

INTERNET **TELEPHONY**[®]

Conference & EXPO

Our 16th Event!

FREE Keynotes, Networking Receptions & Workshops!

The World's Ultimate IP Communications Experience!

September 10-12, 2007

Los Angeles Convention Center
Los Angeles, California

Featuring:

 **Call Center 2.0™**
at ITEXPO

• **Unified Communications**

- Open Source
- Voice/Video/Data
- SOA
- Hosted Options
- Wireless/Mobility
- **Green Technology**
- FMC
- IMS



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ITEXPO.COM



Why Choose ITEXPO? If You Are Serious About:

- Deploying IP Communications Solutions
- Delivering IP Communications Services
- Developing IP Communications Apps.
- Reselling IP Communications Solutions
- Networking with Analysts, Press & Wall Street Investors



Dear Colleague,

After a decade of innovation, IP communications has come to an important crossroads. From this point forward, the solutions available have become more

advanced and complicated than at any time before. Security, unified communications, hosted solutions, disaster preparedness, open source, SIP, WiFi telephony, IPTV, IMS and FMC are just some of the latest areas of the market you likely need to understand well.

Since 1999, INTERNET TELEPHONY Conference & EXPO has been the single event helping companies make purchasing decisions in the world of VoIP and IP communications. ITEXPO helps you understand what is important and what is not. It is not a geeky future-fest. We focus on the implementation issues you are faced with today while keeping an eye on tomorrow and the decade to come.

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

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

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

As the IP communications landscape gets more sophisticated, it is imperative you come to industry conferences to experience everything there is to learn. In addition you are able to network with all the key players and your peers at once, ensuring your education is balanced. The worst thing you can do is make a decision without knowing all of your choices up front.

The ITEXPO team has spent day and night working to ensure — in fact we even promise — Internet Telephony Conference & EXPO is the Ultimate IP Communications Experience and we look forward to seeing you in person in Los Angeles. When you leave the show, you will be better equipped in your current job and will have an easier time making the correct decisions on what you need to purchase and how to get the job done correctly.

Sincerely,



Rich Tehrani, TMC President & ITEXPO Conference Chairman

P.S. Check out page 7 to see the amazing, 'Connected Car of the Future' that you could win on Tuesday, September 11th.

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

Tracks for Service Providers:

- Unified Communications
- Service Provider Solutions
- Essential Issues
- IMS Summit at ITEXPO
- FMC
- Open Source
- Wireless/Mobility
- SIP
- FierceMarkets' IPTV Evolution

Tracks for Enterprises, Government, SMBs:

- Unified Communications
- Enterprise Solutions
- VoIP for SMB
- Essential Issues
- IMS Summit at ITEXPO
- FMC
- Call Center 2.0 at ITEXPO
- Open Source
- Wireless/Mobility
- SIP
- FierceMarkets' IPTV Evolution

Tracks for Developers:

- Unified Communications
- Essential Issues
- IMS Summit at ITEXPO
- FMC
- Call Center 2.0 at ITEXPO
- Open Source
- Wireless/Mobility
- SIP
- FierceMarkets' IPTV Evolution

*Your conference fee is guaranteed. See page 30 for details.

An Enriching Experience:

Three Days of Learning, Networking, Inspecting New Technologies

Gain Critical Knowledge

More Important Topics Covered Within Each Conference Track

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

- Business Continuity & Disaster Planning
- IMS
- Unified Communications
- Hosted Unified Communications
- Telepresence
- Cable/Satellite IP Communications
- Peering
- Enterprise Network Management
- IP in the Contact Center
- IMS versus WiMAX
- SOA
- Convergent Billing
- Hosted VoIP Options
- Mobile VoIP & Video
- Broadband Wireless VoIP
- E-911 Update
- SIP Trunking
- Securing VoIP Networks
- Security in a Mobile World
- Open Source
- Green Technology

FREE Sessions & Workshops

Free "Service Provider Shootout" Panel Discussion

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

Free Spectacular Keynotes

Top executives from 8x8, Inc., AT&T, Dialogic, Digium, Interactive Intelligence, Inter-Tel.

This year's lineup of keynotes includes top executives from equipment manufacturers and service providers. Learn from them how IP communications solutions benefit you - whether you are using them or selling them.

Free Educational Seminars —

- Reseller Solutions Day Workshop
- Ingate SIP Trunking Workshop
- Voice Peering Fabric Workshop
- Disaster Preparedness Workshop
- Vocalocity Hosted VoIP Reseller Workshop

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

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



Mark Spencer
President
Digium, Inc.



Norman Stout
Chief Executive Officer
Inter-Tel, Incorporated



Bryan Martin
Chairman & CEO
8x8, Inc.



Nick Jensen
President and
Chief Executive Officer
Dialogic Corporation



Donald E. Brown, M.D.
Chief Executive Officer
Interactive Intelligence



Susan A. Johnson
Senior Vice President,
Business Development



Who Should Attend?

Enterprise, Service Provider, SMB Corporate Management, CEOs, CTOs

Ultimately, the vendors you choose become as much your partner as your supplier. Whether you are deploying a solution or a carrier offering service, INTERNET TELEPHONY Conference & EXPO provides the perfect venue for forging these profitable relationships.

Resellers

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

Enterprise, Service Provider, SMB Tech Management

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

Developers

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

Attend the IP Communications event delivering a 1st Class conference education, endless networking opportunities, & visionary keynotes with diverse viewpoints.

1. Commercial-Free Sessions

To maximize your ROI as an attendee, presenters in sessions are forbidden from delivering company pitches. You get a complete education taught in an unbiased manner. Violators are not invited back to speak at future events.

2. Most Knowledgeable Speakers

Each topic and presenter is hand-selected by the INTERNET TELEPHONY editorial team from hundreds of candidates. Only the most relevant sessions presented by seasoned speakers make it on to the program at INTERNET TELEPHONY Conference & EXPO.

3. Invaluable Networking Time

ITEXPO West 2007 is the perfect venue for you to meet and talk with other enterprises/government, service providers, developers and resellers to share ideas, exchange business cards, and discuss the virtues of one solution over another.

4. Hundreds of Exhibiting Companies

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

5. FREE "Executive Showcases" on the Exhibit Floor

Visit this special area on the show floor and get more unbiased education about key topics.

6. Top-Level Keynotes

This year's keynote lineup includes top executives from 8x8, Inc., AT&T, Dialogic, Digium, Interactive Intelligence, and Inter-Tel. Learn from them how today's IP communications solutions can benefit your company - whether you are using them or providing them to customers.

7. Free Service Provider Shootout Special Panel Session

In addition to the non-commercial conference sessions, you can hear leading service providers share their vision of how IP communications can benefit you.

8. Your Fee is Guaranteed

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

9. Convenient, Accessible Location

The convention center is conveniently located in Los Angeles, California, easily accessible from virtually any airport in the world.

10. FREE Exhibit Hall Pass

Register online any time to save the \$50 onsite fee.

Find the Solutions You Need

Come Inspect Hundreds of Cutting-Edge IP-based Voice, Video and Data Products & Services • Over 200 Exhibitors Expected

- APIs
- Application Servers
- ATAs
- ATM
- Billing/OSS Solutions
- Cable Telephony Solutions
- Carrier Class Gateways
- Compression Algorithms
- CTI
- DSP Chips & Boards
- Echo Cancellation
- Edge Access Devices
- Embedded Software Tools
- Fax Boards
- Firewalls
- Fixed/Mobile Convergence
- H.323
- Hosted VoIP
- IMS
- Industrial Computers
- Interconnection Facilities
- IP-based ACDs
- IP Centrex Solutions
- IP Conferencing
- IP Contact Center Solutions
- IP Fax Solutions
- IP PBXs
- IP Phones
- IP Telephony Headsets
- IPTV Solutions
- IP Video Conferencing
- LAN-based Telephony
- Mashups
- Media Servers
- Open Source
- Presence-based Applications
- Programmable Switches
- Protocol Stack
- QoS Network Monitoring
- RAS/Modem Chips
- Routers
- Session Border Controllers
- SIP Software
- SIP Trunking
- SMB VoIP Solutions
- SOA
- Softswitches
- SOHO Solutions
- Speech Recognition/VXML/SALT
- Telepresence
- Testing Platforms
- Unified Communications
- UPS/Power Solutions
- Voice Boards
- VoIP Development Tools
- VoIP Gateways
- VoIP Monitoring
- VoIP Peering Solutions
- VoIP Security
- VoIP Silicon
- VoIP Testing Hardware
- VoIP-enabled Handheld Devices
- Web-based Customer Service
- WiFi Telephony
- WiMAX
- Wireless IP Communications

Exhibit Hall Hours:

Monday - September 10 4:15 pm - 8:00 pm
Tuesday - September 11 11:00 am - 6:00 pm



Executive Showcases in Presentation Theatre on Exhibit Floor

New for 2007:

Hear unique perspectives on specific applications of converged voice, video, data services.



Mansour Salame
Chairman of the Board and CEO
Contactual, Inc.

Contactual



Alan Percy
Director of Business Development
AudioCodes

AudioCodes



Todd Landry
Senior Vice President
Sphere Communications

Sphere



Chuck Rutledge
VP of Marketing
Quantum Technologies

**QUANTUM
TECHNOLOGIES, INC.**



Marisa S. Viveros
Dir., Global Leader for
Converged Comms., IBM
Global Technology Services


IBM

Day One: Monday – September 10, 2007

	Unified Communications	SIP	Service Provider Solutions	Wireless/ Mobility	FMC	Call Center 2.0 at ITEXPO	FierceMarkets IPTV Evolution
	Conference fee required	Conference fee required	Conference fee required	Conference fee required	Conference fee required	Conference fee required	Conf. fee required
8:30 - 9:30	Continental Breakfast - Paid Attendees Only						
9:00 - 9:45	Unified Communications Overview	The State of SIP	Guide to Understanding Today's Service Provider Market	Deploying & Troubleshooting WLANs	Fixed/Mobile Convergence Primer	Benefits of an IP Enabled Contact Center	Keynote Address
10:00 - 10:45	Things to Consider... Before You Deploy U.C.	SIP & SS7	Serve Your Customers Innovative Applications	Overcoming Broadband Wireless VoIP Challenges	Seamless Services Across Fixed & Mobile Networks	Transition Your Contact Center to IP	IPTV or Online Video: What's the Next Generation of TV?
11:00 - 11:45	Living with your U.C. Deployment	SIP in the Call Center	What About Hosted?	IMS Versus WiMAX	The Need for Convergent Billing	Develop an Effective IP Strategy	Panel Session: IPTV Bill of Rights
11:45 - 12:30	Conference Luncheon - Paid Attendees Only						
12:30 - 1:15	The Dawning of Telepresence	SIP Trunking From 10,000 Feet	Successfully Managing Next-Gen Networks	Designing Software For Mobile VoIP and Video	Service Provider Perspective On FMC	Uncover the Value of Speech Analytics	Panel Session: Monetizing Apps Beyond TV
1:30 - 2:15	Extending Security to the U.C. User	Developing Applications Using SIP	The State of VoIP Peering	Trends in Dual Mode	FMC: Driving the Transition to IMS	Help Yourself! A Look at Web Self Service	Panel Session: Security and QoS
2:30 - 3:15	Unified and Good to Go... A Look at Mobility	Why SIP Trunking Makes Sense For SMBs		Making Money With Mobile VoIP		Proactive Support: A New Paradigm In Managing Customer Relationships	Lessons learned from Tier 2 & Tier 3 IPTV Deployments
3:15 - 4:15	FREE Keynote Session Featuring Digium and Inter-Tel						
4:15 - 8:00	FREE Networking Reception in Exhibit Hall - Sponsored by Aculab						
Monday's Free Workshops: Ingate's SIP Trunking Workshop (pg. 28); Reseller Solutions Day (pg.26); Disaster Preparedness (pg. 26)							

