Why Invest in a Trip to ITEXPO?

Because Only in the Face-to-Face Setting of a Respected Trade Show Can You Network with Colleagues, Potential Suppliers, and Potential Partners All at Once.

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 IP communications into their offerings -- whether they are providing service for internal workers or external customers.

But these solutions are far more advanced than 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 *INTERNET TELEPHONY, Unified Communications, IMS Magazine Customer Interaction Solutions.* In addition the

TMCnet editorial team aids in ensuring ITEXPO is focused 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. Perhaps this is why people from 115 different countries came to two US-based ITEXPOs last year.

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 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

Rich Tehrani, TMC President & Conference Chairman

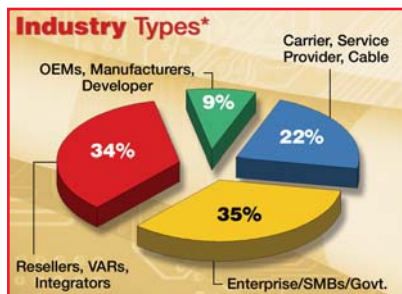# Three Days of Learning, Networking, and Inspecting New Technologies

Who Will Attend?

BUSINESS TYPES:
- Large Enterprise
- SMBs
- Government Buyers
- Service Providers
- Media and Analysts
- Resellers
- Developers
- Manufacturers

JOB FUNCTIONS
- CEOs, Presidents, Owners
- Telecom / IT Sr. Managers
- Sr. Technical Staff
- Engineers
- Product Development

Topics Covered:

FOR ENTERPRISES, SMBs, and CONTACT CENTERS
- Unified Communications
- SOA
- SIP
- Hosted VoIP Solutions
- Skype Solutions
- Wireless / Mobility Solutions
- Collaboration over IP
- Managed Services
- Open Source
- Regulation
- Telecom Expense Management
- Speech Technologies

FOR SERVICE PROVIDERS
- Network Management
- QoS
- Voice Peering
- Triple/Quad Play
- CEBP
- FMC / IMS
- Network Security
- UMA, IMS, Femtocells
- IPTV
- Wireless / Mobility

ITEXPO Exclusives:

FREE WORKSHOPS:
- Reseller Solutions Day
- Voice Peering Fabric (VPF)
- SIP Trunking, Hosted by Ingate

FOCUSED PAVILIONS ON EXHIBIT FLOOR
- trixCon Open Communication Pavilion, Hosted by Fonality
- Disaster Preparedness Communications Forum (DPCF) Pavilion
- Cisco

SPECIAL TRAINING OPPORTUNITIES:
- Fonality trixbox
  Open Communication Certification:
  Administrator Course
  Technician Course
  Engineering Course
- Digium Asterisk training

MUSTANG CONVERTIBLE GIVEAWAY!

Must be present to win.

Network With Colleagues

Corporate Management, CEOs, CTOs

Ultimately, the vendor you choose for your IP communications 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 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.

No other VoIP/IP Communications event compares to ITEXPO

You get a first-class conference education, endless networking opportunities and an exhibit hall filled with cutting-edge solutions.

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, TMC's president and group editor-in-chief, 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 2008 is the perfect opportunity for you to meet and talk with representatives from enterprises/government, service providers, developers, resellers, and manufacturers to share ideas, exchange business cards, and discuss the virtues of one solution over another.

4. Over 150 Exhibiting Companies

In between sessions, meet vendors and partners you need to successfully deploy IP communications solutions - whether you are deploying them in your enterprise, or in your service provider network. The agenda leaves ample time to stop by each booth to discuss how each exhibitor's offerings can help you.

5. Free Workshops: SIP Trunking, Reseller Day, Voice Peering Fabric

Always among the most popular attractions at the conference, all attendees are invited to full-day workshops covering dynamic areas of the IP communications marketplace - SIP Trunking, reseller opportunities and Voice Peering.

6. Top-Level Keynotes

This year's keynote lineup top executives at Fonality, Mitel...... Learn from them why IP communications is about far more than just voice.. Today's solutions encompass unified communications, open source, video, wireless, and more.

7. NEW! trixCon

Visit this special pavilion on the exhibit floor devoted to open source communications solutions and education. Visit with open source vendors, and hear insightful presentations helping you select the right open source products and partners.

8. Your Fee is Guaranteed

If you do not feel the sessions you attend made you better prepared to tackle your 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 in the heart of World Famous South Beach, just 12 miles from Miami International Airport, and six miles from I-95.

10. FREE Exhibit Hall Pass

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

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

Chris Lyman
CEO/CTO
Fonality

Simon Gwatkin
VP of Strategic Marketing
Mitel

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Wednesday, January 23, 2008

	Enterprise Solutions	Service Provider Solutions	Essential Issues	TMC U *SIP Certification*	TMC U *Microsoft OCS*	FREE WORKSHOPS
7:30am	REGISTRATION OPEN					
8:30 am	CONFERENCE BREAKFAST - PAID ATTENDEES ONLY - ROOM B214/B215					
Room	Room B 210	Room B 211	Room B 212	Room B 213	Room A208	Room B114/B115
9:00 - 9:45am	Prepare Your Network for Quality Voice	Network Management	Making the Business Case for VoIP	Introduction: SIP as the Foundation	Introduction and Overview	**Ingate's SIP Trunking Workshop**
10:00 - 10:45am	SOA: Special Double Session	QoS	The Open Source IP PBX: Niche Product or Disruptive Technology	Signaling: SIP, SS7 & Integrating your Network w/ Legacy Infrastructure	OCS - PBX Interoperability	Details On Page 18
11:00 - 11:45am		Intelligent Interconnects in the VoIP Peering Environment	The Current State of Open Source	Media: Voice and Video in Your SIP Environment	OCS Servers	**inGate**
11:45 am	CONFERENCE LUNCHEON - PAID ATTENDEES ONLY - ROOM B214/B215					
12:30 - 1:15 pm	A Look at Hosted VoIP	Triple/Quad Play Double Session	Trends in Consumer VoIP	Transitioning to IMS via your SIP-Based Network	Call Flow Scenarios	**Reseller Solutions Day**
1:30 - 2:15 pm	Security Challenges in the Enterprise		Regulation Update	SIP Trunking	Configiuration and Planning	Details On Page 17
2:30 - 3:15 pm	Trends in Enterprise VoIP	Exploring Communications Enabled Business Practices	Future Trends in IP Communications	Case Study	Media: Voice and Video in Your SIP Environment	INTERACTIVE INTELLIGENCE
3:30 - 4:15 pm	Optimizing Skype for the Business Environment	IMS: Will It Work?	Raising the Bar on Telecom Expense Management	TMC University Exam	TMC University Certification Exam	
4:15 - 6:00 pm	KEYNOTE PRESENTATIONS BY: BROADVOX, 8X8 & VERIZON - ROOM B217/B218					
6:00 - 8:00 pm	EXHIBIT HALL GRAND OPENING RECEPTION - SPONSORED BY ACULAB					

Win This Hot New Ford Mustang Convertible

Win this 2008 Ford Mustang Convertible

You Must Be Present To Win!*

*2008 Mustang Convertible Drawing - Friday, January 25, 2:30pm, at the conclusion of Exhibit Hall hours.

Mustang Giveaway Sponsored by:

Visit the Exhibit Hall. Find IP Communications Solutions and You Could Win A Brand New Ford Mustang Convertible!

