ITEXPO is The World's Communications Conference

Where Practitioners Unite With Solutions Providers in an Educational Setting

Dear Colleague,

Having thoroughly reviewed the track topics and detailed session info contained in this brochure, I can tell you that the focus of the event is clearly on the deployment and utilization of today's most powerful IP communications technologies.

Yes, there are forward-looking sessions, investigating the promise of tomorrow. However, the fact is that ITEXPO is where today's real-world implementations can be explored in tandem with the most promising solutions of tomorrow.

It's where practitioners unite with solutions providers in an educational setting.

*The true value of ITEXPO is the tiered education you will receive: From the **academic setting of conference sessions**, to benefit-driven **presentations and demos on the expo floor**, to the informal collaboration and exchange of ideas during **impromptu, one-on-one networking**.*

Since 1999, INTERNET TELEPHONY Conference & EXPO (ITEXPO) has been the single event helping companies make purchasing decisions in the world of communications.

ITEXPO helps you understand what is important today, and what is not. You can focus on real implementation issues, while keeping an eye on tomorrow and the decade to come.

More than ever, ITEXPO stands alone. You'll meet a unique blend of exhibitors you simply cannot find at other events.

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

As the communications landscape gets more sophisticated, it is imperative you come to conferences to experience everything there is to learn as there is no other way to network with all the key players and your peers at once, ensuring your education is balanced. The worst thing you can do for your company or career 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 promise - ITEXPO is the World's Communications Conference.

You can attend the conference sessions with confidence because your fee is 100% guaranteed*.

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. See you at ITEXPO West 2010.

Sincerely,

Rich Tehrani

Rich Tehrani,
CEO, ITEXPO Conference Chairman

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, ITEXPO provides the perfect venue for forging these profitable relationships.

Resellers

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

C 2010 Technology Marketing Corp.

Enterprise, Service Provider, SMB Telecom/IT Management

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

Developers

Attend sessions teaching you how to take advantage of today's most powerful development tools. Between sessions, form valuable relationships with manufacturers and vendors.

ITEXP
INTERNET TELEPHONY Conference & Expo
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Smoothstone IP Communications   speedflow communications

ALOE systems
New identity of MERA Systems   VERIO An NTT Communications Company   COREDIAL

Why ITEXPO is The World's Communications & Technology Conference

You'll enjoy a first-class conference education, unrivaled networking opportunities, and an exhibit hall filled with cutting-edge solutions.

1. The Incredible "ITEXPO Experience"

You'll be hard pressed to find a more valuable business investment than the three days you'll spend at ITEXPO.

- **First class conference program focused on opportunities in IP communications.**
- **12 Collocated events covering establshed and emerging areas of technology.**
- **Free workshops that supplement the educational breakout sessions.**
- **Free Keynotes by true visionaries who uncover areas of opportunity for your business.**
- **Both formal and relaxed networking events notorious in the past for the buisness relationships spawned there.**

2. Commercial-Free Sessions

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

3. Most Knowledgeable Speakers

Each topic and presenter is hand-selected by the *INTERNET TELEPHONY* and TMCnet editorial teams from hundreds of candidates. Only the most relevant sessions presented by seasoned speakers make it on to the program at ITEXPO.

4. Collocated Events Provide 360° View of Communications and Technology

The combination of ITEXPO content, plus the presence of this year's many collocated events, gives you a complete circular view of communications and technology solutions. These events allow you to meet with key vendors and network with colleagues considering deployments in emerging markets.

- Social CRM Expo
- Cloud Communications Summit
- 4GWE Conference
- Smart Grid Summit
- MSPWorld
- ChannelVision Expo (CVx)
- Lightwave Optical Networks for Enterprises
- Voice Interconnect and Peering (VIPeering)
- SIP Tutorial
- StartupCamp: Comm Edition
- M2M EvolutionConference

5. Invaluable Networking Time

ITEXPO West 2010 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.

FREE Networking Receptions:	
Monday, October 4	5:00 pm
Sponsored by:	ALOE systems New identity of MERA Systems
Tuesday, October 5	6:00 pm
Sponsored by:	aculab

6. 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.

7. Top-Level Keynotes

This year's keynote lineup includes executives from ShoreTel, Alcatel-Lucent, Fonality, and CA. Each will show you how today's powerful solutions can benefit your company - whether you deploy them or offer them to customers.

8. Your Conference Fee is Guaranteed!

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

9. Convenient, Accessible Location

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

10. Save Hundreds with FREE VIP Passes

If you register online any time, you save the $50 onsite fee and gain complimentary admission to all keynotes, receptions, free workshops, and the exhibit hall.

WHERE PRACTITIONERS MEET
SOLUTIONS PROVIDERS

INTERNET TELEPHONY Conference & Expo
TMC
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Find the Solutions You Need

Come Inspect Hundreds of Today's Most Powerful Communications Solutions
Up To 200 Exhibitors Expected!

View Complete Exhibitor List at www.itexpo.com

- 4G
- APIs
- Application Servers
- ATAs
- Billing/OSS Solutions
- Cable Telephony
- Carrier Class Gateways
- Cloud Communications
- Cloud Computing
- Compression Algorithms
- CEBP
- CTI
- DSP Chips & Boards
- Echo Cancellation
- Edge Access Devices
- Embedded Software Tools
- Fax Boards
- Firewalls
- Fixed/Mobile Convergence
- FMC
- H.323
- Hosted Soluitons
- IMS
- Industrial Computers

- Interconnection Facilities
- IP-based ACDs
- IP Centrex
- IP Conferencing
- IP Contact Center
- IP Fax
- IP PBXs
- IP Phones
- IP Telephony Headsets
- IPTV Solutions
- IP Video Conferencing
- LAN-based Telephony
- LTE
- Mashups
- Media Servers
- Mobile VoIP
- Presence-based Applications
- Programmable Switches
- Protocol Stack
- QoS Network Monitoring
- RAS/Modem Chips
- Routers
- Session Border Controllers
- SIP Software

- SIP Trunking
- Smartphones
- SMB VoIP
- 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
- VoIP Security
- VoIP Silicon
- VoIP Testing Hardware
- VoIP-enabled Handheld Devices
- Web-based Customer Service
- WiFi Telephony
- WiMax
- Wireless IP Communications

Exhibit Hall Hours:

Tuesday October 5 . . . . 4:00 pm - 8:00 pm
Wednesday October 6 . . . . 11:00 am - 5:00 pm
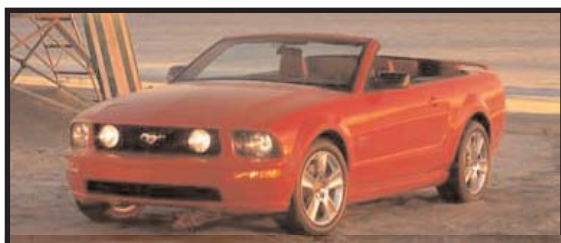
Win a New Mustang Convertible

Mustang Convertible Giveaway will be held Wednesday, October 6, 4:45pm, at the conclusion of Exhibit Hall hours.

Mustang Convertible Giveaway Sponsors:

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!**

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Featured Keynote Presenters

Monday, October 4, 4:00 pm
Jean-Pierre Lartigue
CTO & Vice President, Marketing and Strategy Wireless Division
Alcatel-Lucent

Monday, October 4, 4:30 pm
CA Technologies
General Manager, Cloud Computing
Customer Solutions Unit, CA Technologies

Tuesday, October 5, 2:00 pm
Alex Dayon
Executive Vice President of CRM
Salesforce.com

Tuesday, October 5, 2:30 pm
Crick Waters
Co-founder, EVP Strategy and
Business Development, Ribbit

Tuesday, October 5, 3:00 pm
Hank Hultquist
VP, Regulatory
AT&T

Tuesday, October 5, 3:30 pm
Kevin Gavin
VP, Marketing
Shoretel

Wednesday, October 6, 10:15 am
Dirk Gates
CEO
Xirrus

Wednesday, October 6, 10:45 am
Nigel Williams
Vice Preisdent
Level 3 Communications

Gain Critical Knowledge

Important Topics Covered Within Each Conference Track

- Business Case for VoIP
- Global Connectivity for SMBs
- Fax over IP (FoIP)
- Web 2.0: Web Service Delivery
- Network Optimization
- VoIP Peering
- Privacy Considerations
- Open Source Business Issues
- Open Source Contact Centers
- IP–based Conferencing

- Virtual Meetings
- Videoconferencing QoS
- Telepresence
- HD Handsets
- Enterprise 'Social' Software
- SIP Trunking
- Saas–based Switching and Network Management
- Service Providers and the Cloud

- Building HD Video and Collaboration Systems
- Social Media Websites
- Building Mobile Apps
- Deploying a Mobile FMC Solution
- Hosted vs. Premise–based VoIP
- Session Border Controllers in Your Enterprise

- SIP Trunking in the SMB
- "Self Service" Telecom
- Dark Fiber
- Wireless Backhaul
- Security and Unified Communications
- Unified Communications TCO
- Virtualizing Communications
- Data Center Virtualization
- Will the Cloud Kill the PBX?