	Unified Communications	Open Source	Service Provider Solutions	Wireless/ Mobility	IMS Summit at ITEXPO	Call Center 2.0 at ITEXPO
	Conference fee required	Conference fee required	Conference fee required	Conference fee required	Conference fee required	Conference fee required
7:00 - 8:00	Continental Breakfast - Paid Attendees Only					
8:00 - 8:45	Unified Communications in a Hosted Model	Primer: State of the Art in Open Source	Reaching The Consumer Market	Introduction to Wireless	Introduction to IMS	Video in the Call Center
8:45 - 9:45	FREE Service Provider Shootout Panel Discussion Featuring: Covad, Earthlink, 8x8, Inc., GlobalTouch Telecom, Worldgate					Call Recording: Benefits & Challenges
9:45 - 11:00	FREE Keynote Session Featuring Interactive Intelligence and AT&T					
11:00 - 6:00	Visit the Exhibit Hall					
12:30	Conference Luncheon - Paid Attendees Only					
1:30 - 2:15	Panel Discussion: Streamline and Integrate Your Business Processes	Selecting an Open Source VoIP Solution for the SMB	Introduction to Security	Wireless VoIP Vision for the Enterprise	The Business Case for IMS	Call Center Urban Myths
2:30 - 3:15		Mobile VoIP and Linux	Securing Hosted VoIP	Mobile Enterprise Applications	Best Practices in Service Creation	Beyond Boundaries: Exploring the Virtual Call Center
3:30 - 4:15	Don't Forget Fax	Securing Open Source Enterprise VoIP	Carrier Hotels	Mobile Rich Media Applications	A Day In The Life of IMS	Leveraging Hosted PBX Services in the Contact Center
4:30 - 5:15	Future Trends in Unified Communications	Open Source Development Challenges	Understanding Quality of Experience	Security in a Mobile World	IMS in the Enterprise	SaaS Panel: Opportunities & Challenges
6:00	FREE Networking Reception - Sponsored by Atacomm					
Tuesday's Free Workshops: Ingate's SIP Trunking Workshop (pg. 28); Vocalocity's Reselling Hosted VoIP Workshop (Pg. 27)						

Day Three: Wednesday – September 12, 2007

	Enterprise Solutions	VoIP for SMB	Essential Issues	IMS Summit at ITEXPO	Call Center 2.0 at ITEXPO	Voice Peering Fabric Workshop
	<i>Conference fee required</i>	<i>Conference fee required</i>	<i>Conference fee required</i>	<i>Conference fee required</i>	<i>Conference fee required</i>	<i>Free Workshop</i>
7:30	Continental Breakfast - Paid Attendees Only					
8:15 - 9:00	Prepare Your Network for Enterprise VoIP	VoIP Options for the SMB	Future Trends	Optimizing Components for IMS	IP Contact Center Shootout	Voice Peering 101
9:15 - 10:00	Make Your Transition to VoIP a Success!	IP Powered Applications for the SMB	Business Continuity and Disaster Planning	Is There A Killer App in IMS?		Inside the Voice Peering Fabric
10:15 - 11:00	Decisions Decisions... Hosted Versus Premises-based VoIP Deployment	Performance and TCO Advantages of Hosted IP-PBX Phone Services for SMBs	Enterprise Voice Mashups	IMS & Fixed/ Mobile Convergence	Do Advancements in Mobile CRM Make the Laptop Obsolete?	Peering and Transcoding with Asterisk on the VPF
11:00 - 12:00	FREE Keynote Session Featuring Dialogic and 8x8, Inc.					
12:00	Conference Luncheon - Paid Attendees Only					
12:45 - 1:30	Video Makes Its Way Into the Enterprise	Stay Connected to Your Customer	Regulatory Update	The Complementary Roles of IMS and UMA	Customer Analytics: Strategies for Success	
1:45 - 2:30	Enterprise Network Management	A Closer Look at Hosted VoIP	Regulation: E-911 Update	Migration to IMS	Open Source: Too Good to be True?	
2:45 - 3:30	Securing Enterprise VoIP	Selecting SMB VoIP: Cut Through The Confusion	VoIP Competitive Intelligence Survey	Testing IMS Networks	Welcome to the Era of Care 2.0	

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Win this 'Tricked Out' Toyota FJ Cruiser

You Must Be Present To Win!*

**FJ Cruiser Drawing - Tuesday, September 11, 6:00pm,
at the conclusion of Exhibit Hall hours.**

You Must Visit the Exhibit Hall Both Days. Find IP Communications Solutions and You Could Win A Brand New 'Tricked Out' Toyota FJ Cruiser.

1. Pick up your entry card at the registration counter when you arrive. To qualify you must attend the exhibit hall both days.
2. Visit each booth listed on the card, review their offerings, and receive a stamp from each booth.
3. Collect all stamps, then drop your completed card into the entry bin in the exhibit hall.
4. **YOU MUST VISIT THE EXHIBITS BOTH DAYS AND BE PRESENT AT DRAWING TO CLAIM YOUR PRIZE!**

UNIFIED COMMUNICATIONS

Monday, September 10th • 9:00 - 9:45 am

Unified Communications Overview

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

Monday, September 10th • 10:00 - 10:45 am

Things to Consider... Before You Deploy U.C.

The convenience of unified voice and data communications has long been a key convergence benefit, at least in theory. In practice, few users today find themselves operating in a truly unified environment. Solutions that have been cobbled together through acquisitions can be so complex and poorly integrated that they are simply too unwieldy to install, manage, use, and support. This session examines the requirements of practical unified communications, and how to verify that a particular solution meets them.

Monday, September 10th • 11:00 - 11:45 am

Living with your U.C. Deployment

Enterprises, service providers, and other organizations deploying Unified Communications (UC) solutions must deal with a number of operational issues not typically found in either data-only or traditional voice deployments. These risks fall into several areas including regulatory compliance, network architecture, network/performance management, standards and more. Come to this session to hear the expert speakers give their views and to learn some best practices for living with your UC deployment.

Green Technology Featured Session

Monday, September 10th • 12:30 - 1:15 pm

The Dawning of Telepresence

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

Monday, September 10th • 1:30 - 2:15 pm

Extending Security to the U.C. User Community

As enterprises increasingly deploy UC, they find themselves under increasing pressure to extend networks beyond trusted domains, in order to enable soft clients, WiFi/dual-mode phones, remote IP phones, and Web phones that extend unified communications beyond the enterprise main office. With users less confined to headquarters, enterprise networks are becoming increasingly complex and susceptible to security breaches. This presentation will examine a number of common threats including reconnaissance, Denial of Service (DoS)/Distributed Denial of Service (DDoS), Stealth DoS, spoofing and VoIP spam, in order to explore the best practices methods to secure all VoIP, IM and other IP communication applications from threats that endanger the continued exchange of time-critical, business-sensitive information.

Monday, September 10th • 2:30 - 3:15 pm

Unified and Good to Go... A Look at Mobility

Mobile Unified Communications extends the functionality of enterprise IP PBXs and related services such as Presence, IM, Corporate Directory and Conferencing to a variety of smart phones and dual-mode devices over WiFi/Cellular networks. This "enterprise communications everywhere" approach gives users the ability to tailor, control and manage calls, messages, and information from any location at any time. For enterprises and IP professionals, mobile UC optimizes business communication, saves money and increases productivity.

Increasingly, mobility means access to a wide range of applications that go beyond communications, to deliver insight and awareness into a business' daily operations. Mobility means delivering the best business experience possible anytime, anywhere, across any network. This presentation will discuss the next-generation of mobility applications such as UC, asset tracking and logistics, supply chain management, sales force automation and point of sale/care, etc... and how they are helping organizations to improve productivity, increase revenue and provide an enhanced customer experience.

Tuesday, September 11th • 8:00 - 8:45 am

Unified Communications in a Hosted Model

As businesses are becoming more mobile and distributed, the need to become more available, more productive, and more customer-centric has also magnified. Legacy premise bound devices such as telephones, fax machines, and mail addresses have given way to cell phones, e-mail and mobile computing devices. People today want the ability to reach everyone, anywhere, anytime, from any network, device or application they choose. A unified communications offering can leverage hosted voice while running desktop software, affording businesses a certain level of flexibility. Offered in a hosted model, UC solutions can help SMBs get a premium bundle of hosted, productivity enhancing business communication software and services at a compelling price point, enabling a higher level of communication and efficiency. Come to this session to learn the benefits that these types of solutions can offer at both the service provider and business level.

UNIFIED COMMUNICATIONS

Tuesday, September 11th • 1:30 - 3:15 pm

Panel Discussion: Streamline and Integrate Your Business Processes

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

The panelists will explore the technical requirements needed for SOA, such as interoperability with other applications and processes, reliability, redundancy and security. The speakers will also provide real-world examples of how businesses can effectively use this dynamic to improve their business processes.

Tuesday, September 11th • 3:30 - 4:15 pm

Don't Forget Fax

Despite the repeated predictions of its demise, fax continues to be a core communications technology for a wide range of businesses. Legal, real estate and medical businesses still rely heavily on the easy to use transmission of documents that fax provides. The pure simplicity of inserting a page, entering a phone number and pressing START is hard to beat. At the same time, the concept of "paperless" offices that transmit, receive and store legal, technical or hand-written documents is on the rise. The introduction of unified communications has given the technology new life, but also led to a number of challenges in compatibility and reliability. By attending this session, you will learn to recognize these difficult challenges and a number of solutions that will enable fax in unified communications applications.

Tuesday, September 11th • 4:30 - 5:15 pm

Future Trends in Unified Communications

In this session, the presenters will discuss current trends and focus on future directions for unified communications. UC has generated a lot of hype to date, but not a lot of customer installations so far. The speakers will separate the hype from the reality and show how unified communications is about to become not only the "killer app," but a true business necessity. Future directions to enhance collaboration, communications, and mobility for your workforce will be discussed, as well as how these solutions work together to reduce the latency in human communications.

Official Show Hotel Information

Book now and mention that you are an INTERNET TELEPHONY® Conference & EXPO attendee to receive special rates.*

Wilshire Grand Hotel expected to sell out long before the event begins. Call to reserve your rooms today and avoid higher cost and inconvenience.

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Los Angeles, CA 90017

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**Special group rate is subject to limited availability. Rate expires August 20, 2007 or when room block is filled.*

Register Online & Save - www.itexpo.com

ENTERPRISE SOLUTIONS

Wednesday, September 12th • 8:15 - 9:00 am

Prepare Your Network for Enterprise VoIP

As enterprises increasingly consider VoIP it becomes apparent that among the considerations they need to be aware of is preparing their network to carry converged voice and data traffic. The speakers will educate the audience on why and how to do a network assessment. Subjects covered will include:

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

Wednesday, September 12th • 9:15 - 10:00 am

Make Your Transition to VoIP a Success!

Establishing a plan to transition voice communications to the data network is a complex process with many uncertainties. Without the right information, IT directors are forced to make poorly informed decisions that can directly affect the future of corporate communications. This session is all about making the transition to VoIP, from analyzing and preparing the network to providing a bridge between the VoIP equipment and legacy TDM equipment, to considering hybrid TDM/IP solutions on the way to a full VoIP deployment.

Wednesday, September 12th • 10:15 - 11:00 am

Decisions Decisions... Hosted Versus Premises-based VoIP Deployment

Every enterprise that has already chosen to deploy VoIP still has another decision to make. "Should we bring the solution in-house and manage it on premises, or should we opt for a hosted solution?" Both options offer certain benefits and certain drawbacks in terms of cost, management, flexibility, and so on. If you're already sold on the benefits of moving your phone system to IP, but you still have questions over how to deploy, then this session is right for you. Don't miss out!

Green Technology Featured Session

Wednesday, September 12th • 12:45 - 1:30 pm

Video Makes Its Way Into the Enterprise

Video communications for the enterprise is coming sooner than you think! With IP telephony becoming more widespread, video conferencing technology has progressed, and it is moving from boardroom systems to desktop systems and from isolated endpoints to systems that are integrated with the corporate IP PBX. In addition, video has moved from ISDN (H.320) to video over IP (H.323, SIP) - ushering in a whole host of benefits. This session will examine what new capabilities are available and the value added with the integration of video with the enterprise IP PBX.

Wednesday, September 12th • 1:45 - 2:30 pm

Enterprise Network Management

The ongoing convergence of enterprise voice and data networks combined with growing overall traffic volume, increased numbers of discrete applications and a broadening array of systems and servers is presenting formidable challenges to the integrated network operations staff tasked with assuring voice and data service quality. This presentation will outline best practices for network operations managers and other staff managing voice and data service performance to deliver cost-effective, simplified and proactive network management.

Wednesday, September 12th • 2:45 - 3:30 pm

Securing Enterprise VoIP

As VoIP moves from the Intranet to Internet, security has gone from being a nice-to-have feature to a fundamental requirement. This session will look at what is required and how security works in VoIP systems. It will consider the types of attackers, their motivations, and the attacks that have been observed on a wide variety of real deployments. It will then explain the various mechanisms that are available to provide authentication, authorization, integrity, and confidentiality.

Platinum Sponsors:



Gold Sponsors:



SIP

Monday, September 10th • 9:00 - 9:45 am

The State of SIP

We continually hear about SIP, but do you find yourself bewildered by the buzzwords and terminology? Wish someone would tell you what a SIP Proxy was, and why it might feel the need to fork? What advantages does SIP bring? Why should I move now? This 'back to basics' session will take a high level look at the SIP protocol and the power it puts in the hands of application developers and solution architects. We will discuss the building blocks required to put together a SIP deployment so you can talk with confidence about how the next generation of telephony products will be built!

