

AGENDA AT-A-GLANCE



Monday, October 4, 2010

	Business Solutions	Service Provider Solutions	Open Source	Conferencing & Collaboration	Social CRM Expo	Cloud Communications Summit	Lightwave ONE (Separate registration fee required.)
	Room 304B	Room 304C	Room 306A	Room 306B	Room 309	Room 407	Room 308AB
11:00-11:45	SIP Trunking: Issues, Opportunities and Solutions	Web 2.0: The Future of Web Service Delivery	Introduction to Open Source Telephony	The Next Generation of IP-Based Conferencing	SCRM Opening Address: Jon Ferrara, CEO, Nimble	Cloud Communications Architectures and Technologies	Enterprise Optical Networks: Carrier Managed, Do it Yourself, or Something in Between
11:45	BOXED LUNCH SERVED IN SESSIONS - Paid Attendees Only						
12:15-1:00	Making the Business Case for SIP Trunking in the SMB	TextVisibility – The Key to Network Optimization	Open Source in the Customer Service and Contact Center Environment	How Video Changes the Way We Communicate	How Social Media Is Changing Customer Behavior	API and Platform Roundup	Role of Optical Networks in Cloud Computing
1:15-2:00	There's an SBC in Your Enterprise	Is VoIP a Victim of its Own Success? Maintaining Quality in the Wake of VoIP Proliferation	Open Source Telephony for Everything BUT an IP PBX	Virtual Meetings: Increasing Collaboration While Reducing Costs and Ensuring Business Continuity	Social Media Monitoring Best Practices	The Business of Cloud Communications	Low Latency Network Strategies
2:15-3:00	SIP Trunking: Getting it Right the First Time	The State of VoIP Peering	I Didn't Know You Could do That with Open Source: A Technology Focus	Videoconferencing QoS: Removing Barriers to Entry	IP Contact Centers Done Right!	How to Deploy Communications Technologies for Web Professionals	Panel: Data Center Interconnection
3:15-4:00		Privacy Issues in Today's Communications Environment	Open Source IP PBX Roundtable/Shootout	Communication Beyond the Enterprise: The Personal Investment in Telepresence	Keynote Address: Joe Staples, Interactive Intelligence	Cloud Communications 2011 - State of the Art	Today's Enterprise Network: Make Yours Modern
4:00	KEYNOTE SESSION Featuring Alcatel-Lucent, CA Technologies						
5:00	NETWORKING RECEPTION - SPONSORED BY ALOE SYSTEMS, FORMERLY MERA						
5:30	STARTUPCAMP: COMMUNICATIONS EDITION						

PLATINUM Sponsors





Tuesday, October 5, 2010

	Business Solutions	Service Provider Solutions	Developer Solutions	Mobile Communications	Social CRM Expo	Cloud Communications Summit	Lightwave ONE (Separate registration fee required.)
	Room 304B	Room 304C	Room 306A	Room 306B	Room 309	Room 407	Room 308AB
8:00	Continental Breakfast - Paid Attendees Only - Sponsored by 8x8, Inc.						
8:30-9:15	Meet the HD Handset Vendors	The Secrets of Selling SIP Trunking	Introduction to Voice Applications	Welcome to the Connected Generation	Integrating Social Media Into Your Contact Center	Public or Private: Clearing up the Clouds	Optical Connectivity Enables the Green Data Center
9:30-10:15		Learn How to Drive Revenue, Increase Profit Margins, Reduce Costs, and Build Your Subscriber Base	Building Better HD Video Conferencing & Collaboration Systems	Practical Considerations for Deployment of a Mobile FMC Client Solution	Turning Social Media into a CRM Tool	The Business Value of the Cloud	Cabling the Data Center: Best Practices Panel
10:30-11:15	A Layer Above - Controlling Decisions in the Network	Moving from Concept to Cash Flow with SaaS-Based Switching & Network Management Services	Beyond the Browser Adding Voice & Real-Time Text to Your Web Apps	Roam Free - The Future of Mobile VoIP	Making Social Media Sites Work for Your Business	SMB Cloud Communications Adoption Trends: What's Hot and What's Not?	Power Over Ethernet and Fiber Networks Are Not Mutually Exclusive
11:30-12:15	Presence and the Unified User Experience	The SOHO Market: Is it Being Served?	Building a Social Networking Website using SIP and Converged Application Framework	Achieving HD Voice On Smartphones	The Work-at-Home Model for Customer Contacts: Strategies and Best Practices	Mapping the Competitive Landscape of Cloud Computing	Ensuring Enterprise Security in Optical Backhaul Networks
12:15	Conference Luncheon - Featuring Keynote Address by Phil Edholm, Avaya						
1:15 - 2:00	Bringing Social Software into the Enterprise	Consumer Market Opportunities for Mobile VoIP and Femtocells	Building an App for That: Best Practices for Developing Apps for Today's Mobile Platforms	The Landline-Less Telecommuter	Hosted Contact Center Solutions - Delivering Unified Communications	Will the Cloud Kill the PBX?	Powering Desk to Desk Dynamic Ethernet Lightpaths
2:00	KEYNOTE SESSION Featuring Salesforce.com, Ribbit, AT&T, ShoreTel						
4:00 - 8:00	EXHIBIT HALL GRAND OPENING RECEPTION - Sponsored by Aculab						

