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Details on page 15

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Dear Colleague,

It is my great pleasure to welcome you to ITEXPO at the Austin Convention Center. ITEXPO is where you will gain complete depth into an ecosystem of cost-saving telecom and IT innovations on display in one place. You will spend the next three days reviewing innovative solutions that will increase productivity, reduce maintenance and lower costs.

ITEXPO is well known as the "communications and technology marketplace" due to its history of fostering true business opportunities through networking as well as bringing buyers and sellers together. You can discover benefits of today's Cloud, Mobility, and IP communications solutions for SMBs and large enterprises only at ITEXPO. The Austin 2012 iteration of the conference covers the issues and opportunities that users and providers of today's sophisticated technology solutions face.

Throughout the event, hundreds of industry thought leaders and true practitioners will share their insights on cloud computing and communications, customer engagement, mobility, unified communications and more. Feel free to take time to gain knowledge and network amongst your colleagues.

Through the free educational workshops happening this year (Asterisk 1-2-3: The Essential 1-Day Asterisk Training Course, Ingate's SIP Trunking-Unified Communications Seminars, Megapath's MPLS University, StartupCamp6: Comms Edition, Telecom Reseller Week, Software Painpoint Job Fair, hosted by Door64), you can engage with amazing speakers, and participate in informative sessions for communications & technology users, experts and suppliers.

There are lots of exciting events collocated with this edition of ITEXPO: Cloud Communications Expo, Cloud4SMB Expo, CVx (ChannelVision Expo), HTML5 Summit – A DevCon5 Event, LatinComm Conference & Expo, M2M Evolution Conference & Expo, Mobility Tech Conference & Expo, MSPAlliance MSPWorld, StartupCamp6: Comms Edition, and Video World Conference & Expo.

We are very grateful to you for committing your time and resources to join us, and are confident you will find the ITEXPO experience extremely worthwhile.

There are many activities taking place over the next few days. Please take a moment to review and use this directory as a guide to make sure you don't miss what's most important to you. For times and locations, please see the Agenda-At-A-Glance on pages 12-15.

I'm very pleased that you're here to experience and contribute to ITEXPO. As always, please contact myself or a member of the TMC team to let them know what you think of the event. You'll see us around all week so stop by the Registration Desk to give us your valued feedback. Enjoy ITEXPO!

Rich Tehrani

Rich Tehrani
CEO and Conference Chairman
TMC

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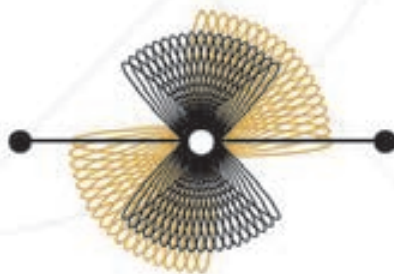
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Must Attend Keynote Presentations - Ballroom A

Wednesday, October 3, 2012



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



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



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



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



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



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

Thursday, October 4, 2012



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



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



Thursday, October 4, 2012, 10:30am
Raymond P. Dolan
President and CEO,
Sonus Networks



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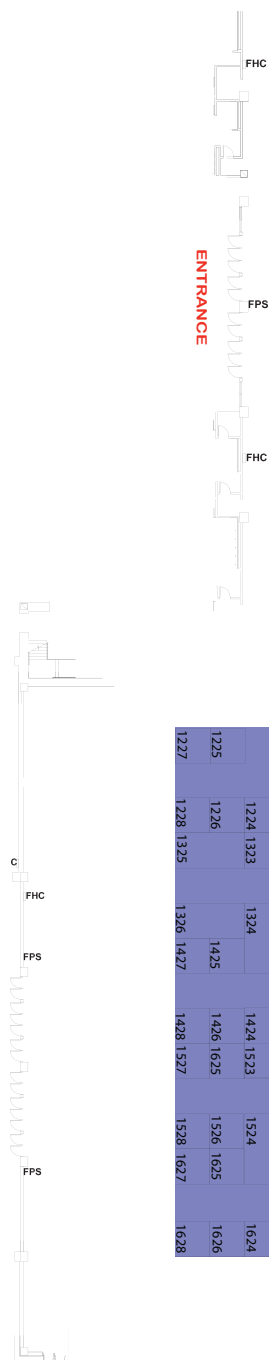
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Exhibit Hall:
October 3-5, 2012

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Room Numbers and Sections:
 - Exhibitor Lounge: 236, 237, 238, 337
 - TMC Show Office: 239, 240, 339, 340, 439, 440, 439, 538, 537, 540, 639, 640, 739, 740, 839, 840
 - CVX: 638, 437, 438, 537, 538, 637, 638, 737, 738, 837, 838
 - The CVX Presentation Theater
 - Exhibition Halls: 221-226, 321-326, 421-426, 521-526
 - MSPWorld: 1008-1109, 1201-1301, 1401-1501, 1601-1606
 - Mobility Tech: 1103, 1104, 1203, 1303, 1404, 1503
 - SuperWiFi Demo Pavilion: 1210, 1309, 1410, 1509
 - MSP WORLD Demo Theater: 1510, 1604
 - Concession Area: 1602
 - MSPWorld ENTRANCE

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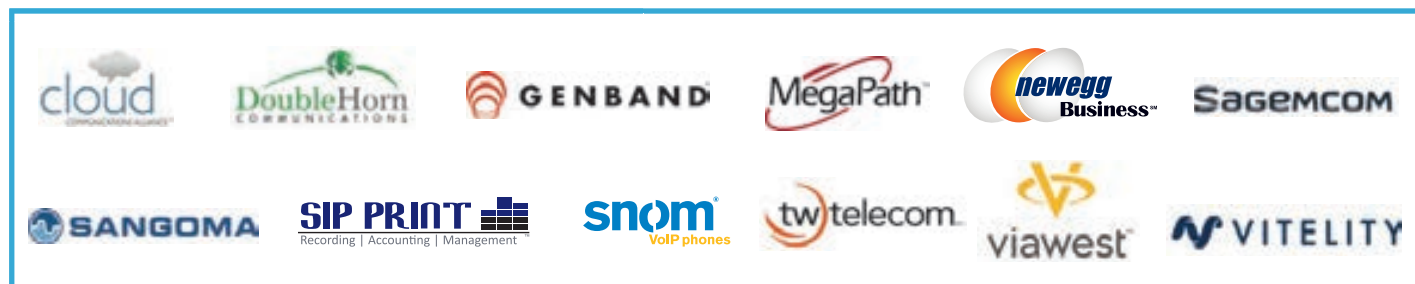
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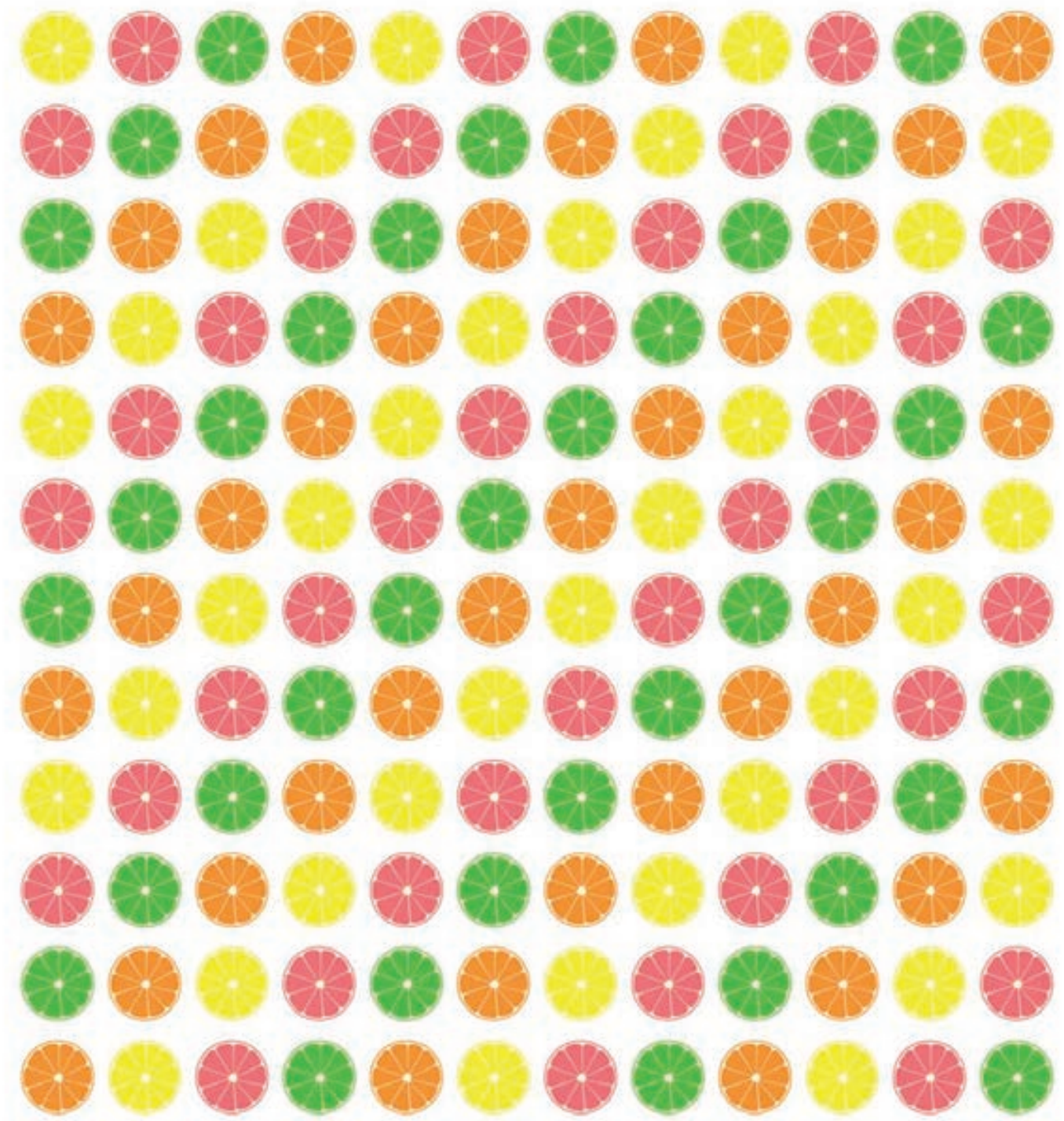
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Tuesday, October 02, 2012

Enterprise

Room 9A

12:30-1:15pm

Open Source in the Mainstream

Jeff Dworkin, Sangoma Technologies; Erik Linask (Moderator), TMC; Brad Pitt, Barracuda Networks; Steve Sokol, Digium

1:30-2:15pm

The Future of Team Collaboration

Andy Abramson (Moderator), Comunicano, Inc.; Arnulf Hsu, Central Desktop; Sara Hughes, GENBAND; Michael Marchioni, ICON Voice Networks; Ron Williams, IBM

2:30-3:15pm

Microsoft Lync: Separating Hype from Reality

Damon Carter, Zeacom; Jeff Dworkin, Sangoma; Irwin Lazar (Moderator), Nemertes Research; Alan Percy, AudioCodes

Sessions, times and speakers are subject to change without notice

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Wednesday, October 3, 2012 • 9pm – Midnight
Cedar Street Courtyard • 208 West 4th Street • Warehouse District in Austin, Texas

SUPPORTING Organizations



Agenda At-A-Glance

Wednesday, October 03, 2012

	Enterprise	Customer Experience	Next Gen Service Provider
	Room 9A	Room 8C	Room 9B
8:00am	Continental Breakfast		
9:00am	ITEXPO OPENING KEYNOTE ADDRESS - Ballroom A <i>Peter Blackmore, President and CEO, ShoreTel</i>		
9:30am	ITEXPO OPENING KEYNOTE ADDRESS - Ballroom A <i>Kristen Lauria, VP Marketing, IBM Mobile Enterprise and Application and Integration Middleware, IBM Software Group</i>		
10:00-10:45am	Enterprise SBC and UC Security Essentials <i>Jeff Dworkin, Sangoma Technologies; Eric Hernaez, NetSapiens; Jack Rynes, Avaya, Multiservice and SBC Security Group; Michael Stanford (Moderator), Michael Stanford LLC; Kevin Summers, GENBAND</i>	Don't Waste Your Time On Social <i>Damon Carter, Zeacom; Jeff Dworkin, Sangoma; Irwin Lazar (Moderator), Nemertes Research; Alan Percy, AudioCodes</i>	Universal Upheaval: USF Restructuring and Its Impact On Communications Providers <i>Toby Bargar, BillSoft, Inc.; Gary Kim (Moderator), Mark O'Connor Lampert, O'Connor & Johnston, P.C.</i>
11:00-11:45am	Grow Your Business Without Sacrificing Options <i>Kevin Kelleher, ICON Voice Networks; Bobby Mohanty, Vertical; Peter Radzieski (Moderator), RAD-INFO INC; David Scult, Fonality; Debbie Jo Severin, 8x8 Inc.</i>	Making Social Media Actionable Through Real-time Response, Escalation and Closure <i>Andrea Baptise, President and CEO, Benbria Corporation</i>	88 Lines About 44 Clouds <i>Howard Freidman, Leonid Systems</i>
11:45am	KEYNOTE LUNCHEON - Ballroom A <i>Huw Rees, VP Business Development, 8x8, Inc</i>		
12:30-1:15pm	Cozying Up to Video Conferencing For Maximum ROI <i>Andy Abramson (Moderator), Comunicano, Inc.; Bin Guan, Yorktel; Brook West, Fuzebox; Scott Wharton, Vidtel</i>	Supporting the Social CMO <i>Chris Balian, IBM; Tony Busa, Benbria Corporation; Tony Rizzo (Moderator), TMCnet</i>	Mobile Commerce: Do I Still Need a Wallet? <i>Bill Clark, Spindle, Inc.; Gary Kim (Moderator), Bill Ramsey, Apriva</i>
1:30-2:15pm	BYOD - The New Mobile Enterprise <i>John Cash, Research In Motion; Christian Gilby, ShoreTel; Jeanette Lee, Ruckus Wireless; Michael Stanford (Moderator), Michael Stanford LLC</i>	De-Mystifying Social Media Integration in the Customer Service Environment <i>Paula Bernier (Moderator), TMC; Dave Evans, Social Dynamx; Rick McFarland, Voice4Net</i>	Why Telcos Have So Much To Gain in the Identity Economy <i>Brigitte Anschuetz, IBM; Hugh Goldstein (Moderator), Voxbone; Steve Shoaff, UnboundID; R.Doc Vaidhyanathan, CA Technologies</i>
2:30-3:15pm	Unified Communications: What's Really Going on and Why <i>Blair Pleasant (Moderator), COMMFusion LLC</i>	Unified Communications: What's Really Going on and Why	E911 for Hosted IP-PBX Providers <i>Mike Anderson, 911 ETC; Tom Keating (Moderator), TMC; Ray Paddock, iNetwork; Michael Proctor, 911 Enable</i>
3:30pm	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Chris Hummel, Siemens Enterprise Communications</i>		
4:00pm	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>David Tucker, Cisco</i>		
4:30-7:30pm	GRAND OPENING NETWORKING RECEPTION IN EXHIBIT HALL - Sponsored By: Sangoma		

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Grand Opening Networking Reception in Exhibit Hall



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

Thursday, October 04, 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 <i>Ben Lilienthal, OneTok; Javier Martin, Almira; Tony Rizzo (Moderator), TMCnet; Travis True, VoiceVault</i>	What You Can Learn From Your Least Satisfied Customers <i>Paula Bernier (Moderator), TMC; Jan Ryan, Social Dynamx</i>	Cloudy With a Chance of Profit <i>Marc Hayden, CHR Solutions, Inc.; Doug Mohnney (Moderator), HD Voice News; Steven Shalita, NetScout Systems, Inc.; Sid Yenamandra, Entreda</i>
10:00am	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Robert B. Carter, SenseAware - Powered by FedEx</i>		
10:30am	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Raymond P. Dolan, Sonus Networks</i>		
11:00am-4:00pm	Visit the Exhibit Hall		
12:00pm	Conference Luncheon - Ballroom A (Café vouchers provided to paid attendees, speakers, press, exhibitor/conference pass holders)		
1:00-1:45pm	Migrating Your Apps to the Cloud: Planning and Key Considerations <i>Peter Bernstein (Moderator), TMC; Jay Judkowitz, Nimbula; Gurmeet Lamba, OPNET Technologies; James Whitmore, West IP Communications</i>	Multichannel Communication and the New Customer-Company Relationship: Who Holds the Cards? <i>Kelly Burke, Aspect; Rick McFarland, Voice4Net</i>	Financial Models and Economics for Expanding VoIP Services <i>Sonus Networks, Todd Carothers, CounterPath; Doug Mohnney (Moderator), HD Voice News; Karil Reibold, Whaleback Managed Services</i>
2:00-2:45pm	Cloud Desktops: Leveraging the Full Potential of the Cloud <i>Joe Corvaia, Evolve IP; Jeff Kaplan, Breakthrough Technology Group</i>	Streamlining Customer Service Through Cloud-based Contact Centers <i>Blair Pleasant (Moderator), COMMfusion LLC; Brandon Rowe, Interactive Intelligence; Jackie Tessmer, Cloud Solutions; Rob Townsend, 8x8, Inc</i>	Selling VoIP and Unified Communications Via Channel Partners <i>Chad Krantz, Broadvox; Joel Maloff, Phone.com; Peter Radizeski (Moderator), RAD-INFO INC; Joe Schurman, Evangelize Communications</i>
3:00-3:45pm	Leveraging Cloud Solutions in a Service Broker Model <i>Adam Col, Votela; Robert Erickson, DoubleHorn Communications; John Frame, Sigma Systems; Peter Radizeski (Moderator), RAD-INFO INC</i>	What Does Unified Communications Mean in the Contact Center? <i>Kelly Burke, Aspect; Brandon Rowe, Interactive Intelligence; Joe Schurman, Evangelize Communications; Frank Stinson (Moderator), IntelliCom Analytics</i>	The Conversion from TDM to SIP: Evaluating the Benefits of SIP Trunking <i>John Bullock, Inteliquent; David Byrd, ANPI; Mykola Konrad, Sonus Networks; Marc Robins (Moderator), SIP Forum</i>
4:00pm	NETWORKING RECEPTION - Sponsored By: Cloud Communications Alliance - BALLROOM A		
4:45pm	STARTUPCAMP6 COMMS EDITION - BALLROOM A		

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Networking Receptions

Wednesday - 10/03/12 4:30pm
Grand Opening Networking Reception in Exhibit Hall

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Thursday - 10/04/12 4:00pm
Networking Reception
Ballroom A 1st Floor



Thursday - 10/04/12 4:45pm
Networking Reception & Workshop
Ballroom A 1st Floor



ITEXPO Party Cedar Street Courtyard

Wednesday
October 03, 2012 - 9:00pm

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Agenda At-A-Glance

Friday, October 05, 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 <i>Kirill Bensonoff, ComputerSupport.com; Tom Keating (Moderator), TMC; Philip Moya, San Antonio Kidney Disease Center; Caroline Tipton, Spiceworks</i>	Oh Brother, Big Brother: Consumer Attitudes Toward Sharing Social Data with Companies <i>Peter Bernstein (Moderator), TMC; Lance Fried, Hold-Free Networks; Mark Westover, LiveOps</i>	Today's Service Provider – More Than Just SIP Trunks <i>David Byrd, ANPI; Phil Edholm (Moderator), PKE Consulting LLC & UC Strategies.com; Kerry Garrison, Vitelity Communications; Karil Reibold, Whaleback Managed Services</i>
10:00-10:45am	Anatomy of Enterprise Mobility: Revolutionizing the Mobile Workforce <i>Brigitte Anschuetz, IBM; Akhil Behl, Cisco Systems; John Gonsalves, Symphony Teleca Corporation; Sam Liu, Partnerpedia; Bobby Mohanty, Vertical Michael Stanford (Moderator), Michael Stanford LLC</i>	Enhancing Customer Experience through the Cloud	The Big Cost of Big Data <i>John Bantleman, RainStor; Peter Bernstein (Moderator), TMC; Marc Cohn, IP Infusion; Praerit Garg, Symform</i>
11:00-11:45am	Cloud with Confidence: How to Execute a Successful Cloud Strategy <i>Gurvinder Ahluwalia, IBM; Peter Bernstein (Moderator), TMC; David Sampson, Cloud Provider USA; Matt Wallace, ViaWest, Inc.</i>	Social CRM or Social Business: Two Sides of the Same Coin or Different? <i>Jon Ferrara, Nimble; Tom Keating (Moderator), TMC; Jon McGinley, Radian6; Elizabeth Quintanilla, EQ Consultants Group</i>	How to Generate Revenue From Cloud...Fast <i>Matt Clark (Moderator), Deloitte Financial Advisory Services; LLP; Brian Donaghy, Appcore, llc; Charles Reynolds, TSI; Joe Schurman, Evangelize Communications</i>
11:00am-2:00pm	VISIT THE EXHIBIT HALL Win A Brand New TRUCK! • 1:45pm-Exhibit Hall • Must Be Present To Win!		