Monday, September 10th • 10:00 - 10:45 am

SIP & SS7

One of the challenges for carriers is to roll out a SIP-based core network and related applications, while providing a package of services for both traditional and IP phone users. One way to overcome these challenges is to provide support for interworking between circuit-switched signaling methods - in particular, SS7 and SIP. A variety of standards groups have taken on the challenge of providing interworking between the large SS7 installed base and SIP. In this session, we will review the various efforts that have been made in standards bodies to address these needs and provide some use cases of how SIP and SS7 can be used together to provide connectivity and voice services for both IP and circuit switched users. In addition, we will consider some of the open business and technical issues in this transition and practical approaches that can be used to solve them.

Monday, September 10th • 11:00 - 11:45 am

SIP in the Call Center

Everyone is talking about SIP, and for excellent reasons. After all, SIP changes everything in a contact center. If a business is struggling to innovate for a competitive edge, SIP delivers key new capabilities to a contact center that foster new avenues of communication and instantaneous collaboration using any device. Understanding the vital capabilities of SIP and how they help remove restraints to convenient, dynamic, breakthrough customer service will allow users to add cutting edge capabilities to a contact center that strengthen customer retention, boost employee productivity, and provide superior agility.

Monday, September 10th • 12:30 - 1:15 pm

SIP Trunking From 10,000 Feet

SIP trunking rapidly reduces costs by leveraging SIP, eliminating redundant network connections and providing PSTN termination in the local area. This session will provide an overview of the issues faced in enterprise deployments, provide real solutions and discuss the opportunities that SIP trunking offers.

Monday, September 10th • 1:30 - 2:15 pm

Developing Applications Using SIP

VoIP has created a beachhead for a new generation of converged IP applications for telecommunications, the mobile market, and even the enterprise. SIP offers an IP data delivery platform that uses the IP infrastructure already in place for real-time communications services like VoIP, plus it enables a whole new generation of converged applications that combine multiple functions into a single application - across software clients, devices and networks. Part of the beauty of using SIP as a convergence development platform is that these new telecommunications applications can be readily adapted to run over just about any IP service infrastructure, including enterprise networks or cellular service as well as landlines. This presentation will discuss how SIP is serving as the common platform in driving the convergence market, making it possible to integrate multiple features and functionalities into a single application accessible from any client or device. It will also review how SIP and SOA are streamlining applications development among enterprise and telecommunications developers as the lines distinguishing data and voice platforms continue to converge.

Monday, September 10th • 2:30 - 3:15 pm

Why SIP Trunking Makes Sense For SMBs

SIP Trunking is experiencing rapid growth in the SMB market. While SMBs have other options like hosted PBX and legacy interfaces, why is it that SIP Trunking is leading the way? Panelists from some of the leading PBX Manufacturers and Service Providers will discuss the benefits of SIP Trunking and why this trend is occurring.





The Open Platform for Business Telephony

Fonality trixbox Open Communication Certification Offered at ITEXPO West 2007

Complete details and registration at www.itexpo.com

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

Who Should Attend?

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

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

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

Course Objectives: At the end of the class you should:

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

OPEN SOURCE

Tuesday, September 11th • 8:00 - 8:45 am

Primer: State of the Art in Open Source

Every new VoIP deployment begins with an evaluation of open source alternatives. But in the world of open source VoIP, one size does not fit all. This session reviews the top open source VoIP projects and provides a framework for evaluating them and others. At its conclusion, attendees will be able to better understand the strengths and weaknesses of each in relation to the needs of an organization. Among the alternatives, this session will feature coverage of Asterisk, OpenSER, SIPX, Freeswitch, OpenSBC and JAIN.

Tuesday, September 11th • 1:30 - 2:15 pm

Selecting an Open Source VoIP Solution for the SMB

Enterprise-grade business phone systems have long been out of reach of small and medium-size businesses. Traditionally provided by giants in the space, prices for hardware and services are often well above the price that a small business owner can afford. Previously ignored by the larger companies, new entrants to the market realized that the small- and medium-size business market responds well to complete systems that are easy to set-up and use. Further, with the growth of open source players in the market, SMBs are finally gaining access to the technology they want and need. Price, rather than need and functionality, has been the biggest barrier for acceptance of sophisticated VoIP services in the SMB. Come learn about changes in the market that are making VoIP more accessible and practical for businesses allowing them to reach their communications goals.

Tuesday, September 11th • 2:30 - 3:15 pm

Mobile VoIP and Linux

With increasing cost and time to market demands on handset manufacturers, the promise of Linux for mobile VoIP is attractive. This talk will uncover the advantages and challenges of working with Linux compared to other alternatives. In addition, the session will look at the entire software stack relative to VoIP and offer case studies of companies who have successfully created pure VoIP or dual mode VoIP devices. The session will also discuss the paradigm shift VoIP introduces to the traditional wireless carrier. How can the industry adapt to capitalize on larger bandwidth and offer compelling applications that the end user will actually use? Or, is this a case of a 'Giffen Good' where a reduced cost to the end user for mobile services results in a lesser demand for those services?

Tuesday, September 11th • 3:30 - 4:15 pm

Securing Open Source Enterprise VoIP

It's well documented that Open source provides a level of flexibility in creating IP-based solutions and can play a key part in migrating the traditional phone network to IP, while saving communications developers and providers capital - enabling them to pass the cost savings onto their customers. But as with any enterprise VoIP deployment, security is an issue that can't be overlooked. Come to this session to get educated on what you need to do to secure your open source enterprise VoIP deployment.

OPEN SOURCE

Tuesday, September 11th • 4:30 - 5:15 pm

Open Source Development Challenges

VoIP and Open Source technology are part of a growing segment of SMB communications. To thrive, VoIP must at least match or better yet - outperform - the voice quality of traditional telephony. There are any number of challenges and solutions unique to developing applications using open source, including - but not limited to - voice

quality, scalability and more. This session will be of great interest to developers who wish to learn more about some of the challenges facing them when choosing to work in the realm of open source and how overcoming these challenges will allow them to garner advantages like reduced development time, ease of deployment, and overall cost-effectiveness.

ESSENTIAL ISSUES

Wednesday, September 12th • 8:15 - 9:00 am

Future Trends

Beyond today's VoIP courtroom dramas, innovative companies are dreaming up new applications and new services that are designed to take advantage of a world that's moving to IP. This session will feature some forward thinking experts who will shed some light on what trends are driving this industry forward and what the future will look like. IMS, FMC, presence, next-gen communications and collaboration tools... Want a peek beyond tomorrow? Then this session is the one for you.

Wednesday, September 12th • 9:15 - 10:00 am

Business Continuity and Disaster Planning

With the threat of natural disasters, pandemics and terror attacks as well as a host of other non-planned business disruptions, being prepared means providing employees with the ability to communicate effectively around the clock no matter where they happen to be. Among other issues, this session will focus on:

- Leveraging broadband connectivity at branch offices for VoIP
- Application and VoIP performance requirements for remote workers and branch office users.
- How teleworking scenarios fit into a business continuity plan.

Wednesday, September 12th • 10:15 - 11:00 am

Enterprise Voice Mashups

Come learn about the impact of Web Service delivered communications capabilities. The speaker will discuss the roles of Service Oriented Architectures, and in particular, teach the audience why they are important (they make the business process run faster, with less expense and with higher customer satisfaction), show them real life examples and describe the basic architecture and elements required.

Wednesday, September 12th • 12:45 - 1:30 pm

Regulatory Update

There is constant talk of the how government regulation of the industry would affect consumers and providers alike. VoIP has long been a major topic of discussion at the FCC and most recently the Verizon v. Vonage lawsuit has held the attention of industry watchers. This session will serve as an update on the

regulatory situation today, and will help shed some light on what today's actions mean for the future of the industry.

Wednesday, September 12th • 1:45 - 2:30 pm

Regulation: E-911 Update

More than a year has passed since the FCC ordered VoIP Service Providers to provide E-911 to their customers. The FCC has now formed an enforcement team to review VSP's status of compliance. This session will discuss where we have been and where we are going with VoIP 9-1-1 compliance and how to be compliant in 2007 and 2008. This session will focus on:

- Regulatory letters from the FCC enforcement team: what they mean and how to be compliant.
- Significant weaknesses in our 9-1-1 infrastructure that have caused roadblocks in compliance.
- The Next Generation of 9-1-1; what's coming next and how it will effect service providers.
- Ongoing initiatives concerning the accurate routing of 911 calls to Public Safety Answering Points (PSAPs) across the US and Canada.

Wednesday, September 12th • 2:45 - 3:30 pm

VoIP Competitive Intelligence Survey

Analysts estimate that residential adoption of VoIP service is bound to grow from 6.9 million homes in 2006 to over 23.7 million in 2010. The SMB and enterprise market forecasts are equally aggressive. Even so, VoIP reliability and audio clarity remain important factors that limit the widespread adoption of VoIP in consumer markets. Keynote Systems measured and evaluated the performance of more than a dozen consumer VoIP Service Providers as part of a competitive intelligence study. To hear the results of this important survey, attendees are invited to this session. Don't miss out!

SERVICE PROVIDER SOLUTIONS

Monday, September 10th • 9:00 - 9:45 am

Guide to Understanding Today's Service Provider Market

VoIP is flourishing. Recent research confirms that over 10.6 million U.S. households are currently using VoIP. Enterprises deploying VoIP are integrating phone systems across multiple locations, making scalability, operational cost savings, and converging voice and data networks key factors in their planning - and the SMB market is primed for new market entrants. Next to basic voice, money-saving long distance/toll bypass is the highest ranked application for VoIP. But what's next?

In this presentation, attendees will hear from service providers about successes and failures in developing VoIP applications, and will get a glimpse at trends they believe the industry will witness in 2007 and beyond. Conversation will range from the technical challenges to the business implications. This is truly a can't miss session.

Monday, September 10th • 10:00 - 10:45 am

Serve Your Customers Innovative Applications

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

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

Monday, September 10th • 11:00 - 11:45 am

What About Hosted?

Frost & Sullivan forecasts the hosted IP telephony market in North America to grow from \$493.1 million in 2006 to more than \$5 billion in 2012. Hosted IPT has been available in the North American marketplace from circa 2000, but service providers have captured only a limited penetration until now. In this session, the speakers will discuss the economics of selling hosted IP telephony, and the impact of enterprise legacy infrastructure on the hosted IP seat sale. Participants will learn tactics and best practices for growing their market share and revenue more quickly by selling high-value hosted IP seats and leveraging the simplicity and shorter sales cycle of SIP trunking. Attendees will also learn how to successfully remove common customer objections such as cost and business disruption which enterprises often express when considering a VoIP migration.

Monday, September 10th • 12:30 - 1:15 pm

Successfully Managing Next-Gen Networks

VoIP is complex and at times seemingly impossible to troubleshoot. This complexity along with the recent growth of IP services has created a difficult business model for service providers to execute. The industry is finding that traditional tools simply don't meet the challenges. This session will explore new options available to insure the service provider's successful delivery of today's IP services including voice over IP.

Monday, September 10th • 1:30 - 3:15 pm

The State of VoIP Peering

This session will serve to define the State of VoIP Peering today. The panel of experts will review the state of VoIP Peering as well as offer some history, analogies, and examples of what is happening in the industry to support the claim that voice peering is having a significant impact on the economics of communications. Some topics to be covered will include ENUM, security, as well as the key questions: 'How far have we come in the last 4 years?' and 'Where are we headed?'

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SERVICE PROVIDER SOLUTIONS

Tuesday, September 11th • 8:00 - 8:45 am

Reaching the Consumer Market

Today we see new and established service providers making strategic investments in their networks to better position themselves to withstand the forthcoming market forces that will forever change the telecommunication industry. These crucial investments will allow these providers to be able to introduce the more robust and application-rich VoIP technology, and secondly, to be able to offer higher-margin and more differentiated services that go well beyond basic call termination services. By combining the power and flexibility of VoIP technology and the ease, ubiquity and richness of the web, providers can now provide consumers with a level of empowerment that was just not possible in the circuit-based network. Come learn how to take advantage of next-generation services to attract new subscribers and retain existing ones.

