

October 4-6, 2010  
Los Angeles Convention Center  
Los Angeles, California



Collocated with **TMC** **ITEXPO** 

Be there to experience the **Hottest Trends** in  
**Cloud Communications** including:

- Over the Top Applications
- Communications Enabled Business Process
- Voice Mashups



Platinum Sponsor







# What is Cloud Communications Summit?

## Platinum Sponsor



## Media Sponsors



## Producers



Thousands of communications professionals will come together this October at the face-to-face gathering point for the users and providers of hosted communications solutions—Cloud Communications Summit at ITEXPO.

The Cloud Communications Summit will address a growing need of businesses to integrate and leverage cloud-based communications solutions applications, process enhancement techniques, and network based communications interfaces and architectures. Business professionals will learn the fundamentals of hosted communications business models, market trends and current large efforts and deployments. Sales teams can benefit by learning real life cloud communications success stories and interacting with other ecosystem members.

Find these skills and more at Cloud Communications Summit at ITEXPO—where today's real world implementations can be explored in tandem with the most promising solutions of tomorrow.



# Why Attend?



## Why Attend Cloud Communications Summit at ITEXPO?

If you are a communications professional, cloud communications fundamentally changes how your business will run, who purchases your goods and services, and how they pay for it. This event will provide you with a good grounding in the latest technologies, players and business models, and offer excellent opportunities to meet your peers and potential partners.

## Cloud Communications Attendees will learn:

- The basics of cloud communications offerings, business models and market opportunity
- How communications can be used to make businesses run more efficiently
- How over-the-top communications applications are developed
- What domestic and international service providers are doing to address this market
- How system integrators make money designing and deploying cloud communications services
- What are the most lucrative and successful deployments of cloud communications
- Risks and challenges of this new market from people in the trenches
- The roles of service providers, vendors, consultants, system integrators and businesses in this fast growing market
- The hottest trends in cloud communications including over the top applications, communications enabled business process and voice mashups
- What the killer applications for CEBP will be
- The technology and web approaches of cloud communications

## Who Should Attend?

The cloud communications show will be a one day event where thought leaders, practitioners and customers will join with the most thought provoking speakers to chart a new course into the future of telecommunications.





## Companies who derive the most benefit from this conference include:

- Application providers
- System integrators, vars and resellers
- Mobile, fixed and IP based operators
- Investment banking, Venture capital, private equity
- IT managers, CIOs and Business Process Analysts
- Business Process Analysts










### Monday October 4, 2010 Complete Program Coming Soon

11:00 am - 11:45 am	The Business of Cloud Communications
12:15 pm - 1:00 pm	API and Platform Roundup
1:15 pm - 2:00 pm	Cloud Communications Architectures and Technologies
2:15 pm - 3:00 pm	How to Deploy Communications Technologies for Web Professionals
3:15 pm - 4:00 pm	Cloud Communications 2011 - State of the Art
4:00 pm	<b>Keynote Presentation at ITEXPO :</b> Jean-Pierre Lartigue CTO and Vice President, Marketing and Strategy Wireless Division, Alcatel-Lucent 
4:30 pm	<b>Keynote Presentation at ITEXPO :</b> Adam Famularo General Manager Cloud Computing, Customer Solutions Unit, CA Technologies 
5:00 pm	Welcome Reception 
5:30 pm	StartupCamp 2: Communications Edition 

### Tuesday, October 5, 2010

8:30 am - 9:15 am	Public or Private: Clearing up the Clouds
9:30 am - 10:15 am	The Business Value of Cloud
10:30 am - 11:15 am	SMB Could Communications Adoption Trends: What's Hot and What's Not?
11:30 am - 12:15 pm	Mapping the Competitive Landscape of Cloud Computing
1:15 pm - 2:00 pm	Will the Cloud Kill PBX?
2:00 pm	<b>Keynote Presentation at ITEXPO:</b> Alex Dayon Executive Vice President of CRM, Salesforce.com 
2:30 pm	<b>Keynote Presentation at ITEXPO:</b> Crick Waters Co-founder EVP Strategy and Business Development, Ribbit 
3:00 pm	<b>Keynote Presentation at ITEXPO:</b> Dean Mansfield CEO, Fonality 
3:30 pm	<b>Keynote Presentation at ITEXPO:</b> Kevin Gavin VP Marketing, ShoreTel 
4:00 pm - 8:00 pm	Exhibit Hall Grand Opening
6:00 pm	Networking Reception in ITEXPO Exhibit Hall 

