June 21-24, 2022 | Ft. Lauderdale, Florida

TMC

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#TECH SUPERSHOW

2022 CONFERENCE BROCHURE

PART OF THE #TECHSUPERSHOW

ITEXPO ®   MSPEXPO   5GEXPO.com   6GEXPO.com

SD-WAN EXPO   FUTURE of WORK   IoT Evolution Expo   THE BLOCKCHAIN EVENT

Intelligent Edge Expo   Industrial IoT Conference   The Smart City Event

About ITEXPO | #TECHSUPERSHOW

ITEXPO is the annual event where buyers of communications and technology solutions meet resellers/MSPs, carriers and solutions providers to conduct business and form partnerships.

ITEXPO and the collocated events that comprise the #TECHSUPERSHOW all feature educational sessions presented by industry-leading experts. The conference program covers Digital Transformation in all of its forms: UC/UCaaS, Messaging, Collaboration, SD-WAN, Service Provider Solutions, Cloud, Cybersecurity, Contact Center/CX, Video Conferencing, Future of Work, blockchain, SASE and much more.

Attendees also gain valuable new insight from keynotes presented by thought-leaders from around the globe.

The expo floor is filled with more than 200 companies demonstrating the latest innovations in a marketplace setting.

7,000 Attendees

3,000+ Companies

300+ Speakers

90+ Countries Represented

200+ Exhibitors
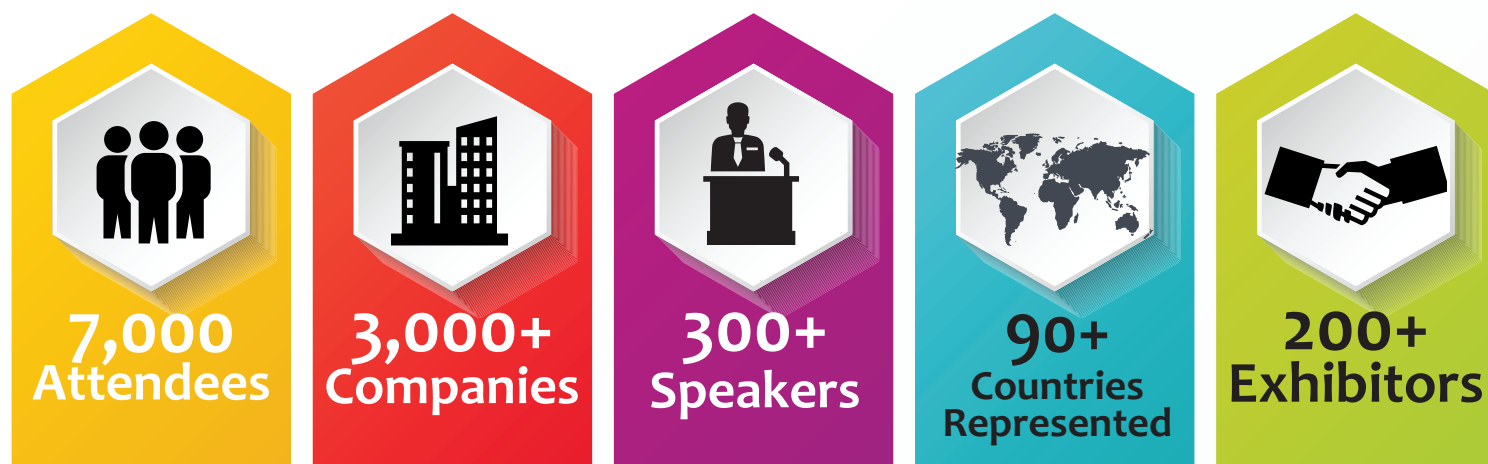
Destination
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Time and time again, ITEXPO decends on South Florida for one of the biggest and longest running technology communications events in North America. Why? Because South Florida is where the industry has been coming to meet partners, forge relationships, purchase the latest tech for their companies and learn about the hottest trends coming to market. 2022 is no different! Join us for our 32nd event and rejoin the industry to reimagine communications and technology like never before!

JUNE 21-24
2022

ITEXPO® #TECH SUPERSHOW

Experience the ITEXPO #TECHSUPERSHOW Universe! More technolgies and more opportunities to help your business integrate, adapt and grow!

Collocated Events Only @ ITEXPO #TECHSUPERSHOW

(Click any event for more information)

5GEXPO.com	6GEXPO.com	FUTURE of WORK
THE BLOCKCHAIN EVENT	MSPEXPO	cannatech expo
Industrial IoT Conference	IoT Evolution Expo	The Smart City Event

Why You Should Attend

ITEXPO remains the vital, annual kick-off point for communications and technology pros because it's content and participants continuously evolve with the marketplace. Today's buyers connect with the RIGHT sellers to meet their specific, unique needs.

ALL solutions providers are represented at ITEXPO - from the market share leaders to the most nimble and innovative new players. Conference sessions give you a complete, unbiased view of what's available, free from paid sales pitches and vendor-influenced content.

By showcasing everything important in communications under one roof, ITEXPO is the best use of your precious time and money.

Key Highlights Include:

- Conference programming that focuses on helping you identify today's most effective solutions, improve efficiency, reduce cost, and increase productivity

- Special workshops focus on key segments and help you evaluate specific vendors offerings

- Keynote speakers that provide insight as to What's Next in communications and technology

- 100s of exhibitors on the expo floor let you compare solutions and actually choose the right products for your organization

What's in focus at ITEXPO?

- Hosted/Cloud Phone Systems
- Contact Center/Customer Experience
- Next-Gen Messaging
- Unified Communications & Collaboration
- UCaaS
- SD-WAN
- Future of Work

- Cloud Communications
- Team Collaboration
- Communications Apps
- Analytics
- Mobility
- 5G
- AI & Machine Learning

- Cybersecurity
- Network Management
- Real-time Web Communications (WebRTC)
- CPaaS
- Open Source
- SASE

Who Should Attend

Everyone from engineers and IT/telecom managers to C-Level execs and business owners! ITEXPO #TECHSUPERSHOW is the only event dedicated to solutions driving digital transformation for the enterprise, mid-market, SMBs, resellers and service providers.

Companies of all sizes and representing all sectors of Communications and Technology Industries will surely benefit, including: Enterprises and SMBs, Government Agencies, MSPs, Resellers, Service Providers/Carriers, Manufacturers, Developers, and more.