Tuesday, September 11th • 1:30 - 2:15 pm

Introduction to Security

Today's enterprise networks are expected to deliver an increasing amount mission-critical communication applications such as voice, video, data and mobility while at the same time avoiding a negative impact on network optimization. Enterprises demand increased productivity and cost savings, so as more applications run on the LAN and WAN, the stakes get higher. Security challenges from privacy to encryption, to denial of service attack protection become extremely complex. Businesses also demand that their IP communication services be of the same high quality and reliability as their non-IP counterparts. As a result, aspects such as call quality assurance, network and cost optimization, and delivering services through NATs/firewalls become increasingly important for the underlying network. While high-profile VoIP security breaches and attacks are currently rare (or, at least, rarely reported), there is a strong focus on VoIP security of late. This session will give an overview of current VoIP threats and focus on the business challenges to delivering a satisfying user experience over enterprise networks and explore the technical solutions available to meet those challenges.

Tuesday, September 11th • 2:30 - 3:15 pm

Securing Hosted VoIP

Often an afterthought, network security - especially as it is impacted by new and emerging VoIP technologies - will be critical to business viability now and in the future. Understanding how VoIP fits into the creation of network security policies and network security plans is imperative. As the world becomes more and more "wired," clever thieves and others bent on malice will exploit the opportunities that are afforded to them. This presentation will discuss the basics of network security policy and planning while focusing on identifying specific attack vectors presented by VoIP.

Tuesday, September 11th • 3:30 - 4:15 pm

Carrier Hotels

This session will take a look at the Carrier Hotel Landscape of North America (and the World) from a variety of perspectives: What's new in the world of the Carrier Hotel and Meet Me points; What are some of the prevailing applications, and service types; and how can you overcome the limits of physics?

Tuesday, September 11th • 4:30 - 5:15 pm

Understanding Quality of Experience

Voice calls are consumers' primary application and the top revenue-generating service for carriers. Service providers' performance is essentially measured based on the quality of the call experience. Users are placing a higher priority on the call experience and are growing more likely to switch carriers if quality is poor.

This presentation will examine causes of these quality of experience (QoE) failures, and how the implementation of testing software and silicon hardware in the VoIP customer premise equipment can enable easy diagnosis and resolution of these problems, resulting in lower customer support costs and reduced churn from unhappy customers.

The speakers will also cover the evolution of user perceived value from a traditional quality of services model to a more Internet-like "quality of experience" model. And, how in the "experience economy," service providers can achieve user loyalty through the delivery of a more compelling experience.

Diamond Sponsors



WIRELESS/MOBILITY

Monday, September 10th • 9:00 - 9:45 am

Deploying & Troubleshooting WLANs

Wireless LANs have become pervasive amongst enterprises. The increasing availability of wireless voice clients and the emergence of dual-mode (wireless and cellular) smart phones, coupled with the improved productivity realized by enabling a mobile workforce, are moving WAN usage from convenience to mission-critical. Enterprises are beginning to recognize the many benefits of adding important applications like voice to their existing WLANs. However, they must first ensure that their wireless LAN infrastructure is truly ready to handle a mix of data and voice applications and their IT managers must understand the deployment challenges and the capabilities necessary solve them. This presentation will discuss the key requirements for delivering voice over an enterprise's Wireless LAN and will help IT managers better understand and face the challenges involved in building and managing the next generation of converged wireless infrastructure.

Green Technology Featured Session

Monday, September 10th • 10:00 - 10:45 am

Overcoming Broadband Wireless VoIP Challenges

More than ever before broadband is getting unwired. From mesh networks, to hot spots and advances in 3G - more consumers are surfing, talking and staying connected over the air. WiFi networks in public, enterprise and home locations are growing at an unprecedented rate, opening a new and untapped delivery platform for VoIP. Broadband wireless presents a new opportunity for wireless VoIP that not only reduces telecommunications costs but also increases mobility. The speakers will address some of the challenges, such as QoS, scalability, and security as well as take a look at emerging strategies to create broadband wireless networks that are not only capable of supporting converged data services, but that can deliver secure, high-fidelity voice and multimedia data.

Monday, September 10th • 11:00 - 11:45 am

IMS Versus WiMax

In this presentation, the speaker will talk about existing market trials for IMS and WiMax and the experience in working with leading OEMs and carriers and their perspective on these technologies. In addition, the speaker will present critical architecture similarities and differences between IMS and WiMAX-based networks and discuss in depth about whether it is feasible to expect that only technology will survive, or whether, in reality, vendors will need to support both

Green Technology Featured Session

Monday, September 10th • 12:30 - 1:15 pm

Designing Software For Mobile VoIP and Video

Voice over WiFi is becoming a commodity, but for its wider adoption a new generation of VoIP-enabled handsets should emerge. The cell phone is fast becoming the ultimate platform for a range of entertainment and business services. And typical users would love to access these varied services from a single handheld device. This fancy gadget should combine cordless, cell phone, PMP, be interoperable with PC, be VoIP-enabled, and have the price of a regular cell phone. Both hardware and software platforms have to evolve fast to comply with this challenge.

The presentation will enlighten attendees how to get Voice over WiFi enabled on handheld devices and speak to the most challenging problem encountered in mobile VoIP: ensuring rich voice and video quality while having to cope with resource limitations of a mobile device and inherent problems generated by wireless networks. The issues of optimizing codecs, voice enhancement, and extension of voice functionality by video support will be covered.

Monday, September 10th • 1:30 - 2:15 pm

Trends in Dual Mode

With the fast pace of wireless technology, product announcements and mergers, it is critical to accurately predict what the next 24 months hold. Dual-mode mobile/WiFi handsets trends are thought to be a key driver to mass consumer adoption of VoIP by 2009. The dual-mode phone market will grow substantially over the next few years. This market will most likely start in the enterprise sector and then move to the consumer sector; however various opinions may differ regarding which market will adopt the technology first. Currently, major emphasis needs to be on reducing the costs of a dual-mode handset on the client side and deploying appropriate FMC (Fixed/Mobile Convergence) infrastructure on the operator side.

Many field trials of this technology are already underway and more will happen over the course of the year. Commercial deployment of the same has begun in the high-end market segment, however mass deployment for the consumer sector will start only when handset costs are reduced. This market will experience explosive growth over the next 4 years.

Monday, September 10th • 2:30 - 3:15 pm

Making Money With Mobile VoIP

This session will focus on mobile VoIP as the next way to enter the mobile market with new services. In recent months, several big names in the communications sector announced mobile phone-based VoIP products and services that will radically change how cellular customers use their handsets. Early adopters associate mobile Internet with writing e-mail, sending the occasional picture message or even making an exotic video phone call, but many easily get hooked on cheap VoIP calls or IM (instant messaging) chats. While the service of regular mobile phones are limited in many ways, the technology is there to open mobile VoIP to the existing customer pool of 2.5 billion average cell phone users who only have a regular cell phone instead of the latest chip implanted smart phone. The speakers will address the state of mobile phones today and how new solutions supplement the shortcomings of most mobiles in order to create viable solutions and services in this 2.5 billion user market. The presenters will enlighten the attending audience by discussing viable ways to lower the cost of acquisition and target the mobile market for mass adoption. Furthermore, they will discuss different options of frictionless adoption of the potential service and how to work these notions into existing behavior.

WIRELESS/MOBILITY

Tuesday, September 11th • 8:00 - 8:45 am

Introduction to Wireless

Many industry experts mention wireless as one of the key domains for the progress of VoIP in the next couple of years. For many developers new to Wireless VoIP (wVoIP), taking their IP voice design to wireless seems quite straight forward. Most VoIP engineers are not that well aware of the limitations and constraints imposed on their designs by the nature of radio communication.

Starting with the high level wVoIP systems overview and narrowing down to key block level discussions, the presentation will educate delegates on important issues like voice quality and bit error rate, appropriate codec selection, bandwidth utilization, coding schemes, working distance and radio waves propagation, power consumption and battery life, etc. The presentation will provide a high level overview of voice specific functionality inherent in WiFi, Bluetooth, WiMAX, ZigBee, wireless USB, etc.

The discussion will be illustrated by design examples that demonstrate the implementation of the enterprise and end-user level wireless VoIP solutions.

Tuesday, September 11th • 1:30 - 2:15 pm

Wireless VoIP Vision for the Enterprise

The long-promised explosion of enterprise wireless VoIP has finally arrived. What does the future hold for this technology and how is wireless changing? What is driving adoption, and what will continue to fuel this fire? In this visionary presentation, we'll discuss industry factors and trends that are changing the way we view and plan for wireless in the enterprise. Included will be discussion of fixed-mobile convergence, how we use intelligent devices, how companies are taking advantage of today's advanced wireless networks, new technologies and standards, mission critical applications that are driving wireless network development and adoption, and how wireless security is advancing to keep up with industry needs. In addition, there will be case studies of industry-leading companies using wireless VoIP today and what their plans are for tomorrow.

Green Technology Featured Session

Tuesday, September 11th • 2:30 - 3:15 pm

Mobile Enterprise Applications

Despite the emergence of new applications and technologies uniquely suited to an increasingly mobile workforce, this trend still faces a steep adoption curve because of remaining questions regarding the viability of current wireless solutions. Given the range of mobile devices, services, and applications available today, the mobile business landscape promises continuing changes in the way enterprises conduct business.

In this presentation, we will examine the applications that are most likely to have the greatest impact on how people work and communicate in today's business environment. The presenters will offer an update and a timeline going forward for much-anticipated innovations such as dual-mode devices and services and share best-practice guidelines for what companies can do to improve management of mobile

business processes.

Other topics to be covered include:

- How to use technology interoperability to interconnect mobile voice and data systems for optimum communication.
- How to maintain mobile security across electronic devices to prevent information interception, blocking, and misuse.
- What key factors are most important to mobile enterprise success today.

Green Technology Featured Session

Tuesday, September 11th • 3:30 - 4:15 pm

Mobile Rich Media Applications

The advances in the development and deployment of mobile computing platforms with rich media capabilities, has led to an explosion in mobile application development. The impact and sophistication of this market, while nascent in the United States, can be seen in advanced markets such as Japan and Europe where powerful 3G handsets have exploded IP network traffic usage. As these sophisticated networks and features spread to the U.S., the suite of functionality that domestic carriers offer will become vital: essential to this will be a strategy on how to best integrate VoIP and IP Communications functionality into the mobile handset.

In this session, the presenter will set out to explain the realities of the market as it exists today, and the burgeoning need to integrate IP Communications applications into mobile computing platforms and onto handsets. As mobile handsets are now appearing with WiFi, SIP clients, and capabilities for Flash and AJAX, carriers will need new applications that will attract usage and keep subscribers on their network.

Tuesday, September 11th • 4:30 - 5:15 pm

Security in a Mobile World

As mobile devices increase in sophistication, the value of data they carry makes them more valuable than many computers. Applications and services previously limited to PCs are also now available on mobile systems, offering consumers experiences they've never had before. However, as the mobile environment evolves, the same problems that have plagued PC users for many years (fraud, theft, viruses and spam) have also begun to threaten the integrity of the mobile industry. In this session, we'll explain ways to improve fraud prevention and strengthen customer loyalty.

Attendees will learn:

- How to identify mobile messaging risks and what technologies exist to mitigate those risks;
- How anti-spam and anti-spoofing technologies allow operators to detect abnormal patterns in messaging traffic, confirm legitimate senders, filter content, and block suspicious messages;
- How EIR (equipment identity register) supports theft prevention; and
- How to turn these technologies into revenue-generating value-added services.

VOIP FOR SMB

Wednesday, September 12th • 8:15 - 9:00 am

VoIP Options for the SMB

Small to Medium sized businesses represent the largest potential market for VoIP solutions. These organizations, not only within the U.S. but globally, have the most to gain from enhanced features and functions while lowering costs. Traditionally, large PBX systems were relegated to organizations that could afford the lease or purchase as well as the personnel required to manage, monitor and maintain them. VoIP has created an entirely new paradigm whereby physical location of personnel becomes much less relevant, and sophisticated systems delivered by "virtual" service providers makes them truly affordable to businesses of all sizes. This presentation will discuss several models that are available to small and medium organizations. These include the value of hosted IP PBX systems, the use of IP trunking, disaster recovery implications, and the importance of network security.

Wednesday, September 12th • 9:15 - 10:00 am

IP Powered Applications for the SMB

Applications that are optimized in IP environments, like as presence management, Web conferencing and document sharing and other collaboration tools, have started to gain more traction among businesses that see these solutions as powerful tools that can help a company increase revenue, improve operations, and reduce costs.

Unfortunately, many small- and mid-size businesses are under the misconception that these tools are too complicated or costly for their use. In fact, smaller companies, who often have the same challenges as an enterprise, can cost-effectively leverage these tools to meet their needs. This session will define IP-powered applications for small businesses, and explain how the requirements needed to support these tools. In addition, the presentation would include various examples of how these solutions can be easily leveraged by workgroups, departments, or individuals to improve both productivity and efficiency.