FREE Workshops...Visit itexpo.com for updates

- Ingate's
  SIP Trunk–UC Summit

- Reseller Solutions
  Day Workshop

- MegaPath
  MPLS University

- Avaya's
  Technology on Tap

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	The Work at Home Model for Customer Contacts: Strategies and Best Practices	The Business of Cloud Communications	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	Getting the Message and Integrating Social Feedback	Cloud Communications Architectures and Technologies	Low Latency Network Strategies
2:15-3:00	SIP in Action	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	Business Continuity in the Social/Wireless Age	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	Additional Session TBA	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*

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Dialogic · ShoreTel
digium The Asterisk Company · BridgeWave COMMUNICATIONS · ca technologies · JDSU

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 888VoipStore						
8:30-9:15	Meet the HD Handset Vendors	The Secrets of Selling SIP Trunking	Introduction to Voice Applications	Welcome to the Connected Generation	Social Media Monitoring Best Practices	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	Additional Session TBA	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	How Service Providers Can Benefit from Cloud Computing	Building a Social Networking Website using SIP and Converged Application Framework	Achieving HD Voice On Smartphones	IVVR and the Video-Enabled Contact Center: New Opportunities to Deliver Value to Customers	Mapping the Competitive Landscape of Cloud Computing	Ensuring Enterprise Security in Optical Backhaul Networks
12:15	LUNCH - KEYNOTE SPEAKER: Supporting the Next Generation of Backhaul, Peter Allen, President and CEO, DragonWave						
1:15 - 2:00	Bringing Social Software into the Enterprise	The Impact of Cloud Computing on the future of VoIP	Building an App for That: Best Practices for Developing Apps for Today's Mobile Platforms	The Landline-Less Telecommuter	Speech Analytics Trends in Contact Centers	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

Time	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 8x8, Inc.						
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	Hosted Contact Center Solutions -- Delivering Unified Communications	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	IP Contact Centers Done Right	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 Envoironment	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	Integrating Social Media into Your Contact Center	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		Will the Cloud Kill the PBX?	Social Media in Action: A CRM Case Study	Cloud Communications and its Impact on the Future of VoIP and Unified Communications?	Additional Session TBA
4:45	MUSTANG CONVERTIBLE GIVEAWAY IN EXHIBIT HALL - MUST BE PRESENT TO WIN!						

Collocated events help draw even more attendees to ITEXPO, with their focused agendas that have additional appeal to Service Providers/Carriers, Resellers, OEMs, Enterprises, Government Agencies, Resellers, and more.

4G WIRELESS EVOLUTION SHOWCASE - Key Sponsors

www.4GWE.com

SMART GRID SUMMIT AT ITEXPO - Key Sponsors

http://smart-grid.tmcnet.com./conference

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FREE WORKSHOP:
INGATE SYSTEMS PRESENTS THE NEW
SIP TRUNK-UNIFIED COMMUNICATIONS SUMMIT
AT ITEXPO WEST 2010
OCTOBER 4-6, 2010

Get the Facts About SIP Trunking and Unified Communications

Learn everything you need to know from the industry's top experts at these educational seminars, free for all ITEXPO attendees.

Live Demos
Watch as a SIP Trunk is Deployed Live in 20 minutes or less!

Unified Communications is coming of age and it's being driven by the urgent demand for SIP trunking, which lowers operating costs and delivers rapid ROI.

To address the need for information on the what, why and how of Unified Communications and SIP trunking, Ingate® Systems is partnering with TMC to present the new SIP Trunk-Unified Communications Summit at ITEXPO West 2010.

The Summit is a three-day seminar series providing in-depth educational information on SIP trunking and Unified Communications (UC).

To date, confirmed speakers include:

* Dialogic	* Telia
* ShoreTel	* Unwired Revolution
* Iwatsu	* David Yedwab
* Mitel NetSolutions	* Joel Maloff
* Broadvox	* VOIPSA
* Intertex Data AB	* The SIP Forum
* The SIP School	* Broadsoft

Agenda:

Monday, October 4
SIP Trunking Professional Development Program

9:00am	The State of SIP Trunking
10:00am	Building for ROI
11:05am	Live Demo: Setting Up a Secure SIP Trunk
11:30am	The Service Provider Perspective
12:20	Telia: Lessons Learned from Across the Pond
1:00pm	TOWN HALL MEETING: SIP, UC and Security
2:00pm	The Need for an E-SBC
3:00pm	SIP Trunking: Deployment Considerations at the Enterprise Edge

Tuesday, October 5
Unified Communications Day

8:30am	Introduction to Unified Communications
10:00am	Case Study: SIP Trunking at the Core of Unified Comms and Mobile UC
11:00am	Completing the Convergence: Reliable Fax over your VoIP Network
12:00pm	UC: The Future for Service Providers
1:00pm	Hosted Unified Communications
2:30pm	Deploying SIP Trunks: Getting it Right the First Time
3:00pm	Enterprise-Centric UC

Wednesday, October 6

8:30am	How to Sell SIP
9:30am	SIP Trunk-UC Workshop for Service Providers
1:00pm	Deeper Dive: Ingate/Intertex Demos

Reseller Solutions Day - FREE Workshop

Tuesday, October 5, 2010

Reseller Day 2.0: Blueprint for Success in the Next Decade
- *Discover New Solutions*
- *Develop Winning Sales Strategies*

8:30 am: Making Money in IP Communications

The communications market is filled with opportunity and pitfalls and navigating the field is something which requires experience and collaboration with your peers. In this session, expect an in-depth discussion of everything you need to become successful when selling communications products and services. You need to be at this free conference so you can learn what is happening, what is coming and how to benefit from it all.

Emerging Technology Presentations

9:30:	snom	9:45:	Broadvox
10:00:	Inphonex	10:15:	Aretta

10:30 am: Reseller Sales Session Part I
New Decade – New Techniques

Lead Speaker/Moderator Jeanne Leckie of The Leckie Group
The 21st Century has already required resellers to make major changes in their sales and marketing techniques. This century's second decade will see the pace of change increase even further.

Learn the mechanics of localized Web Marketing. See the components required to drive awareness, customer connections and brand recognition.

Understand how Social Media Engagement strategies will help you drive more activity and generate more leads in your local market.

Emerging Technology Presentations

11:30:	CoreDial	11:45:	Xorcom
12:00:	2600 hz	12:15:	AudioCodes
12:30:	Star2Star	12:45:	888VoipStore

1:15 pm: Reseller Sales Session Part II

Lead Speaker/Moderator: Max Schroeder of FaxCore, Inc.
Part I covered lead generation. Session II focuses on efficient time management processes to close the leads you generate.

The lead processing and sales method is independent of the techniques you employ to generate the leads. The focus is simply to provide a system to better manage your time and resources as the sales process is a basic equation:
#Leads/process time per lead = $ales.

MPLS University

Tuesday, October 5, 2010 – Room 153AB   *Hosted by:*

MPLS University is a forum for IT and business professionals to bring their questions about network reliability, always-on connectivity, regulatory requirements, security, and cost control.

Join us for two FREE MPLS University sessions and learn how to put your network to better use in your business.

Course Descriptions

4:10 on – 5:00 pm
Performance, Security, and Scale are Not a Pipe Dream: How to Ensure Your Enterprise has Options with MPLS

The demands on your network are evolving far beyond data transport. Putting your network to work in the business - to better solve real issues, to stretch the possibilities of providing reliable service, and to ensure your commitments can scale cost-effectively, are real challenges to network performance. In this session we'll talk about smart network traffic engineering, prioritizing applications with classes of service, and the importance of ensuring quality of service through network routing. When change and complexity are powerful issues for even the most well-funded, sophisticated IT shops, what are the bright spots you should know about?

5:10 on – 6:00 pm
Spotlight on Network Scenarios: 3 Real World Examples

Let's face it -- your network is your business, and its role in ensuring the productivity of your people anywhere and everywhere has never been more demanding. Join us for a brief look at how the network matters in Retail, Healthcare, and Financial Services. We'll consider what putting an MPLS network in action means for your people (employees, customers, partners, suppliers), for applications and access types, and for all the places you need to service on your network. Bring your questions about network reliability, always-on connectivity, regulatory requirements, security, and cost control.