SOLUTIONS FOR ENTERPRISE, MID-MARKET AND SMBS:
- Managing remote workers
- Team collaboration tools and next-gen messaging
- Real-time Web communications and services
- Solve cloud confusion - On premise vs. hosted vs. hybrid - what is right for you?
- Unified Communications
- Mobility
- Contact center/customer experience software and strategies

SOLUTIONS FOR MSPs, RESELLERS AND VARS
- Find new services and products which increase sales and revenue
- Discover marketing solutions to increase customer acquisition
- Meet with literally 100s of potential new business partners
- Attend workshops focused on specific brands and technologies:

SOLUTIONS FOR DEVELOPERS:
- Avoiding API pitfalls before you start building your app
- Development for the Real-time Web
- Knowing what your users want
- Mobile app revolution
- APIs and SDKs

SOLUTIONS FOR SERVICE PROVIDERS:
- How to migrate to being a cloud provider
- Network strategies to meet new customer demands
- NFV and SDN solutions
- Ways to increase subscribers and revenue
- How to analyze and monetize your big data

For Exhibitor and Sponsorship Information contact Joe Fabiano at jfabiano@tmcnet.com • 203.852.6800 Ext. 132

PAST ATTENDEES COME FROM A WIDE RANGE OF NOTABLE COMPANIES

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Tuesday, June 21, 2022

TRACK	The Blockchain Event	Future of Work	SASE Summit	MSP Expo Solutions
ROOM	208	209	315	316
1:00-1:25Pm	State of Blockchain: The Secret to Success	Managing the Hybrid Workforce: The Factors that Really Matter	ID at the Door	Session Details TBA
1:30-1:55pm	Removing the Roadblocks to Enterprise Blockchain			Top Growth Strategies for the Reseller Channel in IoT
2:00-2:55pm	Session Details TBA	Solving Future of Work Challenges for Frontline Workers	Zero Trust - Why Micro-Segmentation is Mandatory	Building Your MSP's Valuation
3:00-3:25pm	Paving the Way for Transparency, Connecting Specialty Stores with with Customers	Ensuring Cybersecurity and Privacy with a Hybrid Workforce	Setting up for SASE Success	Supporting a Work From Anywhere World with Virtual Desktops
3:30-3:55pm	Combining the Trust of Blockchain and Promise of Supply Chain			
4:00-4:25pm	The Present and Future of Corporate Blockchain Technology	Driving Collaboration and Productivity in Hybrid Workforces with AI	SD-WAN in a SASE World	Why MSPs Should Care about Asset Lifecycle Management
4:30-4:55pm	How Blockchain Enables Decentralized Identity			
5:00-5:25pm		Augmented and Virtual Reality: Redefining the Future of Work	The SASE Road Ahead	MSPs and the New World of MSFT 365 and Teams
5:30-5:55pm	Blockchain Keynote: Preparing for a Tokenized World (5:30-6:10pm)			
6:00-6:25pm	Blockchain Keynote: Understanding NFTs (6:15-6:55pm)	Remote Work Demo Showcase		Seizing the Backup and Storage Opportunity
6:30-7:00pm				
7:00pm	Welcome Reception - For Paid Conference Pass Holders, Exhibitors, Sponsors, Speakers, Press			

Wednesday, June 22, 2022

TRACK	Enterprise Solutions	Service Provider Solutions	Future of Work	The Blockchain Event	MSP Expo Solutions	MSP Security Solutions
ROOM	317	301	209	208	316	315
8:30am	Continental Breakfast - Full conference passes only					
9:00-9:25am	Strategies for Enabling Effective Remote Work	STIR/SHAKEN Will Decrease Robocalls But There's Much More To Be Done	Keynote Presentation - Why Reimagining the Future of Work Is A Real Thing	Blockchain Keynote: Reinventing Higher Education 9:00-9:40am	Growing Sales in the New Normal	Leading with Security: What MSPs Need to Know About Cyber Security Today
9:30-9:55am			Keynote Presentation - The Promise and Perils of AI in Employment Decision-Making			
10:00-10:25am	Intellectual Property: Patent, Trademark, and Copyright Law in IT and Tech	How Verification is Helping Maintain the Integrity of Voice Calls	AI Everywhere and No Talent to Use It: Building an Equitable Workplace	Blockchain Keynote: Blockchain POV - Custody and Blockchain in Banking	How MSPs Can Capitalize on Today's New Workforce Models	Ransomware: Should I Pay or Should I Go?
10:30-10:55am	Building Highly Available & Scalable APIs	Session Details TBA		The Future of NFTs and Decentralized Finance		
11:00-11:25am	Maximizing the Value of Your UC and Collaboration Tools	What I Wish I'd Known BEFORE I Started Selling Voice or UC Services	Rethinking the Organization: Success Strategies for Hybrid Work	Session Details TBA	Branded vs. White Label: Which is Better for Your MSP?	Securing Your Clients Regardless of Their Workplace Strategy
11:25-11:55am				Session Details TBA		
12:00pm	Lunch					
1:00-1:25pm	Conversational AI - Customer Care Applications	CEO Insights: Inside the Minds Behind Driving Tech Firms in a New Normal	Managing the Great Resignation	Blockchain and Cryptocurrency: Live Streaming Fully Automated Algorithmic Trading Systems Strategies	SD-WAN and MSPs: Selling Connectivity for the New Normal	Consultative Security Solution Selling in a Remote Marketplace
1:30-1:55pm	Going LARGE with the Asterisk Realtime Architecture					Simplify Cybersecurity with Managed Security Operations
2:00-2:25pm	Session Details TBA	Digital Innovation & Transformation Legal Trends	Session Details TBA	Can Blockchain Change the Election Process?	Accounting Doesn't Have to Suck!	Cybersecurity: Capitalizing on Compliance Demands
2:30-2:55pm	Session Details TBA	Overview of Facebook Terragraph Wireless Technology and Applications	Aligning Business Productivity Tools with the Modern Workforce	Session Details TBA		
3:00pm	Keynote Presentation by Intelisys - Open to all Badge Holders					
3:30pm	Keynote Presentation by Cisco - Open to all Badge Holders					
4:00-7:00pm	ITEXPO #TECHSUPERSHOW Expo Hall Grand Opening					
5:00pm	Grand Opening Networking Reception in Expo Hall - Sponsored by Dell Expert Network					

Thursday, June 23, 2022

	Enterprise Solutions	Service Provider Solutions	Future of Work	The Blockchain Event	MSP Expo Solutions	MSP Security Solutions
TRACK						
ROOM	317	301	209	208	316	315
8:15am	Continental Breakfast - Full conference passes only					
8:30am	Keynote Presentation by National Urban League - Open to all Badge Holders					
9:00am	Keynote Presentation - Open to all Badge Holders					
9:30am	Keynote Presentation by Domino's - Open to all Badge Holders					
10:00am	Keynote Presentation - Open to all Badge Holders					
10:30am	Keynote Presentation - Open to all Badge Holders					
11:00am-4:00pm	ITEXPO #TECHSUPERSHOW Expo Hall Open					
12:00pm	Lunch Vouchers Provided to Paid Conference Pass Holders					
1:00-1:25pm	Top Trends in Enterprise Digital Infrastructure and How to Leverage Them	Bringing 5G to the Enterprise	Session Details TBA	Blockchain in the Enterprise: The Time is Now	Delivering on Expectations: Network Strategies and Tools for Reliable Service Delivery	MDR – A Modern Approach to Data Security and Compliance
1:30-1:55pm			How Artificial Intelligence Can Make the Customer Experience More Human			
2:00-2:25pm	10 Ways to Strategically Automate Away from Employees	Session Details TBA		Legal Tender: What We Are Learning from El Salvador Bitcoin Experiment	Partnering For Success: Why Choosing the Right Vendors is Key to MSP Success	Reducing Risk with Zero Trust
2:30-2:55pm	Applying AI to Save Lives: How A Team at Microsoft Made Drones Self Aware	Session Details TBA	Managing the Agent Experience with a Distributed Workforce	Interoperability Between Digital Assets and Local Currencies		
3:00-3:25pm	Session Details TBA	Add-on Services to Drive Revenue and Customer Value		What Does the Future of Crypto Banking Look Like?	Modernizing Your MSP Client Acquisition Strategy	SOC as a Service – The Next Level of Managed Security
3:30-3:55pm	Cybersecurity, Privacy and Data Breaches from a Business Lawyer's Perspective		Key Takeaways: Analyst Roundable Defining the Future of Work	Session Details TBA		
4:15pm	IDEA Showcase: Startup Pitch Networking Event & Reception - Sponsored by IKIN					
8:00-10:00pm	Networking LIVE! Reception - At The Wharf Fort Lauderdale - Sponsored by altice, Bandwidth, C3 Complete, Comcast Business, Compliancy Group, Connectwise, Cox Business, redstor, Spectrum Partner Program					

