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ITEXPO 2012
AUSTIN, TEXAS

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October 2-5, 2012: Workshop & Conference Sessions

October 3-5, 2012: Exhibit Hall • Austin Convention Center

WIN A NEW TRUCK!

ITEXPO returns to Austin, Texas - begining on October 2 (it is a HUGE Workshop & Education Day - many are Free) - it's going to be amazing! Between all of the keynotes, conference sessions, free workshops and receptions, hundreds of exhibitors and collocated events - it will be the best yet!

ITEXPO is where buyers, sellers, resellers, service providers and manufacturers meet to forge relationships and close deals. ITEXPO is the event with an educational program that teaches resellers, enterprises, SMBs, and Government Agencies how to select IP-based voice, video, fax, and unified communications to purchase or resell. It's where service providers learn how to profitably roll out services their subscribers are clamoring for.

- **Find New Communications Solutions to Improve Efficiency**
- **Explore Mobility Solutions to Expand Your Team's Accessibility**
- **Get the Real Facts Behind the Cloud Phenomena**
- **Network with Your Peers who Have Deployed New Cloud & Mobility Solutions**
- **Form Valuable Partnerships and Find New Business Partners**

Collocated Events Include:

Asterisk • Cloud4SMB EXPO • CV^X • Cloud COMMUNICATIONS EXPO

HTML5 SUMMIT A DevCon5 Event • inGate • LatinComm conference and expo • MACHINE 2 MACHINE Evolution Conference & EXPO

MOBILITY TECHZONE • MPLS UNIVERSITY • MSPAlliance MSPWORLD

SUPER Wi-Fi SUMMIT • StartupCamp6 comms edition • SUITS Synopsis under IP patents Telecom Sourcing Conference • VIDEO WORLD CONFERENCE & EXPO

ITEXPO
RETURNS TO AUSTIN TEXAS

The One and Only Event for:

- **Enterprise/SMBs**
- **Service Providers**
- **Government**

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, ITEXPO 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.

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 ITEXPO will supply the answers you need to recommend the perfect system for your situation.

DEVELOPER
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.
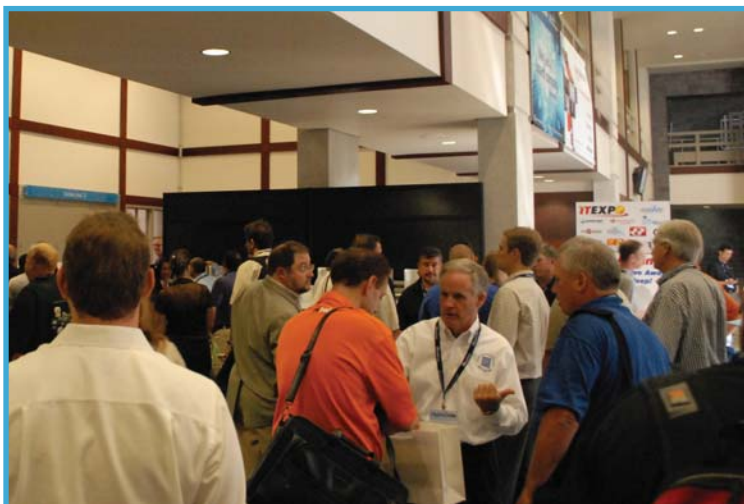
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To Register or For More Information Contact: Frank Coppola at fcoppola@tmcnet.com • 203.852.6800 Ext.131

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Exhibits

Meet exhibitors showcasing the products and solutions you need. Enhance current relationships and build new ones with potential partners.

Walk away on October 5 knowing you have the tools to accomplish you and your company's goals for 2012 and beyond!

Interested In Becoming An Exhibitor & Sponsor?
Visit www.itexpo.com for more details!

Conference Session Tracks Highlight: Mobility, Cloud Solutions, Microsoft Lync, Customer Experience, Enterprise, Next Gen Service Provider and more!

ITEXPO showcases the world's largest and most comprehensive education for the technology industry. Learn about solutions and strategies that can help your business today.

Keynote Presentations Include: 8x8, INC, Cisco, FedEx, Siemens, Enterprise Communications, ShoreTel and Sonus Networks!

Powerhouses are sending their top people to keynote ITEXPO. They will cover the hottest topics in technology and will inspire you to reach beyond yourself to be better in your career.

Wednesday, October 3, 2012, 9:00pm
Peter Blackmore
President and CEO, ShoreTel

ShoreTel
Brilliantly simple™

Wednesday, October 3, 2012, 9:30am
Kristen Lauria
Vice President Marketing,
IBM Mobile Enterprise and Application
and Integration Middleware
IBM Software Group

IBM

Wednesday, October 3, 2012, 11:45pm
Huw Rees
Vice President of Business Development,
8x8

8x8, Inc.

Wednesday, October 3, 2012, 3:30pm
Chris Hummel
Chief Commercial Officer
Siemens Enterprise Communications

SIEMENS

Wednesday, October 3, 2012, 4:00pm
David Tucker
Vice President and General Manager
Small Business Business Unit
(SBBU), Cisco

CISCO

ASSOCIATION *Partners*

comptel
THE COMPETITIVE COMMUNICATIONS ASSOCIATION

SIP FORUM

Data
Video Voice

IMS PLUGFEST™
www.imsforum.org

NGN FORUM
WWW.NGNFORUM.ORG

UCI FORUM

Thursday, October 4, 2012 , 10.00am
Robert B. Carter
Executive Vice President,
Information Services
and Chief Information Officer, FedEx

sense(aware℠
powered by FedEx

Thursday, October 4, 2012, 10:00am
Raymond P. Dolan
President and CEO,
Sonus Networks

Sonus®

Thursday, October 4, 2012, 5:00pm
Michael Tessler
Co-Founder & CEO, Broadsoft

BROADSOFT
Innovation calling.

Free Education & Workshops

Take full advantage of being at ITEXPO and attend all of the additional education!

This Year's Free Education & Workshops Include:

Please check site for details, times and registration information regarding all <u>FREE</u> Workshops.

Party at Cedar Street Courtyard • 208 West 4th Street, the Warehouse District With The Spazmatics!

Wednesday, October 3 at 9PM. All attendees, exhibitors and speakers are eligible to attend.

Sponsored By:

Win A Brand New Truck! Friday, October 5 - 1:45PM
Exhibit Hall Floor

All attendees are eligible to win. Simply get a car giveaway card in the Registration Area.
Get the booth stamps from participating vendors. Submit your card and be present at the time of the drawing.