Who Should Attend
   * Mid-Market and Enterprise IT Pros and Managers
   * MegaPath Partners

These sessions were developed with End Users in mind. Partners will find these sessions especially helpful in their work with current and prospective customers. Bring your questions!

Active MegaPath partners, or those interested in becoming a partner, are welcome to attend.

Winners in every session: amazon.com $50 Gift Cards   Starbucks Gift Cards

StartupCamp 2
comm edition

FREE Admission with any ITEXPO Registration Plan

Monday, October 4 - 5:30pm - Room 153, Concourse Hall

Free Networking Event
- Discover Emerging Startups
- Come Play Investor for One Night!

5:30 pm:
Intro by Larry Lisser,
StartupCamp Host

5:50 pm - Opening Keynote –
Jeff Bonforte, CEO, Xobni

Jeff is a great speaker who founded SIPphone and ran Yahoo Voice back when it represented a true disruptive technology.

Who Should Attend:
- Mobile, Voice, Video, Network and other Entrepreneurs to learn and engage in a rich networking experience
- Investors (angels, VC's alike) to stay connected to what's next in the telephony arena
- Industry Experts, Media and Analysts

6:20 – 6:40   Startup #1:   AdelaVoice
Blends voice with state-of-the-art recognition technologies to create an innovative and interactive relationship between consumers and their smart devices.

6:40 – 7:00   Startup #2:   VAL9000
Cloud-based system grants physicians and nurses access to clinical information systems using natural-language spoken conversations to help practitioners get things done instantly.

7:00 – 7:20   Startup #3:   Vokle
Virtual townhall platform that enables anyone to broadcast live to a virtual auditorium, assign remote co-hosts on the fly, and take live video and text questions from the audience.

7:20 – 7:40   Startup #4:   GroupMe
Founded just this Spring, enables you to instantly organize and communicate with the groups of people in your life that are important to you, by SMS and voice.

7:40 – 8:30   Networking

Platinum Sponsor: twilio

Gold Sponsors: skype   Alcatel·Lucent

Business Solutions Track

Monday 10/04/10 • 11:00-11:45am

SIP Trunking: Issues, Opportunities, Solutions

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 – with a focus on security – provide real-world examples of how to overcome challenges with SIP Trunking deployment, and discuss the opportunities SIP trunking offers every business.

Monday 10/04/10 • 12:15-1:00pm

Making the Business Case for SIP Trunking in the SMB

SIP trunking is one of the hottest topics in enterprise communications, largely because it holds great promise for cost savings and more efficient use of IP telephony infrastructure. Not only does SIP trunking have the potential to lower the telecom spend for the SMB, but it is a service that can evolve with its changing needs, particularly as they implement a Unified Communications strategy.

Monday 10/04/10 • 1:15-2:00pm

There's an SBC in Your Enterprise

Session Border Controllers have long been a part of service provider networks for delivering SIP and SIP Trunking to enterprise customers. Leading experts strongly recommend that enterprises also place an SBC at their boundary to perform a number of functions including security, interoperability, QoS, encryption, support to remote workers, and more.

Attend this session to learn from those SIP experts as well as several SBC vendors why this is such an important idea for the successful adoption of SIP and SIP Trunking in the enterprise.

Monday 10/04/10 • 2:15-4:00pm

SIP in Action

The benefits of SIP Trunking and the touting of SIP as the future of IP Communications have been well publicized, from cost savings to ease of deployment to flexibility.

But, the proof is in the pudding.

This session will take a hands-on approach to the SIP, with attendees being invited to connect their laptops to an on-site software PBX, leveraging technology from SBC and SIP Trunking partners to connect and configure SIP trunks, place and track calls, identify quality issues, and troubleshoot on the fly.

By the end of the session, attendees will have first-hand practical experience setting up SIP Trunks to place calls they can put to use back at their own offices

Tuesday 10/05/10 • 8:30-10:15am

Meet the HD Handset Vendors

IP-based communications solutions – yes, including UC – are here today, and every phone vendor is now supporting high definition (HD) voice at the same price as traditional VoIP phones were only a year ago. This session brings together the industry leaders in HD voice handsets in a presentation and roundtable discussion on the issues facing integrators today when they select handsets.

Whose handsets will reign supreme?
Each participating vendor will be contributing one (1) HD voice handset towards a random drawing to be held at the end of the session. Every attendee at the session will be eligible to win one (1) handset. A business card is required for entry.

Tuesday 10/05/10 • 10:30-11:15am

A Layer Above: Controlling Decisions in the Network

Advances in technology have drastically altered the way businesses operate. With all that is needed being a broadband Internet connection and a laptop, employees can now work from virtually anywhere, accessing information from the road as easily as from the office. To remain fully productive, though, today's workforce must maintain seamless communications with customers, partners, and colleagues, giving the same appearance on the road as they do in the office, with full and convenient access to all necessary communication applications.

New network-based solutions allow companies the ability to easily implement simple, cost-effective business applications that fully support remote workers and virtual offices by exploiting the reach and economics of the Internet to extend corporate collaboration to remote users, enabling virtual workforces and telecommuting capabilities. These solutions are able to do this by injecting intelligence that makes routing decisions at the earliest possible point – the network. Once a decision is made as to where the call or collaboration opportunity should go, network-based solutions allow these requests to be received on a wide variety of devices, freeing users from the confines of premise-based solutions.

This session will discuss how business can ensure their networks are properly equipped with the intelligence to make these decisions that extend business communications far beyond the office walls – and what can happen if they aren't.

Business Solutions Track

Tuesday 10/05/10 • 11:30-12:15pm

Presence and the Unified User Experience

The cost savings and multi-device, location-agnostic access to communications services have thus far been the hallmark of VoIP and Unified Communications, allowing business users to increase productivity without a massive increase in human resources.

But, truly remarkable benefits from IP-based communications come from adding presence and a unified user experience into the business communications environment, truly allowing businesses to gain maximum value from their technology investments by enabling more precise communications and less wasted time.

However, just as with most new technologies, presence and user experience are open to interpretation, and there exists vast variations between offerings from various vendors. This session will explore the foundational elements of presence, why it matters, what to look for, and most importantly, how to use it effectively.

Tuesday 10/05/10 • 1:15-2:00pm

Bringing Social Software into the Enterprise

Social software is fast becoming a major component in enterprise collaboration. Yet, email remains the preferred method for most employees to work with colleagues, customers, and partners. In fact, a recent study suggested that more than 90 percent of employees prefer email. Why? Because they are familiar with it, and IT managers trust it because they can establish controls as to what content can or cannot be shared with parties outside the enterprise.

Still, the popularity of social media platforms is rapidly infiltrating the business environment, and more and more businesses are looking for ways to leverage that trend to their benefit.

Join this session to hear just how quickly enterprise social media is growing, how you can successfully integrate it into your communications (including policies and controls you should be aware of) the differences between internal and external social media applications, and the various social media applications available today.

Wednesday 10/06/10 • 8:30-9:15am

The Debate Rages:
Hosted IP vs. Premises-based VoIP

It's a question that has plagued businesses for years: Should I invest in my communications hardware and run and maintain the system myself, or outsource to a hosted provider?

The case has been made for either alternative, focusing on up-front costs, call quality, recurring fees, feature availability, scalability, integration with other systems, and more. But the ultimately, it comes down to the specific needs of each unique business. In fact, today, a third alternative also fits the bill in many situations, the hybrid solution.

This solution will consider the differences between hosted and on-premises solutions, the emergence of hybrid offerings, and what types of businesses can benefit from each, and the questions you should ask when making the decision for your company.

Wednesday 10/06/10 • 9:30-10:15am

The Business Case for VoIP –
Going Beyond the ROI and TCO

VoIP clearly has demonstrated that it can reduce capital and operational spending. What is not so clear is its more intangible benefits, on productivity, training time, support costs and application infrastructure. This session will look at each of these components and using recent VoIP studies, provide an informative understanding of the true value proposition of VoIP so that you, too, can make the case for migrating to VoIP.

Wednesday 10/06/10 • 12:45-1:30pm

The Ultimate Communications Makeover

A growing number of SMBs are using the Internet to transform from telecommunications based on the past 100 years to rich communications designed for the next 100 years. Social media, telecommuting, and video sharing have evolved beyond popular to become the basis for how many businesses interact and collaborate—both internally and with customers and the community. This session will present a compelling story about communications transformation, including presentations from businesses across several industries who have found their way to strategies and solutions based on hosted services and SaaS, which have ultimately remade the ways businesses communicate, proving you don't have to be an Internet company to take advantage of the Internet.

But, capturing these benefits will require diligent attention to the technical details of SIP trunking to build a solid business case. This session will look at the business case for SIP Trunking, including and Participants will explore deployment scenarios, the flexibility it provides and the cost-savings that can be realized through its implementation.