# Agenda-At-A-Glance

## October 6, 2010



### Wednesday, October 6, 2010

8:30 am - 9:15 am	Using Cloud to Support Social Media Strategies
9:30 am - 10:15 am	Cloudy with a Chance of Collaboration
11:00 am	Exhibit Hall Opens
12:45 pm - 1:30 pm	What Organizations Need to Know About Cloud Security
1:45 pm - 2:30 pm	Keys to a Successful Cloud Migration
2:45 pm - 3:00 pm	How Service Providers can Benefit from Cloud Communications
3:45 pm - 4:30 pm	Cloud Communications and its impact on the future of VoIP and Unified Communications
4:45 pm	Mustang Convertible Giveaway in ITEXPO Exhibit Hall



**Win a New Mustang Convertible**

**Wednesday, October 6, 4:45pm, at the conclusion of Exhibit Hall hours.**

Mustang Giveaway Sponsors:

### Mustang Convertible Giveaway

**Visit the Exhibit Hall. Find Solutions and You Could Win a New Mustang Convertible!**

1. Pick up your entry card at the registration counter when you arrive.
2. Visit each booth listed on the card, review their offerings, and receive a stamp from each booth.
3. Collect all stamps, then drop your completed card into the entry bin in the exhibit hall.
4. **\*YOU MUST BE PRESENT at the DRAWING WEDNESDAY, OCTOBER 6 at 4:45 PM to CLAIM YOUR PRIZE!**



## Monday, October 4, 2010



4:00 pm

**Jean-Pierre Lartigue**

CTO and Vice President  
Marketing and Strategy Wireless Division  
Alcatel-Lucent

Alcatel-Lucent 

[Bio Description](#)



4:30 pm

**Adam Famularo**

General Manager Cloud Computing  
Customer Solutions Unit  
CA Technologies



[Bio Description](#)

## Tuesday Oct. 5, 2010



2:00 pm

**Alex Dayon**

Executive Vice President of CRM  
Salesforce.com



[Bio Description](#)



3:00 pm

**Dean Mansfield**

CEO  
Fonality



[Bio Description](#)



2:30 pm

**Crick Waters**

Co-founder,  
EVP Strategy and Business Development  
Ribbit Corporation



[Bio Description](#)



3:30 pm

**Kevin Gavin**

VP Marketing  
ShoreTel



[Bio Description](#)

## Wednesday Oct. 6, 2010



10:15 am

**Dirk Gates**

Chief Executive Officer  
Xirrus



[Bio Description](#)



# Conference Program Sessions

## Monday, October 4, 2010



11:00 am – 11:45 am

### The Business of Cloud Communications

What business models, ecosystems and sales channels are working in the real world.

12:15 pm – 1:00 pm

### API and Platform Roundup

An overview and comparison of the top telephony APIs and development platforms.

1:15 pm – 2:00 pm

### Cloud Communications Architectures and Technologies

An introduction to the common architectures and technologies used to power cloud communications offerings.

2:15 pm – 3:00 pm

### How to Deploy Communications Technologies for Web Professionals

An overview of the most common mistakes and pitfalls in integrating communications technologies such as IVRs and text messaging and how to avoid them.

3:15 pm – 4:00 pm

### Cloud Communications 2011 - State of the Art

A series of talks from authors of the second edition of the authoritative text on where Cloud Communications is going and why.

4:00 pm

### ITEXPO Keynote Presentation

Jean-Pierre Lartigue  
CTO and Vice President, Marketing and  
Strategy Wireless Division  
Alcatel-Lucent

Alcatel-Lucent 

4:30 pm

### ITEXPO Keynote Presentation

Adam Famularo  
General Manager Cloud Computing,  
Customer Solutions Unit  
CA Technologies





## Conference Program Sessions Tuesday, October 5, 2010

8:30 am – 9:15 am

### Public or Private: Clearing up the Clouds

Buy or build? That's been the burning question for businesses for years when faced with the decision whether to outsource or not. Initially, one might have thought that question in the cloud, with the launch of Amazon's EC2 and other public clouds. Naturally, businesses demanding more control over their cloud environments found a way to leverage the cloud model without sacrificing that command, and the private cloud was born and, with it, the debate over which is more appropriate for your organization. We're all in agreement that all clouds aren't the same. Join this session to not only understand the differences between public and private and which is best for you.