Truck Sponsors Include:

*Collocated Events may require separate registration. Visit the ITEXPO.com for dates, time and further details.

CLOUD COMMUNICATION EXPO - www.cloudcommunicationsexpo.com

The Cloud Communications Expo addresses a growing need of businesses to integrate and leverage cloud-based communications applications, process enhancement techniques, and network based communications interfaces and architectures. Business professionals will learn the fundamentals of cloud-based communications business models, market trends and current large efforts and deployments. This series of educational sessions at will explore how communications as a service drastically lowers capital expenditures, reduces project risks and increases service agility and value.

CLOUD4SMB EXPO - http://cloud-computing.tmcnet.com/conference

Cloud4SMB Expo is the first event of its kind focused on the unique needs and challenges of small and medium businesses (SMBs) seeking to leverage the benefits of cloud computing solutions. This conference is dedicated to real-world business strategies and implications for growing businesses utilizing the cloud. Until now, the Cloud Phenomenon has focused almost exclusively on opportunities for the large enterprise. Sessions at Cloud4SMB Expo are designed specifically to provide attendees with the knowledge and information SMBs need to compete and succeed.

CVX (Channel Vision Expo) - www.cvxexpo.com

As communications technologies evolve, Telecom agents, value-added resellers, interconnect dealers and others in the channel ecosystem fac historic changes. The CVx Showcase at ITEXPO was created specifically to help channel players and wholesale service providers develop partnerships that cross traditional lines of business and provide opportunities to expand service portfolios through new suppliers and new. Educational opportunities, meanwhile, will cover both traditional lines of business as well as emerging opportunities to provide channel partners with a perspective on how to adapt, what to sell and how to sell it within this ever-evolving communications ecosystem.

HTML5 Summit/A DevCon5 Event - www.html5report.com/conference

HTML5 has the potential to revolutionize user interfaces, challenge the status quo and change the future of both desktop and mobile web experiences. Are You Ready? Take the lead. Prepare for the evolution to HTML5 NOW. Join fellow web developers, designers, and architects, as well as technology leaders and business strategists who will gather in Austin to learn strategies and tactics to implement and execute HTML5.

SUPER WIFI SUMMIT - www.superwifisummit.com

White Spaces are now open for business: will white spaces now deliver a broadband alternative? Spectrum, free and open, creates lots of business and huge opportunities. In just 10 years, WiFi went from almost being unknown to more than 250 million WiFi access devices. WiFi devices and WiFi service has become ubiquitous. Will the same happen with the new TV White Space spectrum? Super WiFi Summit will delve into the White Spaces business model and investment opportunities, as well as identifying major players and developments in the device market.

SUITS CONFERENCE - http://itexpo.tmcnet.com/suits

The SUITS Conference is launched to advance the knowledge innovators of telecommunications including developers, implementers, licenses, licensors, end users, carriers and enterprise patents. Learn how to be aware and prepare to protect your most valuable assets - individual and company patents and intellectual property stored in the Patent Eco System or being held for security.

ITEXPO COLLOCATED EVENTS

*Collocated Events may require separate registration. Visit the ITEXPO.com for dates, time and further details.

LATINCOMM EXPO - www.latincommexpo.com

LatinComm is the first conference and expo of its kind to focus on the tremendous communications opportunities in Latin America and the Caribbean. It is designed to give you the tools to develop a Latin American business strategy and successful partnerships. Professionals from North and South America will network in a relaxed atmosphere in beautiful Austin Texas at ITEXPO West.

M2M EVOLUTION CONFERENCE & EXPO - http://m2mevolution/conference

The M2M Evolution Conference is for any company that is looking to utilize the wireless network to extend control over their supply chain, product development, and distribution channels. While carriers will benefit from M2M Technology, this event is for all vertical industries that have an interest in managing their assets and protecting their supply chain. Sessions include a series of analyst insight, case studies, and roundtable discussions designed to demonstrate how to exploit new technology to minimize destruction, fraud and theft across all vertical markets.

MSPALLIANCE MSPWORLD™ - www.mspnews.com/MSPworld

For more than 10 years the International Association of Managed Service Providers (MSPAlliance) has been serving the global MSP community. Developing professional standards, bringing MSPs around the world together, helping to make "managed services" a common phrase among businesses of all sizes are trademarks of MSPAlliance. In Austin, MSPAlliance MSPWorld™ will continue to bring the best networking and education to the MSP community.

STARTUPCAMP6 COMMS EDITION - www.itexpo.com/StartupCamp6

StartupCamp6: Comms Edition spotlights early-stage entrepreneurs and innovators in communication technology. Industry leaders, investors, developers and media to network and validate entrepreneur pitches in this energetic, unique setting. This unique forum is for early-stage entrepreneurs to pitch their communications products or services to a discriminating audience of potential investors, media, bloggers and industry influencers. The event's fast-paced, "ready, set, pitch" format brings early-stage communications companies, developers, industry leaders and investors together to network and validate entrepreneurial pitches in real time.

MOBILITY TECH ZONE CONFERENCE - www.mobilitytechzone.com/conference

The Mobility Tech Conference & Expo explores how today's powerful mobile Internet ecosystem expands the range of services and applications being delivered to businesses and consumers. Come spend three incredibly productive days with peers exploring the "bring your own device" consumer world and its ever-increasing population of mobile broadband users.

VIDEO WORLD CONFERENCE AND EXPO - www.videoworldinsider.com/conference

Think Visual to Expand Your Brand. Whether it's a field sales program on your iPad, a TV app on your iPhone, movies delivered through your home TV or gaming console, or a telepresence meeting at work, video is driving ever deeper into our business and personal lives. This reality lays the groundwork for a fast-lengthening list of new revenue opportunities for enterprises and services providers.