Wednesday, September 12th • 10:15 - 11:00 am

Performance and TCO Advantages of Hosted IP PBX Phone Services for SMBs

Hosted IP PBX phone services offer small businesses unparalleled performance and TCO advantages. With no on-premises equipment needed, capital expenditure is avoided, maintenance contracts are unnecessary, and management is fully outsourced to a secure, central location. Furthermore, businesses are assured of instant access to the latest service and feature upgrades. Learn how your small business can benefit from this rapidly growing VoIP business phone service offering.

Wednesday, September 12th • 12:45 - 1:30 pm

Stay Connected to Your Customer

Small and medium sized businesses must maintain a high standard of customer service and reliability in order to compete with their large enterprise counterparts. And, in a business arena where every customer counts, the SMB must always be available to their customers and respond to customer requests immediately. But, how can small business staff

support their customers with the limited resources available to them?

Thankfully with the advancements in communications convergence technology, small businesses have the ability to stay connected to their customers no matter where they are. Voice and data and wireless and wireline convergence allow SMBs the ability to transfer all incoming calls to cell phones or other remote locations, ensuring maximum efficiency and reliability. Yet, small businesses have a different set of standards to evaluate when considering the adoption of these solutions.

This session will address the considerations SMBs need to be aware of when transitioning to IP as well as provide an update of the latest convergence technologies available, specifically areas relating to IP telephony. The speaker will also discuss best practices and other strategies for small businesses to consider when utilizing communications convergence technology.

Wednesday, September 12th • 1:45 - 2:30 pm

A Closer Look at Hosted VoIP

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

For small businesses, VoIP technology opens doors that have never been open before. Even on a tight budget, companies can enjoy a complete communications system with productivity and mobility features like never before. And with the increasing convergence of media and software applications, VoIP is rapidly becoming the essential foundation for a future-focused business. This session will give SMBs a better understanding of the basics, benefits, and efficiencies that can be gained through a Hosted VoIP solution.

Wednesday, September 12th • 2:45 - 3:30 pm

Selecting SMB VoIP: Cut Through The Confusion

VoIP marketers are failing to properly educate consumers. According to a recent report by AMI-Partners, the SMB is confused by the amount of choice in solutions presented to them when considering the switch to a VoIP solution.

One of the primary reasons for all of the confusion is - instead of delivering solutions that the small medium business needs, we are trying to deliver what we think the customer wants. We have, as an industry, focused on delivering next-generation features, bleeding edge applications, and other "advanced" technologies to a marketplace that really only wants one thing: something that works.

There really is no such thing as the "average" small medium business. They are all unique. But there is a simple, basic set of functional elements they need to phone system to perform. After this set, it is really a coin-flip, as to whether or not the "extra" features will help or hinder the productivity of the business. Come to this session and cut through the confusion!

FMC

Monday, September 10th • 9:00 - 9:45 am

Fixed/Mobile Convergence Primer

One phone, one number that works anywhere and everywhere - that's the main appeal of fixed mobile/convergence (FMC). As the industry moves toward this trend, dual-mode phones are becoming a popular commodity. But looking beyond the benefits of FMC, companies face the challenge of adjusting business and IT support models to fit changing needs.

In this session, we'll examine the technologies, implementations and impact of FMC and look at how the landscape will change in the coming years. Included will be a discussion of the factors now driving FMC, which technologies will continue to be important, which ones will fall by the wayside, and a look into the industry's feelings and perceptions towards FMC.

Monday, September 10th • 10:00 - 10:45 am

Seamless Services Across Fixed & Mobile Networks

As Voice and Data services over IP start to dominate business and consumer communications, there is an accelerating demand to extend mobile services to IP devices such as PDAs, and PCs. Exciting - and "addictive" - applications that are available for mobile phones and portable PDAs are being extended to the PC and the desktop. To make the "Converged" experience truly seamless for the end-user, there must be appropriate user software, devices, and a high-bandwidth IP infrastructure to support these services. This session will identify the barriers that are being overcome to achieve seamless converged services and the likely market timeline over the next two years.

Monday, September 10th • 11:00 - 11:45 am

The Need for Convergent Billing

WiFi/cellular convergence is set to deliver lucrative business opportunities to service providers in both developing and developed markets. New market entrants are arriving, competing against incumbent fixed-line and cable providers who in turn will challenge traditional mobile operators. Marketing innovation combined with the right business systems and tool-sets will enable service providers to quickly and efficiently deliver differentiated high-end service packages. To do this, service providers will need a convergent billing system. Incumbents and new entrants introducing fixed/mobile convergent services will require pricing and billing systems that offer inherent flexibility, reactivity, and the capabilities to rapidly tailor their new packages to keep ahead of the competition in this increasingly customer centric market. Attend this presentation to learn all about the benefits of selecting the right convergent billing system for fixed/mobile convergence.

Monday, September 10th • 12:30 - 1:15 pm

Service Provider Perspective On FMC

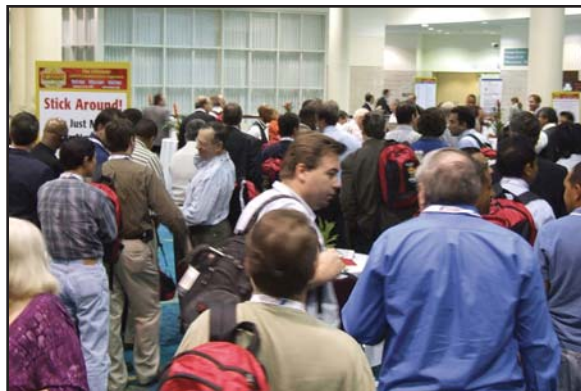
We hear a lot about the advent of fixed/mobile convergence services from the enterprise or consumer side, specifically the benefits to the enterprise and how FMC stands to make enterprise communications more efficient for all. But what about the service providers? Where do they stand on this issue? And what steps are they taking to enable FMC services? Come to this session to learn all about what service providers think about offering FMC and how they think this will ultimately affect the market.

Monday, September 10th • 1:30 - 3:15 pm

FMC: Driving the Transition to IMS

The coexistence of fixed and mobile communications for residential and business users has created a new landscape for the next generation of VoIP and IP services. These new real-time services - voice, video, instant messaging (IM), multimedia conferencing and other presence-enabled business applications - must be deployed using a standard architecture, and the telecom industry is turning to IMS to define this architecture.

Both enterprises and remote users will benefit from an industry-wide transition to IMS because it enables the fully secure deployment of real-time, converged services. However, this evolution to IMS cannot happen immediately. This session will explain how service providers are able to deliver advanced services such as FMC today while they intelligently evolve their infrastructures towards full IMS compliance and ready their networks for the future. Awareness of the phased approach to IMS will educate attendees on the key concepts that are driving the evolution of the industry.



Conference attendees networking at INTERNET TELEPHONY Conference & EXPO East 2007 in Ft. Lauderdale, Florida this past January.

IMS SUMMIT AT ITEXPO

Tuesday, September 11th • 8:00 - 8:45 am

Introduction to IMS

It would be difficult to point to something that has generated as much hype as IMS. To uncover what is fact and what is fiction, certain questions must be raised - What is IMS really, what are the goals, what can you do with it and most importantly - where are the deployments? Changing over to IMS is not a simple task, neither when transitioning legacy networks nor when trying to transition an existing product line to function as if it has always been IMS-ready.

The reality is achieving IMS is not simply done just by adding an interface, component or anything else. IMS is also not achieved through the appearance of compliance. Rather, IMS is fundamental; the architecture must be open and distributed to begin with. Come to this session for a refresher of what IMS is, where we stand with regard to IMS and where we're heading.

Tuesday, September 11th • 1:30 - 2:15 pm

The Business Case for IMS

The technologists have spoken, and they have decided that now is the time to begin the migration to IMS. But what about the folks who hold the purse strings? Are they convinced? Is there a business case for IMS? Should IMS be viewed as strategic? Or tactical? Our expert speakers will be able to spell out the business case for IMS and attendees will leave this session with a better understanding of the business issues surrounding this explosive segment of communications.

Tuesday, September 11th • 2:30 - 3:15 pm

Best Practices in Service Creation

IMS defines an IP-based service-centric creation and control framework that supports the rapid development of new multimedia services that are access agnostic. Web 2.0 has garnered significant interest and usage among users and developers. Leveraging some of the successful experiences of Web 2.0 can further enhance the adoption of IMS services.

This presentation will discuss how operators and developers can use Web 2.0 strategies and best practices to promote the development of rich converged IMS services that encompass messaging, media and mobility. Using examples from application domains such as unified communications, video portals and enhanced messaging, the discussion will reference IMS architectural functions such as SIP AS, SCIM, GUP Server and interfaces as well as supporting industry client frameworks.

Tuesday, September 11th • 3:30 - 4:15 pm

A Day In The Life of IMS

Representing a new network paradigm, the distributed and open IMS architecture enables carriers to efficiently deliver a broader range of multimedia and rich voice services to more subscribers over more access networks than ever before. With this new paradigm comes a brand new set of security, QoS management, and policy issues that will challenge service providers' experience and require new

strategies to ensure safe, reliable service delivery. The enormous dimensions and performance requirements of IMS networks will make these challenges even greater.

As users move through their daily routines, the IMS network will undergo cycles of dramatically escalating and waning stress, including a flood of simultaneous IMS registrations and de-registrations, massive numbers of sessions per second and skyrocketing bandwidth usage. The network must be prepared for: scalability, quality and security vulnerability issues that result from these huge spikes in traffic; service-specific competition for bandwidth; users coming from untrusted access networks and IP-based signaling control and media flows that could carry malicious packets. The speaker will walk attendees through a day in the life of an IMS network and identify types of attacks, prime time for attacks, QoS stress points related to network dimensions and solution strategies.

Tuesday, September 11th • 4:30 - 5:15 pm

IMS in the Enterprise

IMS is an important emerging network architecture blueprint for service providers, but what value does IMS offer in the enterprise? What dynamics can lead an enterprise to embrace the IMS framework? This session will examine the benefits of IMS for an enterprise and explore the benefits that IMS can deliver to an enterprise, including the convergence of communications and IT business processes over a common infrastructure. It will explore how an IMS-architected platform for real-time conferencing and collaboration can dramatically simplify deployment and management, enabling customers to save IT resources and to achieve productivity and increased functionality, while also driving greater use through on-demand end-user services that easy to use. It will also cover how an IMS-architected conferencing and collaboration platform can lead to tighter integration and expanded flexibility for using these productivity-enhancing tools as part of a company's core unified communications platform.

Wednesday, September 12th • 8:15 - 9:00 am

Optimizing Components for IMS

The IP Multimedia Subsystem (IMS) is a next generation networking architecture for telecom operators, which includes (among other components) a media gateway, a media resource function processor (MRFP), and a session border controller (SBC). Now, instead of using three different boxes to fulfill each of these requirements, developers can use building blocks and components to handle all three functions, enabling TEMs (Telecom Equipment Manufacturers) to build a single box to fulfill all of these IMS functions. The goal here is to lower the total cost of ownership and increase operators' and service providers' revenue by providing more services and functions that they in turn can offer their customers. The session will focus on development strategies to optimize IMS components and address integration opportunities with emerging platforms.

IMS SUMMIT AT ITEXPO

Wednesday, September 12th • 9:15 - 10:00 am

Is There A Killer App in IMS?

The proliferation of voice, video, data and wireless products on the market today speaks to an equally wide range of consumer desires. What defines a "killer app" varies from individual to individual. Thus, it can be said that the entire premise of the killer app is rooted in the personal. In that case, it makes sense to accept that the term "killer app" should be used in an all-encompassing manner, describing a platform that spawns personalized, killer apps for each individual rather than single applications that may or may not enjoy wide appeal. Or does it? Is it possible that there is a killer app in IMS? Come hear what the experts have to say on this subject and decide for yourself.

Wednesday, September 12th • 10:15 - 11:00 am

IMS & Fixed/Mobile Convergence

The promise of IMS is that it offers a standard platform for the delivery of multiple services, which may require separate networks for fixed, mobile and data services. Some IMS-based applications, FMC for example, appear to be sure winners, with consumers signaling that the cost savings and productivity enhancements of FMC are significant enough to generate 100 million users within five years. This raises the question of whether providers should build out a fully compliant IMS architecture before launching any new services, or whether they should take an incremental approach by deploying FMC first, and evolving to a full IMS deployment as the market proves ready and the business case becomes more clear. So it's the perfect chicken and egg scenario. Come to this session to learn what the fuss is all about and find out what comes first: IMS or FMC?