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Friday, October 5, 2012 • 1:45pm in Exhibit Hall

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The SUITS Conference is launched to advance the knowledge of 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 ecosystem or being held for security.

Responsible parties want to KNOW – not only telco legal departments or patent lawyers. Trolling buyers and sellers of newly discovered, stagnant, and or hidden patent assets cannot be ignored. Take action. All attendees are encouraged to participate in interactive round table discussions.

Expert presenters from both the public and private sectors will be there to discuss ways to proactively make participants aware, knowledgeable and able to protect patents. Experts will engage and empower participants to question and understand how recent legislation affects their ability to secure new patents, seek to license old ones, protect all of their patents and IP, and to know the rights from both sides.

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Conference Schedule - Room 4B

Tuesday, October 02, 2012

9:00am-4:00pm CLE Training
Presenter: Todd Juneau, Juneau Partners
Jebb Dykstra Technology Sector Law Corp.
Christopher Douglas, Alston Bird

Wednesday, October 03, 2012

8:00am Continental Breakfast (Paid Attendees Only)

9:00-9:45am Guidelines for Analyzing the Patent Landscape
Moderator, Todd Juneau, Juneau Partners
Christopher Douglas, Alston and Bird
Robert Johnson, Ameliorwave

10:00-10:45am IP Law & Policy Changes Surrounding the Art Work
Jebb Dykstra, Technology Sector Law Corp
Raffi Gostanian Open Invention Network (OIN)
Ross Barton - Alston and Bird

11:00-11:45am Where are You in the Patent Process?
Moderator Noreen Rucinski (SRE)
Raffi Gostanian, Open Invention Network (OIN)
Jebb Dykstra, Technology Sector Law Corp

11:45am ITEXPO Keynote Luncheon
Huw Rees, BeB, Inc.

12:30-1:15pm Why can they Sue me—I have a Patent!
Moderator, Christopher Douglas, Alston and Bird
Ross Barton, Alston and Bird
Stacy White, Alston and Bird

1:30-2:15pm Patent Aggregation Wars: Agenda, Strategies and Game Changers
Moderator, Noreen Rucinski (SRE)
Raffi Gostanian, Open Invention Network (OIN)
Jebb Dykstra, Technology Sector Law Corp
Todd Juneau, Juneau Partners

2:30-3:15pm Buying and Selling—Monetizing Licensing Rights
Stacy Barton, Alston and Bird
Robert Johnson, Ameliorwave
Jon Arnold, J Arnold & Associates

3:30pm ITEXPO Keynote Presentation
Chris Hummel, Chief Commercial Officer,
Siemens Enterprise Communications

4:00pm ITEXPO Keynote Presentation
David Tucker, VP and General Manager
Small Business Business Unit (SBBU), Cisco

4:30-7:30pm Exhibit Hall Grand Opening Reception

9:00pm ITEXPO Party - Cedar Street Courtyard
Featuring Spazmatics

(Session, times and speakers are subject to change without notice)



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A photograph of two men in business suits. The man in the foreground is older, with grey hair and glasses, smiling and holding a black folder. The man behind him is younger, with brown hair, also smiling.

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Booth 626
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#digium/@digium

Tuesday, October 2, 2012 • Free for All Attendees • Room 8C

Asterisk 1-2-3: The Essential 1-Day Asterisk Training Course – Free for All Attendees

Asterisk 1-2-3 is an introductory lecture to the Asterisk open source communications engine. This training seminar will cover the ABCs and 123s of Asterisk including basic installation, configuration and operation. Participants will also become familiar with the ways in which Asterisk is deployed, the power and flexibility of the Asterisk dialplan, and the types of communications technologies that Asterisk supports.

Hosted by:



Asterisk 1-2-3 Agenda:

Session 1 (9:00-10:35am)

- Intro to Asterisk
- Asterisk Architecture

Session 2 (11:00am to 12:15pm)

- Installing Asterisk
- Intro to Dial plan

BREAK

Session 3 (1:45am-3:00pm)

- Configuring Endpoints
- Interactive Dial plan

Session 4 (3:30-5:00pm)

- Dialplan Scripting

* Sessions, times and speakers are subject to change without notice.



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Booth 722**



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October 3-5, 2012 • Free for All Attendees • Room 9C

Ingate SIP Trunk-UC Seminars

Everything You Need to Know About SIP Trunking & Unified Communications FREE Workshops.

Learn how SIP trunking lowers operating costs, delivers rapid ROI and expands your marketshare at these free workshops at ITEXPO. Join industry leaders as they discuss the what, why and how of SIP trunking and Unified Communications.

Innovative Programming

This three-day educational seminar series provides in-depth information on SIP trunking and UC, with sessions on:

- SIP Trunking
- Fax-over-IP
- Mobility
- How to Maximize Revenue
- The Need for an E-SBC
- SIP Trunking with Microsoft Office 365
- SIP Trunking with Lync/in the Cloud
- Security
- Case Studies
- How to Minimize Deployment Costs

Speakers:

Sean Rivers	- Bandwidth.com
Chad Krantz	- Broadvox
Max Schroeder	- FaxCore
Jorge Otero	- Grandstream
Scott Beer	- Ingate
Steve Johnson	- Ingate
Karl Stahl	- Intertex
Thomas Roel	- NACR

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Ingate's SIP Trunking Agenda:

October 03, 2012 – SIP TRUNK ACADEMY

- 10:00am What is SIP Trunking?
- 10:15am Successful SIP Trunking (Case studies)
- 11:30am Case Study: Hosted Call Center Application
- 12:30pm LUNCH-N-LEARN: Role of the E-SBC
- 1:30pm Supercharging SIP Trunking Sales
- 2:30pm Premise-based SIP Trunking and UC (live demo)
- 3:00pm Case Study Block
- 9:00pm ITEXPO Party-Cedar Street Courtyard
Featuring The Spazmatics

October 04, 2012 – UNIFIED COMMUNICATIONS

- 9:00am TOWN HALL MEETING:
The State of Unified Communications
- 11:00am Leveraging and Selling Cloud-Based
Hosted Solutions
- 12:00pm Video-Over-IP
- 1:30pm Hosted Services and UC
- 3:00pm SIP Forum Workgroup Update

October 05, 2012– SIP TRUNK-UC BOOT CAMP

- 9:00am Building Your Business with SIP Trunking
and Unified Communications
- 10:00am SIP Trunk "Basic Training" with Ingate

* Sessions, times and speakers are subject to change without notice.

Professional Development Programs

Attendees can earn a SIP Trunk Professional Certificate by participating in the Professional Development Program on October 3.

Attendees can also earn a Unified Communications Professional Certificate on October 4.

Schedule a free assessment of your installation at ITEXPO

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Contact hillary@ingate.com to schedule.

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MPLS UNIVERSITY – EXPLORING BROADBAND AND CLOUD SOLUTIONS

Free Training at ITEXPO Austin

Featured Topic: Determining the right data service for your business and how to do more with an MPLS-based network. In the first session of a two part workshop, you will solidify your understanding of broadband technologies and learn how to determine the best-fit service options for your business. In the second session, we will discuss the advantages of MPLS technology and how a secure network enables advanced cloud-based applications—such as Voice, Unified Communications, and Hosted IT Services, including Data Backup and Microsoft® Exchange and SharePoint®. These training sessions are free and open to all ITEXPO attendees—end users and channel partners.

FREE PRIZES
 IN EACH
 SESSION

SESSION 1: BROADBAND COMPARISON – WHICH DATA SERVICE IS RIGHT FOR YOUR BUSINESS?

- Comparing broadband choices
- Evaluating connectivity needs
- Exploring options
- Choosing the best data service

OCTOBER 4, 2012

1:30–2:25 PM

Austin Convention Center, Room 7

SESSION 2: DOING MORE WITH AN MPLS-BASED NETWORK: VOICE, UNIFIED COMMUNICATIONS, AND HOSTED IT SERVICES

- Demystifying Cloud-based voice services
- Choosing and implementing Hosted IT solutions
- Building a future-proof solution
- Increasing efficiency and productivity

OCTOBER 4, 2012

2:35–3:30 PM

Austin Convention Center, Room 7

Speaker: Bernie McGroder, VP of Sales Engineering at MegaPath.

Bernie has over 15 years of experience in Engineering, Sales, and IP solutions. He's responsible for all MegaPath customized solutions designs including IP WAN, LAN, Security, Voice, Solution Delivery, and Operational Support.

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October 3 – 4, 2012 • Free for All Attendees • Aisle 400 On Expo Floor

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.

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.

Learn about more new technologies, meet with even more potential partners, and gain valuable insight into how to increase sales right now. Prominent telecom vendors are coming to demonstrate their products, and present their solutions directly to you!

Extensive Q&A opportunities are built into the program, to enable attendees to get the most out of their participation. Registration for Telecom Reseller Week at ITEXPO is free.



Featured Presenter: Gary Audin

Gary Audin has more than 40 years of computer, communications and security consulting and implementation experience. He has planned, designed, specified, implemented and operated data, LAN, WAN, and telephone networks. These have included local area, national and international networks as well as VoIP and IP convergent networks in the U.S., Canada, Europe, Australia, Caribbean and Asia.

Wednesday, October 03, 2012

- 5:00-5:20pm Lync Migration
- 5:30-5:50pm Vendor Demonstration
- 6:00-6:20pm Moving to BYOD
- 6:30-6:50pm Vendor Demonstration
- 7:00-7:20pm Succeeding with SIP Trunking
- 9:00pm ITEXPO Party
Cedar Street Courtyard
Featuring The Spazmatics

Thursday, October 04, 2012

- 11:05-11:25pm Overcoming Barriers to a Successful UC Project
- 11:35-11:55am Vendor Demonstration
- 12:00-12:30pm Lync Migration
- 12:35-12:55pm Vendor Demonstration
- 1:00-1:20pm Moving to BYOD
- 1:30-1:50pm Vendor Demonstration
- 2:00-2:20pm Succeeding with SIP Trunking
- 2:30-2:50pm Vendor Demonstration
- 3:00-3:20pm Overcoming Barriers to a Successful UC Project
- 3:30-3:50pm Vendor Demonstration

* Sessions, times and speakers are subject to change without notice.

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Thursday, October 4, 2012 • Room 7 • Free for All Attendees

MPLS University LIVE at ITEXPO

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Join us for two FREE live MPLS University sessions at ITEXPO to learn more about which data connectivity option is right for your business as well as doing more with an MPLS-based Network - Hosted Voice, UC, and Hosted IT Services, such as Data Back-up and Hosted Microsoft® Exchange and SharePoint.®

These training sessions are free and open to all ITEXPO attendees – end users and channel partners. Prizes will be given away in each session.

Who Should Attend

- Channel Partners
- End User Customers

• 1:30 pm - 2:30 pm - Session

Broadband Comparison – Which Data Service is Right for Your Business?

We all know that businesses are diverse, but one thing they all have in common is a need for dependable connectivity that meets their budgets. Mission-critical tools—such as VoIP, data transfers, access to application servers, and video conferencing—can monopolize the bandwidth you need to keep your business running. What connectivity choice is the best for you?

This session will provide you the tools you need to help choose the optimal business-class connectivity service for your business. We will discuss the questions to ask when evaluating business-class connectivity options, and help you evaluate your business' needs and understand more about the available choice questions to ask when evaluating service providers.

• 2:30 pm - 3:30 pm - Session

Doing More with an MPLS Network: Hosted Voice, Unified Communications, and Hosted IT Services

Are you ready for Hosted Voice, Unified Communications, and Hosted IT services? You should be. If your business communications portfolio doesn't already contain these products, now is the time to gear up. In today's world of mobile workforces and wireless devices, it is crucial that you have the tools to grow your business and remain accessible. You won't want to miss this session that will cover how cloud-based solutions can be an easy add-on to your current product library.

* Sessions, times and speakers are subject to change without notice.

MPLS U is sponsored by MegaPath, a leading nationwide provider of data, voice and security solutions for small, medium and enterprise businesses. Visit with MegaPath in **Booth 908** in the Expo Hall.

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Thursday, October 4, 2012 • Free for All Attendees • Ballroom A

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 of entrepreneurs by catering their offers to this large group of growing companies.

StartupCamp6 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 ITEXPO dollars because it aligns them with messages of entrepreneurship, innovation and the cloud.

Hosted By:

EMBRASE
Business Consulting

“**Essentially all jobs created in the last 25 years were done so by NEW companies.**”

Sir Terry Matthews, StartupCamp5 Speaker

Presenting Companies

ZELLO

People communicate most naturally by talking and listening, not by typing and reading. Live voice carries much more meaning, with less work. Zello is social radio for consumer, like voice twitter. Millions of consumers use Zello instead of traditional radio to participate or just listen in to public conversations, to stay connected with a group of friends, or simply out of boredom. For business, teams use Zello to replace 2-way radio or push-to-talk.

PHONISM

VoIP providers around the globe struggle daily with the pains of phone provisioning. Administrators of millions of phones have been waiting for a simpler method to provision their endpoints. We scratched our own itch and created Phonism, a phone management service that we think everyone will love just as much as we do. Phonism.com is a cloud-based VoIP phone management service that goes beyond traditional provisioning systems. In minutes, Phonism can transform the complexities of provisioning into a simple task that anyone can perform. We've empowered administrators to manage an endless number of endpoints through our easy-to-use multi-tenanted web interface, ultimately reducing support calls and speeding up deployments. Administrators can upgrade phones across their enterprise with just a few clicks, regardless of where in the world the phones are deployed. We've also given end users the ability to customize their desk phones similar to the way they customize their mobile phones with Backgrounds, Ringtones, Contacts, and more.

RINGDNA

RingDNA is a voice communications company attempting to revolutionize business telephony. Unlike traditional analog call solutions, RingDNA uses web-based telephony to deliver real-time CRM data, social media streams and behavioral marketing information to the right person at the right time with virtually no IT infrastructure requirements.

VSNAP

Vsnap makes it easy to grow business by using short video messages as a more personal alternative to email. Customers and prospects take action about 40% more when you reach them via Vsnap as compared to via email. This is because a vsnap feels so much more personal and more special than a text communication, and because it captures tone and emotion and enthusiasm and authenticity (and lots of other non-verbal stuff) in a way that actually translates -- which text and email can't do at all. And it's all that non-verbal stuff that actually shapes how we feel about a business and whether we decide to work with them or not.

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October 3-5, 2012 • Room 6B • *Agenda-At-A-Glance

Develop Your HTML5 Code To Maximize User Experience

The world is moving to HTML5-Are You Ready?

The HTML5 Developers Summit provides you with the information and tools you need to exploit the capabilities of this revolutionary technology.

Discover how to use HTML5 to optimize your current codes and maximize user experience. Attend the HTML5 Summit - A DevCon5 Event and receive an education that is unmatched and you will discover how to use HTML5 to dazzle your audience.

HTML5 Summit Topics include:

- Address issues that you face when creating or porting games to HTML5, for both desktop and mobile delivery.
- Discuss how HTML5 is being used today to create these high quality sites and games across all platforms.
- Take a business look at the HTML5 market and it's future.

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HTML5 Summit Agenda:

Wednesday, October 03, 2012

- 7:30am REGISTRATION OPEN
- 8:00am Continental Breakfast Served (Paid attendees only)
- 9:00-9:45am HTML5 in Mobile: Challenges and Future
- 10:00-10:45am Animating Via CSS3
- 11:00-11:45am The Power of Canvas
- 11:45am ITEXPO Keynote Luncheon: 8x8 Inc
- 12:30-1:15pm WebRTC: Over the Top for Everyone
- 1:30-2:15pm HTML5 vs. Native App Design
- 2:30-3:15pm Don't Get Hyper Religious with HTML5
- 3:30pm ITEXPO Keynote Presentation: Siemens Enterprise Communications
- 4:00pm ITEXPO Keynote Presentation: Cisco
- 4:30-7:30pm GRAND OPENING NETWORKING RECEPTION in EXHIBIT HALL
- 9:00pm ITEXPO Party-Cedar Street Courtyard Featuring The Spazmatics

Thursday, October 04, 2012

- 8:00pm Continental Breakfast Served (Paid attendees only)
- 9:00am Keynote: PCAST Delivers Groundbreaking Spectrum Sharing Proposal to the President
- 9:30am To Serve The Internet of Things: The OneM2M Initiative
- 10:00am ITEXPO KEYNOTE PRESENTATION: FedEx
- 10:30am ITEXPO KEYNOTE PRESENTATION: Sonus Networks
- 12:00pm Lunch (Café vouchers provided to paid attendees, speakers, press, exhibitor/conference pass holders)
- 1:00-1:45pm The HTML5 and the Internet of Things
- 2:00-2:45pm Retail Meets Mobile Web
- 3:00-3:45pm Talk Description: Security Risks 5.0
- 4:00pm NETWORKING RECEPTION

Friday, October 05, 2012

- 8:00am Continental Breakfast
- 9:00-9:45am NodeJS/HTML5
- 10:00-10:45am Design for Mobile First!
- 11:00-11:45am Catching the Eye of the Subscriber Before the Download

Sessions, times and speakers are subject to change without notice

“The Secret of
SUCCESS
is to know something
nobody else knows.”