Tuesday, October 02, 2012

Enterprise	
Room 9A	
12:30-1:15pm	**Open Source in the Mainstream** *Jeff Dworkin, Sangoma Technologies; Brad Pitt, Barracuda Networks; Steve Sokol, Digium*
1:30-2:15pm	**The Future of Team Collaboration** *Arnulf Hsu, Central Desktop; Ron Williams, IBM*
2:30-3:15pm	**Microsoft Lync: Separating Hype from Reality** *Damon Carter, Zeacom; Irwin Lazar, Nemertes Research; Julian Nephtali, Sangoma Technologies; Alan Percy, AudioCodes*
	Free Workshops: Asterisk 123, InGate, Telecom Reseller Week *Check Site For More Details*

Wednesday, October 03, 2012

	Enterprise	Customer Experience	Next Gen Service Provider
	Room 9A	**Room 8C**	**Room 9B**
8:00am	**Continental Breakfast**		
9:00-9:45am	**ITEXPO OPENING KEYNOTE ADDRESS** *Peter Blackmore, President and CEO, ShoreTel*		
10:00-10:45am	**Enterprise SBC and UC Security Essentials** *Sonus Networks, Jeff Dworkin, Sangoma Technologies*	**Don't Waste Your Time On Social** *Shai Berger, Fonolo; Greg Gunn, HootSuite*	**Universal Upheaval: USF Restructuring and Its Impact On Communications Providers** *David Byrd, Broadvox; Mark O'Connor, Lampert, O'Connor & Johnston, P.C.Greg Gunn, HootSuite*
11:00-11:45am	**Grow Your Business Without Sacrificing Options** *Bobby Mohanty, Vertical; Debbie Jo Severin, 8x8 Inc.*	**TBD**	**88 Lines About 44 Clouds** *Howard Freidman, Leonid Systems*
11:45am	**KEYNOTE LUNCHEON** *Huw Rees, VP Business Development, 8x8, Inc*		
12:30-1:15pm	**Cozying Up to Video Conferencing For Maximum ROI** *Scott Wharton, Vidtel*	**Supporting the Social CMO** *Chris Balian, IBM*	**Mobile Commerce: Do I Still Need a Wallet?** *Bill Clark, Spindle, Inc.*
1:30-2:15pm	**TBD**	**De-Mystifying Social Media Integration in the Customer Service Environment** *Rick McFarland, Voice4Net*	**Why Telcos Have So Much To Gain in the Identity Economy** *Brigitte Anschuetz, IBM; Steve Shoaff, UnboundID; R.Doc Vaidhyanathan, CA Technologies*
2:30-3:15pm	**The Social Enterprise**	**Making Social Media Actionable Through Real-time Response, Escalation and Closure**	**E911 for Hosted IP-PBX Providers** *Mike Anderson, 911 ETC; Michael Proctor, 911 Enable*
3:30pm	**ITEXPO KEYNOTE PRESENTATION** *Chris Hummel, Siemens Enterprise Communications*		
4:00pm	**ITEXPO KEYNOTE PRESENTATION** *David Tucker, Cisco*		
4:30-7:30pm	**GRAND OPENING NETWORKING RECEPTION in EXHIBIT HALL**		
	Free Workshops: CVx (Channel Vision Expo), InGate, SIP Trunking, Telecom Reseller Week, UC Workshop *Check Site For More Details*		

Thursday, October 05, 2012

	Enterprise	Customer Experience	Next Gen Service Provider
	Room 9A	Room 8C	Room 9B
8:00am	Continental Breakfast		
9:00-9:45am	The SIRI Effect	What You Can Learn From Your Least Satisfied Customers *Shai Berger, Fonolo;* *Greg Gunn, HootSuite*	Cloudy With a Chance of Profit *Marc Hayden, CHR Solutions, Inc.;* *Steven Shalita, NetScout Systems, Inc.;* *Sid Yenamandra, Entreda*
10:00am	ITEXPO KEYNOTE PRESENTATION *Robert B. Carter, FedEx*		
10:30am	ITEXPO KEYNOTE PRESENTATION *Raymond P. Dolan, Sonus Networks*		
11:00am-4:00pm	Visit the Exhibit Hall		
12:00pm	Conference Luncheon (Paid attendees only)		
1:00-1:45pm	Migrating Your Apps to the Cloud: Planning and Key Considerations *Jay Judkowitz, Nimbula*	Multichannel Communication and the New Customer-Company Relationship: Who Holds the Cards? *Kelly Burke, Aspect; Rick McFarland, Voice4Net*	Financial Models and Economics for Expanding VoIP Services *Sonus Networks, Todd Carothers, CounterPath*
2:00-2:45pm	Cloud Desktops: Leveraging the Full Potential of the Cloud *Joe Corvaia, Evolve IP;* *Jeff Kaplan, Breakthrough Technology Group*	Streamlining Customer Service Through Cloud-based Contact Centers *Brandon Rowe, Interactive Intelligence;* *Jackie Tessmer, Cloud Solutions; Rob Townsend, 8x8, Inc;* *Robert Townsend, Contactual, Inc..*	Selling VoIP and Unified Communications Via Channel Partners *David Byrd, Broadvox;* *Joel Maloff, Phone.com*
3:00-3:45pm	Leveraging Cloud Solutions in a Service Broker Model	What Does Unified Communications Mean in the Contact Center? *Brandon Rowe, Interactive Intelligence*	The Conversion from TDM to SIP: Evaluating the Benefits of SIP Trunking *John Bullock, Inteliquent* *Mykola Konrad, Sonus Networks*
4:00pm	NETWORKING RECEPTION		
4:45pm	STARTUPCAMP6 COMMS EDITION		
	Free Workshops: CVx (Channel Vision Expo), InGate, Megapath's MPLS University, Telecom Reseller Week, SIP Trunking, UC Workshop *Check Site For More Details*		

Friday, October 06, 2012

	Enterprise	Customer Experience	Next Gen Service Provider
	Room 9A	Room 8C	Room 9B
8:00am	Continental Breakfast		
9:00-9:45am	IT Gets Social *Kirill Bensonoff, ComputerSupport.com;* *Tom Keating (Moderator) TMC;* *Philip Moya, San Antonio Kidney Disease Center;* *Caroline Tipton, Spiceworks*	Oh Brother, Big Brother: Consumer Attitudes Toward Sharing Social Data with Companies *Lance Fried, Hold, Free Networks*	Today's Service Provider – More Than Just SIP Trunks *Kerry Garrison, Vitelity Communications*
10:00-10:45am	Anatomy of Enterprise Mobility: Revolutionizing the Mobile Workforce *Brigitte Anschuetz, IBM; Akhil Behl, Cisco Systems;* *John Gonsalves,Symphony Teleca Corporation;* *Sam Liu, Partnerpedia; Bobby Mohanty, Vertical*	TBD	The Big Cost of Big Data *John Bantleman, RainStor;* *Marc Cohn, IP Infusion;* *Praerit Garg, Symform*
11:00-11:45am	Cloud with Confidence: How to Execute a Successful Cloud Strategy *Gurvinder Ahluwalia, IBM;* *David Sampson, Cloud Provider USA;* *Matt Wallace, ViaWest, Inc*	Social CRM or Social Business: Two sides of the same coin or different? *Jon Ferrara, Nimble; Jon McGinley, Radian6;* *Elizabeth Quintanilla, EQ Consultants Group*	How to Generate Revenue From Cloud...Fast *Darryl Brown, Appcore;* *Charles Reynolds, TSI*
11:00am-2:00pm	VISIT THE EXHIBIT HALL Win A Brand New TRUCK! Friday, October 5, 2012 • 1:45pm-Exhibit Hall		