9:30 am – 10:15 am

### The Business Value of the Cloud

There are few technologies that have created such as much confusion as "the cloud." What is it? What is it not? There are as many answers as there are potential cloud users. But, like other technologies that have commanded this much attention, cloud computing has a business value, which is driving interest in this new technology model. This session will discuss why the cloud has created such a commotion, and why it offers a business model that will influence communications providers and users for the foreseeable future.

10:30 am – 11:15 am

### SMB Cloud Communications Adoption Trends: What's Hot and What's Not?

Just as it has with previous emerging technologies, the SMB market presents a tremendous opportunity to cloud services providers. But, just as with other communications solutions, SMBs have specific priorities in mind when deciding what to put on the cloud. This session will discuss trends around SMB cloud computing adoption, including who is adopting the cloud, for what services, and what's driving their decisions.

11:30 am – 12:15 pm

### Mapping the Competitive Landscape of Cloud Computing

Drawing on the results of a ground breaking survey of the cloud computing landscape, this session will discuss what cloud computing user would like to see in the evolution of the space, who they consider to be the leaders in the market, and perceptions of the role of mobile computing in the environment. Perspectives on the evolution of remote access will be covered along with an assessment of adoption rates, likely futures, and key milestones in the process. Session participants will get a current assessment of the market, what users would like to see as next steps, how they will deploy cloud computing, and likely growth rates for the cloud.

(Fletcher/CSI)

1:15 pm – 2:00 pm

### Will the Cloud Kill the PBX?

Cloud-based solutions are dramatically reshaping the traditional telecom industry, providing voice and communications solutions that meet today's mobile and distributed work model at a fraction of the cost of legacy phone systems. The once tried and true PBX and traditional hosted PBX models are being put to the test, as cloud services are quickly becoming mainstream and giving traditional carriers a serious run for their money.

In fact, Gartner recently reported that "the cloud-based services market will be worth \$150 billion by 2013, with telecommunications carriers unlikely to grab more than about 5 percent unless they acquire existing cloud service providers." In addition, the rising popularity of new and innovative smartphones is playing a critical role in the changing face of telecom, serving as a driving force behind the evolution to mobile cloud computing.

Will the \$7 billion PBX market become obsolete? How can carriers jump on board? What does the future hold for traditional hosted services and VoIP? Will cloud-based telecom continue to gain rapid momentum not only for small businesses, but for the enterprise? How can the enterprise community move past its hesitations to adopt cloud computing models?

This session will address these questions and more, providing an in-depth perspective of the role of telecom carriers in the new age of communications.

2:30 pm

### ITEXPO Keynote Presentation

Crick Waters  
Co-founder, EVP Strategy and  
Business Development  
Ribbit Corporation



3:00 pm

### ITEXPO Keynote Presentation

Dean Mansfield  
CEO  
Fonality



3:30 pm

### ITEXPO Keynote Presentation

Kevin Gavin  
VP Marketing,  
ShoreTel





# Conference Program Sessions

## Wednesday, October 6, 2010



8:30 am – 9:15 am

### Using the Cloud to Support Social Media Strategies

Social media sites, such as Twitter, Facebook, MySpace and others are increasingly being used alongside traditional methods for driving traffic to websites storefronts. Done right, this can result in a significant traffic spike. For example, Denny's Super Bowl promotion resulted in not only an unprecedented uptick in site traffic, but a top 10 Twitter topic for by the end of the game and during the promotion. Links from other highly popular sites, referred to as slashdotting, can also drive massive amounts of traffic to smaller sites. This is all well and good, as long as the site doesn't crash from the surge. This session will discuss how and why the cloud is the ideal mechanism for supporting your social media activities and handling these traffic spikes.

9:30 am – 10:15 am

### Cloudy with a Chance of Collaboration

Cloud services are popping up everywhere and range from utility computing to platform-as-a-service to cloud-based end user applications. Generally, clouds provide scalable resources and data storage, both very important for collaboration applications. However, a lot of the heavy lifting in collaboration is still done by digital signaling processors and specialty hardware. Do clouds have what it takes to deliver high-quality collaboration experience, most importantly voice and video, which is available today through on-premises systems?