DIAMOND Sponsor



AGENDA AT-A-GLANCE



Wednesday, October 6, 2010

	Business Solutions	Service Provider Solutions	Unified Communications	Virtualizing Communications	Social CRM Expo	Cloud Communications Summit	Lightwave ONE (Separate registration fee required.)
	Room 304B	Room 304C	Room 306A	Room 306B	Room 309	Room 407	Room 308AB
8:00am	CONTINENTAL BREAKFAST - Paid Attendees Only - Sponsored by 888VoipStore						
8:30-9:15	The Debate Rages: Hosted IP vs. Premises-based VoIP	Meet The New Voice Mail	The UC Market: Why Businesses are Replacing their Legacy Systems with Unified Communications	Virtualizing Communications	IVVT and the Video-Enabled Contact Center	Using the Cloud to Support Social Media Strategies	Minimizing Network Cost and Complexity with Air-blown Fiber; The Considerations, Economics, and Benefits of Passive Optical LANs; Active Optical Cabling
9:30-10:15	The Business Case for VoIP – Going Beyond the ROI and TCO	The Importance of Bundling: Creating Stickiness	Understanding TCO: What Does Unified Communications Really Cost?	Virtualization Strategies – One Size Does Not Fit All	Speech Analytics Trends in Contact Centers	Cloudy with a Chance of Collaboration?	
10:15	KEYNOTE SESSION Featuring Xirrus, Level 3						
11:00am-5:00pm	EXHIBITS OPEN						
12:00	CONFERENCE LUNCHEON - Paid Attendees Only						
12:45-1:30	The Ultimate Communications Makeover	Putting the Quality Back into Voice	Is Software-based UC Ready for Prime Time?	Security in a Virtualized Enviroinment	Untethering The Contact Center	What Organizations Need to Know About Cloud Security	Evolved Packet Transport & Enterprise Services
1:45 - 2:30	Helping SMBs Achieve Maximum Global Connectivity	“Self-Service” Telecom and Beyond	Security and Unified Communications: What You Need to Know	Unified Communications and the Virtualized Enterprise: More Functionality, Reduced Spend	Getting the Message and Integrating Social Feedback	Keys to a Successful Cloud Migration	In-service Preventive Maintenance of CWDM Networks
2:45 - 3:30	The IP Migration Isn't Done Until You FoIP Yourself	Keeping it Fair: Leveraging Network Policies to Align Increased Revenue with Customer Satisfaction	Integration Strategies for Multi-vendor UC Solutions	Enterprise WAN Strategies Today	The Complete "Do-it-Yourself" Social Media Makeover for Your Sales Organization	How Service Providers can Benefit from Cloud Communications	Giving Enterprises the Competitive Edge with Advanced FTTB Services
3:45 - 4:30		Dark Fiber and Wireless Backhaul Update		Virtualizing Your Contact Center	Social Media in Action: A CRM Case Study	Cloud Communications and its Impact on the Future of VoIP and Unified Communications?	
4:45	MUSTANG CONVERTIBLE GIVEAWAY IN EXHIBIT HALL - MUST BE PRESENT TO WIN!						