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

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

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

4. *YOU MUST BE PRESENT AT THE DRAWING ON FRIDAY, JANUARY 25th TO CLAIM YOUR PRIZE!

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Thursday, January 24, 2008

	Unified Communications	Service Provider Solutions	SIP Solutions	Call Center 2.0	FREE WORKSHOPS
7:00am	REGISTRATION OPEN; CONFERENCE BREAKFAST - PAID ATTENDEES ONLY - ROOM B214/B215				
Room	Room B 210	Room B 211	Room B 212	Room B 213	Room B114/B115
8:00 - 8:45 am	Intro to Unified Communications	Securing Today's Networks	The State of SIP	Leveraging IP in the Contact Center	**Ingate's SIP Trunking Workshop** Details On Page 18
9:00 - 9:45 am	Enterprise Communications Market Review	UMA, IMS and the Case for Femtocells	SIP Trunking for the SMB	Leveraging SOA & Web Services to Build the Modern Contact Center	inGate
9:45 - 11:30 am	KEYNOTE PRESENTATIONS BY: NORTEL, AUDIOCODES & MITEL - ROOM B217/B218				
11:30 am - 5:00 pm	EXHIBIT HALL OPEN				
12:30 pm	CONFERENCE LUNCHEON - PAID ATTENDEES ONLY - ROOM B214/B215				
1:15 - 2:00 pm	Unified Communications Strategies	Value-Added Services are the Key	Building Apps with SIP: Conferencing/Collaboration Solutions	SMB Contact Centers Go Mainstream	Room B116/B117 **Voice Peering Fabric Workshop**
2:15 - 3:00 pm	UC & Collaboration	Service Provider Industry Round Table	SIP-ify the E-mail Base	IP Contact Center State of the Market: A RoundTable Discussion	Details On Page 20
3:15 - 4:00 pm	Future Trends in UC		Understanding SIP Security		vpf The Voice Peering Fabric
4:00 - 5:00 pm	NETWORKING RECEPTION IN EXHIBIT HALL SPONSORED BY ONTARIO-CANADA DELEGATION - DON'T MISS THE IPOD GIVEAWAY!				

	VoIP for SMB	IPTV Solutions	Wireless / Mobility	Call Center 2.0	FREE WORKSHOPS
7:00am	REGISTRATION OPEN; CONFERENCE BREAKFAST - PAID ATTENDEES ONLY - ROOM B214/B215				
Room	Room B 210	Room B 211	Room B 212	Room B 213	Room B114/B115
9:00 - 9:45 am	Navigating the Technology Wave: An SMB Tutorial	IPTV Best Practices	Enterprise FMC Roundtable	Take Advantage of Open Source for Success in the Contact Center	**Ingate's SIP Trunking Workshop** Details On Page 18
10:00 - 10:45 am	Addressing the IT Needs of SMBs Through Managed Services	IPTV Profitability With Targeted Advertising		Improving Performance By Using Advanced Speech Technologies	inGate
11:00 am - 2:30 pm	EXHIBIT HALL OPEN				
11:45 am	CONFERENCE LUNCHEON - PAID ATTENDEES ONLY - ROOM B214/B215				
12:30 - 1:15 pm	Selecting VoIP for the SMB	The State of IPTV	Trends in Mobility	Unified Communications in the Contact Center	**SIP Connect Compliance Workshop** Details On Page 18
1:30 - 2:15 pm	Technology is Converging and So Should Your Suppliers		Making the Business Case for WiFi Telephony	DIY: A Look at Customer Self Service	SIP connect SIPFORUM
2:30 pm	**2008 Mustang Convertible Giveaway on Exhibit Floor Must Be Present To Win!**				

ENTERPRISE SOLUTIONS

Wednesday, January 23: 9:00 - 9:45 am
Prepare Your Network for Enterprise Voice

As enterprises increasingly consider VoIP, it becomes apparent that they must be aware of the need to prepare their network to carry converged voice and data traffic. Come learn why, and how to do a network assessment. Subjects covered will include:

- Common misconceptions about voice quality
- Types of problems that lurk in the network
- The practical steps involved in performing a preliminary network assessment before VoIP is installed
- How to perform a post-installation assessment
- How to verify that VoIP is working effectively over the data network
- The value of the network assessment - and risks of not doing it.

Wednesday, January 23: 10:00 - 11:45 am
Special Double Session
SOA

Equipment manufacturers and enterprises acknowledge that IP communications has much more far-reaching capabilities than just transporting voice and data communications. Integration with other fundamental business processes, such as accounting, HR, manufacturing, shipping and inventory are just a few examples of how customers can eventually tie together disparate business processes.

This special double session will examine the role of IP technology in SOA and Web service environments. The panelists will cover the significance of standards like SIP, and will also focus on the infrastructure requirements to bring together these processes, including network availability, security, disaster recovery, and scalability. You'll learn how Web developers can rapidly create and deploy new communications-enabled applications without specialized telephony knowledge. See how new levels of business agility can be achieved through a combination of unified communications and communications-enabled business processes while navigating a path towards SOA.

Wednesday, January 23: 12:30 - 1:15 pm
A Look at Hosted VoIP

Many small and medium businesses have unique needs that aren't currently being met through traditional communication solutions. Hosted VoIP is uniquely suited for small to medium sized enterprises. It provides a distinct advantage by providing SMBs with big business capabilities while eliminating the high costs and stressful maintenance that normally go along with them.

Even when budget is a consideration, companies can enjoy a complete communications system with productivity and mobility features like never before. And with the increasing convergence of media and software applications, VoIP is rapidly becoming the essential foundation for a future-focused business. This session will give enterprise decision makers a better understanding of the benefits and efficiencies that can be gained through a Hosted VoIP solution.

Wednesday, January 23: 1:30 - 2:15 pm
Security Challenges in the Enterprise

To protect business-sensitive communications from attack and misuse, enterprises need to understand security risks associated with the deployment of any VoIP infrastructure. Come examine vulnerabilities in various VoIP devices, and see how they can be exploited to cause denial of service, data theft and other malicious activities. With users less confined to headquarters, enterprise networks are becoming increasingly complex and more open, making it imperative to protect VoIP end-users, unified communications infrastructures, and enterprise data. These unique and real-time-sensitive vulnerabilities must be addressed by enterprises to offer maximum uptime, and, in certain industries, satisfy regulatory and compliance mandates intended to protect customer privacy and enterprise confidentiality.

This presentation will review these vulnerabilities in depth, and examine the complex challenges facing network administrators as they work to securely enable unified communications for the continued exchange of time-critical, business-sensitive information.

Wednesday, January 23: 2:30 - 3:15 pm
Trends In Enterprise VoIP

The vast majority of enterprises are either migrating or considering the implementation of pure IP phone systems and it is generally agreed that eventually all businesses will be using telephony systems based on a pure IP architecture. What possibilities does pure IP communications offer the enterprise? The answer is complex, but what's clear is that IP telephony systems have the potential to be integrated across almost all enterprise applications, effectively making VoIP a horizontal feature across the enterprise. Not only will VoIP eventually integrate with business processes and applications of all kinds, but IP telephony systems could even find themselves delivering multimedia traffic beyond voice, as well as become embedded in advanced content creation, management and delivery systems across enterprise networks and beyond.

By using today's most advanced architectures as examples to postulate the potential such systems have for process integration and multi-media traffic delivery, this presentation will look into the crystal ball to provide a vision of the future for pure IP telephony systems and the critical roles they will play in Enterprise 2.0.