Collaboration applications require thick bandwidth pipes connecting clients and servers; therefore, moving collaboration servers into the Cloud requires a lot of bandwidth to and from the cloud. Unfortunately, current Cloud services put fairly low limit on bit rate to and from the cloud and charge a lot per incoming and outgoing gigabyte. Will advances in Cloud technology allow for relaxing these limits and creating a different billing model applicable to cloud-based collaboration? The session will gather opinion leaders in the field of collaboration and cloud computing to discuss the challenges and provide some answers.

12:45 pm – 1:30 pm

### What Organizations Need to Know About Cloud Security

Many people believe you can take traditional identity and security practices, throw them in a cloud environment, and expect everything to work just fine. That's a misconception. The truth is, businesses need to be concerned about cloud security – but they needn't be paralyzed by it.

Businesses taking advantage of cloud computing should utilize cloud security approaches that support sharing of roles, policies, and workflows, rather than merely providing single sign-on. In fact, the heightened concern we're seeing has actually become a spur to action and has begun to drive cloud security to a whole new level. This session will focus on the key areas where a successful migration to cloud computing has the potential to actually improve security and reduce risk, and address some of the major issues to account for before and during that migration

1:45 pm – 2:30 pm

### Keys to a Successful Cloud Migration

Most businesses today are faced with the challenges of reduced budgets, yet a demand for increased business applications and services. As such, many are turning to the cloud to gain its cost efficiencies and speed of deployment. But, like any technology migration, moving to the cloud requires careful planning and consideration. This session will call on real-world deployment scenarios to consider how enterprises have successfully decided on and deployed cloud services offering reliability and security without sacrificing visibility.

2:45 pm – 3:30 pm

### How Service Providers can Benefit from Cloud Communications

The growth of technologies like cloud computing and virtualization afford service providers a range of opportunities for increasing revenues in their enterprise markets as well as for moving up the value chain in terms of the quality and complexity of services they can provide to businesses. Service provider public cloud revenues are estimated to reach \$35 billion by 2013, including \$15.5 billion alone from Software as a Service (SaaS) benefits. Businesses, however, face barriers to broad adoption of cloud communications services, including security, control, compliance, and quality/SLA. While cloud is definitely on the enterprise agenda, varying strategies and phases of decision making exist, including the decision whether to develop an internal, private cloud or partner with service providers in leveraging the public cloud.

This presentation will describe how service providers can work with enterprise customers to gain the advantages of the cloud by, first, using the public cloud to establish a trusted end-to-end cloud service infrastructure, centering on the core concepts of security, control, service level management, and compliance. Attendees will learn how service providers can help effectively implement virtualization and SaaS strategies and understand the key distinctions between the various options available today.

3:45 pm – 4:30 pm

### Cloud Communications and its impact on the future of VoIP and Unified Communications

Cloud communications has been embraced by hardware and software companies alike, with hosted VoIP becoming mainstream and presenting a major challenger to the CPE approach to enterprise telephony.

We have seen what Google has done for the search paradigm because of its cloud technology. We are seeing the effect on application development when they are hosted like Salesforce.com's CRM. And there is now clear evidence that cloud computing will do the same for VoIP and the associated communications applications. The key will be establishing key technologies that may be disruptive but take telecom to a whole new level of integration, interoperability and unification.

This session will discuss the future of VoIP, the impact Cloud Computing will have on communications, and how service providers and network operators should prepare themselves.



## Important Information: Registration • Travel • Hotel

### Cloud Communications Summit October 4-6, 2010

#### Any paid conference plan includes:

- All breakout sessions and workshops for which you have registered.
- All Meals served on days in your plan.
- Online access to all conference presentations.
- Unlimited Exhibit Hall access
- All Keynotes and general sessions.
- All networking receptions.

### Register Now!

#### PLATINUM Conference Pass

**Standard Rate: \$495**

Your CVx Conference Pass includes access to all CVx conference sessions, plus keynotes, workshops, networking receptions and exhibits at CVx and ITEXPO.

#### FREE VIP Pass: Pre-Show Online: FREE

**Onsite: \$50**

Includes all keynotes, general sessions, free workshops, networking receptions and unlimited Exhibit Hall access. Does not include access to conference sessions or meals.

**Visit: [www.cloudcommsummit.com](http://www.cloudcommsummit.com)**

### L.A. Live

L.A. Live is the sports and entertainment district surrounding the STAPLES Center and Nokia Theatre, and is the premier destination for live entertainment.