Business Solutions Track

Wednesday 10/06/10 • 1:45-2:30pm

Helping SMBs Achieve Maximum Global Connectivity

Identifying the fastest, easiest and most cost-effective ways for customers to contact your business increases the likelihood that you will turn interested prospects into valued, paying customers. Today's communications applications allow businesses to offer their prospects and customers increased contact options, while boosting business productivity, lowering communications costs, leveraging existing technology investments and maximizing corporate stakeholder relationships.

With a growing user community of more than 500 million, Skype is revolutionizing global communicaions with a successful approach to making video and voice communication through the Internet easy and affordable. The same transformative experience that Skype enabled for the consumers is now available for SIP-enabled businesses through Skype for SIP and Skype for Asterisk. This allows SMBs to enjoy significant cost savings by directing their outbound PBX calls to mobile phones and landlines worldwide via Skype at very competitive rates. Come learn how to integrate Skype into your existing communications infrastructure to not only save calling costs, but enhance your ability to communicate with your customers.

Wednesday 10/06/10 • 2:45-4:30pm

The IP Migration Isn't Done Until You FoIP Yourself

"What about our fax?" It's a question that invariably comes up when discussing or implementing a new IP-based communication system, whether it's an IP PBX, SIP Trunking service, Unified Messaging service, or a full-blown Unified Communications solution – or any combination of them. Too often an afterthought, fax can easily become a sticky wicket for businesses trying to embrace the IP-based future of communications. Problems need solutions, solutions generate revenue, yet, it has become all too common to forget fax when designing solutions for communications problems.

This session will provide advice from some of the foremost experts on integrating fax into IP Communications solutions, so that you don't forget to FoIP yourself as you move towards a next generation communications environment.

Service Provider Solutions

Monday 10/04/10 • 11:00-11:45am

Web 2.0: The Future of Web Service Delivery

The evolution from end user to content creator has dramatically changed the nature of the Web – It has moved from simply being a data repository to a dynamic platform that is being defined and redefined by its users. As a result of Web 2.0, many opportunities have emerged for traditional service providers to deploy innovative new services, such as Facebook click-to-conference, video surveillance, and voice enabling Salesforce.com.

In evaluating the mix of services that will help service providers compete and thrive in a Web 2.0 world, many challenges also arise, such as the need for rapid innovation and deployment, securing a readily available pool of development resources, and figuring out billing issues such as who gets paid and how. This presentation will explore the market trends fueling Web 2.0-based services and look at both the opportunities and challenges that web 2.0 has created for service providers.

Monday 10/04/10 • 12:15-1:00pm

Visibility: The Key to Network Optimization

As service providers and network operators deliver growing numbers of increasingly complex and bandwidth-hungry applications and services – with applications, desktops, networks, services, storage and other previously independent elements coming together on high-speed IP-based networks – they need to have a solid and broad level of understanding of service levels, including how services are behaving and how interdependencies impact availability and the user experience.

Because of the complex nature and continued evolution of operator service delivery models, operators need comprehensive, always-on visibility into all traffic, with flexible service and subscriber-level granularity to best assure service delivery and manage the user experience over IP networks. Unified network visibility is the key to optimizing and monetizing network and application services as IT complexity and network traffic continues to grow. Come learn how vital it is to gain visibility into mission-critical network and application performance, including understanding different strategies for investigating and identifying where and when problems may arise and how IT can avoid service issues proactively.

Service Provider Solutions

Monday 10/04/10 • 1:15-2:00pm

Is VoIP a Victim of its Own Success? Maintaining Quality in the Wake of VoIP Proliferation

As VoIP continues to replace the PSTN for organizations worldwide, the sheer volume of VoIP devices and systems has become an enormous barrier in maintaining a high-level of quality for VoIP systems everywhere. Why? Because every new VoIP system, device or application needs to be tested against existing infrastructure, an inherently labor-intensive process.

How serious is this issue? Today, regression testing for VoIP systems often requires months and months of additional set up and manual code creation in order to simulate every possible service scenario. When creating tests for new features, test groups need to rely on a combination of manually written scripts and static test tools.

The bottom line is that today's testing strategies do not scale to meet the challenges of VoIP deployments. This presentation will evaluate alternative strategies to solving the VoIP testing challenge and how enterprises and network operators can stem the tide of VoIP overload.

Monday 10/04/10 • 2:15-3:00pm

The State of VoIP Peering

VoIP is a fact – it is here, and it is here to stay. That fact is undeniable. To date, the cost savings associated with VoIP have largely been enough to drive adoption. However, the true benefits of VoIP will only be realized through the continued growth of peering, which will keep calls on IP backbones rather than moving them onto the PSTN. Not only will increased peering continue to reduce costs, it will increase voice call quality – HD voice, for instance, can only be delivered on all-IP calls.

Of course, while there are benefits to peering, traditional carriers have traditionally not taken kindly to losing their PSTN traffic, for which they are able to bill by the minute. But, as the adoption of IP communications continues to increase – and of course the debate continues over when we will witness the true obsolescence of the PSTN – carriers will have little choice but to engage in peering relationships.

This session will offer a market update on the status of VoIP peering and its growth, as well as trends and technologies that will drive its growth going forward, including wideband audio and video calling.

Monday 10/04/10 • 3:15-4:00pm

Privacy Issues in Today's Communications Environment

From privacy issues to Net neutrality and E911, the ongoing debates between Congress, the FCC, service providers, and subscriber rights organizations serve as a constant reminder that communications innovation isn't simply about deploying new hardware and building apps.

Indeed, considering the sometimes obvious, yet often discreet, impact any potential decision has on the entire community – from network operator to business to end user – it's clear that each constituency has a major stake in how these issues play themselves out. Join some of the foremost communications industry legal experts for this session to discuss the potential impact of these landmark decisions on the communications industry, including CNPI compliance, E911, and net neutrality.

Tuesday 10/05/10 • 8:30-9:15am

The Secrets of Selling SIP Trunking

SIP Trunking is one of the hottest commodities in communications today. Quite naturally, perhaps, people charged with selling SIP Trunking service often come from a traditional telephony background, and need to be brought up to speed on the nuances of SIP Trunking sales.

This session will discuss SIP Trunking from the direct salesperson or agent's perspective. How do you identify customer prospects that fall into your "sweet spot?" How do you conduct real cost justification rather than vague projections of cost savings? How do you differentiate your services from the competition? You've heard the technical buzzwords – after attending this session, you will also possess the strategic insight and tactics to successfully turn SIP Trunking leads into sales.

Tuesday 10/05/10 • 9:30-10:15am

Learn How to Drive Revenue, Increase Profit Margins, Reduce Costs, and Build Your Subscriber Base

If you are a traditional carrier migrating to VoIP, a new or existing next-generation service provider or a potential investor or other entrant into the exciting and constantly evolving industry, this session will not disappoint. Just as IT managers must keep abreast of the latest technologies that will allow their businesses to grow, service providers and network operators are constantly seeking new ways to attract new subscribers and retain existing ones, and build new partnerships while extending current ones.

This session will explore how operators and service providers can leverage the latest network technologies to develop new revenue streams and build their subscriber bases through a combination of existing infrastructure, new investment, and next generation strategies. The speakers will provide a comprehensive look at market trends and opportunities, driving revenue to the network, building customer loyalty, prudent fiscal management, and potential areas of concern for the next-generation network.

Service Provider Solutions

Tuesday 10/05/10 • 10:30-11:15am

Moving from Concept to Cash Flow with SaaS-Based Switching & Network Management Services

Communication is exploding, in volume and complexity, forcing wholesale VoIP termination providers, PTTs, voice application providers, and managed service providers to develop strategies to handle the increasing traffic, without losing their competitive edge or severely impacting their bottom lines.

This session will discuss how extensible, SaaS-based cloud computing tools for switching and network management services can help these providers deal efficiently and cost effectively with the increasing demands on the network, and move quickly from concept to cash flow.

Tuesday 10/05/10 • 11:30-12:15pm

How Service Providers Can Benefit from Cloud Computing

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 computing including; security, control, compliance, and quality/SLA. While cloud computing is definitely on the enterprise agenda, varying strategies and phases of decision making exist, including the decision 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 cloud computing 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.

Tuesday 10/05/10 • 1:15-2:00pm

The Impact of Cloud Computing on the Future of VoIP

Cloud computing for media services have been embraced by hardware and software companies alike. Hosted VoIP is becoming mainstream, largely eliminating 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 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.

Wednesday 10/06/10 • 8:30-9:15am

Meet The New Voice Mail

Despite the growth of social media, and the ubiquitous access to email, voice mail remains one of the most prevalent forms of communication. Every year, more than 40 billion voice mail messages are created in the United States alone.