Tuesday, October 2, 2012

Asterisk 123: The Essential 1-Day Asterisk Training Course–Free Workshop

Hosted by:

The Asterisk 123 Seminar is intended to provide a well rounded and informative introduction to the Asterisk Project. All are Welcome! Whether you are managing a team deploying an Asterisk implementation, evaluating potential replacements for a legacy telephony solution that's on its last leg, or just a general Asterisk "newbie" excited to learn what Asterisk is capable of, then this talk has something to offer you.

Wednesday - Friday, October 3-5

Telecom Reseller Week

This seminar teaches attendees how to effectively sell IP Communications equipment & services, with proven tips and best practices for addressing the challenges resellers face in today's economy.

Telecom Reseller Week provides you with a forum for you to learn about cutting edge new solutions you can represent, to meet with many new potential partners, and to study proven sales techniques to help improve your team's performance.

Wednesday - Friday, October 3-5

Ingate's SIP Trunking-Unified Communications Seminars

Speakers will once again feature visionaries driving the industry. Professional Development Programs Attendees can earn a SIP Trunking Professional Certificate by participating in the Professional Development Program.

Check Site For Registration and More Details on Workshops and Times.

Wednesday - Friday, October 3-5

CVx ChannelVision Expo @ ITEXPO

As communications technologies evolve, Telecom agents, value-added resellers, interconnect dealers and others in the channel ecosystem face historic changes.

To effectively sell today's intricate product sets to small/medium business and enterprise customers, there are new skills and new tactics required.

Thursday, October 4

Megapath's MPLS University

MPLS University is a forum for IT and business professionals to bring their questions about network reliability, always-on connectivity, voice, regulatory requirements, security, and cost control. Join us for two FREE live MPLS University sessions at the Internet Telephony Conference and Expo to learn more about utilizing cloud-based solutions

Thursday, October 4

StartupCamp6 Comms Edition

Entrepreneurship is at an all time high. More people are starting companies than ever before, it is very in vogue to be one and even more so to support one. Many companies are building their growth on the backs on entrepreneurs by catering their offer to this large group of growing companies. StartupCamp is an evening to celebrate entrepreneurship in telecom and an opportunity to learn, network and have fun! One of our returning sponsors told us this is where they spend their IT Expo dollars because it aligns them with messages of entrepreneurship, innovation and the cloud.

Friday, October-5

Software/IT Job Fair

Door64, Austin's largest technology organization with a membership of over 20,000 technology professionals, is proud to announce our second focused job fair, the Software Painpoint Job Fair. This event is specifically targeting the below four (and only these four) job titles identified as a critical hiring pain-point at software companies:
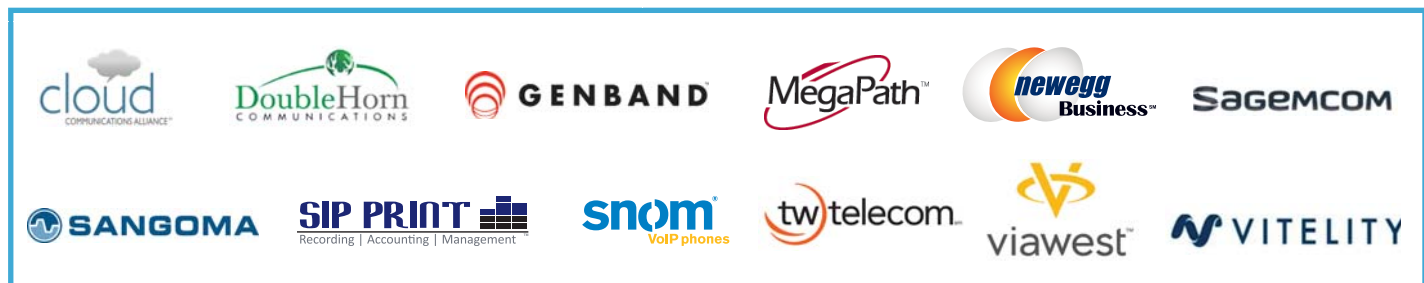• Java Developer
• .NET Developer
• User Interface / User Experience
• Software Quality Assurance

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Enterprise Track - Tuesday - Wednesday, October 2 - 3, 2012

Enterprise Track

Tuesday, October 02, 2012
12:30-1:15pm

Open Source in the Mainstream

This session will expose participants to some of the more significant market changes resulting from the maturity of open source telecom technology. As open sourcebased IPPBX and VoIP products continue to gain traction in the mainstream enterprise marketplace, manufacturers of these systems are moving in from the bleeding edge and increasing the robustness and depth of features and capabilities.

In many cases integration of the bestinclass features, from development partners and other open source innovators and developers, is the best method to keep up with the pace of customer and market demands. And in some cases, the reverse model is becoming the norm in the proprietary telecom space. Leading manufacturers are looking to select the best pieces of the app and feature world, regardless of the underlying code base, to not only address market demands, but also to fend off competition from all comers – including open source leaders.

These changes in the perception and acceptance of open source in the mainstream will place new demands on the community – demands that will help to strengthen open source projects going forward.

Tuesday - 10/02/12
1:30-2:15pm

The Future of Team Collaboration

Companies are outlining their list of "musthaves" as the future of online collaboration continues to take shape. With the everpresent challenge of effectively managing projects from start to finish, how can teams stay on task without being inundated with timeintensive training, disparate files, teams in varying geographical locations, and interruptions to the natural workflow process? Not to mention that we live in a world of digital assets, so being able to share, edit, and manage these projects in a secure manner are all essential needs in the current workplace.