Wednesday, September 12th • 12:45 - 1:30 pm

The Complementary Roles of IMS and UMA

Designed originally to enable the rapid development and introduction of multimedia services by mobile operators, the 3GPP IP Multimedia Subsystem (IMS) standard has sparked a large amount of operator, vendor, and media interest. Unlicensed Mobile Access (UMA) is an access layer technology that works within the 3GPP IMS framework to enable mobile handsets to leverage alternative IP-based access networks to reach core network services. In addition to service access, UMA manages the handover of active sessions between access networks, using the same proven mobility mechanisms used to manage handovers between cell towers in the macro network. That means UMA provides access not only to emerging IMS services, but also to all existing circuit- and packet-based services, which currently comprise the vast majority of mobile operator revenues. This session will explore how UMA complements IMS in more depth. Topics of interest include:

- How the service/control layer, access layer, and device layers of IMS interwork
- How UMA enables access to and mobility of all mobile services
- The I-WLAN standard for mobile handsets and its relationship to UMA
- The evolution of UMA in IMS frameworks

Wednesday, September 12th • 1:45 - 2:30 pm

Migration to IMS

IMS is a promising IP based architecture for the delivery of multimedia applications and the building block for fixed/mobile convergence services. But, operators and service providers are cautiously and slowly embracing IMS, due to the number of network elements needed to adhere perfectly to the IMS model, and the associated investment in new equipment. Most carriers are looking to leverage the value of their existing equipment and minimize CAPEX and OPEX. But, what can they do today? Fortunately, IMS is also designed to overlay existing TDM networks, with enough flexibility to accommodate equipment that doesn't perfectly match the model. Right now, service providers can implement a SIP-based, IMS-like architecture using some IMS-compliant equipment yet still offer new services at lower cost and lower risk. The key is SIP-based services. As competition heats up, service providers need to leverage as much efficiency as possible from their existing network as they continue the migration from voice-only TDM based services to multimedia VoIP services.

Wednesday, September 12th • 2:45 - 3:30 pm

Testing IMS Networks

As we move to a more standardized IMS environment, it is easy to fall into the trap of thinking that standardization will decrease the requirement to test. The thinking goes that once the standard is set, one would only need to conduct product testing to see if the equipment meets the standard. However, a standardized IMS environment will actually increase the testing imperative.

An IMS network is a distributed multi-vendor environment that will be delivering a converged, media-rich service offering. The need to conduct regular and continued interoperability testing will be paramount to ensuring both the successful deployment and support of the network, as well as the quality of experience (QoE) for the end users of the services that are being delivered. Come to this session to find out more.



Conference attendees testing the latest IP communications solutions at ITEXPO East 2007 in Ft. Lauderdale, Florida.

CALL CENTER 2.0**Monday, September 10th • 9:00 - 9:45 am****Benefits of an IP Enabled Contact Center**

Today's call center is more than just how well you measure up on average time to answer, volume of calls an agent takes, etc... It's about the whole of the customer experience - including providing the customer access to the right agent with the right skill set and making sure that agent has access to the necessary supporting skilled resources in the rest of the organization. IP technology enables you to cost effectively bring to bear - in one unified customer interaction center - the necessary skilled agents that may be dispersed across satellite offices. It empowers you with resource management options such as being able to offer perhaps a healthier, yet secure and managed work-at-home environment. It offers the ability to extend the reach of your core contact center staff back into the skills base in the rest of your organization with integrated presence, availability and collaboration. All this helps leverage skilled resources that can quickly and proficiently answer to your customer's needs - bringing about a customer experience that is second to none.

Monday, September 10th • 10:00 - 10:45 am**Transition Your Contact Center to IP**

The attractions for implementing VoIP-based call centers are many, not the least being tremendous cost savings to the organization running the call center. However, many believe VoIP quality is still not nearly as stable or dependable as traditional TDM-based offerings. Additionally, many incoming contact center calls begin on PSTN and jump to a VoIP network increasing the requirement to manage the end-to-end experience customers may by receiving at any time. Still the shift to IP-based contact center solutions is inexorable. This session will offer attendees a series of best practices and standards to leverage when delivering a superior quality of experience to your call center customers as you transition to VoIP.

Monday, September 10th • 11:00 - 11:45 am**Develop an Effective IP Strategy**

Over the next two years, it's expected that 82 percent of contact centers will be running on IP telephony infrastructures. If you're in the process of implementing, considering implementation, or want to make sure you're getting the most out of your existing investment, how do you go about it?

This session will address the key features of IP technology, how it should be approached by businesses of all sizes, and the vast range of measurable benefits IP can generate in the contact center. The speakers will also address the added-value of the dynamic contact center and its capabilities that help companies manage fluctuating contact center variables and conditions, optimizes cost, quality and revenue goals.

Monday, September 10th • 12:30 - 1:15 pm**Uncover the Value of Speech Analytics**

When companies calculate the acquisition costs and lifetime value of a customer, it quickly becomes clear that efforts to reduce churn and increase overall retention are key for maintaining consistent revenue from customers. Speech analytics has become an important tool in uncovering valuable business intelligence from customer service and support calls and identifying recurring customer issues before they become problems or potential revenue loss. The presentation will show how to calculate the quantifiable value of speech analytics, highlighting how some of the nation's largest call centers have used the technology to reduce their churn, increase customer satisfaction leading to increased value from customers. Because understanding ROI of speech analytics is key to the decision process, the presentation will show attendees how they can calculate the value of speech analytics and realize a return on investment and long term revenue savings and cost reductions.

Monday, September 10th • 1:30 - 2:15 pm**Help Yourself! A Look at Web Self-Service**

Although an overwhelming majority of large companies have invested significant sums of money into the customer service areas of their Web sites, the fact remains that most Web self-service solutions do not have the functionality and ease-of-use consumers require. As a result, most consumers become frustrated using these tools, and end up relying on already overburdened call center agents to resolve their problems.

This session will assist companies in understanding what customers hope to achieve when utilizing real-time self-service tools, and how a combination of Web site design, functionality, and user-friendly interfaces can play a part in help promote real-time self-service and problem resolution, thus enhancing customer service while reducing contact center congestion

Monday, September 10th • 2:30 - 3:15 pm**Proactive Support: A New Paradigm In Managing Customer Relationships**

Consumer brand loyalty is declining across vertical industries such as healthcare, financial services and telecommunications. Accordingly, ensuring maximum customer satisfaction and effective management of customer relationships haven't clearly become top organizations imperatives. One of today's best-kept secrets is that service, support and maintenance revenues are the primary drivers of economic growth and customer relationship management. In fact, in enterprise software, it accounts for 70% of total corporate revenue growth and 60% of Earnings per Share (EPS). At the same time, however, they are looking to reduce the cost of support, which accounts for almost 50% of a company's IT budget (on average). In addition, to

CALL CENTER 2.0

meet the support needs of their clients without increasing the latter's expenses, support providers are turning to automation technologies that enable such capabilities as proactive identification and resolution of problems, remote access systems and delivery of fixes.

In this presentation, the speakers will address leveraging a proactive support solution, in order to increase customer service levels, reduce SLA penalty payments, significantly reduce the number of customer complaint and support calls received, and service customer needs with a much higher response time.

Green Technology Featured Session

Tuesday, September 11th • 8:00 - 8:45 am

Video in the Call Center

With the emergence of wireless conversational video phones, the long-awaited video call center is poised to take off in a big way. What video applications have early momentum in North America? How do you get your video enabled IVR, call center or portal tied into the North American cellular network? And what does the shift from traditional voice-based call centers to multimedia call centers mean in terms of an expanded customer experience and a new set of challenges to the enterprise and service provider? Come to this session and find out what the buzz is all about when it comes to Video in the call center.

Tuesday, September 11th • 8:45 - 9:45 am

Call Recording: Benefits & Challenges

Call recording systems have become an essential component for managing call center performance. VoIP offers many benefits to the call center, however, it is crucial that the same high standards we have grown accustomed to when recording calls in a traditional telephony environment be maintained in the VoIP environment. This session is designed to provide call center managers, operational personnel and decision makers with the level of understanding needed to ensure appropriate call recording capabilities are taken into account during a VoIP migration or conversion. Among the critical issues to be discussed are:

- The differences between recording in traditional and VoIP telephony environments
- The pros and cons of 'passive' versus 'active' VoIP recording methods
- Aligning the choice of VoIP recording architecture with business needs
- Specifics of recording in leading VoIP vendor environments

Tuesday, September 11th • 1:30 - 2:15 pm

Call Center Urban Myths

There are many misunderstandings surrounding VoIP and its deployment and daily use within the contact center. Come here the real story on VoIP in the contact center - the successes you can achieve and the common pitfalls to avoid.

Green Technology Featured Session

Tuesday, September 11th • 2:30 - 3:15 pm

Beyond Boundaries: Exploring the Virtual Call Center

A virtual contact center can help your business break down boundaries to offer exceptional versatility in building an agile business infrastructure that allows your company to employ and retain highly skilled individuals wherever they are, quickly respond to dynamic market conditions and lower operating costs through a converged architecture. Understand how you can build a virtual contact center that meets your specific business requirements to eliminate walls and geographic limitations. Your customers will receive enhanced service because their requests are handled more promptly and directly by the most appropriate available person. And, your representatives and managers gain more variety and flexibility in their work environments leading to higher morale and lower turnover. Come to this session and learn all about the virtual call center.

Tuesday, September 11th • 3:30 - 4:15 pm

Leveraging Hosted PBX Services in Contact Centers

As small to medium sized businesses continue to adopt hosted IP PBX services, challenges still remain in the area of feature equivalency with traditional premise based solutions. This feature equivalency challenge introduces a barrier to market adoption and potentially increases customer churn and creates satisfaction issues. One area of specific concern is the ability for the hosted PBX to support the needs of small call centers. Businesses require call center functions (ACD queues and overflow facilities) that are well integrated with traditional IP PBX functions (find-me/follow-me, remote office). The call center functions of IP PBXs are limited. Applications such as recording, auto-dialing, web-based monitoring, and call center statistics are lacking. In this session, we will explore not only methodologies to resolve this equivalency challenge but also investigate mechanisms to truly enhance the hosted experience with integration with complimentary third party hosted services, such as hosted CRM, automatic dialers, and follow the sun customer service facilities.

CALL CENTER 2.0**Tuesday, September 11th • 4:30 - 5:15 pm****SaaS Panel: Opportunities & Challenges**

The call center today is a very different entity than it was in years past. Traditionally, needs were adjusted to fit with the physical call center's rigid structure - size and physical location restrictions meant business was conducted in one way and one way only. Today, call centers are being built to easily alter to not only meet, but anticipate, organizations' needs. Via call center solutions capabilities being delivered via software-as-a-service, companies with flexible contact center needs can scale up and down as needed, can locate resources anywhere in the world but conduct contact center business as a unified whole, can add capabilities and capacity in minutes, and can even design and customize their own solutions according to their very unique methods and needs. Not only can companies with flexible contact center requirements build their perfect call centers via SaaS, they can do it with little or no upfront capital expenditures. Come learn how SaaS for the call center benefits customer service organizations of all sizes: from large enterprises down to just a few agents.

Wednesday, September 12th • 8:15 - 10:00 am**IP Contact Center Shootout**

Come hear several industry leaders explain and debate the relative merits of their IP Contact Center solutions. Fashioned after ITEXPO's successful long-running IP PBX Shootout, this double session promises to be a lively, engaging session where industry leaders candidly discuss their products and their competition. This unique opportunity enables you to get live information directly from the "horses' mouths" as you will be given a the chance to ask the panel your own insightful questions. Truly a can't-miss session.

Wednesday, September 12th • 10:15 - 11:00 am**Do Advancements in Mobile CRM Make the Laptop Obsolete?**

Imagine a world where field-based employees are given a wireless device instead of a laptop computer. That day may be closer than you think. These employees will still need the same easy access to their CRM system from their mobile device, as they enjoyed from their laptop computers. How then will field-based staff adjust to a new way of accessing their customer information? For these employees, the rate at which they adopt CRM software technologies will depend on the experience they have using it with their device. In other words, the mobile device will impact their adoption rate of the CRM solution. In this session, we will explore the business impact that advancements in mobile technologies have had on how end users adopt CRM solutions. In addition, learn how the employee adoption rate of a CRM solution can affect an SMB's top business objectives - namely to increase revenue, sales effectiveness, market share and ultimately create a better customer experience.