But don't think that just because other forms of communication are growing, voice mail is growing stale. Quite the contrary – voice mail is about to undergo a transformation that will forever change the way we use and think about how we create, access and think about voice messages.

This session will discuss market research around user sentiment towards voice mail (hint: most say they like voice mail, but are looking for more convenient ways to access and manipulate messages). Speakers will also explore technology trends that are making new user voice mail experiences possible, including the benefits and drawbacks of each, and how they will impact service provider business models.

Wednesday 10/06/10 • 9:30-10:15am

The Importance of Bundling: Creating Stickiness

As the market for subscriber loyalty continues to become increasingly more competitive, service providers must seek new ways to secure their subscribers' loyalty. For some, that means touting the advantages their networks offer – FTTH or 4G, for instance – or available devices, like the iPhone.

Largely, that means creating bundled service offerings with multiple sticky and revenue generating services. When customers are tied to a single provider, they are less likely to defect to competitors, particularly when they are receiving valuable services and convenient billing from a single provider. In fact, recent research suggests that value-added service revenues increased by 30 percent last year, indicating the providers are recognizing the value of layering services on top of their primary service offerings.

Join this session to understand:
- Why you can't afford to look at your operation as merely a pipe, but a valuable resource for delivering valuable services.
- Why service bundles should be a prime target for your business.
- How to create the most effective packages and introduce them to your customers.
- How to create brand loyalty while growing new revenue streams.

Service Provider Solutions

Wednesday 10/06/10 • 12:45-1:30pm

Putting the Quality Back into Voice

This session will discuss the growth of converged voice solutions, the converged solutions available today for partners to sell, and tradeoffs with current "best effort" voice. The presentation will introduce how different network technologies impact voice quality, security, and reliability, and ideal deployment opportunities for each.

Presenters will also consider how the latest trends in communications, such as HD voice, cloud communications, and more, will impact voice quality. By the end of the session, attendees will know how to put quality back into voice and transform their businesses into true converged solution providers.

Wednesday 10/06/10 • 1:45-2:30pm

"Self-Service" Telecom and Beyond

Historically, for companies to offer any sort of voice or UC functionality on their Web site or business, they would have had to build their own "service delivery platform" (SDP) to power those capabilities. Adding voice, or text, or video functionality is not something a company could buy off the shelf. But with the advent of so-called "telcos in the cloud," which leverage infinitely scalable platforms, the barrier to entry for providing advanced communications and telephony functionality as a way to provide a richer, more robust customer experience is quickly disappearing.

This session will discuss the opportunities and challenges that "Self-Service" telecom brings, and how the "Self-Service" concept is translating into the unified communications arena. Hertz will provide examples of emerging communication toolkits that are becoming increasingly accessible to businesses, and examples of applications that can be developed to benefit the customer experience. He will also discuss how these channels will evolve and multiply with ongoing technological advancements. Furthermore, he will address how the ecosystem approach, like the iPhone model, can contribute to growing this area of the industry.

Wednesday 10/06/10 • 2:45-3:30pm

Keeping it Fair:
Leveraging Network Policies to Align Increased Revenue with Customer Satisfaction

We've been talking about it for a few years now, but the instant success of the iPad – and reports of similar tablet-based devices from other vendors – only underscore that data traffic is only going to continue to grow, likely faster than predicted. Indeed, as subscribers' appetites for bandwidth-hungry applications and service intensifies, infrastructural limitations will have an impact on the overall consumer experience.

Operators can implement effective, strategic network policies to gain more control over and visibility into their entire networks – acquiring the ability to help mitigate network congestion during peak periods, ensuring customers receive the level of service they expect and pay for. This session will consider ways network operators can leverage provisioning, billing, and policy systems to maximize their monetization of content and drive new business models.

Wednesday 10/06/10 • 3:45-4:30pm

Dark Fiber and Wireless Backhaul Update

Thanks to the abundance of wireless network traffic due to the rapid adoption of communications and entertainment applications and services in both business and consumer markets, wireless backhaul is getting more attention than ever before. Quite simply, wireless operators are faced with the need to backhaul more traffic more efficiently and cost effectively than ever before. Already, all four major wireless carriers in the U.S. have committed to increasing their backhaul capacity to account for realized and projected demand. This increased demand for backhaul capacity is also impacting the dark fiber market, which has already seen increased demand from wholesale carriers, large enterprises, and educational institutions who have seen it as an opportunity to cost effectively buy their own networks in lieu of the more traditional option of leasing lit fiber.

This session will provide a valuable and insightful overview on the current state of dark fiber and wireless backhaul as well as a view on new developments and a look towards the future, with an understanding that demand for bandwidth is only going to continue to skyrocket.

Open Source Track

Monday, October 4, 2010

The goal of this mini-conference is to create an opportunity to explore and understand the growing open source telecommunications market in a truly vendor neutral environment. By bringing together key participants from both the business and technical sides of this dynamic and growing space, as well as those that might be new to Open Source Telecom we will provide a new forum for the exchange of ideas and information with the hope of sparking a new wave of innovation, development and opportunity.

Monday 10/04/10 • 11:00-11:45am

Introduction to Open Source Telephony

This introductory session to Open Source Telephony will answer some of the fundamental questions around this rising alternative to proprietary telephony solutions.

• What is the open source development model and what are its benefits
• How do you make money from Open Source
• What are the different Open Source licensing models and how does that impact my business, including MPL, GPL, BSD.

Monday 10/04/10 • 12:15-1:00pm

Open Source in the Customer Service and Contact Center Environment

SMBs and now enterprises are beginning to acknowledge the benefits of open source technology as not only suitable, but preferred solution. This session will discuss how open source solutions can be effectively adopted by customer service organizations and contact centers, including why open source telephony is being widely adopted for such mission critical applications, like contact centers, CRM, ACD, and customer self service.

Monday 10/04/10 • 1:15-2:00pm

Open Source Telephony for Everything BUT an IP PBX

There is little question as to the growth of open source as a replacement for traditional proprietary PBX systems. But, one of the chief benefits of open source is its adaptability to other applications. This session will discuss the flexibility of open source as more than an IP PBX, including its relevance in a cloud communications environment.

Monday 10/04/10 • 2:15-3:00pm

I Didn't Know You Could do That with Open Source: A Technology Focus

Much of the confusion around open source includes questions about its applicability to growing communications trends, such as video communications. This session will uncover the many applications of open source beyond telephony, including not only video, but also carrier capable signaling and scale and distribution in an open source environment.

Monday 10/04/10 • 3:15-4:00pm

Open Source IP-PBX Roundtable/Shootout

This session will bring together representatives from the top manufactures/developers of open source telephony solutions, who will be ready to answer the difficult questions about open source vs. traditional telephony, as well as the differences between different open source projects.

Hosted by:

Dialogic®
Making Innovation Thrive™

Conference & Collaboration Track

Monday 10/04/10 • 11:00-11:45am

The Next Generation of IP-Based Conferencing

In order to truly maximize productivity, all team members should be reachable and be able to interact and collaborate with anyone, wherever they are and on whatever endpoints to which they may have access. That's the wonder of today's IP-based conferencing and collaboration tools – they allow users to communicate on any device at any time, increasing productivity and making it easy to build solid customer relationships.

This applies to businesses of all sizes. Come explore the various conferencing solutions available – including hosted vs. on-premises alternatives – the differences between each, and which ones are best suited for your business, allowing you to leverage technology to grow your business while fitting into your budget.

The speakers will also address conferencing in the mobile environment, focusing on growth of the smartphone industry and the looming tablet business, and how they will impact the conferencing space.

Monday 10/04/10 • 12:15-1:00pm

How Video Changes the Way We Communicate

How will visual communications impact the way we live and the way we work? With bandwidth constraints, pricing models and poor QoE being the obvious hurdles, when will wired and wireless networks be ready to carry the load of mass video deployments? How do we gauge QoE anyway? Where are the limits to compression technology and real-time processing, and how much interactivity can we expect in real global collaboration environments? Is real-time video practical on mobile handsets or is video streaming a more efficient use of the wireless spectrum?

Is High Definition a game changer, and if yes, how will it be delivered to various users and devices? What are its implications in the enterprise and service provider market? What are the greatest technical challenges with deploying HD video in enterprise, mobile, and wired broadband networks, and can we find universal solutions?

What are the business models and how can money be made – and by whom – from video? How far are we from universal industry standards for visual communication across all networks? Come hear opinion leaders answer these questions and discuss the challenges ahead as we move inevitably toward a video-centric communications world.