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Friday, June 24, 2022		
TRACK	**Communications Solutions Theatre**	**MSP Expo Business Development**
ROOM	**Exhibit Hall Theatre**	**206**
9:00am	**Brunch Served in ITEXPO #TECHSUPERSHOW Expo Hall**	
9:30am-1:00pm	**ITEXPO #TECHSUPERSHOW Expo Hall Open**	
10:00-10:45am	Emerging Tech Organizations Need to Succeed in Today's On-Demand Economy	Session Details TBA
10:50-11:35am	Evaluating the Effectiveness of Your Security Solutions	Session Details TBA
11:40-12:30pm	Session Details TBA	Session Details TBA

The Blockchain Event - Room 208

Tuesday, June 21, 2022 - 1:00-1:25pm
State of Blockchain: The Secret to Success

We all know interest in blockchain is growing rapidly. New use cases are emerging constantly and countless companies – from established, known brands to startups – are in a race to create something new and groundbreaking using blockchain technology. The question is, what's the secret to solving real-world problems with blockchain. This session will discuss why blockchain on its own can only go so far, and why entire blockchain ecosystems are needed to have a wide-scale impact and achieve the kinds of results blockchain proponents say are possible.

Tuesday, June 21, 2022 - 1:30-1:55pm
Removing the Roadblocks to Enterprise Blockchain

Now that some of the hype has subsided, business leaders generally recognize where there is immense potential for Blockchain and distributed ledger technology to digitally transform business. But, those of us tasked with enabling it know that there is a big difference between the hype of running a proof-of-concept and implementing a solution that is truly enterprise-ready. One of the challenges is the complexity of mission-critical applications that may be subject to regulations. They must be approved, certified, supportable and dependable, requiring a much longer implementation across an ecosystem. The question is, how to introduce blockchain into the enterprise while creating value and managing expectations? This session will share tips for getting your organization started on its blockchain journey without becoming overwhelmed. Attendees will understand steps they can take to discover where blockchain technology can play a role in their projects, delivering business outcomes in the nearer term that can be used to prove its worth, and to understand the technology and the impacts more deeply setting up more ambitious future projects.

Session Details TBA   **Tuesday, June 21, 2022 - 2:00-2:55pm**

Tuesday, June 21, 2022 - 3:00-3:25pm
Paving the Way for Transparency, Connecting Specialty Stores with with Customers

The session will discuss a common challenge the retail food space is experiencing – connecting specialty markets with customers. The session will explain why blockchain is the ideal technology for creating transparent food supply chains to efficiently connect the marketplace with global consumers. Attendees will also learn how

GoMeat has created a blockchain-based marketplace for ordering and delivery services that can be expanded and integrated into other markets and traditional delivery services to optimize the supply chain.

Tuesday, June 21, 2022 - 3:30-3:55pm
Combining the Trust of Blockchain and Promise of Supply Chain

Gartner forecasts that blockchain will create $3.1 trillion in business value by 2030 through cost reduction and revenue growth. Modern supply chains involve multiple stakeholders, multiple networks and multiple times around the world, creating massive complexity. But, blockchain technology creates the foundation for trust and transparency between stakeholders and enable a new generation of supply chain value and efficiency. This session will discuss how the trust of blockchain can deliver the promise of the modern supply chain.

Tuesday, June 21, 2022 - 4:00-4:25pm
The Present and Future of Corporate Blockchain Technology

This session will discuss how companies initially took a toe-dip approach to assess blockchain technology. Their initial push was to look at not only blockchain technology but also confused and mixed DLTs, public, and private blockchains into one category. What have companies and the industry at large learned – the good and bad – and how have these insights shaped the current and future direction of implementing and innovating with blockchain technology?

Tuesday, June 21, 2022 - 4:30-5:25pm
How Blockchain Enables Decentralized Identity

The digital world has changed the need for identity and security. In fact, identity protection and security have become a priority across industries as the trust paradigm has shifted to a model where "trust no one" is the key to success, paving the way for decentralized identity and zero trust models as a means to thwart fraud. Without new tools, it's become increasingly easy for cyber criminals to steal and fake user identities. This session discusses the role of blockchain in creating a system of decentralized identity and a zero trust strategy, delivering a new level of protection for a digital society.

The Blockchain Event - 208

THE BLOCKCHAIN EVENT

Tuesday, June 21, 2022 - 5:30-6:10pm
Blockchain Keynote: Preparing for a Tokenized World

The world is becoming more tokenized. It's estimated that at least 46 million Americans own crypto today, and major companies like Square, Robinhood, Visa, Mastercard, PayPal and others are firmly integrating crypto into their product stacks. NFTs, too, are becoming increasingly popular, with world-famous DJs are offering exclusive NFTs and major sports organizations making exclusive content available as NFTs. With this increase in adoption, there's a growing need for tokenization. The World Economic Forum projects 10% of the world's GDP will be tokenized by 2027. Those who don't embrace these new technologies will be left behind. This session will discuss how enterprises can prepare for this shift and what steps they should take to keep up and innovate in a crypto-first future.

Tuesday, June 21, 2022 - 6:15-6:55pm
Blockchain Keynote: Understanding NFTs

Non-fungible tokens (NFTs) have taken the world by storm. The growth in NFTs this year is a staggering 1500% or more, and is set to revolutionize art and collectibles. This session will present the basics of NFTs and delve into industries disrupted by NFTs, including art, collectibles, gaming. Why should you get into NFTs? What is needed to get into the world of NFTs? What platforms, dApps and marketplaces are available? What impact will NFTs have on users, the environment, the economy, and other factors?

Wednesday, June 22, 2022 - 9:00-9:40am
Blockchain Keynote: Reinventing Higher Education

From NFTs to intelligent contracts, decentralized finance and exchanges, and other tools that will complement the latest technology trends – including the metaverse concept – blockchain is ready to take its seat at the business table. The question is how can the industry move forward at a pace and scale to match the excitement that's being generated by the blockchain community. The key is education – ensuring a new generation of developers and business leaders have the knowledge and tools to build on the momentum that's already been generated. This session will discuss the gap between theory and practice in blockchain education and development, and how equipping students and developers with the education and tools needed to build organizations for the Web3 world.

Wednesday, June 22, 2022 - 9:45-10:25am
Blockchain Keynote: Blockchain POV - Custody and Blockchain in Banking

Wednesday, June 22, 2022 - 10:30-10:55am
The Future of NFTs and Decentralized Finance

2021 has brought about a thriving crypto bull market with major adoption from institutions and most recently the entire world being enamored with NFTs. This session will discuss opportunities presented by NFTs, how DeFi models are changing industries, and what the future holds for this growing sector of the blockchain market.