For details on L.A. Live attractions, restaurants, entertainment and parking information,

**For more information, visit: [www.lalive.com](http://www.lalive.com)**

#### Cancellation Policy:

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

### Travel Information

#### Fly American and save!

How to book: [www.aa.com](http://www.aa.com)

Code must be entered in the box marked Promotion Code to receive the discount

How to book by Phone: **(800) 433-1790**

Please inform the agent the code to receive the discount - **Code: 5690AQ**

**Dates the discount is valid:**

**September 30 – October 11, 2010**

#### Fly Delta/KLM and save!

How to book Only by Phone: **(800) 433-1790**

Please inform the agent the code to receive the discount - **Code: NM5XW**

**Dates the discount is valid:**

**September 30 – October 11, 2010**

Discounted flights are available from any city to the following airports:

- Los Angeles International Airport – airport code: LAX
- John Wayne Orange County Airport – airport code: SNA
- Bob Hope Burbank Airport – airport code: BUR
- Long Beach Airport - airport code: LGB

### Hotel Information

**Save Time & Money at the Official Show Hotel:**

#### The Omni Los Angeles Hotel

251 South Olive Street,  
Los Angeles, CA 90012

**213-617-3300**

Cloud Communications Summit attendees are offered a fantastic discounted rate of **\$169.00** at the show hotel!

Rooms are on a first-come, first-served basis so take advantage and book today.



Reserve your room for the Cloud Communications Summit at The Omni Los Angeles Hotel

**ITEXPO • Rate - \$169**

**Cut off date - September 2, 2010**

**Code - ITEXPO**

TMC has not employed the services of any third party to book travel arrangements. If you are contacted by any group claiming to represent TMC, please do not engage as we are not affiliated with any group claiming to be the "official housing company of ITEXPO".