This session will discuss current trends and technologies that are enabling increased collaboration among enterprise teams, and how the latest tools can help teams of all sizes better automate processes, manage projects, communicate and significantly reduce workload.

2:30-3:15pm
Tuesday - 10/02/12

Microsoft Lync: Separating Hype from Reality

Microsoft Lync is one of the hottest discussion topics in enterprise UC. Is Microsoft taking over the UC market? Is Lync replacing the enterprise PBX? How can Lync coexist with legacy solutions and cloudbased services? This session will include a discussion of how Lync can be deployed within your communications environment, including a look at the results of Nemertes Research's 201213 benchmark of more than 200 organizations and what they are doing with Lync, what's driving their decisions, and what benefits and challenges are they seeing in their Lync.

Wednesday - 10/03/12
10:00-10:45am

Enterprise SBC and UC Security Essentials

Supported by Session Border Controllers SBCs and Unified Communications UC, enterprises can enable workers to essentially carry their desk phone extensions and features with them, wherever they are working on any given day – via VoIP clients and other UC applications on smartphones, tablets, and other mobile devices. With rich UC applications features such as call transfer, conference call, corporate directory listings, and presence, workers can collaborate and communicate in realtime, increasing productivity by maintaining an always one presence.

But wireless and Internet connected mobile devices present unique security challenges that differ dramatically from traditional communications and data security methods that rely on firewalls, user authentication, and encryption. Further, these mobile devices can expose sensitive network traffic, and proprietary or confidential data and communications, to multiple vulnerabilities.

Enterprises that have embraced SBCs, and other components of UC security, are proving they can securely protect and extend communications to external parties, unlocking new ways of collaborating with clients, partners, distributed employees and the supply chain. This session will consider the Enterprise SBC as a means of satisfying security and privacy requirements, with signaling and traffic encryption, media and signaling forking, network demarcation, and threat detection and mitigation, enabling enterprises to capture the cost benefits of VoIP and UC, while maintaining essential security postures and access to multimobile communications across the network, anytime, anywhere.deployments.

Wednesday - 10/03/12
11:00-11:45am

Grow Your Business Without Sacrificing Options

With three leading options in the market for IPbased phone systems – onpremises, hosted cloud and hybridhosted – consumers may have a difficult time deciding which model best fits their business needs. The size and structure of your business, available resources and projected future growth are just some of the factors that should be considered when choosing the type of communications system that works best for your company. Cases can be made for all three alternatives, depending more on your business needs than on the size of your organization. Quality alternatives leveraging any of these strategies exist for any size organization.

To help you navigate the these tricky, yet highly important, business decisions, this session will investigate how each system works, necessary requirements for optimal use and the advantages and disadvantages for you and your customers, so you can decide on the model that fits your needs best.

Enterprise
Track

Wednesday - 10/03/12
12:30-1:15pm

Cozying up to Video Conferencing for Maximum ROI

Video conferencing used to be an element of science fiction novels. Today, there are approximately one million installed telepresence and video management endpoints across a number of businesses, with the overall enterprise telepresence market projected to reach $5 billion by 2016. Further, an increasingly mobile workforce is adding to this growing trend with its demand for faster service, sharper quality and supporting mobile technology and hardware. Emerging as an essential IT service, the video conferencing technology enables enterprises to cut costs, increase productivity and improve collaboration. However, in order to realize the benefits video solutions offer, organizations must first understand, and then address, the management challenges the technology presents.

This session will discuss top challenges enterprise IT managers face when integrating video conferencing technology into the workplace, including: integration with existing IT infrastructure, mixedvendor environments, IT strain, limited visibility, collecting/presenting data, and troubleshooting, with an eye towards delivering a best practices guide for launching a video initiative within your organization.

Wednesday - 10/03/12
1:30-2:15PM

BYOD - The New Mobile Enterprise

BYOD Bring Your Own Device has been in full swing for a couple of years now, and theres no going back. Enterprises have adopted a policy of allowing users to use their own devices to access corporate networks and resources. With it comes the cost savings of not having to purchase as many mobile devices, and user satisfaction increases when they are able to choose their preferred devices and providers and avoid having to carry multiple devices. But the benefits dont come without challenges the user experience must be preserved, security policies must accommodate these multiple devices and operating systems, and IT has to content with managing applications and access across different platforms. This session looks at what businesses can do to mitigate risks and ensure performance while still giving your users the device freedom they demand.

Wednesday - 10/03/12
2:30-3:15pm

Unified Communications: What's Really Going on and Why

Filled with the most uptodate information on unified communications and collaboration, this session will focus on the UCC market, the players, the challenges, and the future. This session will clear up many of the misunderstandings about unified communications, provide market forecasts, the key trends and drivers, and an overview of the various vendor offerings, and discuss what's in store for the near future.extensive use in their personal lives.

Thursday - 10/04/12
9:00-9:45am

The SIRI Effect

We all know that selfconscious feeling: "What if someone sees me talking to my mobile? What will they think I'm doing?" This is a barrier that has prevented some speech technologies from making inroads into general user acceptance. Thanks to Apple, people are already much more comfortable talking to their device, and will become even more so. The perceived embarrassment will dissipate to the point where people will think you're odd if they see you TYPING into your device.

This will help voice biometricenabled solutions and voice biometrics in general. By definition, voice biometrics involves you being prompted visually by an app to speak to your device for the purposes of authenticating and verifying your identity. This will accelerate the adoption of voice biometrics into the mobile user experience. We're moving beyond simple speech recognition to speech understanding. While voice biometrics isnt an extension of this technically, in users' minds however, voice biometrics is nearer to the SIRI understanding of speech than it is to simple speech recognition.

This session will discuss the evolution of voice biometrics, why businesses should consider it, and how to successfully deploy a voice biometrics solution.

Thursday - 10/04/12
1:00-1:45pm

Migrating Your Apps to the Cloud: Planning and Key Considerations

The cloud is wellequipped to run a variety of modern applications — from Exchange and SharePoint, to the latest Web apps. But, how do you tell which applications are suited to a cloud deployment and which are better off running on legacy or inhouse systems? Once you know which apps to move to the cloud, do you have a plan in place to ensure a successful migration?

This session will cover the top considerations and best practices for application migration to the cloud — including a stepbystep assessment of common application requirements and how they

affect your choice of deployment. Attendees will come away from this event poised to successfully plan and execute a migration of their apps to the cloud, and know which legacy apps are better left alone.