Wednesday, September 12th • 12:45 - 1:30 pm**Customer Analytics: Strategies for Success**

Companies gather customer data from a range of touchpoints, including purchase history, Web browsing, customer support records, and of course the call center. Yet effectively analyzing this data in ways that can improve future customer interactions is the key. What is best call center strategy for a given customer, in light of his or her preferences, behaviors, purchases, and online activity? What product package should be offered, and how should it be presented? Most importantly, how does this customer data fit into - and inform on a continuing, dynamic basis - the company's overall marketing program?

This presentation will discuss the very latest strategies, techniques, and technologies for analyzing customer data and how companies use it to drive new levels of call center success. We will look at how customer analytics and enterprise marketing management can complement existing customer relationship management practices to deliver more personal and compelling offers throughout the customer lifecycle and across all customer touchpoints.

Wednesday, September 12th • 1:45 - 2:30 am**Open Source: Too Good to be True?**

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

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

Wednesday, September 12th • 2:45 - 3:30 pm**Welcome to the Era of Care 2.0**

Care 2.0 is about optimizing interactions in an emerging and even staggeringly different "care" environment. Yesterday's standards in serving a company's "customers" are quickly being eclipsed by the demands of a population of consumers, partners and employees who are increasingly influenced by communities, who are increasingly mobile, and who are seeking goods and services in an environment where the time between innovation and commoditization is ever shorter. Retaining, satisfying and efficiently servicing "customers" in the era of Care 2.0 requires new capabilities to support, communicate with and understand "customers." This presentation will address what is needed to realize Care 2.0 success.

FIERCEMARKETS' IPTV EVOLUTION 2007**Monday, September 10th****SEPARATE FEE REQUIRED****Making a Business from IPTV**

You have an opportunity to compete in this emerging and growing market. The IPTV challenge for the telecom industry is to deliver compelling services at competitive prices, yet with a return on investment that improves your bottom line.

Serious Answers to Mounting Questions

IPTV Evolution 2007 is the place to conduct your research and find practical answers in a unique panel discussion format that puts you face-to-face with peers and industry leaders. Gain insight from all players in the value chain – set-top box makers, content providers, equipment vendors, standards bodies, and service providers.

9:05 a.m.-9:45 a.m.**Keynote Address**

Hear first hand how the leading service provider in the IPTV space has designed its business model. Discover how it's overcoming the technical challenges and barriers to entry into the pay TV space.

9:45 a.m.-10:30 a.m.**IPTV or Online Video:****What's the Next Generation of TV?**

As telecoms slowly roll out their television services to markets scattered throughout the U.S., online video services are effectively stealing eyeballs from the once impervious TV screen. IPTV providers need to demonstrate to consumers why they should pay for an alternative pay TV service when they can on demand the video they want online.

11:00 a.m. – 11:45 a.m.**IPTV Bill of Rights**

Last year franchise rights were top of mind for the IPTV industry, and as legislation changes that process IPTV providers need to understand how the new process will affect their service rollout. Other legal issues like content access and acquisition need to be mastered by budding IPTV providers. What other regulatory or legal issues will the telcos face in the year ahead?

11:45 a.m.-12:30 p.m.**Monetizing Applications Beyond TV**

IPTV service providers understand that their networks provide for more interactivity between TV viewer and service provider than ever before, that's why many are looking to offer services like gaming, embedded caller ID, interactive shopping services as well as mobile extensions to their core offerings. While it sounds like a throwback to 1999, these interactive applications could prove lucrative for the leading IPTV service providers. Discover which interactive applications will make the cut.

1:30 p.m.-2:15 p.m.**Security and QoS**

Glitches in network rollouts and heated licensing negotiations with content providers have slowed down the growth of IPTV across the U.S. during the past year. The hot button issues of content security and network scalability will be tackled in this session. Join us for these presentations and learn best practices from security and QoS experts in the IPTV sector.

2:15 p.m.-3:00 p.m.**Lessons Learned from Tier 2 and Tier 3 IPTV Deployments**

Hear from tier 2 IPTV service providers who launched IPTV services early on in the game. What types of services have proven the most effective? Do they compete with cable on price or content offerings? How has bundling helped win over potential subscribers? Attend this session to tap their pioneering experience and hear the real world case studies.

3:00 p.m.-3:30 p.m.**Content Provider Roundtable: The IPTV Opportunity**

While the driving force behind the rollout of IPTV services across the U.S. are the telcos, who are looking to stay competitive with the ever increasing services from cable companies, content providers also see IPTV as a unique opportunity for their viewers. Attend this session to understand how IPTV will change the way content is developed, delivered and viewed from a content provider's perspective.

3:30 p.m.-4:15 p.m.**ISO the perfect Electronic Programming Guide**

Users are increasingly willing to pay a premium for a better user experience, which makes the electronic programming guide (EPG) all the more essential to a successful IPTV rollout. Join this panel to drill down into the subject of the EPG, including best practices for its design, functionality as well as the research that supports its all-importance. In age of "long tail" content aggregation, users need a way to easily navigate through the sea of video now available to them. Learn how to enable your subscribers to do just that.

4:15 p.m.-5:00 p.m.**Closing Keynote**

Hear one of the top directors of content acquisition in the IPTV business outline best practices for content providers looking to forge content licensing deals with service providers, as well as the big service providers' views towards user-generated content, interactive programming, VOD, place-shifting, time-shifting, etc.

RESELLER SOLUTIONS DAY

How To Make Money Selling VoIP

Monday, September 10th • 10:00 - 11:45 am

Presented by:



How To Make Money Selling VoIP

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

Additional session to be announced.

Check www.itexpo.com for details.

Reseller Live!

Monday, Sept. 10th • 12:30 - 3:15 pm

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

This session was first introduced at ITEXPO West 2005. Topics cover all aspects of converged IP sales including security, FoIP, hosted services, Software as a Service (SaaS), IP contact center operations and other key subject matter. The session is designed to maximize reseller participation so come prepared with questions for the panelists.

Also covered will be the panelist's consensus of the Top 5 Reasons to Implement VoIP and the Top 5 Reasons customers may hesitate to implement immediately.

Your participation begins now - submit your suggestions addressing:

- A. The #1 reason for customer hesitation or resistance to converged IP.
- B. The #1 closer to clinch the sale (price, features, time is now).
- C. The most important resource a vendor can provide to help you increase VoIP and Converged IP sales.

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

Please submit your content suggestions to:

maxschroeder@tmcnet.com

Supported By:



DISASTER PREPAREDNESS WORKSHOP

Monday, September 10th • 9:00 - 11:00 am

National disasters - hurricanes, tornados, winter storms, - have demonstrated repeatedly that too many companies do not have an effective plan in place to ensure business continuity. However, although major disasters command a lot of attention from the media, they are rare and generally affect a small percentage of the total population. It's the smaller calamities, such as power outages, fire, or local floods that are far more common and affect ill-prepared businesses every single day.

Today's technologies allow organizations to plan and implement solutions that are safe, solid, and affordable to ensure continuity of business in the case of a disaster of any size. This workshop will focus on the use of converged IP solutions to seamlessly transfer vital

functions and back up critical data, preventing loss and minimizing downtime during a business interruption whether caused by nature or man.

This 2-hour workshop will host a selection of experienced panelists to address the most important issue for any enterprise - how to avoid a serious interruption of business operations. Panelists will include application vendors, resellers, and managed services providers from the DPCF participating companies. Audience participation is strongly encouraged, so come prepared with questions for the panelists.

A Disaster Planning Forum Initiative Sponsored By:



HOW TO PROFIT FROM SELLING HOSTED VOIP IN THE SMB MARKET

Tuesday, September 11th • 9:00 - 11:00 am

More businesses than ever are outsourcing their technology purchasing decisions to trusted resellers and solutions providers who can help them take advantage of the global migration to Voice over IP. Offering small businesses an enterprise grade voice solution allows you to enter new market segments, differentiate your product offerings, and stay ahead of the competition in the rapidly moving world of broadband communications. IT consultants, telecom vendors, equipment manufacturers, VARs, ISPs, and system integrators can now partner with hosted PBX solution providers to achieve new levels of revenue growth and client success. Whether your business focuses on one-time sales or total customer ownership and support, selling a hosted PBX allows your business to profitably offer an innovative, reliable and cost-effective business communications solution.



It is unmistakable that Voice over IP and the hosted model are the future of business telephony. Maximize cash flow with upfront payments and residual commissions paid out for the life of an account. Your company cannot afford to miss out on this revenue generating opportunity. Learn how to choose a total solution partner who provides local, long distance, and toll free networks, a competitive feature set, web-based administration, and marketing and billing support. The session will be led by NetZip and Vocalocity co-founder, Phil Hill, who will speak about the skills and techniques needed to effectively close deals in this competitive marketplace.



Speakers: Phil Hill, Co-Founder & President, Vocalocity
Brian Koles, Channel Manager, Vocalocity
Cathy Sutej, Marketing Manager, Vocalocity

SERVICE PROVIDER SHOOTOUT

Tuesday, September 11, 2007 - 8:45 to 9:45 am

Hear the industry's leading experts in a moderated panel discussion aimed at exploring the market and finding out exactly where we stand today. Get perspectives from the leading service providers exploring next generation solutions, including the latest developments, a glimpse into the future, and some real-life implementation tales that you won't want to miss. Topics will range to include net neutrality, the latest government regulations, competitive



pressures, the advent of fixed/mobile convergence and IMS (IP Multimedia Subsystem), wireless considerations such as WiFi and WiMAX, IPTV, and Triple Play

strategies, and so much more. It's an exciting time — and a challenging time — to be a service provider in today's climate. Come to this keynote-level session to hear more about this market from the service providers who are living it every day. Attendees are encouraged to bring their questions and we'll bring the industry leaders who are best positioned to provide the answers.

Panelists include:



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SIP TRUNKING WORKSHOP

Realizing Rapid ROI Today

Learn how SIP trunking can maximize the ROI from your IP PBX investment in these informative seminars with Ingate® Systems. SIP trunking rapidly reduces costs by leveraging SIP, eliminating redundant network connections and by allowing the Internet telephony service provider (ITSP) to handle PSTN termination.

Join Ingate, leading IP PBX vendors, and SIP trunking service providers at INTERNET TELEPHONY Conference & EXPO.

You'll learn:

- SIP trunking: benefits, issues, and opportunities
- How SIP trunking can maximize the Return on Investment for your IP PBX
- Installation roadmap, solutions for interoperability, etc.
- An introduction to SIP Trunking service providers, their plans, and requirements
- A complete tool kit to ease the installation of SIP trunks

NEW SESSIONS -- Tracks

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

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

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

- **Monday, September 10 - SIP Trunking Seminar Series**
- **Tuesday, September 11 - SIP Architecture and Security**

For details visit::

www.ingate.com/SIP_Trunking_seminar.php



VOICE PEERING WORKSHOP - FREE FOR ENTERPRISES AND SERVICE PROVIDERS

The Voice Peering Fabric (VPF), the preferred marketplace for carriers and enterprises to exchange voice, video and telephony services, is pleased to organize another distinctive Voice Peering Workshop at ITEXPO West 2007!

This workshop brings to ITEXPO attendees a team of experts from the telecom, hardware and software industries. Their business strategies and technical insight will be the answer to your questions and concerns relating to voice/video routing and interconnections. The workshop panel discussions present the state of direct peering, putting you on track to harness the full potential of IP communications.

8:15am - 9:00am

Voice Peering 101

Speaker: Hunter Newby, Chief Strategy Officer, The telx Group



9:15am - 10:00am

Inside the Voice Peering Fabric (VPF)

Speaker: Shrihari Pandit, President & CEO, Stealth Communications
More than 130 billion minutes of VoIP traffic are flowing through peering arrangements on the VPF annually, bypassing legacy switched networks and correspondent relationships. Discover the elements within that have attracted leading organizations worldwide to participate in this new marketplace:

- What lies within the core of the peering fabric;
- Where the peering fabric reaches;
- Why the shift of VoIP to a private voice Internet;
- How bi-lateral and multi-lateral (ENUM/SRV) peering relationships function;

10:15am - 11:00am

Peering and Transcoding with Asterisk on the VPF

Speaker: Kevin Fleming, Director of Software Technologies, Digium
Asterisk is being deployed more often as critical infrastructure in enterprise and carrier networks. This session will focus on how Asterisk can be used to facilitate VoIP peering using industry-standards (and Asterisk-specific) protocols including ENUM, SRV, ITAD and DUNDi.

In addition, we will also discuss how Asterisk can be deployed as a high-performance 'transcoding appliance'. Transcoding is often required when connecting calls between peering networks that use common (and not-so-common) voice codec's.

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Confirmed speaker roster as of May 30, 2007.