Session Details TBA   6/22/22   11:00-11:25am

Session Details TBA   6/22/22   11:30-11:55am

Wednesday, June 22, 2022 - 1:00-1:55pm
Blockchain and Cryptocurrency: Live Streaming Fully Automated Algorithmic Trading Systems Strategies

Interest in cryptocurrencies continues to grow, and a growing number of cities, states, and countries are launching new digital currency projects to create new business and economic opportunities. Among them is the City of Miami. This session will explain how it all works. Local experts will demonstrate blockchain cryptocurrency live streaming and day trading with downloadable free commercial trading platforms and free streaming live market data. Attendees will be able to follow the activity, including back test and walk forward of the algorithmic strategies, in real time during the session by downloading the apps plus data on their laptops or smartphones.

Wednesday, June 22, 2022 - 2:00-2:25pm
Can Blockchain Change the Election Process?

Across the world, elections have caused some level of chaos in recent years, especially when it comes to transparency and certification of the election process. Is Blockchain the answer? This session will consider how governments can (and have) leveraged blockchain to increase transparency in the voting process.

Session Details TBA   Wednesday, June 22, 2022 - 2:30-2:55pm

The Blockchain Event - 208

THE BLOCKCHAIN EVENT

Wednesday, June 22, 2022 - 1:00-1:55pm
Blockchain in the Enterprise: The Time is Now

There are many common business functions and organizational network challenges with clients, partners and vendors that Blockchain technology can address more effectively than traditional, centralized solutions. Now is the time to bring those to life – and many businesses are already leveraging blockchain to improve their operations. This session will discuss why blockchain interest is growing rapidly in the enterprise markets, what the opportunities are and why blockchain is the answer, what obstacles exist, and how blockchain will truly move from emerging to mainstream status in the businesses market.

Thursday, June 23, 2022 - 2:00-2:25pm
Legal Tender: What We Are Learning from El Salvador Bitcoin Experiment

Bitcoin so far has been used as a store-of-value asset, and because it's not adopted widely enough, it's volatility remains largely unchanged. But, the hope is that using cryptocurrency as legal tender can improve the financial system for the benefit of all businesses and citizens of all classes. As El Salvador moves into past the initial months of its Bitcoin experiment, there are many lessons and takeaways other governments and financial institutions can learn from these pioneers. Certainly, the country has already seen its share of problems but, as the kinks get worked out, many other countries will soon follow suit. This session details the lessons that have been already learned from just a few months of this Bitcoin Experiment that others can draw upon.

Thursday, June 23, 2022 - 2:30-2:55pm
Interoperability Between Digital Assets and Local Currencies

Money is changing. The growth of the crypto world is introducing more and more people to digital currencies and their benefits. It's also taking hold at a national level with many countries looking at formally adopting digital currencies. But, to make cryptocurrency universally accessible and usable, interoperability must exist between traditional currencies and crypto. This session will discuss why that interoperability is necessary, what it means for local markets and users, and how interoperability is being enabled. The session will include current use cases showcasing crypto and local currency interoperability and the impact it has on those local markets.

Thursday, June 23, 2022 - 3:00-3:25pm
What Does the Future of Crypto Banking Look Like?

Banking and finance have been moving painfully slowly on when it comes to embracing crypto- and blockchain-based solutions, even as some major players in the financial sector have openly launched blockchain projects. Regulation, of course, plays a strong part in keeping a slow and steady pace, but even that is changing. PayPal and others have made moves to circumvent banks by enabling users to pay securely with cryptocurrency. At the same time, we've seen major policy shifts and regulatory statements from leading financial authorities and institutions globally. Morgan Stanley, for instance, became the first bank to offer access to crypto funds. What does this all mean for the future of banking, as traditional banks and other financial institutions seek to delivering enhanced digital customer experiences, while maintaining a focus on security and privacy? This session will look at the impact of blockchain on the banking industry, what banking will look like five and ten years down the road, and what it means for customers, both retail and commercial.

Session Details TBA   **Thursday, June 23, 2022 - 3:30-3:55pm**

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ITEXPO ENTERPRISE SOLUTIONS: Room 317

ITEXPO

Wednesday, June 22, 2022 - 9:00-9:55am

Strategies for Enabling Effective Remote Work

Remote work is here to stay. It's that simple. It's not a novelty anymore; it's not something that a few businesses or verticals are doing. It's the reality of the today's workplace, whether that's a flexible model, permanent remote workers, or a hybrid situation. Many businesses have seen extremely high levels of success with remote working in the past two years, yet others have struggled. This session will discuss how to be one of the successful ones and actually increase productivity over traditional models. Having the right tools is a big part, of course, but there are other elements to a remote/hybrid business strategy that ensure the tools are effective in driving success, including education, support, access, and corporate mindset. This session discusses the kinds of strategies successful companies have adopted, the pitfalls others have encountered, and how to effectively transition to and promote a healthy, productive model, regardless of what that looks like in your business.

Wednesday, June 22, 2022 - 10:00-10:25am

Intellectual Property: Patent, Trademark, and Copyright Law in IT and Tech

Intellectual property is central to innovation. But, there's also a significant business factor involved, both in terms of revenue and competitive differentiation. In the tech space, IP – and, specifically, protecting IP – more important than ever, with so many competing solutions leveraging similar technologies. This session will take a close look at intellectual property from a legal standpoint, including patents, trademarks, and copyrights, providing insight into how businesses should protect their IP to capitalize on their innovation.

Wednesday, June 22, 2022 - 10:30-10:55am

Building Highly Available & Scalable APIs

APIs are the glue that holds today's connected world together. They enable easy integration and connection of different services, data, systems, and applications to create new, exciting, and innovative user experiences. They also drive new business and partnership models that can drive new revenue opportunities. This session will explain how to build highly available and scalable APIs, and what companies should consider in their development process, including throughput, throttling, API versioning, Active-Active setup, Idempotent request handling, different scaling options, and more. In today's digital, connected world, your business depends on your APIs. In this session, you will learn how to make sure they support your business goals.

Wednesday, June 22, 2022 - 11:00-11:55am

Maximizing the Value of Your UC and Collaboration Tools

While the COVID-19 pandemic initially created disruptions and challenges for organizations across the globe, it also accelerated the digital transformation of a productive and efficient remote workforce. Today's new normal has forced companies to review their IT strategies and navigate uncharted waters, in order to adapt to today's remote workforce reality. Remote and hybrid work is here to stay, making cloud-based communications and collaboration tools essential to business continuity and productivity. This session will discuss not only the tools that are available, but how businesses should choose their solutions to ensure they provide an integrated, comprehensive communications toolset for their employees to maximize productivity and both internal and external communications, while supporting these new work models and employee needs.

Wednesday, June 22, 2022 - 1:00-1:25pm

Conversational AI - Customer Care Applications

This session will tackle new challenges for omni-bot and conversational AI design, with a focus on open source tools and APIs. Cross channel interactions will be analyzed by using some Customer Journey examples to understand what kind of complexity occurs behind a Conversational AI design. Attendees will also discover the opportunities that are available when Machine Learning techniques in an omnichannel environment, driven by real-world case studies.