Wednesday, January 23: 3:30 - 4:15 pm
Optimizing Skype for the Business Environment

Many businesses want to adopt a VoIP strategy to lower their telecommunications costs, but subscription-based VoIP services can be costly, and many companies are not ready to upgrade to IP PBXs. Skype, the world's largest free VoIP community, offers an appealing alternative but presents a variety of barriers to business use ranging from the lack of a central provisioning strategy to inability to route Skype calls through the office PBX. Now there is a simple strategy for connecting the PBX to the Skype network that makes it possible to connect multiple offices for free calling between company sites, deploy Skype trunking for low-cost long-distance calls anywhere in the world, enable free calls from remote users, and implement free website Click-to-Call for instant connectivity from company Web sites.

UNIFIED COMMUNICATIONS

Thursday, January 24: 8:00 - 8:45 am
Intro to Unified Communications

Unified Communications is the unification of presence, real-time communications (IM, telephony, video and application sharing) and near-real-time communications (e-mail, voicemail, short message services) into a single user experience. UC can provide businesses of all sizes with improved customer service, better return on investment, and a significant competitive advantage. But before IT managers purchase a new communications system, it is important that they explore the variety of ways that companies can use newer unified communications solutions. This session will address how to evaluate, select, implement and take full advantage of unified communications.

Thursday, January 24: 9:00 - 9:45 am
Enterprise Communications Market Review

The enterprise communications market is in the midst of profound change. Recent end user research conducted by IntelliCom-Analytics in conjunction with TMC indicates that emerging unified communications applications are delivering new benefits that have not been previously associated with voice platforms. Resulting personal productivity and business process improvements are bringing a broader group of influencers into voice platform purchase decisions including functional department heads, line of business management, and even individual users. This creates substantial opportunity, but also enormous challenges, for vendors in reaching the correct audience to position this value with. This session will address key end user questions:

- Where do end users see value in emerging applications, and what are their plans for deploying them?
- Which vendors are moving most aggressively to deliver advanced applications, and which ones are best positioned to serve customers just looking for traditional voice functionality?
- Which external players should end users consider in their long term plans?
- How do recent mergers, acquisitions, and complex vendor alliances impact the criteria for selecting a voice provider?

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Thursday, January 24: 1:15 - 2:00 pm
Unified Communications Strategies

Today's enterprises are looking to maximize their investments in technology while delivering more flexible and effective ways to communicate and collaborate. While unified communications (UC) holds great promise for enterprises, it requires a carefully considered strategy to successfully roll out these applications and then manage them after deployment.

Today, a new approach to UC is needed, one that integrates provisioning, administration, and user self-service of communications applications in a single, centralized platform. And, companies still need to consider the infrastructure implications involved, both before and after deploying UC. This presentation will address new technologies and strategies that are enabling enterprises to "unify" and streamline the management of unified communications, thereby reducing costs and enhancing employee productivity.

Thursday, January 24: 2:15 - 3:00 pm
UC & Collaboration

Today's collaboration tools significantly boost productivity, however most users would agree that they are still no substitute for being there "in person." Early videoconferencing solutions tried to emulate the face-to-face meeting experience, but it's difficult to find a business executive who doesn't have a videoconferencing horror story. A new technology, 'Telepresence,' promises to deliver the business-class collaboration capabilities required for today's fast-paced global economy. This session will examine this new technology and where it fits in an overall unified communications strategy.

Thursday, January 24: 3:15 - 4:00 pm
Future Trends in UC

Unified communications (UC) can dramatically improve how we communicate. The most efficient form of communication will reveal itself organically, and you will simply run with it, paying little attention to the fact that you're switching gears. Industry pundits agree about UC's promise as every new UC product generates tremendous interest. But many enterprises are still reluctant to invest in UC systems - unsure of the real productivity benefits these solutions offer. In this session, industry experts will discuss what's next in unified communications systems, and how combining application interfaces, and integrating communications services with business processes, is transforming enterprise communications. Integrated collaboration scenarios involving telephony, IM, and web/audio/video conferencing will also be addressed.

VOIP FOR SMB

Friday, January 25: 9:00 - 9:45 am

Navigating the Technology Wave - An SMB Tutorial

It's that time again. It comes around every five to seven years. The budget is approved and now IT and business operations managers enjoy the task of selecting a new telecommunications platform, along with the questions that entails:

- What are the most important business drivers that I should include in developing an RFP?
- How can I leverage today's technology advances to keep costs in line?
- How can I use voice-enabled applications to improve business processes?
- How do I collaborate with my IT counterparts to ensure we select the right product and to make sure the install goes smoothly?
- How can I make this decision without feeling overwhelmed by the range of technologies, products and vendors?

Employees within small to medium size businesses (SMBs) organizations attending this session will learn how to cope with the procurement process and make the right decision for their company, and more importantly, remain employed after its all done! Learn the challenges and best practices to purchasing a new IP communications system.

Friday, January 25: 10:00 - 10:45 am

Addressing the IT needs of SMBs through a Variety of Managed Service Models

The maturity of VoIP technology means that every small and medium business can get a fully-functional IP-PBX with business altering functionality - like unified messaging, remote user capabilities, and dozens of other features - while also reducing their monthly phone bills. It is a true win-win proposition for SMBs, and even more so for the service providers who support them.

But how do service providers gain the attention of these small businesses - who have neither a dedicated IT staff, nor the time for detailed IT evaluations? The answer is the Managed Service Model - which provides a one stop shop of networking, VoIP, mobile, and QoS capabilities, all on a monthly bill that not only reduces telecom expenses, but fixed them over a multi year horizon - bringing predictability to the SMB owner.

In this session, we'll examine the IT issues that SMBs face; we'll help service providers effectively qualify SMBs; and we will present a series of managed service models that simplify matters for small and medium businesses, build 24/7 customer and technical support, and provide tailored VoIP solutions that can immediately demonstrate cost savings of 25 percent or more.

Friday, January 25: 12:30 - 1:15 pm

Selecting VoIP for the SMB

As small and medium businesses grow, they need integrated communications functionality to help employees connect with customers, each other and the information they need. With hosted VoIP and data solutions, SMBs are able to give employees voice and data functionality, advanced messaging technology and integration of voice/data, Web and e-mail communications without the complexity of hosting those solutions. For companies with premise-based equipment in place, integrated IP-based solutions are able to combine voice and data traffic, prioritize bandwidth usage over a single connection and simplify communications. In either scenario, the trend toward more "unified" communications is proliferating, and smaller companies are able to increase productivity and performance while reducing overall costs.

Attendees to this session will learn the key questions that small and medium companies may want to ask themselves about VoIP as the technology continues to mature and the features advance.

Friday, January 25: 1:30 - 2:15 pm

Technology is Converging, So Should Your Suppliers

Over the past few years we have started to hear the term "technology convergence" and its impacts on the way businesses will leverage technology now and in the future. In parallel to this, we have seen the proliferation of Software-as-a-Service and managed services as a better means to consume technology in a subscription-based manner. More recently, we have heard about virtualization technology, whereby hardware, operating systems and software can be consolidated, replicated and centralized as a utility.

The convergence of technology ultimately provides businesses with an increasing ability to consolidate (or converge) their suppliers. The traditional model is about businesses paying a service provider or technician to put them back where they were yesterday. This new approach focuses on providing businesses with the ability to stabilize operations and budget while improving predictability and utilization - any new investments in technology are geared toward expanding revenues and streamlining business processes and costs.