Thursday - 10/04/12
2:00-2:45pm

Cloud Desktops: Leveraging the Full Potential of the Cloud

Virtual Desktop Infrastructure VDI has been a hot topic in the IT community for years. Cloudsourcing VDI offers the enterprise new opportunities for security, centralization, mobility, and business continuity while avoiding much of the upfront investment of traditional inhouse deployments. Utilizing cloudbased VDI to centralize application deployment, secure corporate property, or scale the IT enterprise brings flexibility and a layer of abstraction that was not previously available. There are many different delivery strategies on the market with different benefits, nuances, and usecases. While most agree that IT's consumption of infrastructure is changing drastically, how do you choose which is the right model for your business?

This session will discuss business and technology drivers for

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Enterprise Track - Friday October 5, 2012

Enterprise Track

10:00-10:45am

Anatomy of Enterprise Mobility: Revolutionizing the Mobile Workforce

Enterprise mobility is one of the fastest growing areas of business, allowing companies to virtually connect with customers and employees from anyplace in the world. CIOs are facing more decisions than ever when it comes to managing their mobile workforce. Employees expect to be able to do their work on multiple platforms, from desktops and laptops to tablets and smartphones.

This session will dive into the various components of an enterprise mobility solution, provide best practices to ensure they are successful and explain how they integrate together to enable companies to grow their business. Topics will include: mobile enterprise application platforms, enterprise app stores, mobile device management, expense management, and analytics.

11:00-11:45am

Cloud with Confidence: How to Execute a Successful Cloud Strategy

Cloud computing, by its very nature, mandates that an IT group relinquish a certain degree of control, which is an uncomfortable and unnatural act for an IT department. So, why the unrelenting push towards cloud computing? One major contributor is that, unlike most new technologies associated with IT, cloud buzz is coming from, among other sources, the CLevel executives.

The method of successfully applying cloudlevel technologies to an organization is as unique as the company to which it is being applied. The cloud solution that best fits a datacentric analysis firm is quite different than a cloud solution that would fit a social networking communications company. However, there are fundamental tenets that can be applied to any company's strategy to manage expectations and to actually improve control as costs are driven down by the application of cloud technology.

This session will consider both the business and technical aspects of cloud and how it is changing the face of our industry, and discuss how your IT team can avoid common pitfalls and get the most from your company's investment in the cloud.

Customer Experience Track - Wednesday October 3, 2012

Customer Experience Track

10:00-10:45am

Don't Waste Your Time on Social

This session explores the thought that your organization could definitely be spending a lot less time on social than they are currently. Managing your time in a word of immediate response requires some easy listening and productive engagement approaches. Many companies are now investing heavily in this space for tools that integrate key networks and tools in order to drive campaigns across all the major social networks and then aggregate reporting and analytics to deliver a single view of these campaigns and their outcomes in order to optimize crossplatform engagement

Participants will explore the fundamentals of social media and expose timesaving tips and effective tactics to help you gain back valuable time from some of the trendy time wasters that are eating into the bottom line. Whether you're a large enterprise, small business, or public organization, you share similar challenges when it comes to helping teams do what matters most and getting users and customers what they need, when they need it. This session will help you overcome many of those challenges in today's social world.

11:00-11:45am

12:30-1:15pm

Supporting the Social CMO

Social media extends market reach and brand exposure to be inclusive of behaviors previously considered private. Separating public from private is unequivocally altering the very nature of humantohuman and businesstohuman interactions. As such, senior marketers must be supported to properly provide active, engaged participation through myriad social networks.

Learn how to organize your social business to engage a world that moves at breakneck speed and nuance your participation in each network to appropriately optimize engagement. Join this discussion for guidance on how to tune in to your customers' conversations and inform the business on the outcomes of these critical new engagements across the customer lifecycle.

1:30-2:15PM

De-Mystifying Social Media Integration in the Customer Service Environment

Facebook has 250 million photos uploaded each day. There are 175 million new tweets every day, and LinkedIn has two new members every second. This is the social reality in which we live. Despite much concversation, what remains unclear is how the contact center should play in this environment.

What we do know is social media has changed customer behavior, and businesses and their customerfacing employees must be prepared to respond via new technologies. This session will consider how to design and implement and effective social strategy in your business, including defining what social means for your business, who should be responsible, and how to properly implement the technologies to meet your specific design needs and train your staff to effectively use them.

Customer Experience Track - Wednesday October 3, 2012

Customer Experience
Track

2:30-3:15pm

Making Social Media Actionable Through Real-time Response, Escalation and Closure

Your customers are turning to social media to provide feedback to and about your brand. Recent research highlights this trend where 64% of social media users indicated that more responsive brands on social networks would benefit from greater loyalty and purchasing. While there is opportunity for companies to improve customer loyalty by being more responsive, businesses struggle to make social media actionable in directing relevant customer input to the frontline staff who could and would resolve issues in realtime if they were kept in the loop. Businesses that fail to adapt to the new online social world could be reaching less that 1% of their unhappy customers.

This session will feature a case study of how a Fortune 1000 restaurant chain improved customer loyalty and quarteroverquarter sales through effective social media response management, and discuss how your company, whether a small, singlesite business or a multinational corporation, can follow similar strategies to save atrisk customers, increase sales, enhance the customer experience, and improve employee performance.

Customer Experience Track - Thursday October 4, 2012

Customer Experience
Track

9:00-9:45am

What You Can Learn From Your Least Satisfied Customers

This session will cover DSAT Analysis – the process of behind the detailed collection, aggregation, codification, review, reporting and analysis of the specific customer service transactions identified as "Dissatisfied" or "Unsatisfactory" by customers.

Attendees will learn how to take advantage of the massive amounts of data in the support center by properly analyzing the information and improving both the customer care experience as well as the products/services that are offered by the organization, and how to turn unsatisfied experiences into opportunities.

1:00-1:45pm

Multichannel Communication and the New Customer-Company Relationship: Who Holds The Cards?

For a majority of its existence, the contact center has been perceived as a primarily reactive medium, where the enterprise controlled the frequency and depth of interaction with customers, leaving customers at the mercy of a landline phone call, long wait times and having to repeat themselves to numerous customer service representatives.

Todays new channels of engagement, including social media, mobile and video platforms, have created a new, empowered customer with whom businesses cannot afford to engage with outdated methods. Contact centers need to evolve in order to engage with the new datarich customer base on customers' terms. Businesses must unify customer contact technology with consumer preferences in order to meet both the expectations of customers as well as the objectives of the business. But how do they do so in a way that improves the efficiency and profitability of a customer service operation?