– Aristotle Onassis

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on October 2-5, 2012 at booth #914.**



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8x8, Inc (Booth: 801)

P: 866-879-8647

www.8x8.com

8x8, Inc. (Nasdaq: EGHT), a leading provider of cloud communications and computing services, delivers innovative Software as a Service (SaaS) and Infrastructure as a Service (IaaS) solutions to small and medium sized businesses and distributed enterprise organizations. These include cloud-based VoIP business phone services, audio and video conferencing, and web-based unified communications (UC) solutions along with managed server and cloud hosting services – all of which dramatically reduce telecommunications and IT infrastructure expenses while enabling access to powerful features and functionality that increase productivity, flexibility and mobility. Since 1987, 8x8 has contributed to the advancement of voice and video communications through its research and development activities. 8x8 has been awarded 76 US patents with additional patents pending. That's why more than 25,000 businesses have chosen 8x8 as their source for better business solutions.

911 Enable (Booth: 626)

P/F: 1-877-862-2835 / 514-745-8616

www.911enable.com

911 Enable is the industry-leading provider of E911 solutions for service providers, carriers, and enterprises. Its E911 call routing service, management appliance, and security desk notification system meet all E911 regulations and standards, and support more customers than any other E911 provider in the industry.

ABP Technology (Booth: 1014)

P/F: 972-831-1600 / 972-831-1416

www.abptech.com

ABP Technology is a Dallas, TX based, value-added distributor of IP Communications products and services marketed throughout North America, Latin America and the Caribbean. The ABP portfolio includes IP phones, IP PBXs, IP peripherals, IP cameras, IP video conferencing, mobility solutions with WiFi, DECT and Dual mode technology, engineering consultation services, technical support, IP training, provisioning and configuration services. ABP sells and supports proven Interoperable IP products based on Open Standards offering connectivity, security and mobility at optimal TCO with ease of deployment and high functionality. ABP's clients include channel partners, specialized VARs, Service Providers, government entities and educational institutions.

Adtran (Booth: 1313)

P: 256-963-6132

www.adtran.com

ADTRAN, Inc. is a leading global provider of networking and communications equipment with an innovative portfolio of more than 1,700 solutions for virtual WLAN, cloud connectivity, voice, data, video, and Internet communications across copper, fiber, and wireless network infrastructures. The ADTRAN product family includes virtual WLAN, switches, routers, IP Business Gateways, wireless (vWLAN and 3G), and Unified Threat Management.

Agent Alliance (Booth: 840)

P/F: 913-208-5400 / 913-236-7757

www.agentalliance.com

The Agent Alliance is a powerful collective of telecom agency owners with aggregated sales power and consolidated relationships between members and telecom providers. We are industry leaders and innovators with 300 years of combined business experience and \$500 Million in billings under management.

AireSpring (Booth: 719)

P/F: 818-786-8990 / 818-786-9225

www.airespring.com

AireSpring is the leader in next generation IP communications and Managed Network Services. Voice, Internet, MPLS, Conferencing, Cloud Hosted IP PBX and industry leading compensation structure make AireSpring a #1 competitor.

AlloyCP (Booth: 614)

P/F: 888-895-8256 / 408-740-4016

www.alloycp.com

Based in Sunnyvale California, AlloyCP is a distributor of networking and communications equipment, and the founding Distributor for Yealink in the U.S.A. Working via an established network of respected channel partners, AlloyCP supplies the complete Yealink product range to SMB, corporate, industrial and government customers across the U.S.A.

ALOE Systems (Booth: 620)

P/F: 905-944-8603 / 905-944-1023

www.aloe-systems.com

ALOE Systems is a trusted vendor of VoIP solutions for traffic routing, billing, switching, and border control. Targeted at wholesale VoIP providers, CLECs, ILECs, direct termination providers, and start-ups, ALOE offers unique routing solutions: traffic can be routed by 40+ parameters. MVTS II, ALOE's flagship product and TMCnet Green Leadership Award winner, offers know-how Profit Protection and route blending features for higher profit and ASR/ACD rates.

Alpheus Communications (Booth: 1019)

P/F: 877-257-4387 / 713-336-6520

www.alpheus.net

Alpheus Communications is a leading provider of Texas fiber networking solutions. With extensive facilities in all metro markets, Alpheus is the preferred fiber backbone for businesses. Our network reaches over 300 COs/POPs and over 88,000 MetroE-qualified buildings. Our data centers support mission-critical applications through its resilient SSAE 16-compliant platform.

AppDynamics (Booth: 1413)

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www.averusa.com

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Ben Bronston - Telecom Lawyer (Booth: 638)

P/F: 713-778-1000 / 713-583-9720

www.telecomlawyer.net

Ben Bronston is a nationally recognized expert in the field of telecommunications and related technology law and regulation. For over 20 years, Ben has developed an extensive knowledge of legal and regulatory issues affecting a wide variety of telecommunications and technology companies, including agents, master agents, carriers, resellers, data centers, managed service providers, cloud service companies, hosted VoIP companies and information service providers. He has provided legal advice and counsel to many of the most highly regarded agencies, master agencies and service providers in the industry and has served as counsel in numerous transactions with an aggregate value of several billion dollars. Ben received the Top Telecom Lawyer Award in the Telecom Association Members Choice Awards in 2010 and was named a 2012 Telecom Association Recommended Vendor in the Legal Services Category. He also enjoys the highest rating possible for legal ability and ethics issued by Martindale-Hubbell.

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www.globalccf.org

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www.coredial.com

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www.digitaltalk.com

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www.directaccessinc.com

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P/F: 512-637-5200 / 512-637-5201

www.doublehorn.com

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Ensim (Booth: 1410)

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Evangelyze Communications (Booth: 501H)

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P: 610-964-8000

www.evolveip.net

Evolve IP, The Cloud Services Company™, provides organizations with a unified, integrated cloud platform on which to migrate all or select IT resources. Using Evolve's enterprise-class virtual private cloud, customers eliminate the issues and risks stemming from managing multiple vendors, legacy systems and disparate cloud offerings. With Evolve IP's geographically redundant, active-active data centers, your applications (Email, Office, Unified Communications and Call Center) infrastructure (servers, desktops, network, phones) are securely hosted, accessed and managed together. Evolve IP, the nation's first and only single-source cloud service provider (CSP), enables customers to securely upgrade multiple legacy systems without capital expense, accomplish more with enhanced features, increase stability and control with an award-winning portal, reduce costs and focus their IT departments on improving the business.

Eyeball Networks (Booth: 407)

P/F: 604-921-5993 / 604-921-5909

www.eyeball.com

Eyeball Networks has delivered carrier-grade VoIP solutions for some of the world's best known service providers and mobile device makers for over 10 years. Eyeball provides complete Instant Messaging, VoIP, Video telephony and NAT traversal solutions. Our patented technology currently serves more than 20 million end users around the world and over 200 licensees, including Polycom, RIM, Nokia, and many others. Eyeball is headquartered in West Vancouver, Canada, with offices in Dhaka and San Francisco.

Faronics (Booth: 1509)

FaxBack Inc (Booth: 619)

P/F: 503-597-5378 / 503-597-5308

www.faxback.com

For nearly 30 years, FaxBack has been at the forefront of shaping fax technology. As a cutting-edge fax messaging company, FaxBack solutions radically simplify the way organizations communicate. We provide award-winning fax servers, FoIP boardless solutions, fax-on-demand, broadcasting and web-to-fax solutions that enable companies to communicate and deliver information faster, smarter and easier than ever.



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P/F: 866-374-6495 / 866-533-6734

www.faxsipit.com

FaxSIPit, (<http://www.faxsipit.com>), for more than 23 years, the veteran industry leaders of FaxSIPit have been at the forefront of shaping fax communication. As a cutting-edge fax service provider, FaxSIPit radically simplifies the way organizations use and connect fax solutions. We provide award-winning dedicated fax telephony connections, hosted services, HTTPS based fax connections, reliable open internet fax machine connectivity, and VoIP complementing fax technology that enable companies to communicate and deliver information faster, smarter and easier than ever.

Feeney Wireless (Booth: 1109)

P/F: 800-683-4818 / 541-284-0030

www.feeneywireless.com

Feeney Wireless is a full service machine-to-machine (M2M) systems integrator and products company that offers wireless solutions, hardware development and professional services that fulfill the needs of enterprise customers and public sector agencies across the United States.

Flexis (Booth: 1305)

P/F: 408-940-3235 / 408-899-5979

www.flexisit.com

Flexis offers a revolutionary approach to delivering managed services by providing teams of DEDICATED engineers comprised of exactly the skills and experience you need and at a lower cost than a traditional outsourced NOC services provider. Flexis provides comprehensive monitoring and remediation services for cloud, servers, networks, applications, databases and workstations. Flexis NOC Services expand your service delivery capability with a flexible, affordable and branded service to stringent SLAs while driving high margins for your MSP business.

Fonality, Inc. (Booth: 403)

P: 469-252-7400

www.fonality.com

Fonality is committed to help growing companies compete faster, smarter and more affordably with differentiated phone and contact center solutions. From cloud-based to on-premise, Fonality delivers features previously only available to huge corporations at a fraction of the price. With the ability to manage and consolidate phone, email, chat and more into a single view on the desktop or smartphone, on-the-go companies get the flexibility, productivity and cost savings they need to stay ahead of the competition.

Fortinet (Booth: 1414)

P/F: 866-868-3678 / 866-868-3678

www.fortinet.com

Fortinet, a global provider of IT security, delivers customer-proven solutions that provide organizations with the power to protect and control their IT infrastructure. Our customers rely on our purpose-built technologies, integrated solution architecture, and global security intelligence to block external threats and gain precise control of their network, data, and users. With more than 125,000 customers in every industry around the world, Fortinet has the broad base of experience necessary to help secure diverse, extended networks and thereby improve network and business performance. To date, Fortinet has shipped more than 950,000 appliances to more than 125,000 customers worldwide, including: 61 of the Global 100 8 of the top 10 Fortune companies in Americas 9 of the top 10 Fortune companies in EMEA 9 of the top 10 Fortune companies in APAC 7 of the top 10 Fortune telecommunications companies 9 of the top 10 Fortune banking companies 9 of the top 10 Fortune defense/aerospace companies

Freeside Billing (Booth: 827)

P: 415-462-1624

www.freeside.biz

Freeside is the premier open-source billing, trouble ticketing and provisioning software for VoIP providers. Freeside Internet Services offers turnkey billing appliances, implementation services and custom development.

GENBAND (Booth: 913)

P/F: 972-521-5800 / 972-265-3599

www.genband.com

GENBAND is a global leader of IP infrastructure solutions, enabling enterprise, service and content providers around the world to evolve communications networks through IP innovation. GENBAND offers market-leading Switching, Applications, Networking and Service solutions, with products deployed in over 600 customer networks spanning more than 80 countries. GENBAND is headquartered in Frisco, Texas, and has vast resources in R&D, sales and support in more than 50 countries.

Genuity Systems Ltd. (Booth: 422)

P/F: (88)02-8057039 / (88)02-8034548

www.genuitysystems.com

Genuity Systems Ltd. based in Dhaka, Bangladesh established in year 2003. Genuity is aiming at establishing itself as one of the prestigious entities in Bangladesh to provide IT and telecom related services. Our services include voice wholesale carrier (CLI route), VoIP soft-switch and billing, Mobile applications, Call Centre and Call Manager solution. Genuity is striving to provide quality services to its clients and keeping up with the global nature of the IP based businesses. Our mission is to provide the community with the most innovative, state-of-the-art, and comprehensive communications, information technology, and software system solutions through a highly motivated, creative, experienced, and talented team of professionals contributing to the success and satisfaction of the industries and customers we serve. We are committed to providing quality services and placing honesty and integrity at the heart of all our actions.

GFI MAX (Booth: 1315)

P/F: 888-243-4329 / 919-379 6411

www.gfimax.com

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P/F: 888-688-8457 / 727-562-5199

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Grandstream Networks, Inc. (Booth: 608)

P/F: 617-566-9300 / 617-249-1987

www.grandstream.com

Celebrating their 10th anniversary in 2012, Grandstream Networks, Inc. is an award-winning designer and manufacturer of next generation IP voice, video, and IP video surveillance products. Grandstream's products deliver superb sound and picture quality, rich telephony features, full compliance with industry standards, and broad interoperability with most service providers and 3rd party SIP based VoIP products. Grandstream is consistently recognized in the VoIP industry for their innovation, affordability and superior value in their products.

HD Communications Corp (Booth: 720)

P/F: 631-588-3877 / 631-588-3879

www.wirelessnetworkproducts.com

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Hold-Free Networks (Booth: 519)

P/F: 877-413-1911 / 858-225-3558

www.holdfree.com

Hold-Free Networks offers three methods for enterprises to improve the customer experience. The enterprise can implement Hold-Free's Software-as-a-Service (SaaS) for: 1) Smartphone applications; 2) Websites; and 3) traditional Toll Free phone numbers. Regardless of modality, Hold-Free eliminates the consumer frustration of navigating through menus, repeatedly entering account data, and waiting on hold. The enterprise benefits from a carrier grade platform that requires no integration with legacy systems and is priced on a "pay-as-you-go" basis.

Hostway (Booth: 1326)

P/F: 866-467-8929 / 210-403-0375

www.hostway.com

Hostway is one of the world's largest providers of managed, cloud, and hybrid hosting and email and applications – delivering scalable, customizable Infrastructure-as-a-Service (IaaS) solutions to over 600,000 customers worldwide. We are committed to providing SMBs and large enterprises alike with enterprise-class business solutions at a cost-effective price. Hostway also boasts an award-winning partner program to help your business capitalize on the fast-growing cloud computing marketplace. With our flexible server configurations and consultative approach, we help you get an efficient, custom solution that grows with you.

IBM (Booth: 1324)

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www.ibm.com

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www.iconvoicenetWORKS.com

ICON Voice Networks designs, develops and distributes voice communications systems, network infrastructure products and integrated office solutions that serve the communication and networking needs of businesses of all sizes and specialties.

ILS Technology (Booth: 1216)

P/F: 408-500-5238

www.ilstechnology.com

ILS Technology provides the world's only ready-to-use, off-the-shelf cloud platform to connect enterprise IT systems to the devices and machines on which businesses depend. ILS Technology solutions are easy to deploy to any device without the need for months of complex programming or development. ILS Technology offers unparalleled security to protect company and customer data and ensure regulatory compliance.

Incentive Brands (Booth: 422)

P/F: 469-374-9000 / 469-374-9003

www.incentivebrands.com

Based in Plano, TX, Incentive Brands is a full service logoed apparel, promotional marketing and printing company focused on business to business branding solutions. Incentive Brands state of the 18,000 sqft production facility provides excellent turn around for our clients. Clients include GENBAND, Taqua, One Cloud, NEC, Capital One Bank and Sonic Restaurants.

independenceIT (Booth: 1314)

P/F: 610-366-0090 / 610-465-9675

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independenceIT (iIT) is an industry leading technology company that enables VARs, ISVs and MSPs to provision, deploy and support cloud services. For more than a decade, iIT's solutions have facilitated organizations' rapid transition away from traditional IT to quickly realize the cost savings and operational advantages of the cloud. iIT's suite of products includes: Cloud Workspace™, VoIP, Exchange, SharePoint and VPS, all made available in VCD™, iIT's award-winning cloud services management platform.

inetwork, a division of Bandwidth (Room M5)

P/F: 855-864-7776 / 855-864-7776

www.inetwork.com

inetwork, a division of Bandwidth, gives people the freedom to launch and scale innovative communication services requiring voice, 9-1-1, and SMS. Its purpose-built IP network, industry- leading web-based tools, custom open source development, and competitive pricing provide customers with an easier way to meet their communications needs. inetwork customers benefit from its flexible solutions, nimble operating environment, and responsive customer support.

WATSON GOES TO WORK.

On February 16, 2011, the IBM computer Watson rang in with the correct response (*Who is Bram Stoker?*) to the final clue, winning a challenge against two human champions of the TV quiz show *Jeopardy!*

It was a rare pop culture moment for a project begun deep within IBM Research. *Jeopardy!*—with its complex, contextual, punning wordplay—was a proxy for the problems that natural language data poses in the real world.

It was also a very public trial of an advanced form of computing, a *cognitive system*: a system that is not simply programmed but is trained to learn, based on interactions and outcomes.

True to expectation, Watson's performance on *Jeopardy!* improved as the games progressed, and as it built on the information acquired from each new clue and from each correct response, Watson grew *smarter*.



Today it's estimated 80% of the world's data is "unstructured." Increasingly, cognitive systems like Watson will help us make sense of it all.

BIG AND BIGGER DATA.

In the 16 months since Watson's brief TV career ended, the world's data has increased sharply. Close to 2.5 quintillion bytes of new data are created daily. An estimated 80% of this data is "unstructured": meaning it's made up of things like raw text, e-mails, tweets, posts, IMs, videos. And it's composed in *natural language*—the slangy, allusive language of daily life—not in the neat, organized rows and columns databases can understand.



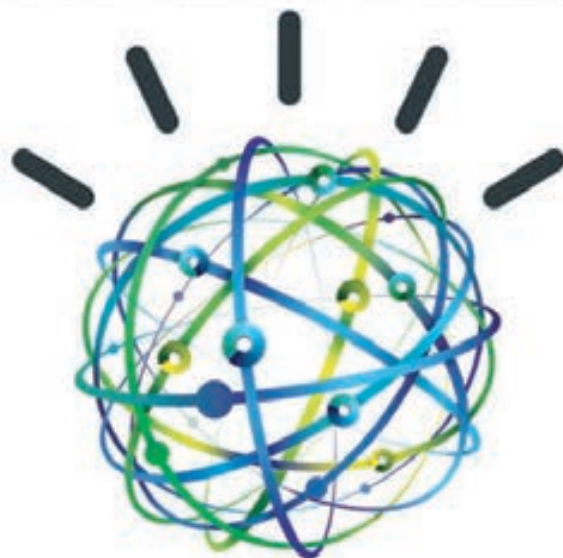
Organizations that rely on analytics for competitive advantage are 2.2x more likely to substantially outperform their industry peers.

Organizations know this data is rich in information and potential insight, but it's as if they receive a fresh-minted library daily with answers to all their questions, except the books are written in languages they cannot read.

While programmable systems can apply volumes of data to

It's currently estimated that the amount of medical information doubles every 5 years—while, in a survey, 81% of physicians say they can spare, on average, less than 5 hours a month keeping up.

It's reported that financial firms in the U.S. now cope with up to 50% growth in data annually.



the problem, these systems struggle when the data is unstructured, its accuracy is uncertain, or its velocity continually accelerates. The consequence, in the end, is that decision making suffers.

COULD THIS BE A JOB FOR WATSON?

Watson's cognitive capabilities were designed to take on the real-world challenges of Big Data in society and across a range of industries; from the outset, the aim was to put Watson to work first in healthcare and finance. Both industries confront "deluges" of unstructured data every day, and both industries have a compelling need to act on information quickly.

They manage nearly 2,000 terabytes of data per employee. They also deal with the reality that 5 million shares are traded on the NYSE each minute; and this is just one of several exchanges they must keep up with.

When information outruns understanding, the costs can be profound. Through a series of key collaborations, Watson aims to support and empower decision makers in both industries.

In 2011, Watson went to work in healthcare. To help improve the quality of care delivered, IBM announced a pilot program with WellPoint, whose affiliated health plans cover one in nine Americans. And in March 2012, IBM launched a partnership with Memorial Sloan-Kettering Cancer Center, where work is under way to teach Watson about oncology diagnosis and treatment options.



