

☐ Yes ☐ No
☐ Digital ☐ Print

Signature (Required)

Date (Required)



CANCELLATION POLICY:

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

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

1. BUSINESS TYPE (CHECK 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+ ☐ D. 11-999
- ☐ B. 5,000-9,999 ☐ E. 1-10
- ☐ C. 1,000-4,999

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

☐ Yes ☐ No

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

☐ Yes ☐ No



- **300+ Speakers**
- **200+ Exhibitors**
- **120+ Breakout Sessions**
- **Daily Networking Functions**

**Register Early
And Save!**

**Win a Toyota FJ Cruiser
& Harley Davidson!**

Ft. Lauderdale, Florida Convention Center • January 23-26, 2007 www.itexpo.com

The Ultimate VoIP/IP Communications Experience

VoIP 2.0 Video 2.0 Web 2.0

A World Class Event with World Class Speakers

Featuring Collocated Events:



Call Center 2.0™

Hosted by



Technology Marketing Corporation
One Technology Plaza
Norwalk, CT 06854
www.tmcnet.com



Supported by The 1st
and Most Trusted
Magazine 100%
Dedicated to VoIP and
IP Communications.
Now in it's 9th Year.