Monday 10/04/10 • 1:15-2:00pm

Virtual Meetings: Increasing Collaboration While Reducing Costs and Ensuring Business Continuity

Of course, there are some instances when being face to face with a colleague or client is the only way to achieve business goals. Often, however, making the commute for an in-person engagement is cost prohibitive or otherwise not feasible. In order to maintain continuity and success, especially when the unexpected occurs, companies can implement key collaboration tools to ensure communication continues under any circumstances. Meeting virtually can help not only manage expenses and ensure communications continuity in unexpected circumstance, but also allows for ad hoc collaboration leading to improve productivity and increased morale.

In this session, you will learn the steps to building a successful virtual meeting plan, including establishing program objectives, goals and timing; developing a technology plan; implementing, promoting, and adopting the strategy; and measuring the benefits of the virtual meeting environment.

Monday 10/04/10 • 2:15-3:00pm

Videoconferencing QoS: Removing Barriers to Entry

The number of large-scale telepresence systems in the enterprise grew to 1,475 in 2009, according to Wainhouse Research. However, Quality of Service (QoS) issues between varying and incompatible telepresence platforms remain a barrier to entry – in addition to the cost of high-end systems. For IT managers, these factors make winning buy-in from executive management challenging, and are not only hindering the adoption of telepresence systems, but are denying businesses an opportunity for more effective communication.

Come discuss various videoconferencing technologies available today, and see how enterprises can leverage existing technology to alleviate telepresence quality and interoperability issues to efficiently and cost-effectively collaborate with remote employees, customers, and partners, regardless of location or platform.

Monday 10/04/10 • 3:15-4:00pm

Communication Beyond the Enterprise: The Personal Investment in Telepresence

Telepresence provides a collaborative meeting atmosphere, in which people have the sense of sitting in the same room at the same time while, in reality, being separated by hundreds or thousands of miles. But, though they are already being leveraged by businesses small and large to increase collaboration and reduce operational costs worldwide, telepresence and videoconferencing technologies are merely scratching the surface of their potential.

This session will discuss the growing state and robust future potential of telepresence technology, including a look at some of the companies that are already realizing the benefits of faster decision making and an ability to excel in their competitive markets, while providing their employees a happier, healthier and more productive work environment.

The panelists will discuss the evolution of telepresence from the boardroom to the conference room, and now to the general office environment and public spaces, and explore what the next level of immersion will be and how far people will be able to blur the boundaries of the in-person experience verses the virtual experience as telepresence technology advances, enabling more efficient ways of collaboration and communication.

Social CRM Expo

Monday 10/04/10 • 11:00-11:45am

The Work-at-Home Model for Customer Contacts: Strategies and Best Practices

The work-at-home model for customer contact is growing by more than 30 percent per annum, predicts Frost & Sullivan, and for good reason. It's green, it's finally fully locked down in terms of security, and it drives customer engagement, revenue, and loyalty. If you are considering including the at-home model in your customer contact strategy or scaling your existing program, this session is a must. Customer service groups as small as ten members and as large as 2,000 are embracing this high-growth business strategy. Will you follow suit or fall behind?

Come hear growth forecasts of the at-home model, cost comparisons against other delivery models and variations of at-home alternatives, the business case for at-home agents, critical success factors and risks, hiring and training requirements, technology trends, and of course, best practices that contribute to a successful at-home strategy.

Monday 10/04/10 • 12:15-1:00pm

How Social Media Is Changing Customer Behavior

Social media is the electronic, global equivalent of a traditional open marketplace, where customers can praise, offer suggestions, or criticize vendors with others listening and adding their supporting thoughts or coming to the defense of the merchants. Well-known companies and entrepreneurs, such as Johnson & Johnson, United Airlines, and Simon Cowell have found out firsthand the power that customers wield through this channel. Patrons' comments on sites like TripAdvisor influence others' decisions that impact sales and loyalty.

Find out how and why the social channel is empowering customers to affect companies' branding and business. Learn how your organization can utilize this changing customer behavior to benefit your bottom line.

Monday 10/04/10 • 1:15-2:00pm

Getting the Message and Integrating Social Feedback

Being informed and informing others promptly of service issues or sales opportunities, and of comments on social media sites is just as important as their contents. There are a growing array of automated outbound and inbound multichannel alerting tools that can cost-effectively enable you and your customers to respond quickly to these matters. Learn in this tech-savvy session about these solutions and how they can make a difference in your customer service, support and sales strategies, and results.

Monday 10/04/10 • 2:15-3:00pm

Business Continuity in the Social/Wireless Age

Disasters can and do strike at any time, sometimes with or without notice. Contact centers are on the front lines when they happen to alert customers and employees and to stay in operations whether on-site or at different locales including home offices or by having contacts handled by third parties. Social media and advanced wireless communications have, and promise to change, the way these interactions are handled during emergencies. They have the promise, for example, of communicating via text and downloadable Web apps that avoid tying up voice channels needed by emergency services providers. This must-attend session looks at these methods and how they can make a difference in your business continuity strategy.

Tuesday 10/05/10 • 8:30-9:15am

Social Media Monitoring Best Practices

The power of social media requires organizations to develop and fine-tune a key skill they have too often neglected at their peril: listening to their customers and drilling down to the core issues beneath the emotions. Yet, there are so many social outlets that trying to hear from customers becomes like picking out words from the yells of crowds. Moreover, many who comment on sites may have their own agendas, like participants in town hall meetings that are backing a particular side or candidate.

This session delves into the best practices of monitoring social media, including site tracking, identifying brand attacks, filtering and parsing your social media data to view and measure the "noise" and make sense of what is being said. It also explores discovering and tracing the influencers and opinion makers for future outreach.

Social CRM Expo

Tuesday 10/05/10 • 9:30-10:15am

Turning Social Media into a CRM Tool

Linking social media into CRM is arguably the killer app – doing so aggregates the multitude of voices heard through and interacted with via the social channel into information that rounds out the universe of customer data. There are repositories of individual data on sites like Facebook, LinkedIn and Twitter that can be mined and aggregated with other knowledge to form complete yet dynamic customer profiles. Still, there are challenges in turning social media into a CRM technique. For example, its data is unstructured, which means standard BI tools, such as text-parsing, may not work as effectively, because the terminology is different for various industries and verticals and regions, and social communities.

Tuesday 10/05/10 • 11:30-12:15pm

IVVR and the Video-Enabled Contact Center: New Opportunities to Deliver Value to Customers

Video is quickly becoming the hottest topic in the communications sector. However, the challenge remains to develop a model to monetize video, either through real increases in ARPU on the carrier side, or through breakthroughs in self-service delivery, create new up-sell and cross-sell opportunities, and boost agent productivity at the enterprise level. This presentation will show where the proper application of video can actually increase customer satisfaction, reduce costs and/or increase sales for the enterprise when used as part of an Interactive Voice/Video Response system or when implemented as part of a video-enabled contact center.

This session explores how social media can, and must, given its explosive growth be turned into a CRM tool. It looks at the benefits, solutions and the best practices to make the social channel integral to corporate customer management strategies and tactics.

Tuesday 10/05/10 • 1:15-2:00pm

Speech Analytics Trends in Contact Centers

It is no secret that the most vital element of a successful Contact Center is its agents. When agents communicate with customers, they become the "face" of the company and each contact experience can make or break the company's future with that customer. Contact Center technology is essentially designed to remove as many variables from the experience as possible but the key to eliminating unacceptable agent activity is agent training. Using Speech Analytics technology to target specific areas of agent weakness at an individual level and use system-captured data to generate a unique customized training curriculum will greatly improve the agent's skills and your customer's experience.

Speech Analytics has long been seen as a technology with the potential to solve many issues in the call center but it has rarely been seen as achieving good ROI or delivering on its promises of low-cost compliance validation and the identification of business intelligence or insight. This session will not only dispel the myths around speech analytics, but help attendees discover which speech analytics system will be most effective in driving agent productivity and customer satisfaction in their contact centers.

Wednesday 10/06/10 • 8:30-9:15am

Hosted Contact Center Solutions: Delivering Unified Communications

The hosted solution is no longer the ugly stepchild of the on-premises offering. Rather, enterprises and SMBs worldwide are rapidly embracing hosted contact center alternatives to transform their communications capabilities. Offering quicker go-to-market, lower initial investment, and packaged know-how, hosted platforms have emerged from their infancy and entered the mainstream.

This session explores hosted contact center elements from a buyer's perspective: How to evaluate vendors, choose transport providers, and examine TCO, including real-world deployment scenarios.

Wednesday 10/06/10 • 9:30-10:15am

IP Contact Centers Done Right!

A lot has been said regarding the impact of IP on the contact center but, regardless of the experiences, the undeniable fact is that IP is changing the industry. It has allowed new business models to emerge and finally deliver on all past promises, freeing contact centers from paying the hefty price tag of the traditional switches or dealing with forklift upgrades and embracing open source software and its associated advantages.