Every 3 years, the amount of medical information doubles.

Combining its abilities to navigate the complexities of human language and to analyze massive amounts of data exceptionally quickly (over 200 million pages in 3 seconds on *Jeopardy!*), Watson has the potential to take advantage of new research studies, published reports and articles, as well as patient outcomes and interactions, to help doctors make evidence-based decisions.

For banks, Watson can pore over financial, regulatory, economic and social data across exchanges, currencies and funds at terrific speeds. Citi, for example, will examine the use of Watson's deep content analysis and evidence-based learning capabilities to advance customer interactions and to improve and simplify the experience of customers.



5 million: The number of shares traded per minute on the NYSE.

THE FUTURE HAS BEEN TELEVIEWED.

In Watson, we see the promise of an advanced cognitive system that will make sense of the complexities and ambiguities of natural language; one that will expand its capabilities through interactions and outcomes; and, ultimately, one that will behave more like the world's most sophisticated computer—the human brain.

Watson will help us make our work, our lives and our societies smarter. ibmwatson.com

LET'S BUILD A SMARTER PLANET.



infinias, LLC (Booth: 725)
P/F: 317-348-1086 / 888-527-7506
www.infinias.com

Infinias, LLC is a leader in the manufacturing and development of true IP-based access control systems for the commercial security market. The Intelli-M product line includes the eIDC32, a cutting edge Ethernet-enabled and PoE powered integrated door controller and the Intelli-M Access software application.

Ingate Systems (Room 9C)
P/F: 603-883-6569 / 413-460-0414
www.ingate.com

Ingate develops firewall technology to enable global SIP-based person-to-person communication such as SIP trunking, IP telephony, presence, Instant Messaging, video conferencing, IP-PBX connections and Unified Communications. With a history in security, Ingate offers enterprises, service providers and carriers elegant solutions that make trusted SIP communications possible beyond the LAN. Ingate products are used by retail companies, financial institutions, industrial firms, government agencies and small-to-large enterprises throughout Europe, Asia and North America.

IntelePeer, Inc. (Booth: 501F)
P/F: 650-525-9200 / 650-287-2628
www.intelepeer.com

IntelePeer, Inc. is a leading provider of on-demand cloud-based communications services to service providers and enterprises. IntelePeer is transforming communications by delivering multimodal communications like voice, video, SMS, etc., across devices, networks and geographies. Our Solutions make it easy for customers to rapidly and cost-effectively transition from legacy telecommunications networks to next-gen IP-based communications. Customers can thus get more from their communications with little or no additional capital expenditures and improve the financial return on their communications equipment and services investment. Communications services are delivered through the IntelePeer CloudWorx™ platform, a patented, all-IP, carrier-grade Communications-as-a-Service (CaaS) solution. It combines an extensive Media Peering Grid™ service which carries more than 23 billion minutes annually, a SuperRegistry® global directory of more than 450 million telephone numbers and end point identifying addresses as well as sophisticated and intelligent routing software, and AppWorx® communication-enabling application development environment and tools.

Interactive Intelligence (Booth: 501G, 807)
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Deliberately Innovative All-in-One Communications for Business. Interactive Intelligence is a global provider of unified business communications solutions for contact center automation, unified communications, and business process automation. The company's standards-based all-in-one communications software suite was designed to eliminate the cost and complexity of multi-point systems. Founded in 1994 and backed by more than 4,500 customers worldwide, Interactive Intelligence is an experienced leader in delivering customer value through its on-premise or cloud-based Communications as a Service (CaaS) solutions, both of which include software, hardware, consulting, support, education and implementation. At Interactive Intelligence, it's what we do.

Intronis Cloud Backup + Recovery (Booth: 1619)
P/F: 617-948-5300 / 617-948-5301
www.intronis.com

Intronis Cloud Backup and Recovery provides the industry's easiest to use secure data solution for offsite and local backup, which generates a monthly recurring revenue stream to add to your business. Intronis offers

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Inventive Labs (Booth: 721)
P/F: 866-923-5290 / 866-923-5280
www.voiceelements.com

Inventive Labs is a team of telephony solution developers committed to delivering proven, cost-effective voice solutions, .NET development tools and services.

IPsmarx Technology Inc. (Booth: 304)
P/F: 416-665-6999 / 212-813-3277
www.ipsmarx.com

Supporting VoIP Service Providers in 66 countries, IPsmarx Technology has been providing feature rich VoIP solutions since 2001. Their Class 4 & 5 Softswitch Solutions, SIP Based Calling Card Platform, and Multi-Tenant IP-PBX Platform with integrated billing have earned them worldwide acclaim. Systems from IPsmarx are modular, scalable and flexible. This gives clients the opportunity to customize solutions to their needs. IPsmarx helps service providers minimize the risks of entering a new market by providing you security, technical training, support and a reliable billing platform

Iristel Inc. (Booth: 420)
P/F: 416-800-4747 / 416-800-7931
www.iristel.ca

Established in 1999, Iristel is a leading global provider of VoIP services with its headquarters in Toronto, Canada. The company was granted a carrier licence by the Canadian Radio-Television Commission (CRTC) in 2000 and today it is a national VoIP service provider with the CRTC's competitive local exchange carrier (CLEC) designation in Canada. In addition, Iristel offers the broadest portfolio of IP services globally, including hosted IP PBX (private branch exchange), virtual faxing, MVNE GSM through the Ice Wireless GSM Network, and global IP trunking products and services. Its expertise includes PBX and VPN (virtual private network) installations for enterprises with multiple locations. Iristel has also deployed multiple, redundant switching facilities and PoPs internationally resulting in the delivery of stable telecoms business solutions to its customers.

Ixia (Booth: 825)
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www.ixiacom.com

Ixia provides the industry's most comprehensive converged IP network validation and network visibility solutions. Equipment manufacturers, service providers, enterprises, and government agencies use Ixia's solutions to design, verify, and monitor a broad range of wired, Wi-Fi, and 3G/LTE equipment and networks. Ixia's test solutions emulate realistic media-rich traffic and network conditions so that customers can optimize and validate the design, performance, and security of their pre-deployment networks. Ixia's intelligent network visibility platforms provide clarity into physical and virtual production networks for improved performance, security, resiliency, and application delivery of cloud, data center, and service provider networks.

Jabra (Booth: 314)
P: 603-821-2324
www.jabra.com

Jabra is one of the world's leading manufacturers of hands-free Unified Communications solutions. Building on its 141 year history of innovation, Jabra creates a broad range of award-winning headsets that increase productivity, reduce costs, and promote collaboration for contact centers, office and mobile users around the world.

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JeraSoft (Booth: 922)
P/F: +44 20 31299126 / +44 20 31299126
www.jerasoft.net

JeraSoft a UK-based company, is a leading developer and integrator of high-quality billing software. JeraSoft VCS is a stable and high-performance product, which has proved itself to be one of the most reliable solutions on the VoIP market. This multi-faceted product provides advanced features and a number of VoIP retail services, such as DID management, call shops and prepaid top-up cards, profit margin control, active call monitoring, partitioning, and quality and capacity control for dynamic routing.

KORE Telematics (Booth: 1214)
P/F: 678-389-3146 / 678-389-3147
www.koretelematics.com

KORE Telematics is the world's largest wireless network provider specializing exclusively on the rapidly expanding global machine-to-machine (M2M) communications market. Providing unified control and management for cellular network service delivery in more than 170 countries worldwide, KORE empowers its application, hardware and wireless operator partners to efficiently deliver M2M solutions across the globe. M2M applications in industries as diverse as healthcare, utilities, enterprise IT, transaction processing and fleet management rely on the KORE network to deliver operational efficiencies and cost-savings. KORE offers a range of technologies — including GSM, HSPA, CDMA and EV-DO, as well as satellite services — that ensure the greatest possible reliability and coverage.

Matrix ComSec (Booth: 726)
P: 714-453-9756
www.matrixcomsec.com

Matrix ComSec is a leader in Telecom and Security solutions for modern businesses and enterprises. An innovative, technology driven and customer focused organization; the company is committed to keep pace with the revolutions in the telecom and security industries. With around 30% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge telecom and security products like IP-PBX, Universal Gateways, VoIP Gateways and Terminals, GSM Gateways, Access Control and Time-Attendance Systems and Fire Alarm Systems. These solutions are feature-rich, reliable and conform to the international standards. Matrix has global foot-prints in Asia, Europe, North America, South America and Africa through an extensive network of more than 500 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer. Matrix has gained trust and admiration of more than 150,000 customers representing the entire spectrum of industries.

MegaPath (Booth: 908)
P/F: 925-201-2500 / 925-201-2550
www.megapath.com

MegaPath operates one of the largest end-to-end communications networks in the country, providing SMBs and enterprises a wide range of data, voice, security, and hosted IT services nationwide. MegaPath

helps businesses easily and securely communicate between their headquarters, employees, and business partners to lower costs, increase security, and enhance productivity.

MessageSolution, Inc. (Booth: 1304)
P/F: 408-383-0100 / 408-383-0222
www.messagesolution.com

Headquartered in the heart of Silicon Valley, MessageSolution is a global leader in advanced information archiving and eDiscovery solutions. Since 2004, MessageSolution has been providing top-of-the-line archiving and eDiscovery software solutions for compliance archiving, legal eDiscovery, data management. By leveraging our industry-leading scalability, we are able to offer a MSP-Hosted, Multi-Tenant archiving platform. Capable of archiving for 25,000+ users on a single server, the Multi-Tenant Platform provides our MSP-partners the ability to provide state-of-the-art archiving & eDiscovery services for an increased profit margin.

Microsoft (Booth: 501D)
Phone: 425-705-1900
www.microsoft.com

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. The Microsoft Office platform is the business world's chosen environment for information work, providing the programs, servers, and services that help you succeed by transforming information into impact, and as part of the Office platform, Microsoft Lync increases user productivity through communications convergence on a familiar platform and infrastructure.

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The mobi product suite provides, in a hosted platform, mobile operations business intelligence. The product applies to any customer with a mobile workforce and can absolutely impact any customers efficiencies and productivity - usually in the range of 15% to 25%. The product ROI is delivered in days vs months or years. The program is specifically designed to compliment, and fit nicely within, a telco agents offering. Commissions include an up-front and residual.

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Founded in 2005, Mozy is the world's most trusted online backup service for consumers and businesses with more than 3 million customers and 80,000 business customers backing up 90 petabytes of information to multiple data centers around the globe. Mozy is backed by VMware and EMC Corporation. We're headquartered in Seattle, Washington with offices in Pleasant Grove, Utah; London, England; Cork, Ireland; and Shanghai, China. At Mozy, we believe: You shouldn't have to think about

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www.netcommwireless.com

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RealLinx Inc (Booth: 622)

P/F: 800-597-2518 / 775-587-8163

www.reallinx.com

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www.revesoft.com

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www.ruckuswireless.com

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www.salestaxassociates.com

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www.scansourcecommunications.com

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www.shoretel.com

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snom technology, Inc. (Booth: 921)

P/F: 781-569-2044 / 781-569-2045

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snom technology develops and manufactures standards-based VoIP telephones and related IP communications equipment for businesses, designed to be fully interoperable with leading communications equipment vendors. Headquartered in Germany, snom has offices around the world and distributes its products through more than 60 authorized reseller partners in 200 countries.

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Sonus is a leader in IP networking with proven expertise in delivering secure, reliable and scalable next-generation infrastructure and subscriber solutions. With customers in over 50 countries across the globe and over a decade of experience in transforming networks to IP, Sonus has enabled service providers and enterprises to capture and retain users and generate significant ROI. Sonus products include session border controllers, policy/routing servers, subscriber feature servers and media and signaling gateways. Sonus products are supported by a global services team with experience in design, deployment and maintenance of some of the world's largest and most complex IP networks.

SoTel Systems, LLC (Booth: 302)

P/F: 314-787-1736 / 314-787-1899

www.sotelsystems.com

SoTel Systems has been serving the reseller/VAR/interconnect community since 1981. We carry a broad range of refurbished and new telephony systems and hardware, and we are a SIP trunking provider. SoTel Systems is the "one stop shop" for all telecommunications needs, from the trunk to the desktop. Our one of a kind SoSimple program allows our reseller partners to offer their own phone system with SoTel SIP trunks for a monthly payment that the partner chooses. Our program ensures that our partners can lock in on a strong recurring revenue model for their business.

Sprint (Booth: 1121)

www.sprint.com

Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel served more than 56 million customers and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States; offering industry-leading mobile data services, leading prepaid brands; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. With more than a dozen years of experience with M2M, Sprint has been at the forefront of this wireless industry revolution, teaming with and supporting a large and diverse portfolio of innovative companies to create smarter wireless solutions that change the way people work and live. In 2010 Sprint opened the Sprint Collaboration Center in Burlingame, Calif., a hands-on, interactive lab where ideas knowledge and technology unite to produce wirelessly enabled M2M concepts and products. Last year Sprint also introduced the Sprint Command Center, a Web-based portal that allows businesses with Sprint wireless-connected products the ability to manage, activate and deactivate each device. Sprint's M2M leadership has earned prestigious third-party validation – including the top-ranked North American M2M provider (and second-ranked carrier overall among 12 global service providers) by Analysys Mason, and the Frost & Sullivan 2011 Customer Value Enhancement Award in North America for Machine to Machine Communications.

StartMeeting, LLC (Booth: 834)

P/F: 800-644-9070 / 562-432-5250

www.startmeeting.com

StartMeetingsm is a full-featured collaborative communications solution serving a range of businesses, individuals, communities and organizations around the world with reliable, cost-effective and easy-to-use audio and web conferencing. StartMeetingsm also provides an integrated screen sharing option for a complete suite of professional communication tools. StartMeeting'ssm pioneering all-digital network is built on proprietary media servers, using both PSTN (public switched

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Stoneware, Inc. (Booth: 1523)
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www.stone-ware.com

Headquartered in Indianapolis and established in 2000, Stoneware is the leading manufacturer of Unified Cloud computing and Classroom Management software. Stoneware's webNetwork software platform enables organizations to create a Unified Cloud, which delivers private cloud, public cloud and local device resources through a common web desktop with a single password. LanSchool Classroom Management software is an award-winning product that helps teachers monitor their classes, remove distractions, and teach and assess student progress in a computer-based classroom. Visit www.stone-ware.com to learn more.

Surf Communication Solutions (Booth: 1021)
P: +972-73-714-0700
www.surfsolutions.com

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www.symantec.com

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www.taqua.com

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Technical Systems Integrators, Inc. (Booth: 528)
P/F: 407-339-4874 / 407-339-5763
www.tsieda.com

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Technology Law Group, LLC (Booth: 838)
P/F: 202-256-0120 / 202-478-5074
www.tlgdc.com

Technology law Group is the premier law firm serving the telecommunications carrier, reseller and agent channels. The attorneys at TLG have more than a hundred combined years experience in the transactional, litigation, regulatory, intellectual property and mergers and acquisitions issues facing companies in these sales channels and we are widely recognized for our ability to obtain positive resolutions to the most difficult issues for our clients.

Telarus, Inc. (Booth: 832)
P: 801-790-4902
www.telarus.com

Telarus, Inc., a value added distributor that holds contracts with the world's leading commercial telecommunication carriers, makes it easier and more profitable for solution providers, VARs, and MSPs to sell and source voice and data WAN solutions. Our patented GeoQuote platform combines real-time carrier pricing with advanced research features and branded proposals. Telarus' experienced Sales staff is strategically focused on enterprise WAN and high-capacity bandwidth solutions, making it easier to find the best offer, every time. For its part, Telarus has been named the top Master Agent by the members of the Telecom Association in each of the past three years, the first and only company in the carrier channel to accomplish this feat. Whether you are a top producer or a voice-and-data expert just starting out on your own, there is a place for you in the Telarus community.

Telcordia Technologies, Inc. (Booth: Super Wi-Fi Demo Pavilion)
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www.telcordia.com

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TeleDynamics (Booth: 714)
P/F: 512-928-1533 / 512-928-1575
www.teledynamics.com

TeleDynamics is a wholesale supplier of telecommunications products and consumer electronics since 1981, distributing an assortment of TDM and IP endpoint devices including gateways, routers, switches, headsets, IP phones, conference phones, paging accessories, and more. With a background from proprietary Legacy PBX systems, TeleDynamics specializes in premise-based integration of IP PBX systems in order to offer unified communications solutions and complete legacy to IP transitional solutions.

Telefield (Booth: 514)
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www.telit.com

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TelStrat (Booth: 1402)

P: 972-543-3500

www.telstrat.com

Founded in 1993, and headquartered in Allen, Texas, TelStrat® develops comprehensive contact center solutions & business call recording products, including the Engage Contact Center Suite. This proven, industry-leading product suite blends voice recording & screen capture; agent performance evaluation; coaching & E-Learning; advanced speech analytics; and sophisticated workforce management into a total contact center solution. The Engage portfolio - Engage Record, Engage Capture, Engage Quality, Engage Analyze, and Engage Manage - easily deploys in everything from single server sites to large enterprise and cloud-based environments. Engage Suite's award-winning technology is proven in everything from small companies to large call centers at over 2500 installations worldwide. A customer-centric, channel-focused organization, TelStrat offers its Engage portfolio through a global network of over 330 reseller partners, including the most prominent names in telecommunications. Engage Suite makes capturing customer interaction, maximizing agent performance, streamlining workforce management, and knowledge mining call content affordable to any organization.

ThingWorx (Booth: 1113)

P/F: 610-594-6200 / 610-594-6200

www.thingworx.com

ThingWorx' software platform powers the emerging connected world by linking people & systems with the billions of smart sensors, devices & machines. Our customers use our platform to rapidly deliver innovative applications and M2M solutions in markets such as manufacturing, utilities, and energy, as well as in emerging "Internet of Things" applications, including smart cities, smart grid, agriculture, and transportation.

Time Warner Cable Business Class (Booth: 401)

P: 919-573-7015

www.twcbc.com

Time Warner Cable Business Class, a division of Time Warner Cable (NYSE:TWC), offers a suite of data, video, and voice services to businesses of all sizes, cell tower backhaul services to wireless carriers and, through its NaviSite subsidiary, managed and outsourced information technology solutions and cloud services. Time Warner Cable Business Class was founded in 1998, offering high-speed Internet to small businesses. Today, it serves approximately 450,000 business customers throughout Time Warner Cable's markets.

Touchstone Technologies, Inc. (Booth: 814)

P/F: 267-222-8687 / 267-222-8697

www.touchstone-inc.com

Touchstone provides testing solutions for IP communications products and services. From SLA monitoring and network diagnostics to high-density call generation, Touchstone has affordable, effective solutions for all of your test and measurement needs. Our solutions are easy to use, easy to deploy, and have been an industry standard since 1989.

Towerstream (Booth: 1208)

P/F: 866-848-5848 / 866-762-2250

www.towerstream.com

Towerstream is a leading wireless service provider utilizing 4G Technology to deliver advanced, high-speed Internet access to businesses in 12 markets including New York City, Boston, Los Angeles, Chicago, the San Francisco Bay Area, Miami, Seattle, Dallas/Fort Worth, Philadelphia, Nashville, Las Vegas/Reno, and the greater Providence area where the Company is based. Towerstream delivers a reliable last mile solution. Unlike other Internet service providers, Towerstream owns their entire network and is not dependent on the local exchange carrier network of phone wires or cable offering a faster installation seamlessly and securely for less money. With Towerstream's guaranteed 99.99% uptime, we enable IT Managers to put what was once their top business concern at the bottom of their list.