Wednesday, June 22, 2022 - 1:30-1:55pm

Going LARGE with the Asterisk Realtime Architecture

Large Asterisk implementations often require flexibility and scale that is hard to implement in standard configuration files. One way to accomplish this is by using the Asterisk Realtime Architecture, which allows Asterisk to be configured by relational databases. Setting up the Asterisk Realtime Architecture is a subject that is rarely talked about, yet it can be a key element when implementing an efficient and reliable service for the big number of users anticipated on cloud-based systems. Learn all the intricacies that you will need to handle in order to set up a healthy Asterisk Realtime Architecture environment in this highly practical session.

ITEXPO ENTERPRISE SOLUTIONS: Room 317

ITEXPO

Open Source Session TBA6/22/22   2:00-2:25pm

Open Source Session TBA6/22/22   2:30-2:55pm

Thursday, June 23, 2022 - 1:00-1:55pm
Top Trends in Enterprise Digital Infrastructure and How to Leverage Them

Digital leaders and successful companies understand the assets and strategies needed to thrive in the era of Digital Transformation. The digital revolution is upon us, and COVID-19 has accelerated the adoption of digital infrastructure for all businesses. This session will discuss technology trends in enterprise digital infrastructure from the viewpoint of multiple factors, including cloud connectivity, connectivity/interconnection and managed services, artificial intelligence, sustainability projects, 5G, security, data, and more.

Thursday, June 23, 2022 - 2:00-2:25pm
10 Ways to Strategically Automate Away from Employees

When business demand fluctuates and capacity concerns arise, the natural inclination for management professionals is to excessively hire. However, hiring isn't always the optimal solution. This session discusses the most cutting-edge aspects of business process automation and internal workflow management. Attendees will learn successful strategies for increasing productivity, from cutting edge software solutions to short term outsourcing solutions, from free system integration options to process engineering strategies, and leadership techniques. Regardless of company size, attendees will leave with solutions they can implement to drive productivity.

Thursday, June 23, 2022 - 2:30-2:55pm
Applying AI to Save Lives: How A Team at Microsoft Made Drones Self Aware

The world is changing. Our desire to have information at our fingertips at all times allows us to be more informative of our decisions and selections. Data now resides in the cloud, but parking it there is not enough. Artificial Intelligence plays a key role in understanding all this data, but where does one start? In this session, you'll learn how how Microsoft, alongside Indro Robotics and the Canadian Coast Guard, collaborated on a project to harness AI in making drones self-aware in aid of search and rescue efforts as well as other open source implementations of AI.

Session Details TBA   6/23/22   3:00-3:25pm

Thursday, June 23, 2022 - 3:30-3:55pm
Cybersecurity, Privacy and Data Breaches from a Business Lawyer's Perspective

Click here to view the latest conference program

FUTURE OF WORK - Room 209

FUTURE of WORK EXPO

Tuesday, June 21, 2022 - 1:00-1:55pm

Managing the Hybrid Workforce: The Factors that Really Matter

What are the six critical factors that organizations must prioritize in order to underpin a flexible and virtual culture in a post-pandemic hybrid workplace? This session will reveal the latest proprietary research findings that detail key factors that will strengthen and motivate workforces and drive sustained business success. A panel of experts will provide commentary on these six critical success factors and their value to today's business leaders.

Tuesday, June 21, 2022 - 2:00-2:55pm

Solving Future of Work Challenges for Frontline Workers

Whether part or all of your workforce is on the front line, they are a big part of your future of work. They are a key segment of your workforce, but they have their own unique set of needs and challenges when it comes to producivity and efficiency. This session focuses on the tools and technologies that will help your frontline teams work as effectively as the rest of your organization, wherever their physical workplace may be.

Tuesday, June 21, 2022 - 3:00-3:55pm

Ensuring Cybersecurity and Privacy with a Hybrid Workforce

The COVID-19 pandemic has changed the way businesses run forever. With many businesses now opting for a hybrid way of working for the foreseeable future, this calls for a fundamental shift in security priorities. And for good reason – data shows that more than half of IT leaders believe employees have picked up bad cybersecurity behaviors since working remotely, and the majority of IT professionals predict a spike in ransomware attacks and targeted phishing scams.

What does this mean from a cybersecurity perspective? The session will discuss risks associated with hybrid working and a remote workforce and how intelligent technology like AI and machine learning can help secure human behaviors on channels like email in a hybrid workforce. As businesses adapt to this shift in employee working patterns, attendees will hear about how to empower employees to adopt safe cybersecurity behaviors and make smart cybersecurity decisions; which threats pose the biggest risk to businesses, and how employees could be targeted; the role CISOs and other IT leaders will play in the new hybrid workforce, and more.

Tuesday, June 21, 2022 - 4:00-4:55pm

Driving Collaboration and Productivity in Hybrid Workforces with AI

Enterprises have enough challenges supporting workers in both home and office-based setting, but keeping them productive and engaged in both settings is another challenge altogether. Not only do workers need the right tools to collaborate wherever they are, but they also need to feel connected to each other as businesses move to different distributed models. In this session, you'll learn how new technologies and tools are helping businesses address these challenges and ensure their workers are empowered to collaborate and communicate with colleagues and customers, regardless of their physical workplace.

Tuesday, June 21, 2022 - 5:00-5:55pm

Augmented and Virtual Reality: Redefining the Future of Work

Where do immersive technologies like augmented reality (AR), virtual reality (VR), and mixed reality (MR) fit into the future of work? How will they help companies make products and experiences more immersive and engaging? How will they impact efficiency and effectiveness of training? How can businesses deliver better customer care and experiences? VR and AR are ready to become core business technologies – this session will explore the opportunities.

Remote Work Demo Showcase   6/21/22   6:00pm

Tuesday, June 21, 2022 - 9:00-9:25am

Keynote Presentation - Why Reimagining the Future of Work Is A Real Thing and What Organizations Are Doing to Balance Remote Work and the Great Return to the Office

As employers navigate the Future of Work, they are faced with unprecedented questions about the new better normal and how best to navigate it. How can the organization best shift to a hybrid model? What is needed to both meet the changing needs of the business while providing flexible working arrangements needed by the workforce? If striking that balance isn't really possible, how can employer return to a pre-pandemic working model, and stave off unwanted turnover, low productivity and disengagement? This session will discuss the future of work by reviewing the latest workplace trends and the potential threats and implications for employers, including recent Survey results from EY about the

FUTURE OF WORK - Room 209

FUTURE of WORK EXPO

Future of Work, and different strategies employers are utilizing to reimagine the future of work.

Wednesday, June 22, 2022 - 9:30-9:55am
Keynote Presentation - The Promise and Perils of AI in Employment Decision-Making

What implications do AI and machine learning hold for the equal employment opportunity? Employers are using AI to make employment decisions at every stage of the job life cycle, from hiring to promotion to firing. AI-driven technologies have the potential to make the workplace more open, fair, and inclusive by eliminating unlawful discrimination from employment decisions. However, AI can also amplify workplace bias if it is poorly designed or carelessly deployed. Drawing on real-world examples, this presentation will provide an overview of the promise and perils of using AI to make employment decisions. It will provide an overview of the legal framework governing AI in the United States and will address the ways that U.S. civil rights laws protect employees from discrimination by algorithm. Finally, it will suggest ways that employers can reap the benefits of AI while respecting the rights of workers.