Technology convergence will propel a new type of single-source provider, which will improve the adoption and utilization of new technologies such as unified communications, hosted services and virtualization of infrastructure and applications. Attend this session to learn more.

Conference Session is part of the header.

SERVICE PROVIDER SOLUTIONS

Wednesday, January 23: 9:00 - 9:45 am
Network Management

VoIP is complex and at times seemingly impossible to troubleshoot. This complexity along with the recent growth of IP services has created a difficult business model for service providers to execute. In order to assure a high quality of service and a high quality of customer experience, service providers need to explore a combined monitoring and diagnostic strategy. The industry is finding that traditional tools simply don't meet the challenges. This session will explore what options are available to ensure the service provider's successful delivery of today's IP services, including voice over IP.

Wednesday, January 23: 10:00 - 10:45 am
QoS

For years, the key source of revenue for any service provider was its ability to deliver high-quality communications services. Recently, this dynamic has made a subtle yet important change. The source of growth and new revenues for service providers is quickly shifting from delivering communications services to providing applications services that are communications-dependent. It's no longer sufficient for service providers to manage the availability and performance of the network and related elements. The burden on service providers is how to manage the end-to-end infrastructure in the context of a user's experience. More important than ever is the need for management software that can correlate Quality of Experience (QoE) and Quality of Service (QoS) from a variety of sources with the automated correlation and analysis of the end-to-end infrastructure.

Wednesday, January 23: 11:00 - 11:45 am
Intelligent Interconnects in the VoIP Peering Environment

Peering continues to build momentum as a way to reduce complexity and costs and drive higher-level feature sets. However, VoIP peering adds a layer of complexity - it provides the flexibility for a wider variation in interconnects, which in turn introduces greater opportunity for service problems. In current VoIP networks, the softswitch controls the media gateway and enforces policy decisions, but in next-gen IP communications networks, the softswitch cannot enforce policy on media - nor can routers or firewalls. The inability to enforce policy and make appropriate interconnect decisions translates into issues with performance, security, and management-even into business issues. Come discuss a new type of dynamic policy control enforced at the network edge that enables intelligent interconnects in the next-gen VoIP peering environment, among other issues.

Wednesday, January 23: 12:30 - 2:15 pm
Special Double Session
Triple/Quad Play Double Session

Triple and quad play solutions are on the brink of widespread adoption. Analysts predict a strong market uptake for FMC (Fixed-Mobile Convergence) and IPTV - two key components of Quad Play services. The Multimedia Research Group (MRG) forecasts that the number of IPTV subscribers worldwide will grow from 4.3 million in 2005 to 36.8 million in 2009. According to industry analysts, FMC will drive fundamental change in both fixed and mobile industries, and the market is set to grow to a value of $74 billion by 2009.

Initial packages are offering cut-price deals to encourage customer uptake. The much bigger challenge is to generate value from actual convergence between services. This session examines the different stages in which Quad Play services can be implemented, provides service examples and offers a number of key success factors for each. Panelists will look at the future of triple and quad play services from the perspective of quality of service, revenue assurance, billing, and more.

Wednesday, January 23: 2:30 - 3:15 pm
Exploring Communications Enabled Business Practices

Companies are under pressure to improve the speed and efficiency of their business processes. Although there has been much focus on improving worker productivity and on making systems communicate efficiently with each other, there has been little focus on improving processes that require significant human interaction. With the combination of IP Telephony and Web services, organizations can now quickly and efficiently embed real-time interactive communication services into a range of internal business processes to enhance collaboration, quicken decision-making and improve productivity.

The panelists will explore the technical requirements needed for SOA, such as interoperability with other applications and processes, reliability, redundancy and security. The speakers will also provide real-world examples of how businesses can effectively use this dynamic to improve their business processes. Attendees will also explore the role of IP telephony in supporting communication-enabled business processes, and how businesses today can take full advantage of these new capabilities.

Wednesday, January 23: 3:30 - 4:15 pm
IMS: Will It Work?

IMS is a promising IP based architecture for the delivery of multimedia applications and the building block for fixed/mobile convergence services. But, operators and service providers are cautiously and slowly embracing IMS, due to the number of network elements needed to adhere perfectly to the IMS model, and the associated investment in new equipment. Most carriers are looking to leverage the value of their existing equipment and minimize CAPEX and OPEX. But, what can they do today? The presenter will review the IMS framework and its viability as service providers consider their migration options.

SERVICE PROVIDER SOLUTIONS

Thursday, January 24: 8:00 - 8:45 am

Securing Today's Networks

Today's networks are expected to deliver an increasing amount mission-critical communication applications such as voice, video, data and mobility, while avoiding a negative impact on network optimization. Service providers face security challenges from privacy to encryption, to denial of service attack protection. Businesses are demanding that their IP communication services be of the same high quality and reliability as their non-IP counterparts. As a result, aspects such as call quality assurance, network and cost optimization, and delivering services through NATs/firewalls become increasingly important for the underlying network. While high-profile VoIP security breaches and attacks are currently rare (or, at least, rarely reported), there is a strong focus on VoIP security of late. This session will give you an overview of current VoIP threats and focus on the challenges of delivering a satisfying user experience.

Thursday, January 24: 9:00 - 9:45 am

UMA, IMS and the Case for Femtocells

In July 2007, ABI Research reported that "femtocells will be adopted by operators with great enthusiasm," citing better in-building wireless coverage, the lure of greater network efficiency, reduced churn, the ability to shape subscriber data usage patterns, and finally, to build platforms upon which fixed-mobile convergence services can be realized. Further, ABI also predicts that by 2012 there will be more than 150 million users of femtocell base stations over 70 million access points worldwide. However, today some would say an "opportunity gap" exists between the capabilities of Unlicensed Mobile Access (UMA) and the investment required to implement IP Multimedia Subsystems (IMS). Wholesale migrations to new network infrastructures that support converged services are expensive and risky. And UMA solves only part of the convergence issue.

This session will address both sides of the UMA and IMS discussion and focus on how providers might leverage femtocells in their effort to better serve their customers.

Thursday, January 24: 1:15 - 2:00 pm

Value Added Services Are The Key

Service providers invest heavily in network infrastructure to satisfy the ever-increasing demand for high-bandwidth access to services. But while consumers are spending more on these new services, the revenues do not necessarily flow to the providers of the network infrastructure, to ensure a return on their investment.

A natural business strategy is for network service providers to offer their own revenue generating services. How can operators create a new and broader set of services to generate increased revenue? Architectural approaches such as IMS promise greater flexibility in enabling new services. Examples will be given of innovative new applications that are made possible in IP-based carrier networks. The use of Web Services, an open Internet standards approach, will be discussed as a vehicle for enabling new applications that generate revenues for the carriers. The integration between voice telephony services and enterprise IT services will also be discussed as a revenue opportunity for carriers.

Thursday, January 24: 2:15 - 4:00 pm
Special Double Session

Service Provider Industry Round Table

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

IPTV SOLUTIONS

Friday, January 25: 9:00 - 9:45 am
IPTV Best Practices

Among large carriers, IPTV is a great idea for the future. But among the 1,200 small- to medium-sized carriers around the U.S., located mostly in rural and suburban areas, IPTV is here and now. These rural telcos provide smaller communities with advanced video services Manhattanites and Los Angelenos can only dream about. This session will address what larger telcos and other service providers nationwide can learn from the innovations taking place at the rural and smaller community level. Topics attendees can expect to address are:

- Best practices for implementing IPTV
- "Five questions to ask" when selecting an equipment provider
- Multiple approaches over copper, fiber and mixed networks to bring IPTV to subscribers
- Practical "lessons learned" from working with telcos to deploy IPTV with more than 25 telcos
- Approaches for evaluating the "total time to revenue" and other metrics for evaluating telco equipment.