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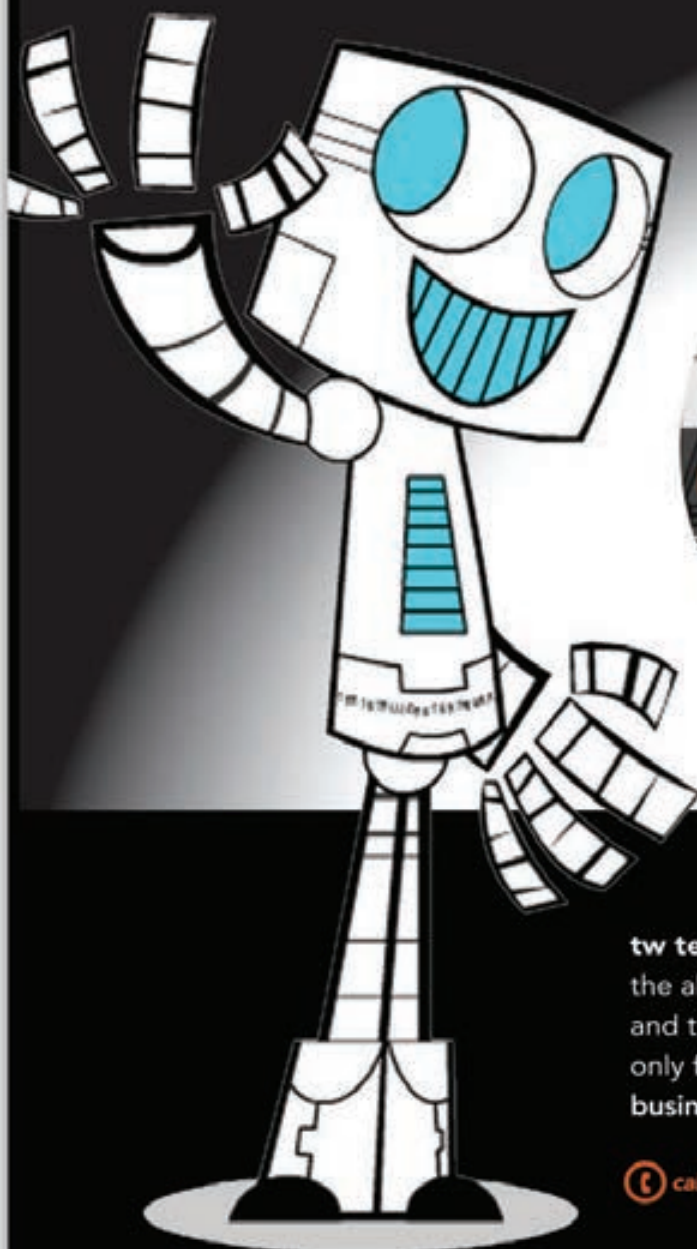
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UNSi (Booth: 734)

P/F: 877-UNSI-999 / 724-437-1026

www.unsi.net

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Vecima Networks Inc. (Booth: 1220)

P/F: 250-881-1982 / 250-881-1974

www.vecima.com

Vecima Networks designs, manufactures and sells products that enable broadband access to cable, wireless and telephony networks. This allows service providers to bridge the final network segment that connects a system directly to end-users.

Venyu (Booth: 1520)

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www.venue.com

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www.veranetworks.com

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Verio (Booth: 1524)

P/F: 800-438-8374 / 800-438-8374

www.verio.com

Verio is the recognized industry leader in delivering online business solutions to SMBs worldwide. Distributed through its network of OEM and viaVerio channel partners, Verio's solutions provide web hosting, application hosting and SaaS applications that enable SMBs to drive online success. Verio is a wholly owned subsidiary of NTT Communications, one of the largest companies in the world and supports its operations through NTT's highly reliable and scalable Global IP Network. Through this network, customers and partners can extend their global reach with access to business solutions around the globe and in more than 200 countries.

Verizon Wireless (Booth: 1425)

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Vital Communications, Inc. (Booth: 919)

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www.vitalcomm.net

Vital Communications, Inc. was founded in 1996 and has been distributing IP Telecommunications and networking solutions to resellers for over 15 years. We are one of the fastest-Growing Value Added Distributors of IP Telephony and Network products in North America. We distribute solutions from over 20 different manufacturers, and supply thousands of telecom resellers, carriers, interconnects and integrators throughout North America. Our Mission is to provide the best solutions, support and customer service to our resellers making them as successful as possible and to remain the innovative Value Added Distribution leader.

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www.voipinnovations.com

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Voxbone (Booth: 613)

P/F: 322-808-0000 / 322-808-0001

www.voxbone.com

Voxbone is the market leader in providing worldwide geographical, toll-free and iNum® telephone numbers, enabling Internet communications services providers, global carriers, national operators and enterprises to extend the reach of their voice services internationally, rapidly and with minimal costs. The company delivers high-quality inbound communications (often referred to as direct inward dialing, or DID) from more than 50 countries and more than 4,000 cities around the world.

Voxspine (Booth: 625)

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www.voxspine.com

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Xorcom (Booth: 714)

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www.xorcom.com

Xorcom develops Asterisk®-based hardware telephony solutions for commercial installations. Products range from USB-powered telephony interfaces to all-in-one IP-PBX appliances, each supporting various combinations of FXS, FXO, PRI (E1 and T1), E1 R2, T1 CAS and BRI ISDN ports. Two Xorcom IP phone models and an expansion console complement these communication systems. We also offer the only MICROS-Fidelio certified Property Management System (PMS) interface for Asterisk. A multi-point video conferencing capability, embedded in our IP-PBX, makes this attractive application affordable to small and medium-sized businesses. We have integrated the leading edge ZigBee wireless protocol into our PBX to create intelligent and efficient communication solutions for a variety of vertical markets, such as senior care. Xorcom designs enterprise-grade reliability into each of its products. A variety of utilities provide backup and restore, immediate recovery, and a full redundancy solution for the entire PBX to maximize uptime and complement the functionality of Xorcom's full-featured business telephony solutions. Xorcom sells its products via a worldwide distribution channel and OEM partners.

Yealink Network Technology Co. Ltd. (Booth: 614)

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www.yealink.com

Founded in 2001, Yealink is a leading provider of VoIP Phone and IP communication solutions. Yealink focuses on VoIP products characterized by high quality, easy deployment and competitive price. Chosen by famous carriers, enterprises and clients from over 140 countries, Yealink has established an impeccable global service network.

Yorktel (Booth: 1401)

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www.yorktel.com

Yorktel is a leading global provider of video managed services for large enterprise and government customers. Founded in 1985 and headquartered in Eatontown, New Jersey, Yorktel enables customers to successfully integrate video into their operations – from video conferencing to streaming, cloud solutions, video event production and digital signage. Yorktel designs, integrates and manages enterprise-wide video communications solutions.

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Tuesday, October 02, 2012

***Agenda At-A-Glance**

Room 8A	
12:30-1:15pm	Building a Strong Basis for Unified Communications in the Cloud <i>David Scult, CEO, Fonality; Dean Parker, President & CEO, Callis Communications;</i> <i>Jeff Wissing, NetVanta UC Senior Product Manager, Enterprise Networks Division, ADTRAN, Inc.;</i> <i>Adam Cole, CEO, Votela; Peter Bernstein (Moderator), Senior Editor, TMC</i>
1:30-2:15pm	Utilizing Cloud-based UC as a Competitive Advantage <i>John Drolet, VP, Channel Operations, eZuce; Marlon Machado, Product Manager, Unified Communications and Collaboration Software, IBM;</i> <i>Aron Aicard, Senior Director of Product Management, Fonality; Jebb Dykstra, Meetrix Communications, Inc.;</i> <i>Todd Page, Global UC Architect-IBM, Polycom; Stefanie Mosca (Moderator), Managing Editor, TMCnet</i>
2:30-3:15pm	Web 2.0 + Telco 2.0 = Voices in the Clouds <i>Dave Link, Chairman, ScienceLogic; Rene Sotola, Vice-President, CGI; Thomas Howe (Moderator), Principal, Embrace;</i> <i>Eric Hernaez, VP of Marketing, NetSapiens; Louis Hayner, Executive Vice President & Chief Sales Officer, WVT Communications Group & its wholly owned subsidiaries, Alteva & USA Datanet</i>

Wednesday, October 03, 2012

Room 8A	
8:00am	Continental Breakfast
9:00am	ITEXPO OPENING KEYNOTE ADDRESS - Ballroom A <i>Peter Blackmore, President and CEO, ShoreTel</i>
9:30am	ITEXPO OPENING KEYNOTE ADDRESS - Ballroom A <i>Kristen Lauria, VP Marketing, IBM Mobile Enterprise and Application and Integration Middleware; IBM Software Group</i>
10:00-10:45am	Cloud Communications for the Enterprise: Strategies and Best Practices for Migration <i>Jim Machi, Senior VP, Marketing, Dialogic Corporation; John Gentry, Global VP of Marketing, Virtual Instruments;</i> <i>Stefanie Mosca (Moderator), Managing Editor, TMCnet; Peter Mastin, VP, Product Management, Internap;</i> <i>Andy Asava, Senior VP, Enterprise Sales, GENBAND</i>
11:00-11:45am	Making the Switch: Using the Cloud for Delivery of Rich, Multimedia Communications <i>Charles Studdt, Vice President of Product Management, IntelPeer;</i> <i>Todd Carothers, Executive Vice President of Sales and Marketing, CounterPath;</i> <i>Michael Housman, Managing Director of Analytics, Evolv; Larry Lisser (Moderator), Principal, Embrace; Scott Wharton, CEO, Vidtel</i>
11:45am	ITEXPO KEYNOTE LUNCHEON - Ballroom A <i>Huw Rees, VP Business Development, 8x8, Inc</i>
12:30-1:15pm	Why Cloud Fax is Key to Your UC Deployment <i>Mike Coffee, CEO, Commetrex Corporation; Max Schroeder, Senior Vice President, FaxCore, Inc.;</i> <i>John Nikolopoulos, Director of Product Management, Sagemcom; Pam Bernardino, Vice President Product Management, OpenText</i>
1:30-2:15pm	The Mobile Enterprise: How to Stay Protected in the Cloud <i>Brendan Ziolo, VP of Marketing, Kindsight; Tony Rizzo (Moderator), Senior Editor, TMCnet</i>
2:30-3:15pm	Is It Really My Data If It Is In The Cloud? <i>Elad Yoran, CEO, Vaultive; Jeff Uphues, VP Sales & Marketing, Cbeyond Cloud Cloud Services;</i> <i>Thomas Howe (Moderator), Principal, Embrace</i>
3:30pm	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Chris Hummel, Chief Commercial Officer, Siemens Enterprise Communications</i>
4:00pm	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>David Tucker, Vice President and General Manager Small Business Business Unit (SBBU), Cisco</i>
4:30-7:30pm	GRAND OPENING NETWORKING RECEPTION in EXHIBIT HALL - Sponsored By: Sangoma

*Conference sessions/speakers are subject to change.



Thursday, October 04, 2012

***Agenda At-A-Glance**

Room 8A	
8:00am	Continental Breakfast
9:00-9:45am	Is Cloud, BYOD and Social a Recipe for Disaster? Sarah Carter, VP, Actiance; Larry Lisser (Moderator), Principal, Embrace
10:00am	ITEXPO KEYNOTE PRESENTATION - Ballroom A Robert B. Carter, Executive Vice President, Information Services and Chief Information Officer, SenseAware - Powered by FedEx
10:30am	ITEXPO KEYNOTE PRESENTATION - Ballroom A Raymond P. Dolan, President and Chief Executive Officer, Sonus Networks
11:00am-4:00pm	Visit the Exhibit Hall
12:00pm	Lunch (Café vouchers provided to paid attendees, speakers, press, exhibitor/conference pass holders)
1:00-1:45pm	What's Cloud Have to Do With Video Surveillance? Tom Shafron, CEO, Viewbiquity; Craig Steen, President and CEO, Clear2there; Stefanie Mosca (Moderator), Managing Editor, TMCnet
2:00-2:45pm	Cloud Inspires Breakthrough 'Voice with Visuals' for Mobile Communications and Customer Service Tara Kelly, President & CEO, SPLICE Software Incorporated; Dena Skrbina, Senior Director of Solutions Marketing, Nuance Communications; Theresa Szczurek, CEO and Co-Founder, Radish Systems, LLC
3:00-3:45pm	Calculating True ROI with VoIP Technology in the Cloud Aron Aicard, Senior Director of Product Management, Fonality; Stefanie Mosca (Moderator), Managing Editor, TMCnet; Michael Timar, Director, Product Management, Panasonic; Mike Oeth, CEO, OnSip Business VOIP
4:00pm	NETWORKING RECEPTION - Sponsored By: Cloud Communications Alliance - Ballroom A
4:45pm	StartupCamp6 Comms Edition - Ballroom A

Friday, October 05, 2012

8:00am	Continental Breakfast
11:00am-2:00pm	VISIT THE EXHIBIT HALL Ford F-150 Giveaway at 1:45pm • Must Be Present to Win

*Conference sessions/speakers are subject to change.

Registration Hours	
Tuesday, October 2	9:00am-5:00pm
Wednesday, October 3	7:00am-7:00pm
Thursday, October 4	7:30am-5:00pm
Friday, October 5	8:00am-2:00pm

Exhibit Hall Hours	
Wednesday, October 3	4:30pm-7:30pm
Thursday, October 4	11:00am-4:00pm
Friday, October 5	11:00am-2:00pm
Ford F-150 Giveaway	1:45pm

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Thursday, October 4, 2012

2:00-2:45pm




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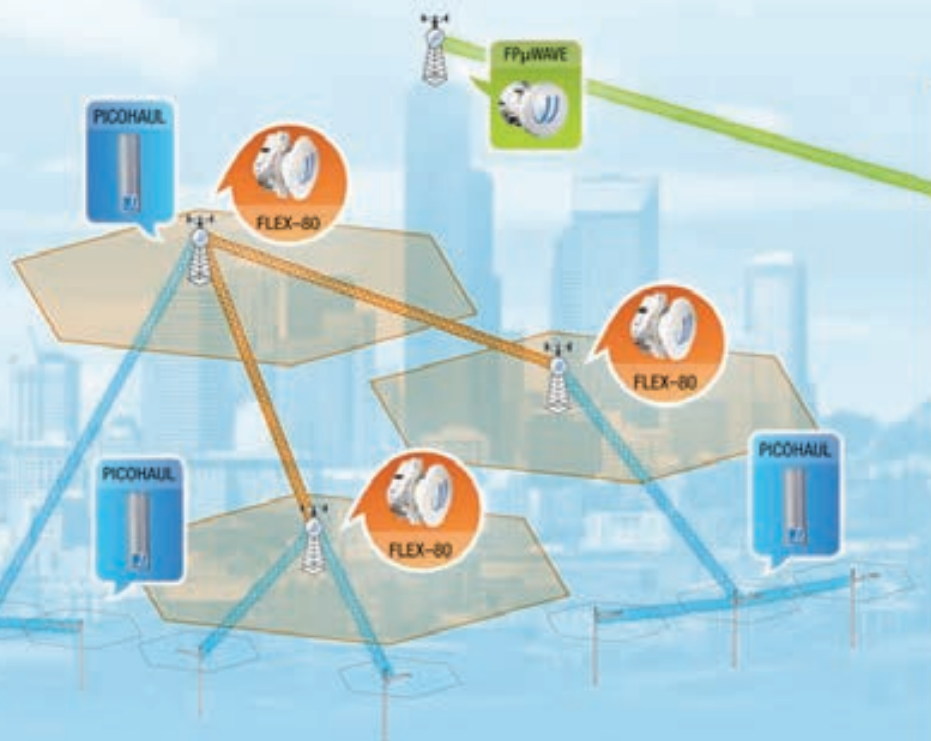


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Thursday, October 4, 2012
3:00-3:45pm

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Joe Schraml
*Vice President of Marketing
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Wednesday, October 03, 2012

Agenda-At-A-Glance*

	4G LTE/Wireless Backhaul Track	Bring Your Own Device/Wi-Fi Track
	Room 5A	Room 4C
8:00am	Continental Breakfast	
9:00am	The Business Model Dilemma of Wireless - Room 5A <i>Mel Yarbrough, COO, Towerstream</i>	
10:00-10:45am	Making the Most With Spectrum At Our Hands - Room 5A <i>Hank Hultquist, VP Federal Regulatory, AT&T; Bruce D. Jacobs (Moderator), Partner, Pillsbury Law; Chris Pearson, President, 4GAmericas; Rick Whitt, VP and Global Head of Public Policy and Government Relations, Motorola Mobility</i>	
11:00-11:45am	Developing the Ecosystem for Service Innovation - Room 5A <i>Bill Goodman, Director Technology, Verizon; Ivelin Ivanov, Founder, Mobicents; Glenn Laxdal, VP of Technology & Advanced Solutions, Ericsson North America; Alan Quayle, Consultant; Mark Wuthnow, AT&T</i>	
11:45am-12:30pm	KEYNOTE LUNCHEON - Ballroom A <i>Huw Rees, VP Business and Channel Development, 8x8, Inc.</i>	
12:30-1:15pm	All Roads Lead to LTE <i>Jim Seymour, Senior Director Wireless CTO Organization, Alcatel-Lucent</i>	It's a BYOD World After All <i>Leon Bian, Director of Global Enterprise Mobile Solutions, LG Electronics; Custie Crampton, VP Product Management, Tango; Andy Zmolek (Moderator), Director, Business Development, Enterpoid</i>
1:30-2:15pm	You've Heard of VoLTE... How About Voice Over HSPA? <i>4G americas</i>	HotSpot 2.0: Wi-Fi and Carrier, Meeting in the Middle? <i>Perry Correll, Senior Technologist and Director of Product Marketing, Xirrus, Inc.</i>
2:30-3:15pm	Understanding Solutions for Next Generation 9-1-1 <i>Brian Daly, Director, Core & Government/Regulatory Standards, AT&T Mobility Services LLC</i>	Passpoint Making Wi-Fi SIMulating <i>Wi-Fi Alliance</i>
3:30pm	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Chris Hummel, Chief Commercial Officer, Siemens Enterprise Communications</i>	
4:00pm	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>David Tucker, VP and General Manager Small Business Business Unit (SBBU), Cisco</i>	
4:30-7:30pm	GRAND OPENING NETWORKING RECEPTION IN EXHIBIT HALL- Sponsored By: Sangoma	

*Conference sessions/speakers are subject to change.