Wednesday, June 22, 2022 - 10:00-10:55am
AI Everywhere and No Talent to Use It: Building an Equitable Workplace

As AI rapidly improves in reliability and its range of applications increases, it is becoming increasingly important for companies in all industries to examine how AI and machine learning should be leveraged in their business. Unfortunately, there is a shortage of qualified talent to fill the millions of jobs that AI will create and transform. The World Economic Forum estimates that 97 million new jobs will be created through AI by 2025. To meet the challenge, companies will have to reimagine what it means to be an effective talent finder – and builder. This panel will explore the changing AI and machine learning landscape, how to identify top talent that may be missing traditional qualification markers, how to support existing IT talent to upskill them, and how to tap into vocational training networks and other AI/ML training grounds to find the talent of the future.

Wednesday, June 22, 2022 - 11:00-11:55am
Rethinking the Organization: Success Strategies for Hybrid Work

Nobody knows how the Future of Work will ultimately unfold, but clearly, we're not going back to the pre-pandemic way of working.

Organizations have an unprecedented opportunity to re-think every aspect of the business, including how work gets done, where, when – and all the implications for physical and remote workplaces. The hybrid model has inherent challenges, but also opportunities across all layers of organizations, from frontline and knowledge workers to IT teams, and from executive management to HR. This session will speak to those challenges and opportunities, along with the tactical responses and broader strategies needed for success.

Wednesday, June 22, 2022 - 1:00-1:55pm
Managing the Great Resignation

We are more than a year-and-a-half removed from the initial COVID-19 outbreak, and one of the lasting changes is with our relationship with "work." This new perspective on work/life balance is best demonstrated by the "Great Resignation" – millions of Americans are quitting their jobs due to many factors, from burnout and mental health concerns to the desire for greater flexibility in work arrangements. At the same time, businesses have more job openings than ever. This session will discuss how business leaders can effectively manage these and other workplace challenges, including strategies and tools for hiring, workforce management, and productivity.

Session Details TBA	6/22/22	2:00-2:25pm
Session Details TBA	6/22/22	2:30-2:55pm
Session Details TBA	6/23/22	1:00-1:25pm

Thursday, June 23, 2022 - 1:30-2:25pm
How Artificial Intelligence Can Make the Customer Experience More Human

Businesses have a massive set of tools and data at their disposal, but instead of making it easier to connect with customers and build their brands, they find themselves drifting further apart. Their digital tools haven't closed the gap – they've widened it with more layers between brand and customer – so messages and ideas get diluted in the constant white noise. The problem is most businesses are trying to solve digital problems using traditional methods – a Sisyphean task with the massive amount data streams. That's where artificial intelligence comes in. This session will discuss how brands can create more relevant and contextual interactions, how they can truly prioritize customer service and retention, and deliver the experiences customer expect – all while balancing the ongoing need to generate revenue.

FUTURE OF WORK - Room 209

FUTURE of WORK EXPO

Thursday, June 23, 2022 - 2:30-3:25pm
Managing the Agent Experience with a Distributed Workforce

With hybrid work giving rise to new operational models, the challenges extend beyond the office to customer service teams and the contact center. Most agents have long worked in a centralized location, but the distributed model has now become the norm. This presents another future of work scenario, where new strategies and technologies will be needed for agents to provide great customer experiences, as well as to keep them engaged and part a unified team that includes their customer service colleagues and managers, as well as the rest of their organizations. They are all part of today's customer experience equation.

Thursday, June 23, 2022 - 3:30-3:55pm
Key Takeaways: Analyst Roundtable Defining the Future of Work

SASE SUMMIT - Room 315

#TECH SUPERSHOW SASE SUMMIT

ID at the Door
Tuesday, June 21, 2022 - 1:00-1:55pm
Security is no longer as simple as setting up a firewall, creating white/black lists and letting the good times roll. The cloud offers opportunity, both good and bad, so if data, application and network security are important to your firm, it's time to explore a Zero Trust framework, and revisit identity and access protocols. SASE leaders lend insight into the new perimeter, and security best practice for this brave new world.

Session Details TBA   6/21/22   2:00-2:55pm

Setting up for SASE Success
Tuesday, June 21, 2022 - 3:00-3:55pm
SASE isn't as simple as saying, "sign me up!"Organizations are burdened by siloed applications, limited skills and existing investments that can result in inconsistent architecture and insufficient security strategy. Each SASE service provider will tout best in breed, comprehensive solutions, but how does IT ensure the firm is set up for success? Join us to learn from the experts.

Session Details TBA   6/21/22   4:00-4:55pm

The SASE Road Ahead
Tuesday, June 21, 2022 - 5:00-5:55pm
Here we are. We've embraced the cloud, allowed the workforce to work from anywhere on any device and are reliant on the convergence of network and security functions to propel productivity and keep critical assets safe. Is SASE an endgame? What lies ahead for the SASE space? Are there complete SASE offerings available?

MSP EXPO - Room 316

MSPEXPO

Growing Sales in the New Normal

Wednesday, June 22, 2022 - 9:00-9:55am

COVID-19 had impacted not only how businesses function, but it continues to transform the B2B buying cycle in the IT channel. McKinsey & Company says the digital shift has been accelerated by the pandemic and the changes buying behaviors is here to stay. What are the latest trends for selling in the new normal? What's working and what's not? What tools and skills, what products and solutions, and what strategies do you need to embrace to maximize your revenue potential and sell successfully to today's business decision-makers?

How MSPs Can Capitalize on Today's New Workforce Models

Wednesday, June 22, 2022 - 10:00-10:55am

Over the past two years, workforce models have changed, businesses are leveraging a variety of technologies to support multiple work scenarios, and MSPs have to understand how to support those models. This discussion will uncover the intricacies of delivering and managing communications and IT solutions that enable employees to function optimally wherever their workplaces may be at any time.

Branded vs. White Label: Which is Better for Your MSP?

Wednesday, June 22, 2022 - 11:00-11:55am

As an MSP, you have the choice – you can sell branded communications services, or you can sell under your own brand working with a white-label provider. Each has its benefits, depending on your needs and resources. This session will discuss the differences between white label and branded offerings and give attendees the information they need to make the choice that is best for the future of their business and customers.

SD-WAN and MSPs: Selling Connectivity for the New Normal

Wednesday, June 22, 2022 - 1:00-1:55pm

For MSPs, selling SD-WAN is almost a no-brainer. But, it's not quite as simple as that. As MSPs continue to embrace a new world of connectivity options to support modern workforces, they need to understand not only the technology behind SD-WAN services, but how to integrate it into the service offerings and how to sell it effectively to increase their customer value. This panel will discuss the state of SD-WAN in the MSP space, and offer a basic blueprint for successfully becoming an SD-WAN provider.

Accounting Doesn't Have to Suck!