Friday, January 25: 10:00 - 10:45 am
IPTV Profitability With Targeted Advertising

Driven by competitive pressure and the promise of added average revenue per user, telcos are rolling out new IPTV services as quickly as possible. However, additional user revenue is only a piece of the overall picture of potential revenue from IPTV. The unique two-way nature of IP technology opens up a degree of personalization not seen in cable or satellite, and this means opportunity for targeted, actionable advertising. Some topics of discussion in this session include:

- The IPTV advertising ecosystem and how telcos can take advantage of IP to drive significant new revenue;
- Impacts to the various stakeholder groups, and the changes likely to come for how they do business, manage technology, and consume services; and
- The various technological requirements and options for advertising.

Friday, January 25: 12:30 - 2:15 pm
Special Double Session
The State of IPTV

IPTV subscriber growth is booming. A recent report from analyst Point Topics shows that IPTV users increased by 179 per cent in the 12 months to June 2007, with over eight million people now connected to IPTV services worldwide. But the road to respectability has been a rocky one for some vendors as trials and planned deployments have not come to fruition. Come hear what the true state of the IPTV market is. And don't forget to bring your questions, as we will set aside some time for conference-goers to ask the experts.

WIRELESS / MOBILITY

Friday, January 25: 9:00 - 10:45 am
Special Double Session
Enterprise FMC Roundtable

FMC holds much promise for enterprise users and service providers alike. The technology allows users to make and receive calls over WiFi or cellular networks, as well as seamlessly move between the two technologies, providing tremendous productivity enhancements and cellular cost saving benefits. This panel of experts will discuss the real benefits of FMC as well as the future outlook for this exciting technology which some industry insiders have referred to as the first application of IMS. Truly a can't miss session.

Friday, January 25: 12:30 - 1:15 pm
Trends in Mobility

With the fast pace of wireless technology, product announcements and mergers, it is a fool's errand to accurately predict what the next 24 months hold. However, it doesn't mean we shouldn't try! Our panel of presenters will share their thoughts on mobility in today's enterprise and provider markets and try to put their fingers on the pulse of the industry and ascertain where we're going. There will be time set aside for Q&A so please be sure to bring your questions and we'll provide the experts who will deliver the answers.

Friday, January 25: 1:30 - 2:15 pm
Making the Business Case for WiFi Telephony

Mobility is an expectation in the consumer world, and as the paradigm shifts to the business world, corporations are looking for ways to integrate wireless technologies - such as wireless VoIP - into their daily operations. IP telephony's place in the enterprise market is clear. Delivering the benefits of IP telephony to handheld devices will further increase the value of wireless telephony by making employees even more accessible.

This session will provide a look at the history of wireless telephony, and examine the positive business impact of many deployments today. As enterprises plan their IT strategies around IP networks, unified communications and wireless, it is critical they consider wireless telephony.

ESSENTIAL ISSUES

Wednesday, January 23: 9:00 - 9:45 am
Making the Business Case for VoIP
The focus of this presentation will be on how enterprise customers looking to make the switch to VoIP can partially/fully fund their investment, and prove in their VoIP business case, from savings that can be identified in their current telecom spend. Presenters will discuss the overall value of a complete telecom billing audit and telecom asset inventory study, and link these audit activities to a VoIP Analysis and Business Case showing customers the benefits of performing a network analysis and inventory prior to engaging in a VoIP build-out.

Wednesday, January 23: 10:00 - 10:45 am
The Open Source IP PBX:
Niche Product or Disruptive Technology?
The open source development model has created software and hardware products that have established substantial market presence in corporate environments, including the Linux operating system and Apache web server. Over the past few years, a new open source project has been launched - the development of an open source IP PBX platform. Open Source applications are now mainstream. The advent of Linux that enabled the IP revolution to move into the telecom world sparked a reduction in tolls and an incredible array of features, which previously were unthinkable. In turn, revenues in the proprietary telephony hardware, compiled proprietary telephony software space went into freefall. We are past the grassroots level of support and acceptance of open-source based telephony applications: large corporate are looking at them.

But is the Open Source IP PBX really ready for primetime or as Robert Frost might ask, are there miles to go before we sleep?

Wednesday, January 23: 11:00 - 11:45 am
The Current State of Open Source
Today's networks are complex, comprising multiple layers that work somewhat independently to enable an expanding range of services, including VoIP, security and compliance. This is driving a market requirement for an open approach for implementing multi-vendor technology that enables new services on the network. Come examine how, with a new open source architecture approach based on telecommunications platforms such as Digium's Asterisk, networks can empower organizations with the freedom to innovate, faster deployment of new services, and lasting investment protection.

Wednesday, January 23: 12:30 - 1:15 pm
Trends In Consumer VoIP
The history of the VoIP market is well documented form the earliest days of VocalTec's seminal offerings to the current patent battle being played out in the courts between the telecom giants of the legacy world and the upstart VoIP providers who hope to dethrone the incumbents. Beyond the courtroom dramas however, innovative companies are dreaming up new applications and new services that are designed to take advantage of a world that's moving to IP. This session will feature some forward thinking experts who will shed some light on what trends are driving this industry forward and what the future will look like. Fixed mobile convergence, video, presence, next-gen communications and collaboration tools… Want a peek beyond tomorrow, to see where we're going? Then this session is the one for you.

Wednesday, January 23: 1:30 - 2:15 pm
Regulation Update
Ever since VoIP began its tremendous growth, there has been constant talk of the how government regulation of the industry would affect consumers and providers alike. VoIP has long been a major topic of discussion at the FCC and most recently the Verizon v. Vonage lawsuit has held the attention of industry watchers. This session will serve as an update on the regulatory situation today, and will help shed some light on what today's actions mean for the future of the industry.

Wednesday, January 23: 2:30 - 3:15 pm
Future Trends in IP Communications
The history of the VoIP market is well documented form the earliest days of VocalTec's seminal offerings to the current patent battle being played out in the courts between the telecom giants of the legacy world and the upstart VoIP providers who hope to dethrone the incumbents. Beyond the courtroom dramas however, innovative companies are dreaming up new applications and new services that are designed to take advantage of a world that's moving to IP. This session will feature some forward thinking experts who will shed some light on what trends are driving this industry forward and what the future will look like. IMS, FMC, presence, next-gen communications and collaboration tools… Want a peek beyond tomorrow? Then this session is the one for you.

Wednesday, January 23: 3:30 - 4:15 pm
Communications Lifecycle Management —
Raising the Bar on Telecom Expense Management
The challenges of managing communications processes are no less prevalent today than they were 10 years ago when telecom expense management solutions first appeared. In fact, dealing with only the expense factors of enterprise communications will ultimately yield less than optimal results from every organization. Today, new technologies and services that manage the entire lifecycle of communications can empower organizations to not only reduce costs but also increase visibility, understanding and control of enterprise-wide communications process. In this session attendees will learn how:

- Traditional TEM solutions have been eclipsed by new capabilities of Communications Lifecycle management;
- New technologies and services can adapt and scale to meet organizational needs both now and in the future;
- Changes in fixed and mobile communications are driving new organizational demands with profound operational impact;
- Fixed and mobile communications can, and should, be managed in a seamless, centralized process.