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Thursday, October 04, 2012

Agenda-At-A-Glance*

	4G LTE/Wireless Backhaul Track	Bring Your Own Device/Wi-Fi Track
	Room 4A	Room 5C
8:00am	Continental Breakfast	
9:00-9:30am	Keynote: PCAST Delivers Groundbreaking Spectrum Sharing Proposal to the President - Ballroom A <i>Mark Gorenberg, Managing Director, Hummer Winblad Venture Partners</i>	
9:30-10:00am	To Serve the Internet of Things: The OneM2M Initiative - Ballroom A <i>David Foote, CTO - Member of the ATIS Board of Directors, Hitachi CTA</i>	
10:00am	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Robert B. Carter, Executive VP, Information Services and Chief Information Officer, FedEx</i>	
10:30am	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Raymond P. Dolan, President and Chief Executive Officer, Sonus Networks</i>	
11:00-12:00pm	Carl’s Exhibit Hall Tour (All Welcome)	
12:00pm	Lunch (Café vouchers provided to paid attendees, speakers, press, exhibitor/conference pass holders)	
1:00-1:45pm	Making a Rich Mix of Spectrum <i>Aparna Sridhar, Telecom Policy Counsel, Google</i>	Wi-Fi @ 5 GHZ the Faster Alternative <i>Brough Turner, Founder, netBlazr.com</i>
2:00-2:45pm	Localization, NG911 Oh My <i>Bernard Aboba, Microsoft; Glenn Richards, (Moderator), Partner, Pillsbury Winthrop; Shaw Pittman; Susan Sherwood, Verizon</i>	Reaching the Customer Small Cells <i>Rob Riordan, EVP, Nsight Telservices</i>
3:00-3:45pm	Future Proofing Backhaul <i>Joe Schraml, Vice President of Marketing, Bridgewave Communications</i>	When Visions Collide <i>Anatoli Levine, Sr. Director of Product Management, RADVISION; Jim Machi, Senior VP of Marketing, Dialogic</i>
4:00-4:30pm	Keynote: The Inside View of Spectrum-Sharing PCAST - Room 5A	
4:30-5:00pm	PSCAT The Industry View of Spectrum Sharing - Room 5A	
5:15-6:00pm	Analysis of Spectrum Legislation: Balancing the Budget or Building a Public Safety Nationwide Network? - Room 5A	

*Conference sessions speakers are subject to change.

Exhibit Hall Hours

Wednesday, October 3, 20124:30pm-7:30pm

Thursday, October 4, 201211:00am-4:00pm

Friday, October 5, 201211:00am-2:00pm
Ford F-150 Giveaway.....1:45pm

Registration Hours

Tuesday, October 2, 20129:00am-5:00pm

Wednesday, October 3, 20127:00am-7:00pm

Thursday, October 4, 20127:30am-5:00pm

Friday, October 5, 20128:00am-2:00pm

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Friday, October 05, 2012

Agenda-At-A-Glance*

	4G LTE/Wireless Backhaul	Bring Your Own Device/Wi-Fi
	Room 4A	Room 5C
8:00am	Continental Breakfast	
9:00-9:45am	Does IMS Represent a Must, a Plus or A Bust? <i>Anatoli Levine, Sr. Director of Product Management, RADVISION; Richard Shockey, Chairman, SIP Forum; Manuel Vexler, Chief Marketing Officer IMS/NGN, Huawei Technologies</i>	The Demand is Distributed <i>Khurram Sheikh, Chief Technology Officer, Powerwave Technologies</i>
10:00-10:45am	It's Not the Spectrum That is Limited: It's How We Use It. <i>Mannix O'Connor, Director of Technical Marketing, Optical Communications Systems Division, MRV Communications</i>	Wi-Fi Onload <i>Lior Mishan, Director of Marketing, Alvarion</i>
11:00-11:45am	Testing Network Quality: A Key to Profitability in the 4G Kingdom - Room 5A <i>Chip Webb, CTO, Anue Systems</i>	
11:00am-2:00pm	VISIT THE EXHIBIT HALL Ford F-150 Giveaway at 1:45pm • Must Be Present to Win	

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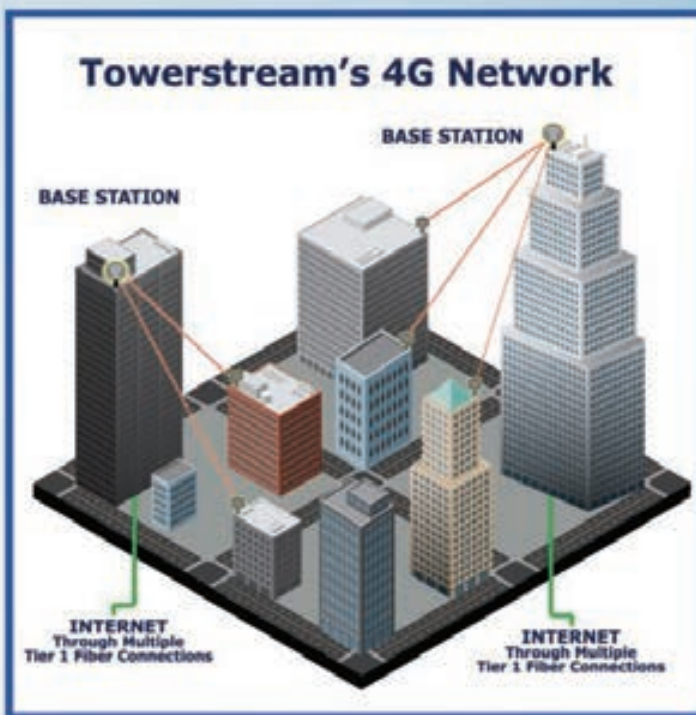
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Wednesday, October 03, 2012

Agenda-At-A-Glance

Ballroom B/C	
8:00-9:00am	Continental Breakfast MSPWorld Meetings - 8:00-4:30pm - Ballroom C
9:00-9:50am	Managed Services (and Cloud) State of the Market Discussion: Practical Feedback and Insight from Real MSPs <i>Charles Weaver, President & CEO, MSPAlliance</i>
10:00-10:50am	Trust, Transparency: What End-Users Want from their Providers! <i>Michael Corey, CEO, Ntirety; Ed Ferrara, Principal Research Analyst, Security & Risk, Forrester; Cody Griffin, CPA, CITP, CISA, Risk Assurance Services Partner, Frost, PLLC; Peter Kujawa, President - Locknet Division, Locknet, A Division of EO Johnson</i>
11:00-11:50am	Market, Sell, and Distinguish your MSP Practice: The Definitive Discussion on How Successful MSPs Do It <i>Seth M. Bostock, Executive Vice President of Business Development and Strategy, IndependenceIT; Mark Scott, CEO/Founder, TUC Brands; Steven Vicinanza, CEO and Founder, BlueWave Computing</i>
12:00-1:00pm	Lunch and Networking - Ballroom C
1:00-1:50pm	BYO...Whatever! Are Consumers Threatening IT and What Should MSPs Do About It? <i>Dan Atkinson, CEO, Control Fusion; Tony DeGonia, VP & General Manager, Exceptional Technology Solutions LLC; John Fakhoury President and CEO, Framework Communications</i>
2:00-2:50pm	Not on My Cloud! How to Differentiate Your Cloud Offering <i>Tim Burke, President & CEO, Quest; Terry Hedden, Founder & CEO, Infinity Technology Solutions; Julie Machal-Fulks, Partner, Scott & Scott LLP</i>
3:00-3:50pm	IaaS: Build, Buy, or Partner. Why your MSP Practice Needs an IaaS Strategy <i>Dan Atkinson, CEO, Control Fusion; Rodney Foreman, Tivoli Software, IBM Software Group WW GSI, OEM and ASL Sales Leader, IBM</i>
4:00-4:30pm	MSPWorld Meetings, ITEXPO Keynote <i>David Tucker, Vice President and General Manager Small Business Business Unit (SBBU), Cisco</i>
4:30pm	MailDistiller MSPWorld Cocktail Reception - MSP World Pavilion (Exhibit Hall)
8:00pm	MSPWorld Networking Dinner at Fogo De Chao - RSVP Required <i>Platinum Sponsors: Cisco; Gold Sponsor: Autonomy, Ctera</i>

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Thursday, October 04, 2012

Agenda At-A-Glance

Ballroom B/C	
8:00-9:00am	Continental Breakfast MSPWorld Meetings - 8:00-11:00am - Ballroom C
9:00-9:50am	How the Best MSPs Choose the Best Vendors! And, How Vendors are Selecting Their MSPs! <i>Ron Culler, CTO/Co-Founder, Secure Designs; Carol Ferrari, VP Marketing and Customer Success, Intronis; Chris Johnson, Healthcare IT Strategist, Untangled Solutions</i>
10:00-10:50am	Managed Services Pricing (The Illusive Animal) How to Select the Most Profitable Pricing Model for Your MSP and Cloud Practice <i>Steven Ferman, President & Chief Executive Officer, Compunite Computers; Mark Scott, CEO/Founder, TUC Brands, Rob Scott, Managing Partner, Scott & Scott, LLP</i>
11:00am-4:00pm	MSPWorld Demo Theatre in Exhibit Hall <div> <div> 11:35-11:50amCTERA Networks 1:15-1:30pmFaronics 1:40-1:55pmVenyu 2:05-2:20pmYorktel </div> <div> 2:30-2:45pmVAR Dynamics 2:55-3:10pmBeyond Trust 3:20-3:35pmReviora </div> </div>
4:00pm	Networking Reception for All Attendees- Ballroom A

Friday, October 05, 2012

Ballroom B/C	
8:00-9:00am	Coffee, MSPWorld Meetings - 8:00-11:00am - Ballroom C
9:00-9:50am	Is the Channel Dead? If So, What's Next? <i>Nick Blozan, Principal and Founder, Demand By Design; Al Brisard, VP of Marketing & Sales Development, Vertek</i>
10:00-10:50am	What's on Your Mind? An Interactive Conference Wrap Up and Discussion of Predictions for 2013 <i>Celia Weaver, Co-founder & Vice President, MSPAlliance; Charles Weaver, President & CEO, MSPAlliance</i>
11:00-2:00pm	MSPWorld Exhibit Hall Hours, Ford F-150 Giveaway at 1:45pm Must Be Present to Win!

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Registration Hours

Tuesday, October 2	9:00am-5:00pm
Wednesday, October 3	7:00am-7:00pm
Thursday, October 4	7:30am-5:00pm
Friday, October 5	8:00am-2:00pm

Exhibit Hall Hours

Wednesday, October 3	4:30pm-7:30pm
Thursday, October 4	11:00am-4:00pm
Friday, October 5	11:00am-2:00pm
Ford F-150 Giveaway	1:45pm

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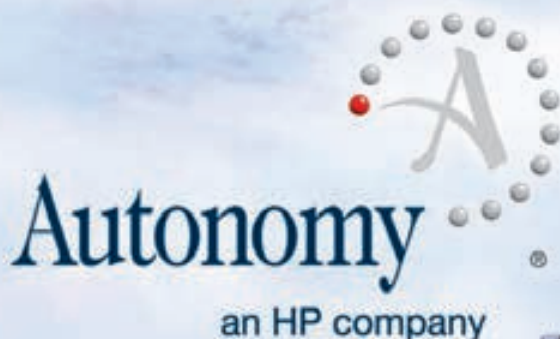
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Securix, a leading North American information assurance integrator, uses proven information security methodologies and the latest technologies to help organizations manage information risk and safeguard against cyber threats. Through OneStone, a new service offering developed for sale through channel partners, organizations can affordably achieve greater visibility and control over their IT security with cloud-based managed security services.

Sonian (Booth: 1308)**P/F: 617-958-4000 / 617-796-9129****www.sonian.com**

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Symantec (Booth: 1316)**P: 650-527-8000****www.symantec.com**

Symantec was founded in 1982 by visionary computer scientists. The company has evolved to become one of the world's largest software companies with more than 18,500 employees in more than 50 countries. We provide security, storage and systems management solutions to help our customers – from consumers and small businesses to the largest global organizations – secure and manage their information-driven world against more risks at more points, more completely and efficiently than any other company.

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VAR Dynamics (Booth: 1513)**P/F: 866-490-6152 / 619-789-6530****www.vardynamics.com**

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SUPER Wi-Fi SUMMIT

October 3-5, 2012
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Wednesday, October 03, 2012

Agenda At-A-Glance

	Room 6A
8:00am	Continental Breakfast
9:00-9:45am	Innovation and Opportunity in the Wireless Space <i>Barlow Keener (Moderator), Principal, Keener Law Group; Rick Whitt, VP & Global Head of Policy, Motorola</i>
10:00-10:45am	FCC Update I: Incentive Auctions <i>Rod Dir, CEO, Spectrum Bridge; Marty Stern (Moderator), Partner, K&L Gates LLP; Aparna Sridhar, Telecom Policy Counsel, Google</i>
11:00-11:45am	FCC Update II: The Unlicensed Perspective <i>Jim Carlson, CEO, Carlson Wireless; Steve Coran (Moderator), Partner; Rini Coran, PC; Aparna Sridhar, Telecom Policy Counsel, Google</i>
11:45am	KEYNOTE LUNCHEON - Huw Rees, VP Business Development, 8x8, Inc - Ballroom A
12:30-1:15pm	From Technical Trials to Marketing Trials...What's the Next Step? <i>Jim Carlson, CEO, Carlson Wireless; Paul Garnett, Director, Technology Policy, Microsoft; Barlow Keener (Moderator), Principal, Keener Law Group; Darrin Mylet, Business Operations, Adaptrum; Robert Wu, Ph.D, Founder and CEO, 6Harmonics Inc</i>
1:30-2:15pm	Sizing the Market Opportunity - Is this a Win/Win for Both the Database Manager and the Device Maker? <i>Jim Carlson, CEO, Carlson Wireless; Luke D'Arcy, VP Marketing, Nuel Ltd; Paul Garnett, Director, Technology Policy, Microsoft; Barlow Keener (Moderator), Principal, Keener Law Group; Mark Lowenstein, Managing Director, Mobile Ecosystem</i>
2:30-3:15pm	The Inside View of Spectrum-Sharing PCAST <i>Vanu Bose, CEO, Vanu, Inc.; Steve Coran (Moderator), Partner, Rini Coran, PC; Preston Marshall, Director, USCISI; Mark McHenry, CTO, Shared Spectrum Company</i>
3:30pm	KEYNOTE PRESENTATION - Ballroom A <i>Chris Hummel, Chief Commercial Officer, Siemens Enterprise Communications</i>
4:00pm	KEYNOTE PRESENTATION - Ballroom A <i>David Tucker, Vice President and General Manager Small Business Business Unit (SBBU), Cisco</i>
4:30-7:30pm	GRAND OPENING NETWORKING RECEPTION IN EXHIBIT HALL - Sponsored By: Sangoma

*Conference sessions/speakers are subject to change.

Exhibit Hall Hours

Wednesday, October 34:30pm-7:30pm

Thursday, October 411:00am-4:00pm

Friday, October 511:00am-2:00pm

Car Giveaway1:45pm

Registration Hours

Tuesday, October 27:30am-5:00pm

Wednesday, October 37:00am-7:00pm

Thursday, October 47:30am-5:00pm

Friday, October 58:00am-2:00pm

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Thursday, October 04, 2012

Agenda At-A-Glance

Room 6A	
8:00am	Continental Breakfast
9:00-9:30am	Keynote: PCAST Delivers Groundbreaking Spectrum Sharing Proposal to the President - Ballroom A <i>Mark Gorenberg, Managing Director, Hummer Winblad Venture Partners</i>
9:30-10:00am	To Serve The Internet of Things: The OneM2M Initiative - Ballroom A <i>David Foote, CTO, Member of the ATIS Board of Directors, Hitachi CTA</i>
10:00am	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Robert B. Carter, Executive Vice President, Information Services and Chief Information Officer, SenseAware - Powered by FedEx</i>
10:30am	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Raymond P. Dolan, President and Chief Executive Officer, Sonus Networks</i>
12:00pm	Lunch (Café vouchers provided to paid attendees, speakers, press, exhibitor/conference pass holders)
1:00-1:45pm	Incentive Auctions: Looming Battles, or Burgeoning Partnerships <i>Barlow Keener, Principal, Keener Law Group; Marty Stern (Moderator), Partner, K&L Gates LLP; Rick Whitt, VP & Global Head of Public Policy & Government Relations, Motorola; Gregory J. Herman, President, Spectrum Evolution; Armand Musey, President & Founder, Summit Ridge Group, LLC</i>
2:00-2:45pm	Data Base Round Up <i>Rod Dir, CEO, Spectrum Bridge; John P. Malyar, Chief Architect Interconnection Solutions, Telcordia; Richard Shockey (Moderator), Chairman, SIP Forum</i>
3:00-3:45pm	White Spaces Emerging Business Models - M2M, In-Door TV, Backhaul <i>Jim Carlson, CEO, Carlson Wireless; Steve Coran (Moderator), Partner, Rini Coran, PC; Luke D'Arcy, VP Marketing, Nuel Ltd; Darrin Mylet, Business Operations, Adaptrum; Bob Nichols, CEO, Declaration Networks Group LLC; Rick Rotundo, VP of Marketing, XG Technology, Inc.; Robert Wu, Ph.D, Founder and CEO, 6Harmonics Inc</i>
4:00-4:30pm	Keynote: Air.U: The First Step to White Spaces Commercialization <i>Stacey Higginbotham (Moderator), Sr Writer, GigaOm; Blair Levin, Communications & Society Fellow and Executive Director of Gig.U Project, Aspen Institute; Bob Nichols, CEO, Declaration Networks Group LLC</i>
4:30-5:00pm	Standards Update: Using standards to Drive White Spaces Innovation and Investment <i>Heikki Kokkinen, CEO & Founder, FairSpectrum; John P. Malyar, Chief Architect Interconnection Solutions, Telcordia; Apurva Mody Ph. D, Chairman, WhiteSpace Alliance Chair, IEEE 802.22 Standard Working Group, White Space Alliance; Richard Shockey (Moderator), Chairman, SIP Forum</i>
5:15-6:00pm	Mobile Ecosystem Discussion <i>Discussion Moderated by Rick Whitt, VP & Global Head of Policy, Motorola</i>

*Conference sessions/speakers are subject to change.

Friday, October 05, 2012

8:00am	Continental Breakfast
9:00-9:45am	The Demand is Distributed <i>Khurram Sheikh, Chief Technology Officer, Powerwave Technologies</i>
10:00-10:45am	Hertz So Good: New Bands for Spectrum Sharing <i>Steve Coran (Moderator), Partner, Rini Coran PC; Paul Garnett, Director, Technology Policy, Microsoft; Hank Hultquist, VP Federal Regulatory, AT&T; Preston Marshall Director, USCISIS; Rod Dir, CEO, Spectrum Bridge</i>
11:00-11:45am	The WISPs Perspective: Why WISPs Like TVWS <i>Steve Coran (Moderator), Partner, Rini Coran, PC; Matt Larsen, CEO, VistaBeam; Shane Mitchell, President, Rock Solid Internet & Telephone; Bob Nichols, CEO, Declaration Networks Group LLC; Alex Phillips, Wireless ISP Association, TV White Space Deployment Project Co-Chair, TV White Space deployment project Co-Chair</i>
12:00-12:45pm	Crystal Ball - White Spaces in 2018 <i>Vanu Bose, CEO, Vanu, Inc.; Jim Carlson, CEO, Carlson Wireless; Rod Dir, CEO, Spectrum Bridge; Paul Garnett, Director, Technology Policy, Microsoft; Rick Whitt, VP & Global Head of Public Policy & Government Relations, Motorola; Armand Musey, President & Founder, Summit Ridge Group, LLC</i>
11:00am-2:00pm	Exhibit Hall Open 1:45pm • Win a Brand New TRUCK!