This session will discuss how to leverage the technologies that allow businesses to seamlessly and efficiently deliver exceptional, channelagnostic customer experiences, from social media to mobile to video and beyond. This means addressing how people, processes and technologies are brought together in the nextgeneration of customer contact to deliver interactions that not only matter, but also deliver significant bottomline results and brand devotion.

2:00-2:45pm

Streamlining Customer Service through Cloud-based Contact Centers

As companies grow and evolve, they face new challenges. It is crucial that companies' customer service infrastructures grow and evolve to accommodate these changes as well. Cornerstone pieces of customer service infrastructure, such as contact centers, are often at the center of these shifts, and must maintain their functionality and efficiency in order to serve growing customer bases and personnel changes. However many companies face the challenge of integrating multiple contact center sites, including multiple centers as well as remote or homebased agents.

Linking these geographically disparate agents can prove to be a difficult task, which can be alleviated by moving to cloudbased contact centers. Managers charged with curating contact center channels and applications stand to benefit from the use of virtual, cloudbased contact centers as they seek to moderate volume spikes, consolidate interactions into unified customer records, enhance caller experiences, all the while seeking to reduce costs and increase agent capabilities and flexibility.

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Customer Experience Track (continued) - Thursday October 4, 2012

Customer Experience
Track

3:00-3:45pm

What Does Unified Communications Mean in the Contact Center?

It often seems easy to define – unified communications – merging communications from different customers, with varied needs, communicating through several mediums all unified within the Contact Center. But the reality is that there are countless variations on the UC theme that can make it challenging to bring UC into the contact center environment, from both a technology and staffing perspective.

This session will discuss how the create a truly unified contact center environment, including integration of emerging channels with traditional call center technologies, to create an optimal environment for providing exceptional customer service.the most from your company's investment in the cloud.

Customer Experience Track - Friday October 5, 2012

Customer Experience
Track

9:00-9:45am

Oh Brother, Big Brother: Consumer Attitudes Toward Sharing Social Data with Companies

Social media has changed the way that many people think about privacy. In general, we seem to be more willing to share the details of our personal lives with members of our social networks. Does this shift apply to the way that we feel about sharing personal details with companies?

This session will discuss current attitudes towards sharing private information with companies changing as well; public awareness of social listening tools; available user controls; and the implications on your business as you seek to better understand you customers and deliver a more satisfying service experience?

10:00-10:45am

Session info coming soon

11:00-11:45am

Social CRM or Social Business: Two sides of the same coin or different?

Social media has transformed the way we connect with each other. We all have a voice, and we make ourselves heard, sharing wisdom and gossip, connecting with new friends, and documenting our lives. This new communication channel has empowered us and changed our expectations of the world, including the companies with which we interact.

Today, we are more influenced by comments from friends and anonymous reviews than we are from traditional online or TV ads that we easily ignore. That means the game is changing for businesses of all sizes and types. It's no longer about telling your customers what to think and do. It's about listening and engaging, guiding and supporting. Creating a Facebook page is a start, but let's be clear: Having a presence on Facebook, LinkedIn, or Twitter isn't enough. People, not sites, are the fabric of the new Web. As a company, it's not only possible, but also imperative, to develop a relationship with each of your customers.

Next Gen Service Provider Track

10:00-10:45am

Universal Upheaval: USF Restructuring and Its Impact on Communications Providers

The FCC continues to forge ahead with Universal Service and ICC reform, potentially ushering in a dramatically new era for the communications industry. This session will provide an indepth look at what changes the FCC has made to the federal USF and what they mean for service providers, including both the wider implications on IP communications providers as a group as well as the specific changes providers will face in terms of contributions and compliance.

11:00-11:45am

88 Lines About 44 Clouds

VoIP, cloud, video, UC… all are at the early stages of an incredible surge in demand. It's no longer about if or when, but about gaining revenue and market share now, as enterprises begin mass migrations to new cloud services from a wide array of new vendors, blurring once wellestablished lines between vendors and services. White papers, analyst reports and journalists all provide valuable information – but what's as valuable as real life lessons learned? Wouldn't it be great to know what products and services are most in demand, what sales approaches are working, and what the current "in the trenches" challenges are? This session will uncover responses top these questions and many more from service providers across the globe, helping you nail down proven revenue streams.they do so in a way that improves the efficiency and profitability of a customer service operation?

12:30-1:15pm

Mobile Commerce: Do I Still Need a Wallet?

Mobile commerce is expected to grow globally at a rate of 97 percent annually over the next three years, according to a KPMG report. This is an enormous opportunity for service providers to offer additional value added services. However, it also presents challenges. Although Near Field Communications NFC helps simplify purchasing, the complexity of managing and securing such communications and transactions when NFC is not available needs to be tackled to move mobile commerce to the next level. This session will consider the core mobile commerce components, including payments and topups for subscriptions, POS transactions and mobile banking, and provide perspective on the current market landscape and how mobile value added services, when coupled with the right infrastructure, can enable mobile commerce to become a reality.

12:30-1:15pm

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1:30-2:15PM

Why Telcos Have So Much to Gain in the Identity Economy

Telecommunications companies are looking for new growth opportunities in the cloud – Identity Services are a natural fit. Telcos have valuable customer identity data but, to participate in the Identity Economy, customers must fully trust them with that data. Implementing an Identity Services strategy will help Telcos build that trust through security, privacy and transparency assurances while opening essential new revenue streams. This session will discuss the formation of "identitycentered markets" and the emerging role and value of identity services in the Identity Economy, and why these issues and ideas are valuable to the Telcos and their subscribers.

Panelists will explain how identity can function as both an enabler of cloud services and even be a cloud service itself, how it is not only the valued commodity but the new currency of the Internet. And since identity data is an enabler for commerce and markets – enabling transactions or being the very subject of transactions – Telcos are in a unique position to build a market ecosystem for securely transferring identity data, fostering revenue growth while increasing customer satisfaction, all the while generating new monetization opportunities.

2:30-3:15pm

E911 for Hosted IP-PBX Providers

Hosted PBX providers offer their customers significant cost savings and an advanced telephony features while eliminating the need for customers to procure and manage their own communications network infrastructures. However, the need – and regulatory mandate – for emergency services brings with it a host of challenges for these providers, including servicing nomadic users within and beyond the service provider coverage footprint, meeting FCC/CRTC, state and local E911 regulations, and efficiently provisioning and maintaining customer records in 911 databases. This session will discuss the key E911 challenges faced by hosted VoIP providers and their customers, and the solutions available to address these challenges in today's pricecompetitive environment.