In this session, attendees embark on a journey through the IP Contact Center – its benefits, its challenges, deployment scenarios, technology decisions, and more – and will leave with an understanding of how to effectively deploy a state of the art, next generation IP contact center.

Wednesday 10/06/10 • 12:45-1:30pm

Untethering The Contact Center

Contact centers are no longer limited to agents tethered to headsets connected to PSTN lines, working at employer-provided cubicles and desks. They are more mobile, including working from home, and for sales, field reps and supervisors especially on the go in large campuses or on the road. Down the road, wideband/HD voice, delivered over IP through unified communications, will untie your staff from the voice quality limitations inherent in TDM, enabling clear, shorter and customer-friendlier voice interactions. Attend this leading edge panel discussion on headset innovations and best practices to enable your contact center personnel to communicate effectively with your customers. Find out what impacts this untethering including wideband will have on IT requirements. Discover the unique attributes of home offices that need to be managed with the right sets. Get insights on planning your recording solutions in preparation for HD voice.

Wednesday 10/06/10 • 1:45-2:30pm

Integrating Social Media into Your Contact Center

Contact centers have become the hubs of customers' interactions with organizations. Social media is adding a vastly different spin to them, because the engagements are not just one-to-one and private, where the customer is known and can be identified. Rather, social media presents a one-to-many communications platform, often public, and usually with unknown electronic "faces." Responding to them can, therefore, be challenging, as the means is at present text-based; what is written must be well-thought out as it is the company's reputation that is at stake.

Find out how to connect the strings of comments, issues, complaints and suggestions from social media to other traditional channels, so that your contact center can engage with your customers on their terms, achieving a unified view of them, in this landmark session. Discover how best to orient your center, including selecting teams to handle social interactions. Learn about valuable new tools, such as sentiment technology, to identify and prioritize comments about your firm for response by your agents, and see how it can be used as an excellent internal and external support tool.

Wednesday 10/06/10 • 2:45-3:30pm

The Complete Do-it-Yourself Social Media Makeover for Your Sales Organization

Paying others too much for marketing without the needed payback? Too poor for marketing and need to do it yourself? Don't know your URL from your blog, Twitter, LinkedIn or Facebook fan page (but think you should)?

This session will deliver a step by step checklist on how to create (or upgrade) and integrate your Web site, blog, Twitter page, LinkedIn profile/group and Facebook fan page for your B2B business, from professionals who have done the very same for their own businesses. Attendees will leave with an understanding of what B2B social media expectations they should have; what social media properties they should be most concerned with; how to manipulate each property without the expensive help of others; how to accomplish these goals quickly and effectively.

Wednesday 10/06/10 • 3:45-4:30pm

Social Media in Action: A CRM Case Study

Social media has evolved rapidly from personal interaction tools to a vital business channel at lightning speed. Fortunately, there has been sufficient experience by enterprises with the social channel for lessons to be learned in their deployment and utilization as part of CRM strategies. Attend this session to find out firsthand from leading companies how they have successfully tapped social media to make a difference in their branding, customer management, service, retention, and sales.

Developer Solutions Track

Tuesday 10/05/10 • 8:30-9:15am

Introduction to Voice Applications

What's the easiest way to enable interaction between businesses and customers, governments and residents, service providers and subscribers, or any other parties, for that matter? Leverage the one device we all have at our fingertips today – the phone. Sure, a growing number of devices also have other communications capabilities, but voice remains the dominant form of interaction. Building voice services is easier than you think. This session will show you how, introducing technology managers and developers to the VoiceXML standard and other technologies for real-time voice communications. In fact, creating a voice-enabled service is as simple as writing an XML document or building a Web page. No knowledge of telephony is required, and you can use your existing investment in tools and technologies. You'll leave this session with an understanding of how to easily build voice portals, conferencing systems, and more, as well as the resources you'll need to get started on your own voice development.

Tuesday 10/05/10 • 9:30-10:15am

Building Better HD Video Conferencing & Collaboration Systems

Visual communications are becoming more and more commonplace. As networks improve to support video more effectively, the moment is right for broad market adoption of video conferencing and collaboration systems.

Delivering high quality video streams requires expertise in both networks and audio/video codec technology. Often, however, audio quality gets ignored, despite it being more important to efficient communication. Intelligibility is the key metric here, where wideband audio and voice quality enhancement algorithms can greatly improve the quality of experience.

This session covers audio and video aspects of today's conferencing systems, and the various criteria that are used to evaluate them, including round-trip delay, lip-sync, smooth motion, bit-rate required, visual artifacts and network traversal – and of course pure audio quality. The emphasis will be on sharing best practices for building and deploying high-definition conferencing systems.

Tuesday 10/05/10 • 10:30-11:15am

Beyond the Browser Adding Voice & Real-Time Text to Your Web Apps

Your Web application works great in a computer on a Web browser, but what happens when your customers aren't sitting at their desks? You now have to ensure your Web application is available and functioning through all mobile chanels, allowing your customers access however they prefer. Come learn what channels you can tie into and what's involved in adding voice, real-time text, mobility, and other advanced capabilities to your Web-based applications, including best practices, pitfalls to avoid, and pre-development planning strategies.

Tuesday 10/05/10 • 11:30-12:15am

Building a Social Networking Web Site using SIP and Converged Application Framework

SIP is the most open standard, covering almost all facets of communications technology today. However, it is still not being used widely for building social networking sites or Web 2.0 services. While there may be others, one prominent reason is the fact that SIP, from the perspective of a Web developer, is too hard to program. Web 2.0 technologies are very high-level in nature. With the availability of various frameworks, development of Web 2.0 applications has become both simpler and faster.

However, the programming model available for SIP is still very low-level in nature, where the programmers need to deal with lower-level protocols like SIP Servlets or JAIN SIP. In this session, we discuss capabilities of a converged application framework (like SailFin CAFE) and present a case study on how SIP technology can be used to provide communications capabilities in Social networking Web sites. The case study will present how common social networking capabilities, like instant messaging, voice chat, audio or video sharing can be implemented using the converged application frameworks.

Tuesday 10/05/10 • 1:15-2:00pm

Building an App for That: Best Practices for Developing Apps for Today's Mobile Platforms

Apple and its App Store model have created a revolution in application development that shows no signs of being slowed. In fact, the more applications are developed, the more handset manufacturers and network operators are driven to increase their own capabilities, resulting in yet another round of advanced applications and services, and so the app world turns. What does it take to develop an application for today's mobile platforms, and what are the differences between working with Apple's OS, Android, and the BlackBerry platform? Join this session to hear – and share – best practices for creating successful applications for today's mobile environment, including strategies for multi-platform development and easy upgrades (after all, just as networks evolve, so do operating systems that enable more powerful apps).

Unified Communications Track

Wednesday 10/06/10 • 8:30-9:15am

The UC Market:
Why Businesses are Replacing their Legacy Systems with Unified Communications

Kicking off an exciting and informative Unified Communications track, this session will provide a review of the state of the UC market, both in terms of current customer adoption and plans, and the capabilities that leading providers are now bringing to the table.

It would leverage the latest joint IntelliCom-TMC survey data on implementation plans and the expected value of UC delivered through a variety of traditional and next-generation packaging options, and how these options tie to specific areas of the business and business processes most likely to benefit from their implementation. In addition to analyzing current customer drivers and survey results, the session would also provide an overview of IntelliCom's latest strategic Dashboard assessment of how current market leaders are positioned to respond to these customer needs.

Wednesday 10/06/10 • 9:30-10:15am

Understanding TCO: What Does Unified Communications Really Cost?

There is little dispute over the cost savings associated with various IP-based communications platforms, depending on initial investment and existing recurring monthly costs. But today, executives are looking for a more forward-looking analysis before signing off on investment in a new unified communications solution.

This session focuses on the research findings of communication cost structures over a ten-year period, outlining the true total cost of ownership for unified communications. Learn how up-front costs for what you are considering may be only 26% of your total cost over five years, and meet customers that have justified VoIP deployments by analyzing recurring costs, including power consumption, software and hardware upgrades and renewal requirements, training costs, labor costs, system management and other costs incurred for successful deployments.

Wednesday 10/06/10 • 12:45-1:30pm

Is Software-based UC Ready for Prime Time?

Microsoft's Office Communication Server 14 is expected to mark the company's arrival as a true IP-PBX competitor. But Microsoft is not alone in advocating a software-based approach as the wave of the future for delivering both core telephony and advanced UC applications.

Many legacy voice providers including Siemens, Mitel, NEC, and Avaya now also offer software-based packaging alternatives to their traditional voice system-level packaging. But are these solutions truly ready for mainstream customers? And if so, what compelling value can they deliver today, and what new capabilities will they enable in the future? A panel of leading vendors will discuss their views on the state of this transformation.