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Tuesday, October 02, 2012

Room 5B/5C

2:00pm

M2M Evolution Battle of the Platforms (Demo Event)

Wednesday, October 03, 2012

Room 5B/5C

8:00am

Continental Breakfast

9:00-9:45am

Analyst Round Table

*Vicki Livingston, (Moderator), Head of Communications & Analyst Relations, 4G Americas;
Brent Iadarola, Global Research Director, Mobile & Wireless, Frost & Sullivan-Parks Associates;
James Brehm, Senior Strategist & Consultant, Compass Intelligence*

9:45-10:15am

Industry Perspective - AT&T

David Kalb, Director of M2M Business Development, AT&T

10:15-11:00am

Domestic vs. International: Challenges Posed by Geographic Boundaries

*Andy Silberstein, Sr. Vice President and General Manager, Globecom Network Services;
Christian Allred, Senior Vice President, ORBCOMM Inc.;
George Lebron, Head of Market Development Americas, Telenor Connexion; Robert Metzler, Executive VP, KORE Telematics*

11:00-11:45am

Increasing Importance of M2M In The Supply Chain

*Francisco Conde, Director of Special Projects & Communications, North America's Corridor Coalition, Inc.;
Jac Greenlee, Vice President Major Accounts, LoJack Supply Chain Integrity;
Keith Lewis, Vice President of Operations, CargoNet; Matt Jennings, Vice President of iDigi Applications, Digi International*

11:45am

KEYNOTE LUNCHEON- Ballroom A

Huw Rees, VP Business Development, 8x8, Inc

12:30-1:15pm

M2M From the Eye of Transportation

*Dave Baker, President, Lat-Lon; Shannon Rogers, VP, Corporate Security, CEVA Logistics;
Tony Palfini, Damage Prevention Engineering Director, Union Pacific Railroad; Danny Thomas, Executive Vice President of Technology, KORE Telematics*

1:30-2:15pm

M2M, Rapid Action and The Business Of Proactive Response Centers

*Chris Swearingen, Manager Marketing, Vertical Market Development, SenseAware powered by FedEx;
Eric Troup, Chief Technology Officer, Microsoft*

2:30-3:15pm

Temperature, Cold Chain, The FDA, and M2M: A New Ecosystem for Sensor-Based M2M Applications

*John Dwiggins, Operations Director of Life Science, Panther Expedited Services;
Chris Kalinski, Managing Director, Ameriscan Group; Alan Spear, Chairman, TAPA Americas;
John Sammon III, Senior Vice President of Business Development, ORBCOMM Inc.*

3:30pm

ITEXPO KEYNOTE PRESENTATION- Ballroom A

Chris Hummel, Chief Commercial Officer, Siemens Enterprise Communications

4:00pm

ITEXPO KEYNOTE PRESENTATION- Ballroom A

David Tucker, Vice President and General Manager Small Business Business Unit (SBBU), Cisco

4:30-7:30pm

Grand Opening Networking Reception in Exhibit Hall - Sponsored By: Sangoma

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Thursday, October 04, 2012		Room 5B/5C
8:00am	Continental Breakfast	
9:00-9:30am	Keynote: PCAST Delivers Groundbreaking Spectrum Sharing Proposal to the President - Ballroom A <i>Mark Gorenberg, Managing Director, Hummer Winblad Venture Partners</i>	
9:30-10:00am	To Serve The Internet of Things: The OneM2M Initiative - Ballroom A <i>David Foote, CTO - Member of the ATIS Board of Directors, Hitachi CTA</i>	
10:00am	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Robert B. Carter, Executive Vice President, Information Services and Chief Information Officer, FedEx</i>	
10:30am	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Raymond P. Dolan, President and Chief Executive Officer, Sonus Networks</i>	
12:00pm	Lunch (Café vouchers provided to paid attendees, speakers, press, exhibitor/conference pass holders)	
1:00-1:45pm	Big Data – How to Create Efficient Use of Big Information Flows <i>Rick Aguirre, President, Cirris; Fred Yentz, President & CEO, ILS Technology; John Canosa, General Manager, M2M/OEM Solutions, Thingworx</i>	
2:00-2:30pm	Industry Perspective - Raco Wireless <i>John Horn, President, Raco Wireless</i>	
2:30-3:15pm	To the Clouds: How the Cloud Plays a Role in M2M <i>Patricia Iurato, Vice President of Sales, Verizon Enterprise Solutions; Tom Shafron, CEO, Viewbiquity; Joseph Biron, Director of Product Innovation, Axeda</i>	
3:30-4:00pm	Industry Perspective - Sprint <i>Russell Mosburg, Director, Solutions Engineering Emerging Solutions Group, Sprint Nextel Corporation</i>	
4:15-5:00pm	Big Data – Challenges of Time Series Data <i>Andrew Cronk, CEO, TempoDB; Michael Crane, VP, Business Development, Guavas; Joseph Biron, Director of Product Innovation, Axeda</i>	
4:45pm	StartupCamp6 Comms Edition - Ballroom A	

*Conference sessions/speakers are subject to change.

Registration Hours

Tuesday, October 2	9:00am-5:00pm
Wednesday, October 3	7:00am-7:00pm
Thursday, October 4	7:30am-5:00pm
Friday, October 5	8:00am-2:00pm

Exhibit Hall Hours

Wednesday, October 3	4:30pm-7:30pm
Thursday, October 4	11:00am-4:00pm
Friday, October 5	11:00am-2:00pm
Ford F-150 Giveaway	1:45pm

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Friday, October 05, 2012

Room 5B/5C

8:00am

Continental Breakfast

9:00-9:45am

Compressing Time to Market for Sensors and Silcon in the Telematics Space

*Jim Wells, Associate Director, Global Enterprise Sales, Verizon Enterprise Solutions; Jim Williams, Director, Business Development, Novatel / Enfora;
 Lee Seward, Strategy Opportunity Manager, Emerging Solutions Group, Qualcomm;
 Mitch Kettrick, Chair of CCF Certification Working Group, CDMA Certification Forum (CCF)*

10:00-10:45am

How M2M Can be Leveraged for Horizontal Solutions Across Multiple Markets and Applications

*Anna Bailey, Vice President of Global Enterprise Sales, Verizon Enterprise Solutions;
 Brian Murphy, Head of M2M Americas, Vodafone Global Enterprise;
 Russell Mosburg, Director, Solutions Engineering Emerging Solutions Group, Sprint Nextel Corporation*

11:00-11:45am

The Increasing Variety of M2M Enabled Devices

*Ken Hosac, VP Business Development, Cradlepoint; Darcy McDonald, VP of North America, NetComm Wireless;
 Jim Cairns, VP Marketing, Multi-Tech*

12:45-1:30pm

Using OBD II to Create New Revenue Streams and Business Models

*Audiovox, Russell Mosburg, Director, Solutions Engineering Emerging Solutions Group, Sprint Nextel Corporation;
 Steve Hudson, Chief Development Officer, Omnilink; Scott Durham, Manager, Emerging Solutions Group*

1:30-2:15pm

The Balancing Act Of Mobile Workforce Management - More Than GPS

*Jenn Markey, Director of Marketing, SkyWave Mobile Communications;
 Keith Halasy Sr., Marketing Manager B2B Products, Telenav; Verizon*

2:15-2:30pm

Analyst Wrap Up

James Brehm, Senior Strategist & Consultant, Compass Intelligence; Brent Iadarola, Global Research Director, Mobile & Wireless, Frost & Sullivan; Nikki Cuban, (Moderator), VP of Marketing and Business Development, OnAsset Intelligence, Inc.

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SenseAwareSM powered by FedEx is a technological breakthrough in the world of sensor-based logistics. SenseAware integrates an advanced multi-sensor device that travels inside your shipments with a powerful Web-based application, providing near real-time access to your shipments' current location and environmental conditions including temperature, humidity, exposure to light, and barometric pressure— and the ability to collaborate and share that information with your business partners. The benefits go well beyond logistics. By providing advanced visibility and insight, SenseAware helps you to be in control of your supply chain. Actionable, near real-time data and customized alerts enable you to take action if problems arise. Accurate, easily accessible information regarding location and environmental conditions enable you to correct operational issues and improve supply chain efficiency. With regulatory approval in many international countries, you'll gain visibility when you ship overseas—where complications may arise more frequently. Numerous air and ground carriers are available on the SenseAware platform, giving you the flexibility to choose the transportation options that best meet your needs. Be in control of your supply chain with SenseAware. Stop by Booth 1120 to learn more about this innovative technology. Or visit us online at www.senseaware.com.

Sprint (Booth: 1121)

www.sprint.com

Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel served more than 56 million customers and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States; offering industry-leading mobile data services, leading prepaid brands; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. With more than a dozen years of experience with M2M, Sprint has been at the forefront of this wireless industry revolution, teaming with and supporting a large and diverse portfolio of innovative companies to create smarter wireless solutions that change the way people work and live. In 2010 Sprint opened the Sprint Collaboration Center in Burlingame, Calif., a hands-on, interactive lab where ideas knowledge and technology unite to produce wirelessly enabled M2M concepts and products. Last year Sprint also introduced the Sprint Command Center, a Web-based portal that allows businesses with Sprint wireless-connected products the ability to manage, activate and deactivate each device. Sprint's M2M leadership has earned prestigious third-party validation — including the top-ranked North American M2M provider (and second-ranked carrier overall among 12 global service providers) by Analysys Mason, and the Frost & Sullivan 2011 Customer Value Enhancement Award in North America for Machine to Machine Communications.

Telit Wireless Solutions (Sponsor)

P/F: 919-439-7977 / 919-840-0337

www.telit.com

Telit Wireless Solutions is an enabler of machine-to-machine (M2M) communications, providing wireless module technology and value added services, including connectivity. Exclusively dedicated to M2M, Telit offers an extensive portfolio of cellular, short-range RF, and GNSS modules. By supplying scalable products that are interchangeable across families, technologies and generations, Telit is able to keep development costs low and protect customers' design investments. In addition, Telit is the only module provider in the market today to offer a value added services bundle including connectivity dedicated to simplifying the deployment of M2M applications. Further information about Telit and its products can be found at www.telit.com.

ThingWorx (Booth: 1113)

P/F: 610-594-6200 / 610-594-6200

www.thingworx.com

ThingWorx's software platform powers the emerging connected world by linking people & systems with billions of smart sensors, devices & machines. Our customers use our platform to rapidly deliver innovative applications and M2M solutions in markets such as manufacturing, utilities, and energy, as well as in emerging "Internet of Things" applications, including smart cities, smart grid, agriculture, and transportation.

UAB Gurtam (Booth: 1116)

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www.gurtam.com

Gurtam is a Belarusian software company that specializes in the development and distribution of cutting edge GPS/GLONASS based software solutions in the field of Satellite Tracking. Gurtam is famous for Wialon. Wialon is a software solution designed for intelligent GPS Tracking and Fleet Management that utilizes a combination of technologies to keep Companies up-to-date on their vehicle's whereabouts and status.

Vecima Networks Inc. (Booth: 1220)

P/F: 250-881-1982 / 250-881-1974

www.vecima.com

Vecima Networks designs, manufactures and sells products that enable broadband access to cable, wireless and telephony networks. This allows service providers to bridge the final network segment that connects a system directly to end-users.

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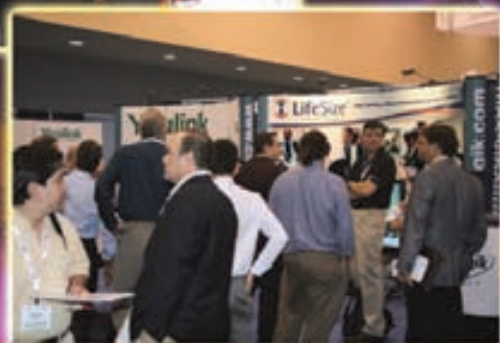




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VIDEO WORLD
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Wednesday, October 3, 2012

***Agenda At-A-Glance**

CVx Pavilion End of Aisle 900 on Expo Floor	
9:00am	ITEXPO OPENING KEYNOTE ADDRESS - Ballroom A <i>Peter Blackmore, President & CEO, ShoreTel</i>
9:30am	ITEXPO OPENING KEYNOTE ADDRESS - Ballroom A <i>Kristen Lauria, VP Marketing, IBM Mobile Enterprise, Application & Integration Middleware, IBM Software Group</i>
11:45am	ITEXPO KEYNOTE LUNCHEON - Ballroom A <i>Huw Rees, VP Business Development, 8x8, Inc</i>
3:30pm	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Chris Hummel, CEO, Siemens Enterprise Communications</i>
4:00pm	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>David Tucker, VP & Business Manager, Small Business Unit, Cisco</i>
4:30-7:30pm	GRAND OPENING NETWORKING RECEPTION in EXHIBIT HALL
5:00-5:45pm	Is Traditional Selling Dead? How the Sales Conversation is Changing, and What You Need to Know About it <i>Tim Basa, Vice President of Sales, BullsEye Telecom</i>
6:00-6:45pm	3 Ways to Survive the IT Telecom Convergence <i>Mark Neider, National Director Indirect Sales, Cbeyond;</i> <i>Justin Chugg, Director of Marketing, Telarus, Inc.</i>

*Conference sessions are subject to change.

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Thursday, October 4, 2012

***Agenda At-A-Glance**

CVx Pavilion End of Aisle 900 on Expo Floor	
10:00am	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Robert B. Carter, EVP Information Services & CIO, SenseAware - Powered by FedEx</i>
10:30am	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Raymond P. Dolan, President & CEO, Sonus Networks</i>
11:30am-12:15pm	Enterprise Mobility Management <i>Joshua Lipton, CTO, Advantix Solutions Group; Bo Wheeler, President, Enteleagent; Patrick McGugan, Director, Business Management Services, ARG; Robert Butler, VP of Sales, Telarus</i>
12:30-1:15pm	Public Clouds vs. Virtual Private Clouds <i>Joe Corvaia VP, Cloud Computing, Evolve IP; James deCrescenzo, President, iAreaNet; Kristine Barton, Director, Solutions Engineering, ARG; Don Douglas, President & CEO, Liquid Network</i>
1:30-2:15pm	Bridging the Video Conferencing Chasm <i>Charles Studt, VP of Product Management, IntelPeer; Scott Wharton, CEO, Vidtel</i>
2:30-3:15pm	Getting More from Your Current Client Base <i>Tom Cates, President, Brookside Group</i>
4:00pm	NETWORKING RECEPTION - Sponsored By: Cloud Communications Alliance - Ballroom A
4:45pm	STARTUPCAMP6 COMMS EDITION - Ballroom A

*Conference sessions are subject to change.

Friday, October 5, 2012

CVx Pavilion End of Aisle 900 on Expo Floor	
11:00am-2:00pm	VISIT THE EXHIBIT HALL Ford F-150 Giveaway at 1:45pm • Must Be Present to Win

Registration Hours

Tuesday, October 29:00am-5:00pm
Wednesday, October 37:00am-7:00pm
Thursday, October 47:30am-5:00pm
Friday, October 58:00am-2:00pm

Exhibit Hall Hours

Wednesday, October 34:30pm-7:30pm
Thursday, October 411:00am-4:00pm
Friday, October 511:00am-2:00pm
Ford F-150 Giveaway1:45pm

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Ben Bronston - Telecom Lawyer (Booth: 638)**P/F: 713-778-1000 / 713-583-9720****www.telecomlawyer.net**

Ben Bronston is a nationally recognized expert in the field of telecommunications and related technology law and regulation. For over 20 years, Ben has developed an extensive knowledge of legal and regulatory issues affecting a wide variety of telecommunications and technology companies, including agents, master agents, carriers, resellers, data centers, managed service providers, cloud service companies, hosted VoIP companies and information service providers. He has provided legal advice and counsel to many of the most highly regarded agencies, master agencies and service providers in the industry and has served as counsel in numerous transactions with an aggregate value of several billion dollars. Ben received the Top Telecom Lawyer Award in the Telecom Association Members Choice Awards in 2010 and was named a 2012 Telecom Association Recommended Vendor in the Legal Services Category.

Broadview Networks (Booth: 832)**P: 800-BROADVIEW****www.broadviewnet.com**

Broadview Networks is a network-based business communications provider serving customers nationwide with local and long-distance voice and data communications, premises-based and patented hosted VoIP systems, data services and a full suite of managed and professional services. They also provide an innovative portfolio of bundled, hosted IP phone and cloud computing services designed to meet the unique application requirements of diverse workforce groups. Its customers benefit from award-winning customer service, including a Web-based account management tool and a primary point-of-contact for real-time, personal customer care.

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CVx / ChannelVision Magazine (Booth: 540)**P/F: 480-503-0770 / 480-503-0990****www.bekapublishing.com**

ChannelVision Magazine is a bi-monthly trade publication providing industry analysis and market research to telecommunications agents, dealers, value-added resellers and their partnering vendors and suppliers. Its mission is to help channel partners navigate the ongoing shifts in the product sets and skills required to sell to business customers. ChannelVision is a highly focused and efficient way for service providers and hardware and software companies to reach experienced channel partners targeting the small/medium business space.

EnTelegent Solutions, Inc. (Booth: 732)**P/F: 704-323-7463 / 704-504-5868****www.entelegent.com**

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PhoenixSoft (Booth: 532)

P/F: 602-788-6100 / 302-443-1121

www.phoenixsoft.com

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www.shango.com

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StartMeeting, LLC (Booth: 834)

P/F: 800-644-9070 / 562-432-5250

www.startmeeting.com

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Technology Law Group, LLC (Booth: 838)

P/F: 202-256-0120 / 202-478-5074

www.tlgdc.com

Technology Law Group is the premier law firm serving the telecommunications carrier, reseller and agent channels. The attorneys at TLG have more than a hundred combined years experience in the transactional, litigation, regulatory, intellectual property and mergers and acquisitions issues facing companies in these sales channels and we are widely recognized for our ability to obtain positive resolutions to the most difficult issues for our clients.

Telarus, Inc. (Booth: 832)

P: 801-790-4902

www.telarus.com

Telarus, Inc., a value added distributor that holds contracts with the world's leading commercial telecommunication carriers, makes it easier and more profitable for solution providers, VARs, and MSPs to sell and source voice and data WAN solutions. Our patented GeoQuote platform combines real-time carrier pricing with advanced research features and branded proposals. Telarus' experienced Sales staff is strategically focused on enterprise WAN and high-capacity bandwidth solutions, making it easier to find the best offer, every time. For its part, Telarus has been named the top Master Agent by the members of the Telecom Association in each of the past three years, the first and only company in the carrier channel to accomplish this feat. Whether you are a top producer or a voice-and-data expert just starting out on your own, there is a place for you in the Telarus community.

Telispire (Booth: 738)

P: 940-397-9603

www.telispire.com

Telispire, a Mobile Virtual Network Operator (MVNO), will help your company grow revenue and profits by enabling you to add a post pay and/or pre pay wireless (voice, text, 3G/4G data) product to your portfolio of services. Telispire's full turnkey private label solution and powerful back office can be quickly implemented so you can focus on selling and growing revenue. Telispire also provides Mobile Virtual Network Enabling (MVNE) services and can help your organization improve marketing with a variety of marketing services, including but not limited to Social Media Marketing, Retail Store Development, Sales Training, and E-Commerce Service Solutions. Telispire's dedicated team of wireless experts is committed to help you succeed.