Next Gen Service Provider Track - Thursday October 4, 2012

Next Gen Service Provider Track

9:00-9:45am
Cloudy With a Chance of Profit

Lines have blurred between traditional dedicated hosting and cloud computing services, as customers progressively want consistent and reliable service levels across both architectures, complete with allinclusive SLAs. The emergence of cloud services platforms is presenting organizations of all sizes with IT challenges, as well as opportunities, changing the information and communications needs of both internal and external customers. Demand for more open and flexible information and telecom services is leading growing numbers of organizations and the services providers who serve them to adopt hybrid IT approaches that combine both private and public clouds, thus changing the role of IT professionals.

Leveraging a partner helps accelerate the transformation of communications providers into cloud service providers. This session will explore the challenges and opportunities for CSPs looking to offer cloud services including: Why cloud? Why now? Public or Private or Hybrid? How do I monetize? How do I become a successful cloud services provider?

1:00-1:45pm
Financial Models and Economics for Expanding VoIP Services

Expanding footprint, adding a new service, or entering a new market segment requires careful planning for VoIP operators. A key part of planning is running the numbers. What is the investment? How long is the payback and ROI? What are the risks?

This session will consider high level business models for introducing new services, like wholesale termination, SIP trunking, and Hosted PBX services, using the latest engineering methods and financial estimates. Understand whether these growth strategies would make sense for your operation, customer, or client. Or see how these high level modeling techniques can help you to ask the right questions and see the key factors that will drive your financial results.

2:00-2:45pm
Selling VoIP and Unified Communications via Channel Partners

VoIP services are clearly in the process of replacing traditional TDM and LEC services, yet the sales approach may be very different. This session will focus on the sales of VoIP services via indirect channels such as sales agents and partners. It will also differentiate between selling to larger or smaller organizations as well as sales of complete unified communications solutions, SIP trunking, and hosted PBX. The target audiences will include prospective sales partners as well as service providers looking to enhance their market distribution models.

3:00-3:45pm
The Conversion from TDM to SIP: Evaluating the Benefits of SIP Trunking

Despite the recent surge in SIP traffic and SIPtoSIP interconnection, many service providers and enterprises have yet to make the switch from their legacy circuitbased infrastructure to a SIPbased network. Of course, the network migration from TDM to SIP trunking has its benefits and its challenges — especially when that network spans as many as 80 countries and represents one of the largest global networks in the world. This session shares the lessons learned and results achieved during that migration, as well as the business case behind the migration to SIP trunking services, benefits of TDMtoSIP migration, as well as some of the challenges they can expect to face and how to avoid them.

Next Gen Service Provider Track - Friday October 5, 2012

Next Gen Service Provider Track

9:00-9:45am
The Big Cost of Big Data

Today's telecom industry is faced with the challenge of tracking and managing Big Data and, at the same time, leveraging it to understand behavior and needs in order to develop and monetize new service offerings. Market leaders, however, are quickly realizing that they cannot afford to store and manage petabytescale raw detailed data over time. Big Data may offer big business gains, but hidden costs and complexity present barriers. This session considers the big cost of Big Data, technology, and deployment options that best leverage IT investments. With managed costs, Big Data offers overwhelming opportunity for the telecom market.

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Exhibit Hall Hours	
Wednesday, October 3, 2012	4:30pm-7:30pm
Thursday, October 4, 2012	11:00am-4:00pm
Friday, October 5, 2012	11:00am-2:00pm
Car Giveaway	1:45pm

Registration Hours	
Tuesday, October 2, 2012	7:30am-5:00pm
Wednesday, October 3, 2012	7:00am-7:00pm
Thursday, October 4, 2012	7:30am-5:00pm
Friday, October 5, 2012	8:00am-2:00pm

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Tuesday, October 2, 2012 ....7:30am-5:00pm

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Friday, October 5, 2012......................8:00am-2:00pm

Exhibit Hall Hours

Wednesday, October 3, 2012 ....4:30pm-7:30pm

Thursday, October 4, 2012 ....11:00am-4:00pm

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ITEXPO Keynote Sessions
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OCTOBER 3, 2012

9:00am-9:45am — ITEXPO Opening Address

**3:00pm - Wednesday, October 3, 2012,
Chris Hummel,** *Chief Commercial Officer
Siemens Enterprise Communications*   **SIEMENS**

**4:00pm - Wednesday, October 3, 2012,
David Tucker,** *Vice President and General Manager
Small Business Business Unit (SBBU) Cisco*   **CISCO**

**10:00am - Thursday, October 4, 2012,
Robert B. Carter,** *Executive Vice President,
Information Services and Chief Information Officer, FedEx*   **FedEx**

**10:00am - Thursday, October 4, 2012,
Raymond P. Dolan,** *President and
Chief Executive Officer Sonus Networks*   **Sonus**

Networking Receptions

TUESDAY, OCTOBER 2, 2012

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THURSDAY, OCTOBER 4, 2012

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4:00pm-Networking Reception for All Attendees

**5:00pm-StartupCamp6: Comms Edition –
         Reception and Networking Event
         for All Attendees**

FRIDAY, OCTOBER 5, 2012

Friday, October 5, 2012

11:00am-2:00pm – Exhibits Open

1:45pm - Car Giveaway

StartupCamp6
comms edition

THURSDAY, OCTOBER 4, 2012
**4:45pm - StartupCamp6: Comms Edition
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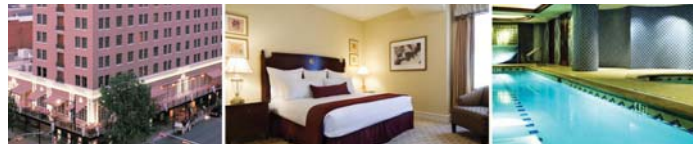
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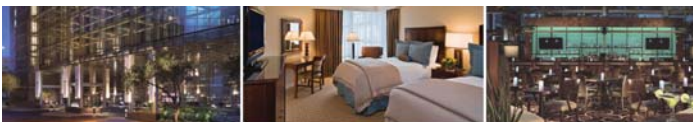**Cut off date: September 10, 2012**

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