SIP SOLUTIONS

Thursday, January 24: 8:00 - 8:45 am
The State of 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 24: 9:00 - 9:45 am
SIP Trunking for SMBs

SIP trunking rapidly reduces costs by leveraging SIP, eliminating redundant network connections and providing PSTN termination in the local area. This session will provide an overview of the issues faced in enterprise deployments, provide real solutions and discuss the opportunities that SIP trunking offers. Furthermore, SIP trunking is experiencing rapid growth in the SMB market. While SMBs have other options like hosted PBX and legacy interfaces, why is it that SIP trunking is leading the way? Panelists will discuss the benefits of SIP trunking and why this trend is occurring.

Thursday, January 24: 1:15 - 2:00 pm
Building Applications with SIP: Conferencing/Collaboration Solutions

Global organizations utilize conference calls as a very important business tool for collaboration. Multi-branch organizations were the first to recognize the value in voice and video conferencing services to economize on travel costs and to coordinate business activities. Other smaller organizations have also begun to recognize that having access to easy-to-use conferencing resources speeds collaboration efforts with clients and suppliers. Whether using a tradition TDM PBX, an IP-PBX or a hosted service provider, SIP is seen as a key technology going forward to help tie organizations together and dramatically reduce the costs of conferencing.

By attending this session you will learn how SIP can be leveraged as a key enabling technology for conferencing and collaboration applications — delivering scalable and cost effective solutions while avoiding restrictive and expensive API development.

Thursday, January 24: 2:15 - 3:00 pm
SIP-ifying the Internet E-mail Base

The widespread adoption of open standards-based VoIP is still years in the making, as today's VoIP providers continue to build islands of closed networks. Breaking these old business models requires open standards and SIP is the standard to do this. An open system brings true mobility and portability, where one address can find and follow users no matter where they are, regardless of the network or access device.

In this session, the presenter will explore using SIP to unify the more than one billion e-mail accounts around the world making each e-mail account capable of receiving a request for an IM session, a direct voice call, even videoconferencing. Drawing on lessons learned from the evolution of e-mail technology in the early 1990's, attendees will get a feel for the current barriers to widespread adoption and gain understanding of the key technologies and market factors needed to make the transition to open standards-based IP Communications a reality.

Thursday, January 24: 3:15 - 4:00 pm
Understanding 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 unsavory and serious security issues associated with SIP include DOS attacks, fraud, service theft, SPIT (spam over Internet telephony) and SPIM (spam over instant messaging). Attend this session to gain a better understanding of the complexities of securing SIP-based communications.

TMC UNIVERSITY - SIP: The Foundation for Building Enhanced Services

What You'll Gain:

- **Independent accreditation for completing the course.**
- **Independently certified evidence that you possess competencies in SIP development.**
- **Impressive certification from a respected source on your resume.**
- **Land lucrative consulting/ reseller opportunities.**
- **Immediately become the expert called upon to lead your company's SIP strategy.**
- **Enhance your chances for a promotion.**

SIP: The Foundation for Building Enhanced Services

Wednesday, January 23, 2008

Time:	Course:
9:00 am:	**Introduction: SIP as the Foundation** • Overview of a SIP call set up • SIP Elements in a Network to Deliver Enhanced Services
10:00 am:	**Signaling: SIP, SS7 & Integrating your Network with the Legacy Infrastructure** • Understand how a class 4/5 evolves into a SIP Network • How SIP can be used for IP Backhaul-Class 4 Replacement • Meeting E911 Needs via SIP and Gateways • Example: Pre and Post Paid Services Using SIP
11:00 am:	**Media: Voice and Video in your SIP Environment** • Common Audio and Video Codecs • Media/Codec Negotiations • Tuning Your Network for Voice and Video • QoS issues, metrics and user quality expectations
12:30 pm:	**Transitioning to IMS via your SIP Based Network** Following this session you will be able to describe: • Understand the high-level IMS architecture and its benefits • Learn the important factors in considering interop testing • Describe the main goals and objectives in setting up an interop lab
1:30 pm:	**SIP Trunking** • What is SIP Trunking • Pitfalls and Shortcomings in Ad Hoc SIP Trunking • The Basics of SIP Connect
2:30 pm:	**Case Study - Potential Partner: Comcast** Review and discuss a carrier's plans to expand their SIP-based service offerings. Following this session you will be able to describe: • The migration from stove-piped applications to centralized media resources and the benefits • Factors to keep in mind when deploying services with centralized resources • The types of services that lend themselves to centralized resources.
3:30 pm:	**TMC University Exam** At the conclusion of the program, you will sit for an exam covering the course topics. Those who receive a passing grade on the exam receive TMC University's Certificate of Achievement, certifying that you have successfully completed the course and received a comprehensive education regarding SIP Development.

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CALL CENTER 2.0

Thursday, January 24: 8:00 - 8:45 am
Leveraging IP in the Contact Center

Today's contact centers are expected to handle an increasing amount of multimodal communications such as voice, video, and IM, while at the same time avoiding a negative impact on the network. Contact centers are turning to IP to lower costs and enable virtualization, while enhancing customer service. With IP interactive communications, security challenges - including privacy, viruses and denial of service attack protection - become extremely complex and paramount to address. In order for IP contact centers to be successful, IP communications must be of the same high quality and reliability as their non-IP counterparts. As a result, aspects such as call quality assurance, network and cost optimization, and delivering services through NATs/firewalls become increasingly important for the underlying network. This session will address the challenges in delivering a satisfying user experience through IP contact centers and explore the technical solutions available to meet those challenges.

Thursday, January 24: 9:00 - 9:45 am
Leveraging SOA and Web Services to Build the Modern Contact Center

In a call center environment, dependence on disparate technologies and applications means countless hours in lost productivity and error-prone manual processes, as agents switch back and forth between a host of applications. The time has come for a new paradigm - one that enables call centers to integrate disparate applications, automate processes, extend functionality and build new composite applications, quickly and easily. Enter the realm of Web services and SOA. The modern contact center leverages SOA, Web 2.0 and IP telephony to create rich agent desktops based on today's latest technologies, integrate with the rest of the organizational IT through SOA, and leverage SIP-based IP telephony for anywhere, anytime access to applications and communications. Come learn more.

Thursday, January 24: 1:15 - 2:00 pm
SMB Contact Centers Go Mainstream

Telecom's evolution to IP communications offers any business, regardless of size, the option to embrace mission critical, next-gen applications that were previously only affordable to large enterprises. Gone are the days where small businesses have no other option than to outsource contact center needs for programs aimed at improving customer service or accelerating the sales cycle. Today's contact center isn't a separate team of dedicated staff; it can be found in virtually any organization that receives calls from customers, regardless of size. This session examines how small to medium size businesses (SMBs) can leverage the integrated contact center capabilities such as skills-based routing and caller ID and utilize existing employees to enhance everything from improving business processes, to acquiring new customers, to strengthening customer loyalty.

Attendees of this session will gain the understanding that those businesses who embrace contact center capabilities can immediately enhance their business success by improving customer service and minimizing call wait times; enhancing the sales and service experience; and improving productivity.