Wednesday, June 22, 2022 - 2:00-2:55pm

You probably don't love the numbers aspect of your business. It's hard enough making sure you have the IT skills on your teams to manage all your clients' needs on a day-to-day basis yet, business success is, ultimately, a numbers game. This session is all about giving MSPs the skills to understand their financials, the top financial issues facing their businesses, knowing what the non-issues are so they don't create unnecessary confusion, and knowing how to direct accounting teams to provide the data you need and when you need it, and understanding how to measure and drive your labor. Rest assured, this is not an accounting lesson. Rather, it's a lesson in cutting through the cloud that is your accounting data to get the information that matters and will enable you to drive profitability.

Delivering on Expectations: Network Strategies and Tools for Reliable Service Delivery

Thursday, June 23, 2022 - 1:00-1:55pm

The network is the key to MSPs success. Whether that's their own network that enables reliable service delivery to their countless customers, or the networks they manage for their customers that allow those businesses to function each day, the network is really the core of MSPs' businesses. At the same time, there's a limit to the human resources MSPs have for network monitoring and management. That's why having the right network management tools is critical to dependable service delivery without stretching resources to the point where business suffers. This session looks at the network challenges MSPs can face, especially as they continue to add new services to their portfolios, and what tools and solutions are available to help support them and ensure they can meet their SLAs.

Partnering For Success: Why Choosing the Right Vendors is Key to MSP Success

Thursday, June 23, 2022 - 2:00-2:55pm

As an MSP, you have choices – many of them – when it comes to the vendors you work with. Of course, your vendor partners should deliver a high-quality solution, but that's just the tip of the iceberg. It must also be profitable. Does the vendor partner provide other benefits as well? What kind of training and support do they provide? What about marketing and sales materials and tools? What about post implementation support, such as up-selling customers and troubleshooting? This discussion explores many of the ways vendor partners can add value to their relationships, and why selecting the right partner is a key to MSP success.

MSP EXPO - Room 316

MSPEXPO

Modernizing Your MSP Client Acquisition Strategy

Thursday, June 23, 2022 - 3:00-3:55pm

There are two ways MSPs can generate more revenue – increase the value of existing clients, and attract new ones. It's about technology. It's also about your business differentiators and your value as a service provider. And it's about marketing and selling those factors effectively. In an integrated digital world, this session will discuss what the differentiators are that can enhance and simplify your relationships, and how to integrate those into a comprehensive client acquisition and retention strategy to separate yourself from the pack in a crowded MSP market.

MSP SECURITY SOLUTIONS - Room 315

MSPEXPO

Wednesday, June 22, 2022 - 9:00-9:55am

Leading with Security: What MSPs Need to Know About Cyber Security Today

There's a lot that goes into being a security provider for businesses. It starts with a security-first mindset. You can sell all the other services you offer, but if you fail on the security front, it's all for naught and you have lost your customers' trust – and likely revenue. This session will discuss the how the security threat landscape continues to evolve and how MSPs can adopt a security-first mentality to support their clients and enjoy a potentially lucrative recurring revenue stream.

Wednesday, June 22, 2022 - 10:00-10:55am

Ransomware: Should I Pay or Should I Go?

Everyone knows how quickly ransomware has become a major problem and the impact it can have on business operations. New threat variants and tools continue to emerge, while new work models increase risk. At the same time, employees and IT teams feel overwhelmed by the need to constantly focus on security. It's time for MSPs to step up and help businesses solve the ransomware dilemma. This session will discuss the latest trends in ransomware attacks, the repercussions to both MSPs and their clients in the wake of successful ransomware attacks, why such attacks have been successful, the obligations and opportunities MSPs have in protecting their clients, and what MSPs need to do to be successful in the fight against bad actors looking to get rich through ransomware.

Wednesday, June 22, 2022 - 11:00-11:55am

Securing Your Clients Regardless of Their Workplace Strategy

The business world has changed. New workforce models capitalizing on a broad range of technologies are being leveraged to support the new places, times, and ways people work. What hasn't changed is the continued growth of cyber attacks. In fact, throughout the pandemic, attack volumes only increased as hackers realized new workforce models created many new opportunities to breach corporate networks. This session is all about the new world of work and how MSPs can help support their customers' new work models by providing maximum levels of security to ward of threats, wherever they may come from.

Wednesday, June 22, 2022 - 1:00-1:25pm

Consultative Security Solution Selling in a Remote Marketplace

Security threats continue to evolve. Business approaches to managing security must evolve accordingly. This session looks at how cyber security has changed over the past two years as new work models have become a standard. How does BYOD expanding an organization's threat perimeter? Why does dark web monitoring matter to MSPs? How can well-rounded MSP offerings can create a more secure and more effective remote work environment for their clients? How can MSPs take a more consultative approach to benefit their clients (and their own revenue streams)?

MSP SECURITY SOLUTIONS - Room 315

MSPEXPO

Wednesday, June 22, 2022 - 1:30-1:55pm
Simplify Cybersecurity with Managed Security Operations

"Set it and forget it" security solutions don't work today – if they ever really did. Cybercriminals work day and night, finding creative ways to compromise systems and steal data. As an MSP, you need to be vigilant 24/7, detecting and remediating ever-changing threats. What if security expertise is not in your wheelhouse? How do you know you are leveraging best-of-breed solutions? What do you do with all the data? This session will help MSPs understand how to tackle these hard business challenges and successfully build cybersecurity programs.

Wednesday, June 22, 2022 - 2:00-2:55pm
Cybersecurity: Capitalizing on Compliance Demands

Even before the COVID-19 pandemic, businesses struggled with managing cybersecurity and compliance mandates and issues. New remote and hybrid models have further complicated the situation and introduced new security and compliance risks. At the same time, with cyber attacks on the rise, protecting data is more important than ever. It presents a huge opportunity for MSPs, who are already trusted to manage their clients' IT. Security and compliance are a natural extension and can increase the value of the trusted relationships between MSPs and their clients. But, it requires MSPs to understand compliance requirements in order to deliver that trust effectively and create long-term value. This session will help MSPs capitalize on the compliance and security needs to expand relationships with existing clients and generate new business. The session will discuss new and emerging compliance requirements and standards, the connection between security and data privacy, effective vendor cyber risk evaluation, and how to integrate compliance and security into a comprehensive service portfolio.

> **Click here to view the latest conference program**

ITEXPO SERVICE PROVIDER SOLUTIONS - Room 301

ITEXPO

Wednesday, June 22, 2022 - 9:00-9:55am
STIR/SHAKEN Will Decrease Robocalls But There's Much More To Be Done

Carriers that have implemented STIR/SHAKEN have seen positive results. But smaller carriers, which have an extension until June 2023 to implement STIR/SHAKEN, have the most trouble containing robocalls and a high percentage of "bad" robocalls originate on those smaller networks. Even though STIR/SHAKEN and call-filtering apps have led to a small percentage of high-risk robocalls originating from Tier 1 networks, consumers likely won't notice an immediate change in terms of robocalls they receive following this first STIR/SHAKEN deadline. In addition, another important deadline recently passes: As of September 28, 2021, the industry's largest carriers can block traffic from carriers that haven't done their share to mitigate illegal robocalls originating on their networks. This session will discuss what's happened to date in terms of STIR/SHAKEN implementation, its impact, and, what still needs to be done, and what the September 2021 and June 2023 deadlines mean to communications providers and their customers.