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Wednesday, October 03, 2012

Agenda-At-A-Glance*

	Enterprise	Service Provider
	Room 10A	Room 10B
8:00am	Continental Breakfast	
9:00am	ITEXPO OPENING KEYNOTE ADDRESS - Ballroom A <i>Peter Blackmore, President and CEO, ShoreTel</i>	
9:30am	ITEXPO OPENING KEYNOTE ADDRESS - Ballroom A <i>Kristen Lauria, VP Marketing, IBM Mobile Enterprise and Application and Integration Middleware; IBM Software Group</i>	
10:00-10:45am	Video World Opening Keynote-Exploring the Opportunities and Challenges in the Wide World of Video <i>Michael Adams, Head of TV Software Strategy, Ericsson</i>	
11:00-11:45am	Keynote Panel-Connecting the Pixels – Visual Communication Comes of Age <i>Karl Dahlin, Vice President of Sales & Business Development, Aver Information Inc.; James Masterson, VP of Marketing, Blue Jeans; Scott Wharton, CEO, Vidtel</i>	
11:45am	Keynote Luncheon - Room 10A <i>John Antanaitis, Vice President, Product Marketing, Polycom</i>	
12:30-1:15pm	Expand your Brand with Streaming 2.0 <i>Bart Dangerfield, Vice President of Marketing, iWowWe; Jim Dicso, President & Chief Revenue Officer, SundaySky</i>	Understanding TV Everywhere –Stream On? <i>Keith Wymbs, VP/Marketing, Elemental Technologies</i>
1:30-2:15pm	Delivering Optimal Quality Video Using Content Delivery Networks <i>Peter Coppola, Vice President, Product Management, Limelight Video Platform Solutions; Peter Mastin, VP, Product Management, Internap</i>	Selling CDN Services to Business Users <i>Michael Fay, Senior Director, CDN Product Management, Level 3 Communications</i>
2:30-3:15pm	Technology Spotlight – Video Search and Discovery <i>Yosi Glick, CEO and Co-Founder, Jinni</i>	Exploring Revenue Models for Service Providers Subscription, Advertising, PPV and More <i>Andrew Morton, VP of Broadband TV Solutions, Entone, Inc.</i>
3:30pm	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Chris Hummel, Chief Commercial Officer, Siemens Enterprise Communications</i>	
4:00pm	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>David Tucker, Vice President and General Manager Small Business Business Unit (SBBU), Cisco</i>	
4:30-7:30pm	GRAND OPENING NETWORKING RECEPTION IN EXHIBIT HALL - Sponsored By: Sangoma	

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Thursday, October 04, 2012

Agenda-At-A-Glance*

	Enterprise	Service Provider
	Room 10A	Room 10B
8:00am	Continental Breakfast Served (Paid attendees only)	
9:00-9:45am	KEYNOTE: Innovating Along the Video Industry Timeline <i>Joseph Weber, Vice President, Technology Strategy, TiVo Inc.</i>	
10:00am	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Robert B. Carter, Executive Vice President, Information Services and Chief Information Officer, FedEx</i>	
10:30am	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Raymond P. Dolan, President and Chief Executive Officer, Sonus Networks</i>	
12:00pm	Lunch (Café vouchers provided to paid attendees, speakers, press, exhibitor/conference pass holders)	
1:00-1:45pm	Understanding and Identifying OTT Opportunities <i>Michael Fay, Senior Director, CDN Product Management, Level 3 Communications; Dana Golden, EVP, Silver Chalice Ventures</i>	
2:00-2:45pm	Supporting and Managing Video-Capable Wireless Devices –BYOD (Bring Your Own Device) <i>Kevin Burden, Director, Mobility, Global Wireless Practice, Strategy Analytics; Raj Galagali, Advanced Technologies Director, Content Delivery, Juniper Networks</i>	Apps-olutely! Creating Applications to Expand the Brand – and Revenue <i>Chris Johnston, Director of Advertising Products, Brightcove Inc.; Yangbin Wang, CEO, Vobile, Inc.</i>
3:00-3:45pm	New Video Opportunities for Internal and External Customers <i>Ryan O'Hara, Team Lead, Business Development, Dyn; Ben Werdmuller, CTO, Latakoo</i>	Technology Spotlight – Adaptive Bit Rate (ABR) Streaming <i>Kevin Loudon, Product Marketing Manager, Telestream; Jim Welch, Senior Consulting Engineer, IneoQuest</i>
4:00pm	NETWORKING RECEPTION - Sponsored By: Cloud Communications Alliance - Ballroom A	
4:45pm	StartupCamp6 Comms Edition - Ballroom A	

Friday, October 05, 2012

Agenda-At-A-Glance*

	Enterprise	Service Provider
	Room 10A	Room 10B
8:00am	Continental Breakfast	
9:00-9:45am	Video Surveillance and Automation Services – The Home Front and Well Beyond <i>Michael Jablon, VP Product, SMC Networks; Jim Kitchen, Vice President, Product Strategy, iControl; Jason Marchek, Services Director, Current Analysis; Tom Shafron, CEO, Viewbiquity</i>	
10:00-10:45am	Justifying Spending and Exploring New Revenue Options <i>Paul Adrian, CEO, Latakoo</i>	Reaching the Device Masses – Wired and Wireless <i>Hamid Bahadori, CTO, Skytide; Edgardo Nazario, VP of Products and General Manager, Limelight Video Platform Solutions, Limelight Networks</i>
11:00-11:45am	Apps –olutely! Creating Business Programs for Wired and Wireless Networks <i>Denise MacDonell, Harris; Sri L. Palasamudram, CEO, mobiDEOS</i>	New Video Opportunities for your Business and Consumer Customers <i>Craig Steen, President and CEO, Clear2there</i>
11:00-2:00pm	VISIT THE EXHIBIT HALL Ford F-150 Giveaway at 1:45pm • Must Be Present to Win	

*Conference sessions & speakers are subject to change.

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Wednesday, October 03, 2012

*Agenda At-A-Glance

Room 4A	
8:00am	Continental Breakfast
9:00am	ITEXPO OPENING KEYNOTE ADDRESS - Ballroom A <i>Peter Blackmore, President & CEO, ShoreTel</i>
9:30am	ITEXPO KEYNOTE ADDRESS - Ballroom A <i>Kristen Lauria, VP Marketing, IBM Mobile Enterprise, Application & Integration Middleware, IBM Software Group</i>
10:00-10:10am	Opening Remarks from the Chair and Latin American Insights <i>Estuardo Robles, President Americas, IT Forum</i>
10:10-10:45am	Getting to Know the Latin American Communications Market
11:00-11:45am	How Relationships Fuel Business in Latin American <i>Raymond Bonachea, VP Marketing, Batchbook Others TBA</i>
11:45pm	ITEXPO KEYNOTE LUNCHEON - Ballroom A <i>Huw Rees, VP Business Development, 8x8, Inc</i>
12:30-1:15pm	Navigating the Latin American Legal Landscape <i>Bill Hulsey, Hulsey IP Law</i>
1:30-2:15pm	The Key to Latin American Success: DISTRIBUTION <i>Carlo Longino, Wireless Industry Partnership</i>
2:30-3:15pm	Gathering Intelligence from Crowd Sourcing <i>Eric Chan, Embee Mobile</i>
3:30pm	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Chris Hummel, COO, Siemens Enterprise Communications</i>
4:00pm	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>David Tucker, VP General Manager, Cisco</i>
4:30-7:30pm	GRAND OPENING NETWORKING RECEPTION IN EXHIBIT HALL - Sponsored By: Sangoma

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Thursday, October 04, 2012

*Agenda At-A-Glance

	Room 4A
8:00am	Continental Breakfast
10:00-10:30am	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Robert B. Carter, Executive Vice President, Information Services and Chief Information Officer, SenseAware - Powered by FedEx</i>
10:30-11:00am	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Raymond P. Dolan, President and Chief Executive Officer, Sonus Networks</i>
11:00-11:45am	Discussion: Mobile Application Opportunities in Latin America <i>Terence Reis, Partner, Grupo.Mobi; Javier Martin, CEO, Almira Labs</i>
12:00pm	Conference Luncheon (Café vouchers provided to paid attendees, speakers, press, exhibitor/conference pass holders)
1:00-1:45pm	Success Story: How We Successfully Deployed a Go to Market Strategy in Latin America <i>Mark Thames, Sr. Vice President, Toopher</i>
2:00-2:45pm	Capitalizing on the Exploding VoIP Market in Latin America <i>Paul Bassa, DIGITALK</i>
3:00-3:45pm	Overcoming the Challenges of Over the Top Services for Operators with LTE <i>Fabio Tylim, VP of Sales, The Americas, APEX Voice Communications, inc.</i>
4:00pm	NETWORKING RECEPTION - Sponsored By: Cloud Communications Alliance - Ballroom A
4:45pm	StartupCamp6 Comms Edition - Ballroom A

Friday, October 05, 2012

8:00am	Continental Breakfast
11:00am-2:00pm	VISIT THE EXHIBIT HALL Win A Brand New Ford F-150 • Must Be Present To Win • 1:45pm-Exhibit Hall

*Conference sessions are subject to change.

Registration Hours

Tuesday, October 2	9:00am-5:00pm
Wednesday, October 3	7:00am-7:00pm
Thursday, October 4	7:30am-5:00pm
Friday, October 5	8:00am-2:00pm

Exhibit Hall Hours

Wednesday, October 3	4:30pm-7:30pm
Thursday, October 4	11:00am-4:00pm
Friday, October 5	11:00am-2:00pm
Ford F-150 Giveaway	1:45pm

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October 2-5, 2012: Workshops & Conference Sessions
October 3-5, 2012: Exhibit Hall

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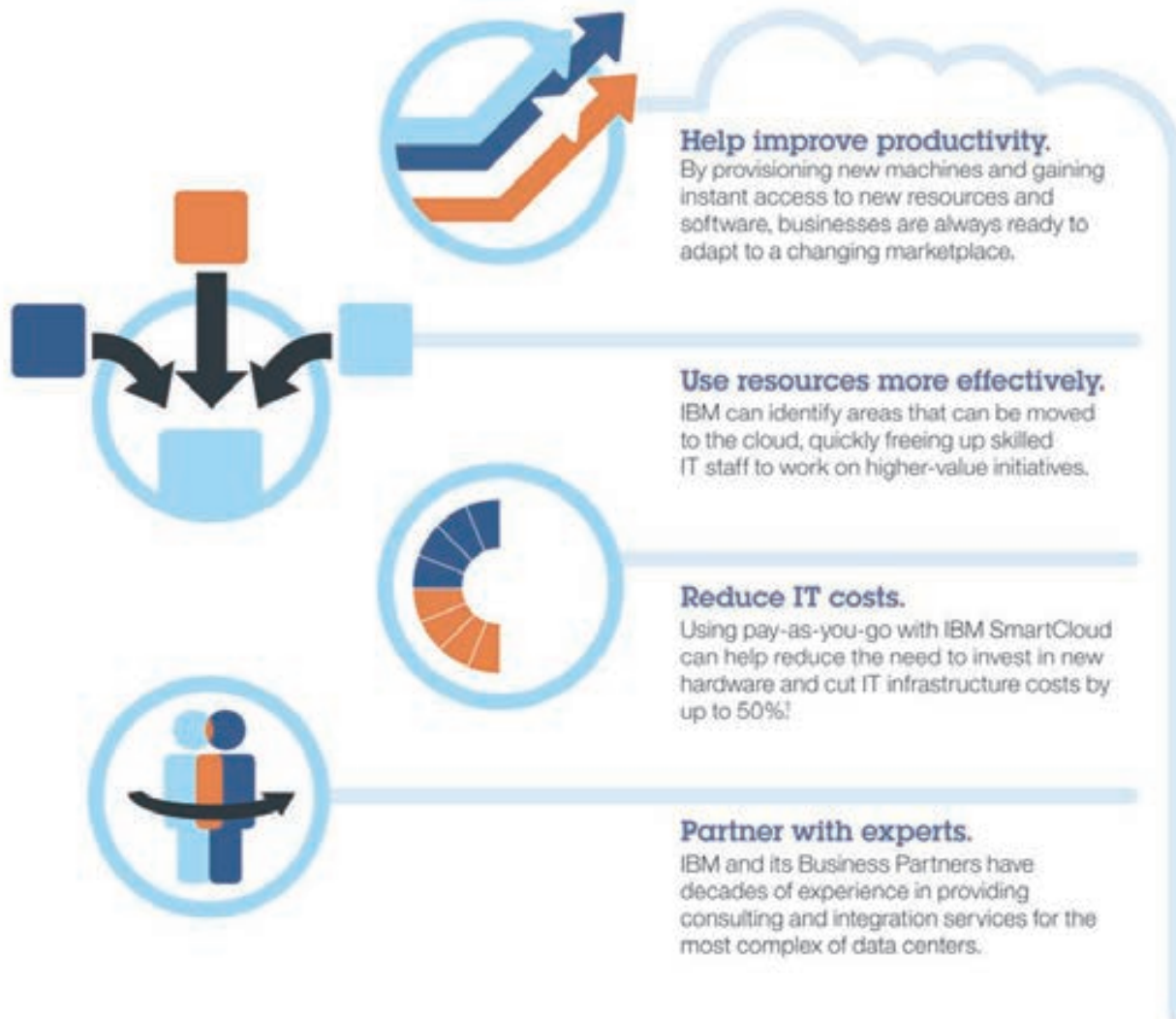
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	Tuesday, October 2, 2012	Room10C	Agenda-At-A-Glance
12:30-1:15pm	State of Cloud Computing – The SMB Perspective <i>Stephanie Atkinson, Managing Partner and Co-Founder, Compass Intelligence</i>		
1:30-2:15pm	Why SMBs Need the Cloud Now More than Ever <i>Michael Gold, President, Intermedia; Adam Hansen, Small Business Advocate, Rackspace; Heather Hinton, IBM Distinguished Engineer, IBM; Rob Howard, Vice President, Global Sales and Marketing, Verio; Mark Ricca (Moderator), Partner, IntelliCom Analytics</i>		
2:30-3:15pm	Defining Your Cloud Strategy – Full Migration vs. a Hybrid Approach <i>Robert DeVita, General Manager, Cologix; Shahin Pirooz, EVP & Chief Technology Officer, CenterBeam; Jan S. Rellermeyer, Research Scientist: Computer Science, IBM; Frank Stinson, (Moderator) Partner, IntelliCom Analytics</i>		
3:30-4:15pm	Cloud-Powered BC/DR: How Will You Handle an Unexpected Disruption? <i>Joshua Geist, President and CEO, Geminare Incorporated; Erin Harrison (Moderator) Executive Editor, Strategic Initiatives,TMC; Austin McChord, CEO, Datto Inc.; Yaser Wassef, EVP, The Harding Group</i>		

	Wednesday, October 3, 2012	Room10C	Agenda-At-A-Glance
8:00am	Continental Breakfast		
9:00am	ITEXPO Keynote Presentation - Ballroom A <i>Peter Blackmore, President & CEO, ShoreTel</i>		
9:30am	ITEXPO Keynote Presentation - Ballroom A <i>Kristen Lauria, Vice President Marketing, IBM Mobile Enterprise and Application and Integration Middleware, IBM Software Group</i>		
10:00-10:45am	Fighting the Monsters Under your IT Bed: Securing the Cloud <i>Erin Harrison (Moderator), Executive Editor, Strategic Initiatives, TMC; Dave Meizlik, VP of Marketing and Business Development, Dome9 Security; Jeff Uphues, Vice President, Cloud Solutions and National Sales, Cbeyond</i>		
11:00-11:45am	Squeezing Dollars from the Cloud – What's the ROI? <i>Gurvinder Ahluwalia, CTO Private Cloud, IBM; Vinay Pai, Vice President, Intuit; Saad Shahzad, Chief Strategy Officer, dinCloud; Biren Shukla, CEO, LevelCloud</i>		
11:45am-12:30pm	KEYNOTE LUNCHEON - Ballroom A <i>Huw Rees, VP Business Development, 8x8, Inc</i>		
12:30-1:15pm	Are Current Cloud Synchronization Services SMB-Ready? <i>Praerit Garg, President and Co-Founder, Symform; David Gibson, Vice President of Strategy, Varonis Systems Inc.; Erin Harrison (Moderator), Executive Editor, Strategic Initiatives, TMC; Megan Wohlford, Product Manager, Rackspace</i>		
1:30-2:15pm	Leveraging PaaS to Fast-Track Your Applications <i>Stephanie Atkinson (Moderator), Managing Partner and Co-Founder, Compass Intelligence; Chad Keck, Senior Director of Sales, AppFog; Nadine Manjaro, Verizon Wireless; Vinay Pai, Vice President, Intuit</i>		
2:30-3:15pm	ITaaS: Delivering Your IT through the Cloud <i>Seth M. Bostock, Executive Vice President of Business Development and Strategy, IndependenceIT; Kacee Johnson, MBA, Executive Vice President, Cloud9 Real Time; Biren Shukla, CEO, LevelCloud; Sid Yenamandra, Co-Founder, President & CEO, Entreda</i>		
3:30pm	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Chris Hummel, Chief Commercial Officer, Siemens Enterprise Communications</i>		
4:00pm	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>David Tucker, Vice President and General Manager Small Business Business Unit (SBBU), Cisco</i>		
4:30-7:30pm	GRAND OPENING NETWORKING RECEPTION IN EXHIBIT HALL - Sponsored By: Sangoma		

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Thursday 10/4 (2:00 - 2:45PM)

"Streamlining Customer Service through Cloud-based Contact Centers" (C-11)

Thursday 10/4 (3:00 - 3:45PM)

"What Does Unified Communications Mean in the Contact Center?" (C-12)



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	Thursday, October 4, 2012	Room 10C	Agenda-At-A-Glance
8:00am	Continental Breakfast		
9:00-9:45am	Cloud Adoption Trends in the SMB		
10:00am	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Robert B. Carter, Executive Vice President, Information Services and Chief Information Officer, FedEx</i>		
10:30am	ITEXPO KEYNOTE PRESENTATION - Ballroom A <i>Raymond P. Dolan, President and Chief Executive Officer, Sonus Networks</i>		
12:00pm	Lunch (Café vouchers provided to paid attendees, speakers, press, exhibitor/conference pass holders)		
1:00-1:45pm	How Cloud Can Help Solve Your BYOD Challenges <i>Erin Harrison (Moderator), Executive Editor, Strategic Initiatives, TMC</i>		
2:00-2:45pm	Mobility: Driving Business Efficiency Using the Cloud <i>Robert A. Bye, President/CEO, nGenx; Matt Clark (Moderator), Principal, Valuation Services, Deloitte Financial Advisory Services LLP; Daryl Reva, Director, Product Marketing, Fonality</i>		
11:00-4:00pm	Visit the Exhibit Hall		
4:00pm	NETWORKING RECEPTION - Sponsored By: Cloud Communications Alliance - Ballroom A		
4:45pm	StartupCamp6 Comms Edition - Ballroom A		

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