Thursday, January 24: 2:15 - 4:00 pm
IP Contact Center State of the Market: A Roundtable Discussion

Come hear several industry leaders explain and debate the state of the IP Contact Center marketplace. This double session promises to be a lively, engaging session where industry leaders candidly discuss their products, their competition, and where they fit into the overall IP Contact Center market. This unique opportunity enables you to get live information directly from the "horses' mouths" as attendees will have the opportunity to ask the panel their own insightful questions. Truly a can't-miss session.

Friday, January 25: 9:00 - 9:45 am
Take Advantage of Open Source for Success in the Contact Center

This presentation will go over the effects of using open source VoIP technologies in the contact center, including the reduction in overall costs and dependence on outside firms as well as the increase in control and customization with existing internal systems.

Topics covered will include a comparison of open source and proprietary options at several levels from agent telephones and computers to servers and telephony systems. Also, several real-world examples of how enterprise-level contact centers are using open source to varying degrees to improve their business.

Friday, January 25: 10:00 - 10:45 am
Improving Performance By Using Advanced Speech Technologies

According to a recent survey by IDG Research Services of senior IT and business managers shows a growing trend in IP Telephony adoption. Unified messaging, speech recognition, videoconferencing, mobility, and teleworking proved the most popular voice over IP-enabled applications among respondents. Come to this session to learn what role speech technologies can play in enhancing and improving performance across al of these multifaceted solutions.

CALL CENTER 2.0

Friday, January 25: 12:30 - 1:15 pm
Unified Communications in the Contact Center
The goal of any customer service organization is simple - to make sure each and every interaction generates as much goodwill and revenue as possible.

Identifying your high-value customers may seem more difficult in a multi-channel world, but today's unified communications solutions can help by consolidating all communications - voice, e-mail, chat or text messages - into a unified communications system with a single universal queue. While the term "unified communications" means different things to different people, it's easiest to think of it as any solution that allows organizations to blend communication types to improve business processes. With the conversion to VoIP well underway, that blending has become much simpler because voice now shares the same IT backbone as e-mail, fax, and chat. In this session we'll discuss how when applied to the contact center, a universal queue and unified communications solution can help organizations realize a wide range of productivity and service benefits.

Friday, January 25: 1:30 - 2:15 pm
DIY: A Look At Customer Self Service
As more companies employ automated voice self-service applications to manage their customer relationships, they are at high risk of losing those customers with poorly designed user interfaces and robotic sounding voices that don't seem to care about the customer. This very important link with the customer is the dominant communications channel for many companies so it only makes sense to bring the marketing and branding experts into the mix. The persona and prerecorded voices that speak the User Interface and guide callers through automated telephony systems have a huge impact on the company-customer relationship. Come to this session to learn how best to leverage self service technologies to keep your customers coming back for more.

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technician
◆ FtOCC
Fonality trixbox Open
Communication Certification

Technician Course
Fonality trixbox
Open Communication Certification
Complete details and registration at www.itexpo.com

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

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

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

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

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

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

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administrator
◆FtOCC
Fonality trixbox Open
Communication Certification

Administrator Course
Fonality trixbox
Open Communication Certification
Complete details and registration at www.itexpo.com

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

Who Should Attend?

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

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

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

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

◆FtOCC
Fonality trixbox Open
Communication Certification

Engineer Course
Fonality trixbox
Open Communication Certification
Complete details and registration at www.itexpo.com

FtOCC Engineer is a new course designed to teach engineers how to do custom application development for trixbox CE, Pro and PBXtra. Write deep CRM integration, database dips, text-to-speech, internet look-ups and more by combining the Asterisk Gateway Interface (AGI) and Asterisk Manager Interface (AMI) with a CGI, SQL database, IVR, or all three. FtOCC Engineer will give developers the skills needed to create custom phone solutions with database integration for specific business needs such as account management, appointment confirmations, ticketing systems, and billing systems. This course is taught by Fonality's lead engineers who created trixbox Pro and PBXtra and is designed for serious programmers with deep Linux knowledge. Because FtOCC Engineer is very hands in and lab oriented, attendance is capped at 10 pre-screened participants.

Prerequisites

Due to the advanced nature of the course, there is skill set that is required in order to successfully complete the coursework defined above. This skill set is required and attendees will be pre-screened by the instructor prior to the course.

Familiarity with programming (Perl, PHP, HTML. MySQL a plus.)
  i Using Perl / PHP or other UNIX scripting languages
  ii Using LAMP based web programming. (Installing and configuring Wordpress does NOT count here ;))
  iii MySQL usage, if you have ever written a select from command line, you are fine here.

Familiarity with Asterisk/trixbox/PBXtra (FtOCC Technician a plus)
  i Installing Asterisk
  ii Configuring dialplans

Familiarity with using UNIX (SSH, and a command-line text editor REQUIRED).
  i vi, emacs, pico, nano etc
  ii Basic command line usage (ls, cd, rm, ln, chmod, chown)

Pre-Class Reading

If you would like to brush up on the basics of the above before the class – or are not familiar with some of the above, we recommend that you perform the following pre-class homework:

- Read O'Reilly's "Learning Perl"
- Read Kerry Garrison's "trixbox Made Easy"
- Read O'Reilly's "Asterisk"
- Install trixbox Pro SE for FREE

Once you have read these materials you should have the base information required to get started with this Engineering course.

Reseller Solutions Day
Free Workshop

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

Wednesday, January 23, 2008 - 11:00am - 4:15pm

Reseller Live

Resellers and agents can once again attend free workshops at ITEXPO designed to educate them about selling more IP communications equipment and service to their clients.

Come hear leading industry analysts, manufacturers and service providers educate you identify solutions you must have in your portfolio. Plus, extensive Q&A opportunities ensure you get your most burning questions answered.

Only ITEXPO offers resellers the chance to spend a day attending invaluable free workshops, networking with potential new partners, and learning from other resellers facing similar challenges. Register now.

Sponsored by:

Ingate's SIP Trunking Seminars...
Everything You Need to Know About SIP Trunking

JOIN US FOR THESE INFORMATIVE SEMINARS. FREE FOR ALL ATTENDEES

January 23-24, 2008 - Room B114/115

SIP trunking is a proven way to reduce communications costs – fast. Today, SIP trunks are being used by banks, hospitals and most every type of business – across every industry – to leverage the benefits of SIP and lower communications expenses.

Learn how SIP trunking can maximize the ROI from your IP PBX investment in these informative seminars with Ingate® Systems.

You'll Learn:

• SIP trunking: benefits, issues, and opportunities

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

• Installation roadmap, solutions for interoperability, etc.

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

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

NEW SESSIONS -- Tracks will be expanded to include topics on SIP architecture and security, issues critical to successful deployments of realtime communications, including VoIP.

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

WEDNESDAY, JANUARY 23:
SIP Trunking Professional Development Program

10:00-11:30am:	Introduction to SIP Trunking
12:30-2:00pm:	SIP Trunking: The Service Provider Perspective
2:30-4:00pm:	SIP Trunking: The Enterprise Infrastructure

THURSDAY, JANUARY 24:
Shattering the Myths of SIP Communications

8:30-9:45am:	Myth: VoIP is Not Secure
1:15-2:45pm:	Myth: Enterprise VoIP is Difficult to Deploy
3:00-4:30pm:	Myth: SIP Trunking is a Dead End

January 23-25, 2008 • Miami, Florida — www.itexpo.com 20

VOICE PEERING WORKSHOP

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 ITEXPO East 2008!

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.

8:00 - 8:45am
Voice Peering 101

9:00 - 9:45am
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.