# Cloud Conference - October 4-6, 2010

## Speaker List



Company	Name	Title	Company	Name	Title
360networks	Rick Coma	Senior Vice President	Maloff NetResults	Joel Maloff	Principal Consultant
8x8 Inc.	Ramprakash	Narayanaswamy CTO	Market Stgy & Analytics	David H. Yedwab	Partner
8x8, Inc.	Huw Rees	VP Business and Channel Dev.	MASERGY	Andy Singleton	Product Manager
Aastra USA	John Drolet	Vice President of Sales	MegaPath, Inc.	Dan Foster	Chief Sales and Marketing Officer
ACCESS Systems	Albert Chu	Vice President, Marketing	Michael Stanford LLC	Michael Stanford	Consultant
Aculab	Ian Colville	Product Manager	Microsoft	Bill Verthien	
ADTRAN	David Schenkel	Senior Technology Analyst	Mitel	Malcolm Concannon	Director of Systems Engineering
ADTRAN	Dennis Gatens	Director of Strategy	Mitel	Wendy Moore-Bayley	Solutions Marketing, UCaaS
ADTRAN	Jeff Wissing	Sr. Product Manager, UC	NetScout Systems, Inc.	Steven Shalita	Vice President, Marketing
Allied Fiber	Hunter Newby	CEO	NGN IMS Forum	Michael Khalilian	Chairman and President
Aspect	Mike Ely	Director of System Architecture	Nymgo	Omar Onsi	Founder
AudioCodes	Alan Percy	Director, Market Development	Otastic	Hani Shawo	
AudioCodes	Alan Percy	Director, Market Development	OnState Communications	Pat Kelly	CEO
Audiocodes	Bob Green	Director, Bus. Dev., Fax Tech	ooVoo	Philippe Schwartz	Chief Executive Officer
Avaya	Ajay Kapoor	Managing Director	Opnet	Chris Hoover	
Avaya	Chris Goffi	Managing Principal	PacketExchange	Grant Kirkwood	Chief Technology Officer
Bingham McCutchen LLP	Ronald Del Sesto	Partner	PAETEC	Chris Hasenauer	CFO
Blue Coat Systems, Inc.	Mark Urban	Sr. Director, Marketing	Phone.com	Ari Rabban	CEO
BrightCom	Bob McCandless	CEO	PhotoTag	James Siminoff	
VoIP Princess Blog	Carolyn Schuk	Editor, Blogger	Polycom	Stefan Karapetkov	Emerging Technologies Director
Broadcore	Dean Manzoori		Polycom	Tim Yankey	Dir., Product Marketing
Broadvox	David Byrd	VP Marketing and Sales	RAD-INFO, Inc	Peter Radizeski	President
Cbeyond	Jason Walker	Product Manager	RadiSys	Ray Adensamer	Sr. Manager, Marketing
Cisco	Sina Miri	SaaS Architect, Product Mgmt.	RADVISION	Amir Zmora	TBU VP Products and Marketing
Cisco Systems, Inc	June Bower	VP Marketing	REVE Systems	Rezaul Hassan	CEO
Cisco Systems, Inc.	Hans Hwang	VP, Advanced Services	Rich Watson Associates	Richard Watson	Consultant
Commotrex Corporation	Mike Coffee	CEO	Saba	Milind Pansare	Sr. Director, Product Marketing
Comunicano, Inc.	Andy Abramson	CEO	ShoreTel	Bernard Gutnick	Sr. Director - Product Marketing
CosmoCom	Brian A. Davidow	Manager, Sales Support	ShoreTel	Mark Arman	VP, Business Development
Cypress Communications	Frank Grillo	EVP of Marketing	Siemens Enterprise	Kathy Heilmann	Dir., Solutions Marketing
D2 Technologies, Inc.	Doug Makishima	COO & VP	SimpleSignal	Dave Gilbert	CEO/Founder
Deloitte Financial Advisory	Matt Clark	Principal, Valuation Services	SIP Forum	Marc Robins	President
Dialogic	Mike Chapman	Director Product Management	Sipera Systems	Drew Bloczynski	Sr. Director of Technology
Dialogic	Jim Machi	Sr. VP, Marketing	Skype	Journal Phil Wolff	Managing Editor
Digium, Inc.	Steve Sokol	Director of Marketing	snom Technologies	Mike Storella	Dir Business Development
Electric Words	Bob Emmerson	Freelance Writer	SourceComm	Steve Smith	VP Sales and Marketing
Empirix, Inc.	Gordon Eddy	Director Product Management	Sun Microsystems	Binod PG	Senior Staff Engineer
Enablence	Rico Vitale	Senior Systems Engineer	Surf Communications	Avi Fisher	CTO
Ensim Corporation	David J. Wippich	Chief Executive Officer	Talari Networks	Andy Gottlieb	CEO
FaceTime Comm, Inc.	Sarah Carter	VP Marketing	Tango Networks	Andrew Silver	CTO
FaxBack	Mike Oliszewski	CTO	Taqua	David LeClaire	
FaxCore, Inc.	Max Schroeder	Senior VP	Telchemy	Alan Clark	CEO
FaxSIPit	Chem Cohen	Founder	Telx	Rose Klimovich	VP of Prod. Development
GENBAND	Dr. Natasha Tamaskar	VP, Marketing	The Conference Group	Greg Plum	Dir., Channel Development
Global IP Solutions	Jan Linden	VP Engineering	The HD Connect Project	Doug Mohney	Editor-In-Chief
GoAhead Software	Bill Yamen	Sr. VP of Sales and Marketing	The Unified-View	Art Rosenberg	Principal Analyst
Grandstream Networks	W. Khris Kendrick	Sr. Dir., Business Development	TMC	Erin Harrison	Exec. Editor, Strategic Initiatives
Ingate Systems	Steven Johnson	President	Toshiba	Brian Metherell	VP & General Manager
IntelliCom Analytics	Frank Stinson	Partner	Touchstone Tech, Inc.	Mark Stacy	CTO
IntelliCom Analytics	Mark Ricca	Partner	Truphone	Karl Good	Dir., Consumer Applications
ICP	Jon Arnold	Founder	Twilio	Jeff Lawson	CEO
Interactive Intelligence	Jason Alley	Solutions Marketing	VBrick Systems	Rich Mavrogeanes	Founder & CTO
Interactive Intelligence	Joe Staples	Sr. VP, Marketing	Verge1	Dave Michels	Principal
InterCall	Kyle Nisenson	Sr. Wholesale Channel Manager	Vidyo	Marty Hollander	Senior VP of Marketing
IVR Technologies, Inc.	Barry Sher	VP Business Development	VoIP Business News	Gary Kim	Editor in Chief
Iwatsu Voice Networks	Don Gant	VP Bus. Dev. & Channel Marketing	Xcast Inc.	Richard Tew	VP of Wholesales
Jive Software	Nathan Rawlins	Director of Product Marketing	XConnect	Mark Benisz	Vice President - Americas
Level 3 Communications	Ted Wagner	Senior Director	Yap	Felix Gofman	VP Sales & Business Dev.
LifeSize	John Steinhauer	Director of Sales	Zeacom	Ernie Wallerstein	President