Wednesday, June 22, 2022 - 10:00-10:25am
How Verification is Helping Maintain the Integrity of Voice Calls

Studies show that in the U.S., 76% of calls from unidentified or unfamiliar numbers are left unanswered. While the deployment of the SHAKEN/STIR framework is helping mitigate spoofing and robocalling, some legitimate business calls may consequently be mislabeled as spam, even if they are not. To combat this, businesses and their numbers must be vetted, registered and verified by service providers to help outbound calls be delivered to consumers and displayed appropriately. This session will explore Registered Caller, a centralized telephone number registry facilitated by CTIA and iconectiv, and developed with input from major voice providers, robocall mitigation companies, and other leaders in the voice service industry. Its main focus is to build a centralized telephone number registry that helps ensure legitimate and wanted calls are reaching consumers and maintains the integrity of voice calls.

Session Details TBA   6/22/22   10:30-10:55am

ITEXPO SERVICE PROVIDER SOLUTIONS - Room 301

ITEXPO

Wednesday, June 22, 2022 - 11:00-11:55am
What I Wish I'd Known BEFORE I Started Selling Voice or UC Services

Wednesday, June 22, 2022 - 1:00-1:55pm
CEO Insights: Inside the Minds Behind Driving Tech Firms in a New Normal

Our 2nd CEO Insights panel delivers a rare behind-the-scenes peek into the mindsets of CEOs, and how they are handling today's challenges including Covid-related hybrid office vs. work-from-home issues, current events such as """"The Great Resignation"""", workforce generational changes, purpose, and politics. Each CEO will share their perspectives on benefits and drawbacks related to these and related topics. Attendees will gain invaluable insights and tips on how to prepare for success in these and other areas and what works and what doesn't work from a leadership perspective.

Wednesday, June 22, 2022 - 2:00-2:25pm
Digital Innovation & Transformation Legal Trends

The last 24 months have seen extraordinary transformation in digital delivery of services. The rush and success of digital services, like telehealth, peer-to-peer payments, and AI-assisted risk management, are raising concerns about privacy and security. Legislators, regulators and state agencies are asking whether the success of these trends comes at the expense of consumers. Successful companies need a strategy that balances new digital services against a growing array of rules and regulations. This presentation will discuss the changing nature of the legal and regulatory landscape with a focus on cutting edge business models and the related legal issues. It will address issues in marketing, like the changing use of technology in content, social media, email, online transactions, and customer-facing services, as well as compliance risks for developers, investors, and third-party service providers.

Wednesday, June 22, 2022 - 2:30-2:55pm
Overview of Facebook Terragraph Wireless Technology and Applications

The presentation will educate the attendees on the new Facebook Terragraph mmWave Wireless technology, its applications, and how it can be utilized to build a wireless network at fiber-like speeds. It will discuss the open RAN aspect of the technology, an overview of the vendors that have been chosen for the project, and an overview of each of the vendor's unique approaches to the hardware and software aspects of Terragraph. The presentation will cover an example solution for providing fixed wireless services and WiFi for high cost or hard to reach areas for fiber or wired connectivity.

Bringing 5G to the Enterprise   6/23/22   1:00-1:55pm

Session Details TBA   6/23/22   2:00-2:25pm

Session Details TBA   6/23/22   2:30-2:55pm

Add-on Services to Drive Revenue and Customer Value   6/23/22   3:00-3:55pm

EXPO THEATRE SESSIONS

BLOCKCHAIN DEMOS:

Session Details TBA	6/22/22	4:30-4:55pm
Session Details TBA	6/22/22	5:00-5:25pm
Session Details TBA	6/22/22	5:30-5:55pm
Session Details TBA	6/22/22	6:00-6:25pm
Session Details TBA	6/22/22	6:30-6:55pm

FUTURE OF WORK SOLUTIONS SHOWCASE:

Session Details TBA	6/23/22	11:30-11:55am
Session Details TBA	6/23/22	12:00-12:25pm
Session Details TBA	6/23/22	12:30-12:55pm
Session Details TBA	6/23/22	1:00-1:25pm

MSP SOLUTIONS THEATRE:
Next Generation Data Intelligence: Unlock the Value of Unstructured Data
Thursday, June 23, 2022 - 1:30-1:55pm

Historically it has been very difficult to manage the overall lifecycle of growing data volumes. For years' service providers have been advising clients to keep three copies of their data, in two different media types with one off-site copy (3-2-1) for a more effective data protection strategy. Today organizations are left with multiple copies of different data sets that are unstructured in several locations, leaving PII exposed and vulnerable to unauthorized users. In this session, learn how to understand the three pillars of data intelligence and automation, how to build data intelligence solutions into your MSP service offering, and how to get started with a data assessment program.

Intro to Database Management
Thursday, June 23, 2022 - 2:00-2:25pm

Databases are typically avoided by most MSPs. Why? They are hard to understand complicated and just plain outside of our wheelhouse. In this simple, easy to understand session, you will get an overview of of databases and what is involved in managing your clients' databases, including covering various database platforms, what they have in common and their differences, and what's involved in managing them. Most importantly, attendees will learn what questions to ask their clients to find out if there is a database management (i.e., revenue generation) opportunity to add value to their relationships.

Session Details TBA	6/23/22	2:30-2:55pm
Session Details TBA	6/23/22	3:00-3:25pm
Session Details TBA	6/23/22	3:30-3:55pm

COMMUNICATIONS SOLUTIONS THEATRE:
Emerging Tech Organizations Need to Succeed in Today's On-Demand Economy
Friday, June 24, 2022 - 10:00-10:50am

Evaluating the Effectiveness of Your Security Solutions
Friday, June 24, 2022 - 11:00-11:50am

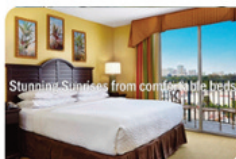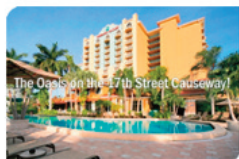|		
Session Details TBA	6/24/22	12:00-12:45pm

Click here and view all of the available registration options for you and your team to attend! Hurry as there are time-sensitive discounts that may be gone soon!

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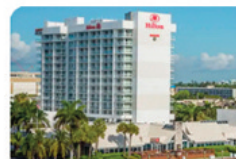
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Deadline: May 6, 2022

❯ Includes: WiFi for 2 devices, 2 hour bicycle rental for 2 adults, 2 beach chairs, sunrise yoga classes, daily signature drink (up to 2), 2 bottled waters daily. Discounted parking

Walking Distance to the Convention Center

Renaissance Fort Lauderdale
1617 Southeast 17th Street Fort Lauderdale, Florida 33316

TECHSUPERSHOW 2022 / ITEXPO 2022

Discounted Rate: **$159.00**

Cut-off date: May 20, 2022

❯ Rooms are on a first-come, first-served basis so don't delay book today

American Airlines is pleased to offer special discounts for #TECHSUPERSHOW / ITEXPO 2022 Meeting Event Code **1712DG**

Delta Air Lines is pleased to offer special discounts for the #TECHSUPERSHOW / ITEXPO 2022 Event Code **NMVA6**

Closest Airport: Ft. Lauderdale-Hollywood International Airport

Travel time 10 minutes

Miami International Airport

Travel time 35 minutes