1:15 - 2:30 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.

2:15 - 3:30 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.

3:15 - 4:30 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.

Win This Hot New Ford Mustang Convertible

Win this 2008 Ford Mustang Convertible
You Must Be Present To Win!*

*2008 Mustang Convertible Drawing - Friday, January 25, 2:30pm, at the conclusion of Exhibit Hall hours.

Visit the Exhibit Hall. Find IP Communications Solutions and You Could Win A Brand New Ford Mustang Convertible!

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

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

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

4. *YOU MUST BE PRESENT AT THE DRAWING ON FRIDAY, JANUARY 25th TO CLAIM YOUR PRIZE!

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

Find the Solutions You Need

Come Inspect Hundreds of Cutting-Edge VoIP and IP Communications Products & Services • Over 150 Exhibitors Expected

- APIs
- Application Servers
- ATAs
- 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
- Fixed/Mobile Convergence
- H.323
- Hosted VoIP
- IMS
- Industrial Computers
- Interconnection Facilities
- IP-based ACDs
- IP Centrex Solutions
- IP Conferencing
- IP Contact Center Solutions
- IP-enabled Handheld Devices
- IP Fax Solutions
- IP PBXs
- IP Phones
- IP Telephony Headsets
- IPTV Solutions
- IP Video Conferencing

- LAN-based Telephony
- Mashups
- Media Servers
- Open Source
- Presence-based Applications
- Programmable Switches
- Protocol Stack
- QoS Network Monitoring
- RAS/Modem Chips
- Routers
- Session Border Controllers
- SIP Software
- SIP Trunking
- SMB VoIP Solutions
- SOA
- Softswitches
- SOHO Solutions

- Speech Recognition
- Telepresence
- Testing Platforms
- Unified Communications
- UPS/Power Solutions
- Voice Boards
- VoIP Development Tools
- VoIP Gateways
- VoIP Monitoring
- VoIP Peering Solutions
- VoIP Security
- VoIP Silicon
- VoIP Testing Hardware
- Web-based Customer Service
- WiFi Telephony
- WiMAX
- Wireless IP Communications

Exhibit Hall Hours:

Wednesday, January 23 ....**6:00 pm - 8:00 pm**

Grand Opening Networking

Reception in Exhibit Hall sponsored by: aculab

Thursday, January 24 ....**11:30 am - 5:00 pm**

4:00 pm: Networking Reception

in Hall sponsored by: ONTARIO CANADA

Friday, January 25 ....**11:00 am - 2:30 pm**

2:30 pm: Mustang Convertible Giveaway - Must be present to win!

New For 2008!
trixCon Open Communication Pavilion at ITEXPO

Discover Open Source Solutions
Attend Free Presentations on the Exhibit Floor
Learn About trixbox training and certification

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

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Whether it's enjoying the party atmosphere of Ocean Drive, the amazing nightclubs of Washington Avenue, or trying to decide among Lincoln Road's vast selection of fine restaurants, you'll never be wanting for excitement in our tropical paradise.

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Save Time & Money by Staying at the Official Show Hotel.

Convenient, free shuttle to Convention Center.

With over 150 exhibitors and as many as 7,500 attendees expected, rooms at the luxurious Fontainebleau Hotel - **WILL SELL OUT QUICKLY!**

Contact the Fontainebleau Hotel right away and reserve rooms at special INTERNET TELEPHONY®Conference & EXPO rates. Identify yourself as a show attendee to take advantage.

Fontainebleau Miami Beach

4441 Collins Avenue
Miami Beach, Florida, 33140
Phone: (305) 538-2000 or (800) 548-8886
Special Attendee Rate: $269
Deadline for special rates: January 4, 2008.

On-Site Registration Hours

Wednesday - January 23 ……7:30 am - 7:00 pm
Thursday - January 24………7:00 am - 5:00 pm
Friday - January 25 …………8:00 am - 2:00 pm

Exhibit Hall Hours

Wednesday - January 23 ……6:00 pm - 8:00 pm
Thursday - January 24 ………11:30 am - 5:00 pm
Friday - January 25…………11:00 am - 2:30 pm

Conference Session Times*

Wednesday - January 23 ……9:00 am - 4:15 pm
Thursday - January 24………8:00 am - 4:00 pm
Friday - January 25 …………9:00 am - 2:15 pm

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 2008
   TMC
   One Technology Plaza
   Norwalk, CT 06854 USA

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*$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 **12/07/07**, rate increases to $4,995.

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- All sessions and workshops for which you have registered.
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- Online access to all conference presentations.
- Unlimited Exhibit Hall access.
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Hotel Information

Save Time & Money by Staying at the Official Show Hotel.

Convenient, free shuttle to Convention Center.

With over 150 exhibitors and as many as 7,500 attendees expected, rooms at the luxurious Fontainebleau Hotel - **WILL SELL OUT QUICKLY!**

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Miami Beach, Florida, 33140
Phone: (305) 538-2000 or (800) 548-8886
Special Attendee Rate: $269
Deadline for special rates: January 4, 2008

Registration Form

1 PICK THE PLAN THAT BEST MEETS YOUR NEEDS

	Thru 12/07/07	After 12/07/07	Select Days
❑ **Diamond Team Plan** BEST VALUE! Access to all conference events, all 3 days, for up to 5 people	$3,995	$4,995*	☒ Weds ☒ Thurs ☒ Fri
❑ **Platinum Conference Pass** Access to ITEXPO and Call Center 2.0 conference events, all 3 days	$1,595	$1,895*	☒ Weds ☒ Thurs ☒ Fri
❑ **TMC University Platinum Pass** Access to TMC University on Jan 23, plus ITEXPO/Call Center 2.0 tracks on Jan 24-25.	$1,595	$1,895*	☒ Weds ☒ Thurs ☒ Fri
❑ **Gold Conference Pass** Access to ITEXPO and Call Center 2.0 conference events, any 2 days	$1,295	$1,595*	❑ Weds ❑ Thurs ❑ Fri
❑ **Silver Conference Pass** Access to ITEXPO and Call Center 2.0 conference events, any 1 day	$895	$1,095*	❑ Weds ❑ Thurs ❑ Fri
❑ **TMC University Only Pass** Access to TMC University Courses on Jan 23	$895	$1,095*	☒ Weds
❑ **FREE Reseller Solutions Day VIP Pass** Reseller Day, Keynotes, free workshops and panel sessions, receptions, Exhibit Hall	FREE	FREE Online $50 onsite fee applies	☒ Weds ☒ Thurs ☒ Fri
❑ **FREE VIP Exhibit Hall PLUS Pass** Keynotes, free workshops, free panel sessions, receptions, Exhibit Hall	FREE	FREE Online $50 onsite fee applies	☒ Weds ☒ Thurs ☒ Fri

2 ATTENDEE INFORMATION

NAME _____ TITLE _____ COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____ COUNTRY _____

PHONE _____ FAX _____ E-MAIL _____ (REQUIRED)

3 PAYMENT INFORMATION

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

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

Card #:_____ Exp. Date:_____ Signature:_____ (required)

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

❑ **Yes** ❑ No

❑ Digital ❑ Print

_____
Signature   (Required)

_____
Date   (Required)

INTERNET TELEPHONY

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

4. WOULD YOU LIKE TO SUBSCRIBE TO INTERNET TELEPHONY'S free eNEWSLETTER?
- ❑ Yes ❑ No

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

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