Please check www.itexpo.com frequently for updates and for speakers in specific sessions.

8x8 Inc.	Sr. Director of Sales	EarthLink Wi-Fi Phone	Director	Nortel	Director
8x8, Inc.	Chairman & CEO	eflo.net Consulting	President	Nortel Networks, Enterprise Networks	CTO & VP
8x8, Inc.	VP Marketing and Sales	Endeavor Telecom	Executive Vice President	Nuance Communications	Vice President & GM
a la Mobile, Inc.	CTO	Ensim Corporation	Vice President	Oclasic	Director
AccessLine Communications	CTO	Envox Worldwide	Vice President	Ojo (Worldgate)	CEO
Acme Packet	Director	Ericsson North America	Vice President	ooVoo	CEO
Aculab	Product Manager	FaxBack	President	Pactolus Communications Software	Vice President
Aculab	Head of Professional Services	FirstHand Technologies	President & CEO	Pandora Networks	President & CEO, Founder
Agilent	IP Market Segment Manager	Finality	Vice President	Parlano	CTO
Airwide Solutions	CTO	Frost & Sullivan	Principal Analyst	Perimeter eSecurity	Vice President
Alcatel-Lucent	Director, Convergence	Genesys Telecommunications Labs	Director	Pingtel	Senior Vice President
Allworx	Executive Vice President	Getronics	Practice Director	Polycom	Director
Angel.com	President and CEO	Global IP Solutions	CEO & President	Polycom	Vice President
Aperio CI	Chairman & CEO	GlobalTouch Telecom	CEO	Polycom Inc.	Senior Technology Advisor
Applied Voice & Speech Technologies	Director	GlobalTouch Telecom	Vice President	Primal Solutions	Vice President
Arlinx, Inc.	CEO	HBG Group Inc./911 Services	Executive Vice President	Quintum Technologies	Vice President
Aruba Networks	VoWLAN Product Director	HelloSoft Inc.	Vice President	RadiSys	Vice President
Aspect Software	Director	Highdeal Inc.	President	RADVISION	Vice President
Astute Solutions	Managing Consultant	Hughes Systique Corporation (HSC)	Director, IMS	RNK Communications	CEO
AT&T	Senior Vice President	IBM Global Technology Services	Director	Samsung Business Comm Systems	Director
AudioCodes	Director of Business Dev.	IBM Software Solutions	Voice Evangelist	Sangoma Technologies	Vice President
Bandwidth	Director of Channel Programs	InfoVista	Senior Product Marketing Manager	ShoreTel	Vice President
Bingham McCutchen, LLP	Counsel	Ingate Systems	President	Siemens Communications, Inc.	Director
BlueNote Networks	Director, Market Development	Inter-Tel	Director	Siemens Communications, Inc.	Senior Strategist
Bluenote Networks	Director	Inter-Tel	Director of Engineering	SightSpeed	CEO
Bluesocket, Inc.	CEO	Inter-Tel	Chief Executive Officer	snom Technologies	Founder & CEO
Broadvox	Vice President	Inter-Tel	Strategic Solutions Engineer	SolaCom Technologies Inc.	Vice President
CallMiner	SVP & Co-Founder	Interactive Intelligence	CEO	Solegy	CEO & Founder
Cantata Technology	Senior Product Manager	Intervice Inc.	Vice President	SoundBite Communications	Director
Cisco	Manager, Mobility Solutions	iotum	CEO	Speakeasy	Chief Marketing Officer
Cisco	Distinguished Engineer	IP Unity Glenayre	Principal Engineer 2, Office of CTO	SpectraLink Corporation	Vice President
Cisco	Sr. Systems Marketing Manager	IP Unity Glenayre	Senior Vice President	Sphere Communications	Senior Vice President
Cisco	Sr. Product Manager, Mobile UC	IVR Technologies, Inc.	Vice President	Spirent Communications	Director
Citel	Vice President	IXIA	Director of Wireless Strategy	SPRINT DSP	Vice President
Codian Videoconferencing	General Manager	Juniper Networks	Director of Product Management	StarTek	TBA
Cognio	CTO	Juniper Networks	Product Manager	SugarCRM	Chairman, CEO & Co-founder
CommuniGate Systems	Vice President	Keynote Systems, Inc.	Sr Product Manager	SuiteCommute, LLC.	President
Comverse	Vice President	Kineto Wireless	Associate Vice President	Surf Communication Solutions	Vice President
Connexon Telecom Inc.	Director	Kiyon, Inc.	Chairman & CEO	Sylantro Sytems	Director
Contactual, Inc.	President and CEO	KoolSpan, Inc.	Vice President	SyncVoice Communications, Inc.	Founder
CosmoCom	Manager	Lampert & O'Connor, P.C.	Counsel	TeamQuest	Best Practices Manager
CosmoCom	VP & CIO	Legerity, Inc.	Senior Segment Marketing Manager	TECHtionary	CEO
Covad	Vice President	Level 3 Communications	Director	Tekelec	Vice President
Covergence	Founder, VP Engineering and CTO	LiveOps, Inc.	CTO	Telephony2	President & CEO
CRG West	Managing Director	Lucent Technologies	Sr. Financial Architect	Telrex	Director of Marketing
Cyeyond	Marketing Director	M5 Networks	President & CEO	telx	Chief Strategy Officer
Cypress Communications	Executive Vice President	MASERGY	CTO	Toshiba Digital Solutions Division	Product Manager
Dash911	CEO	Maximizer Software Inc.	Executive Vice President	Trantera Communications	President/CEO/Co-Founder
deltathree, Inc.	Director	Meru Networks	Vice President	TransNexus, Inc.	CEO
Dialexia	CTO/President	Microsoft	Compliance Manager	Trolltech	CTO
Dialogic Corp.	President and CEO	MOBIVOX	CEO	Ubiquity Software	CTO
Dialogic Corp.	Enterprise Marketing Manager	Natural Convergence	CEO	UCN	Vice President
Dialogic Corp.	Applications Manager	NeoPhonetics	Co-Founder & CEO	Ulticom	Chief Technology and Product Strategist
Dialogic Corp.	Product Line Manager	NextNine Inc.	CEO	Unica Corporation	Director
Digium	President	NexTone Communications	CTO & Founder	UTStarcom Inc.	Senior Manager
Digium	Director of Software Technologies	NICE Systems	Senior Solutions Consultant	VoEX	Director of Product Management
Ditech	Vice President	Nortel	Vice President & GM	VoiceObjects	CTO
DiVitas Networks	President/CEO/Founder	Nortel	Leader - Multimedia Applications Marketing	VoIP Logic	CEO
EarthLink	Vice President	Nortel	Multimedia Applications - Product Marketing	Xconnect	CEO

** For reasons beyond control of show management, speaker list subject to change.
Check www.ITEXPO.com frequently for updates.*

On-Site Registration Hours

Monday - September 107:30 am - 8:00 pm
 Tuesday - September 117:00 am - 6:00 pm
 Wednesday - September 127:30 am - 2:30 pm

Exhibit Hall Hours

Monday - September 104:15 pm - 8:00 pm
 Tuesday - September 1111:00 am - 6:00 pm

Conference Session Times*

Monday - September 109:00 am - 4:15 pm
 Tuesday - September 118:00 am - 5:15 pm
 Wednesday - September 128:15 am - 3:30 pm

**Conference fees required for admission*

Hotel Information

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

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3. **Fax:** (203) 866-3326
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<input type="checkbox"/> Conference SUPERPass	\$2,195	\$2,395*	<input checked="" type="checkbox"/> Mon <input checked="" type="checkbox"/> Tues <input checked="" type="checkbox"/> Weds
Access to all conference events, all 3 days, including IPTV Evolution Workshop			
<input type="checkbox"/> Platinum Conference Pass	\$1,595	\$1,895*	<input checked="" type="checkbox"/> Mon <input checked="" type="checkbox"/> Tues <input checked="" type="checkbox"/> Weds
Access to all INTERNET TELEPHONY, IMS Summit, Call Center 2.0 conference events, all 3 days			
<input type="checkbox"/> Gold Conference Pass	\$1,295	\$1,595*	<input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Weds
Access to all INTERNET TELEPHONY, IMS Summit, Call Center 2.0 conference events, any 2 days			
<input type="checkbox"/> Silver Conference Pass	\$1,095	\$1,395*	<input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Weds
Access to all INTERNET TELEPHONY, IMS Summit, Call Center 2.0 conference events, any 1 day			
<input type="checkbox"/> IPTV Evolution Workshop Pass	\$795	\$995*	<input checked="" type="checkbox"/> Mon
Access to FierceMarkets' IPTV Evolution Workshop, plus keynotes, exhibits			
<input type="checkbox"/> FREE Reseller Solutions Day VIP Pass	FREE	FREE Online	<input checked="" type="checkbox"/> Mon <input checked="" type="checkbox"/> Tues
Reseller Day, Keynotes, free workshops and panel sessions, receptions, Exhibit Hall			
<input type="checkbox"/> FREE VIP Exhibit Hall PLUS Pass	FREE	FREE Online	<input checked="" type="checkbox"/> Mon <input checked="" type="checkbox"/> Tues
Keynotes, free workshops, free panel sessions, receptions, Exhibit Hall			

Attendee Information

NAME	TITLE	COMPANY
ADDRESS		
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COUNTRY		
PHONE	FAX	E-MAIL (REQUIRED)

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

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Signature (Required)

Date (Required)



Please Answer All Questions. Incomplete forms cannot be processed.

1. BUSINESS TYPE (CHECK ONE)
NETWORK SERVICE PROVIDER/CARRIER INDUSTRY

- ☐ 1. Network/System Integrator
- ☐ 14. Next-Gen Telco/ITSP
- ☐ 15. CLEC
- ☐ 16. Integrated Comms. Provider (ICP)
- ☐ 17. Telco/RBOC/IXC/Long Distance
- ☐ 18. ISP
- ☐ 19. Wireless/PCS
- ☐ 20. Cable
- ☐ 21. Application Service Provider
- ☐ 22. PTT
- ☐ 45. BLEC/MDU LEC
- ☐ 46. ILEC
- ☐ 23. Other (specify)

VOIP/TELEPHONY INDUSTRY

- ☐ 8. Telecom Developer
- ☐ 9. Manufacturer
- ☐ 47. Reseller/Retailer/Wholesaler/VAR/VAD
- ☐ 10. Distributor
- ☐ 11. Interconnect
- ☐ 12. Consulting
- ☐ 13. Other (specify)

GENERAL INDUSTRIES

- ☐ 24. Manufacturing/Software Developer
- ☐ 25. Business Service/Consulting/ Consumer Service/Non-Profit/Trade Assn.
- ☐ 26. Government
- ☐ 27. Wholesale/Distribution/Retail/ E-commerce/E-business
- ☐ 28. Transportation/Travel/Recreation/ Entertainment

- ☐ 29. Utilities
- ☐ 30. Finance/Banking
- ☐ 31. Insurance
- ☐ 32. Hospitality
- ☐ 33. Healthcare/Medical
- ☐ 34. Real Estate
- ☐ 35. Catalog Marketing/Publishing
- ☐ 36. Marketing/Market Research
- ☐ 38. Advertising/Public Relations
- ☐ 39. Teleservices Agency
- ☐ 40. College/University/Education
- ☐ 42. Other Professional/Business Services (specify)
- ☐ 41. OTHER (specify)

2. JOB FUNCTION (CHECK ONE)

CORPORATE MANAGEMENT

- ☐ 7. Corporate Management (CFO/CEO/Pres., etc.)
- ☐ 18. Other Corporate Management (Specify)

TECHNICAL MANAGEMENT

- ☐ 1. Executive IT Management (CIO/CTO/VP)
- ☐ 2.IT/IS/MIS/DP Management
- ☐ 3. Telecom/Datacom Management
- ☐ 4. Software/Engineering Management
- ☐ 5. LAN/Network Applications/ Systems Management
- ☐ 6. Internet/Intranet/Extranet/Web Management
- ☐ 10. Speech Developer
- ☐ 19. Other Technical Management (Specify)

BUSINESS MANAGEMENT

- ☐ 16. Research/Development/ Business Development Management
- ☐ 8. Sales/Marketing/Advertising/ Product Management
- ☐ 9. Contact Center/CRM/Telemarketing/ Credit Collection/Fundraising /Help Desk/ Technical Support Management
- ☐ 11. Consulting/Integrator Management
- ☐ 17. Project Management
- ☐ 20. Other Business Management (Specify)
- ☐ 12. OTHER (Specify)

3. TOTAL EMPLOYEES IN YOUR COMPANY ALL LOCATIONS:

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

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