Wednesday 10/06/10 • 1:45-2:30pm

Security and Unified Communications:
What You Need to Know

Many businesses are adopting VoIP, IM, online video and other UC applications, and extending these applications to teleworkers home office systems, smartphones, and other endpoints. Further, many enterprises are taking advantage of inexpensive VoIP smartphone applications and WiFi networks for mobile phone calls, saving hundreds of dollars in cellular call costs, particularly for personnel who travel extensively and face high roaming fees while in other countries.

Despite these benefits – or, rather, because of them – UC applications present privacy compliance issues and other unique security challenges that exceed the capabilities of traditional data security solutions, which cannot detect and protect against UC-specific attacks.

In this session, attendees will learn how UC implementations differ from traditional data from a security perspective, and how to extend network security and mandated compliance to any endpoint anywhere, to protect personnel using WiFi/VoIP/UC applications that are often otherwise open to call interception and other real-time intrusion. Speakers will also address how businesses can extend enterprise security postures – including privacy regulations and security compliance mandates – to UC applications and devices, particularly critical in healthcare, financial services, credit card processing and education.

Wednesday 10/06/10 • 2:45-4:30pm

Integration Strategies for Multi-vendor UC Solutions

With deployments of UC solutions evolving to integrating desktop software (from vendors such as Microsoft and IBM), and voice systems (both legacy or IP PBX systems from leading vendors, such as Avaya or Cisco), and applications specific solutions (like video from players like Polycom, as well as contact centers from vendors like Interactive Intelligence or Aspect, businesses are inevitably facing the daunting task of integrating complex communications products from multiple vendors to create unique best of breed solutions.

This session will explore what various vendors suggest or recommend about multi-vendor interoperability, including considerations of trends like cloud computing and virtualization.

CONFERENCE PROGRAM

Mobile Communications Track

Tuesday 10/05/10 • 8:30-9:15am

Welcome to the Connected Generation

We are rapidly evolving into a more mobile, always-connected, open Internet society. We are giving way to a fully connected digital lifestyle – turning yesterday's "Digital Generation" into today's "Connected Generation." This new generation expects to be connected to their colleagues, clients, family, and friends at all times, and also to each of the different devices in their daily lives.

Although the U.S. may be leading in mobile internet usage, the world's most advanced mobile Internet market is Japan, where innovation is extending beyond mobile to connected devices of all sorts. The advancements that have taken place in Japan today will show the possibilities for the future in the rest of the world.

This session will discuss the technology and business drivers for the upcoming generation of advanced mobile communications, including a forward-looking glimpse at key innovations that may soon come to a mobile device in your office, and their implications for your business environment.

Tuesday 10/05/10 • 9:30-10:15am

Practical Considerations for Deployment of a Mobile FMC Client Solution

While there is much hype concerning the deployment and utilization of Fixed-Mobile Convergence (FMC) and Unified Communications solutions, the points being made are generally those of the vendors who have a practical bias in selling what they have developed. Service providers, on the other hand, try to advance the features of FMC and UC most beneficial to their own needs, which are, of course, revenue driven.

FMC has been touted as the ultimate solution for the enterprise, with little consideration of the impact on processing loads and constraints placed on mobile handsets and enterprise networks and IT departments.

This session will provide the practical aspects of selecting and deploying an FMC solution with an eye on its benefits, also focusing on how the wrong implementation can create more trouble than good – and how to ensure you steer clear of potential pitfalls.

Tuesday 10/05/10 • 10:30-11:15am

Roam Free: The Future of Mobile VoIP

The popularity of 3G smartphone devices, along with the emergence of applications and faster connectivity, makes the mobile network an ideal platform for developing applications that incorporate real-time VoIP. However, challenges remain regarding audio quality, network resources, and corporate mindset that are inhibiting widespread delivery and adoption of mobile VoIP.

Until now, mobile VoIP has been little more than an irritation to mobile operators, but now with a plethora of services being offered across many platforms and services, customer demand is starting to win over traditional obstacles, creating more access and even greater demand.

Come discuss the new set of requirements that emerges when VoIP functionality is implemented on mobile devices and networks, and how optimal voice quality can be achieved. The speakers will also address the state of the mobile VoIP market and what is required for the mobile VoIP market to evolve.

Tuesday 10/05/10 • 11:30-12:15am

Achieving HD Voice On Smartphones

The communications market has been evolving to fixed high definition voice services for some time now, and nearly every desktop phone manufacturer is including support for G.722 and other codecs now. Why? Because HD voice improves the entire communications experience.

But what does it mean for the wireless industry? When will wireless communications become part of the HD revolution? How will handset vendors, network equipment providers, and service providers have to adapt their current technologies in order to deliver wireless HD voice? How will HD impact service delivery? What are the business models around mobile HD voice?

This session will answer these questions and more, discussing both the technology and business aspects of bringing HD into the mobile space.

Tuesday 10/05/10 • 1:15-2:00pm

The Landline-less Telecommuter

According to the CDC, the proportion of households with cell phones and no landlines has about doubled between 2006 and 2009. Surprisingly, the recession isn't causing lower-income cellular users to ditch their land lines any faster than wealthier people. This indicates that economic considerations are not the primary considerations when deciding to drop a household landline.

Likewise, consider the geographically-dispersed workplace of today. It is not uncommon to see employees working in an array of different locations, and whether it's a traditional or untraditional work space, there is a need for communication and seamless connectivity. While work has moved out of the office, the need to remain connected has not.

The concept of Unified Communications represents many aspects of business communication integrated in a seamless manner. Beyond simplifying communications the sophistication of UC enables business process that can positively affect the bottom line. Users are able to know colleagues physical location and differentiate the best means of communication with the person (i.e. cell phone, email, VOIP, or IM).

Come see how dwindling landlines among teleworkers is creating demand for other forms of voice communications such as cellular and VoIP, and also delve into which tools organizations should utilize to take advantage of this trend.

Lightwave Optical Networks for Enterprises (ONE)

Separate registration required to attend Lightwave ONE Conference sessions. See registration form at www.lightwaveoneconference.com for details.

Monday, October 4, 11:00 – 11:45 AM
Enterprise Optical Networks: Carrier Managed, Do it Yourself, or Something In-Between

Kyle Hollasch, Technical Solutions Architect- Optical Networking, Cisco Systems
As enterprise WAN bandwidth requirements continue their rapid growth, many IT managers are considering the deployment of private, wide area optical networks. Perhaps the single most significant decision that an enterprise must make in procuring an optical network is whether to purchase a managed service from a carrier or to take the construction and operation of the network in-house. This session will explore the decision criteria and tradeoffs between carrier-managed, do-it-yourself, and an emerging hybrid approach where ownership and management responsibilities are divided among the enterprise and various service entities.

Monday, October 4, 12:15 - 1:00 PM
Role of Optical Networks in Cloud Computing

Andres Belloni, Product Manager, Optical Terrestrial Transmission, Carrier Business Group, Alcatel-Lucent
Cloud computing is pushing enterprise IT towards a new "private cloud" model of operation and service providers to offer a new set of "public cloud" services. Clouds are dynamic and require the underlying optical network to quickly adapt to fluctuating bandwidth demands and provide higher degrees of reliability, predictability, and control. Andres Belloni will analyze the changes required in the optical network of private enterprises and public service providers to transition from the traditional data center interconnect towards cloud infrastructures. He also will explore the orchestration required for management applications to handle the network and application workloads brought about by the cloud.

Monday, October 4, 1:15 - 2:00 PM
Session to be announced

Monday, October 4, 2:15 - 3:00 PM
Panel: Data Center Interconnection

With the rise of the mega data center, early focus was on server to switch interconnect, cooling, and power issues. As these issues have been mastered, a new area receiving focus is data center interconnect. It turns out that data centers have their own unique transport needs, in addition to typical GMPLS core IP networks features. This interconnection of geographically dispersed data centers has now become an integral part of delivering data center services. This panel will provide real-world examples from data center clients who will discuss their unique optical transport needs.

Monday, October 4, 3:15 - 4:00 PM
Today's Enterprise Network: Make Yours Modern

Assaji Aluwihare, Director/GM, Network & Enterprise Test, JDSU
Today's IT networks are increasingly complex, with voice over IP, IP security cameras, presence, and remote applications running over a variety of infrastructures. Complexity that was once confined to the data center is now finding its way closer to the user, causing the front-line IT technician to need to resolve a far greater range of faults than ever before. This presentation will review the broad landscape of necessary test practices for IT organizations that maintain Ethernet/IP LANs. Included will be a review of emerging 40/100 Gigabit Ethernet technologies and standards, and what they may mean to enterprises in the near and long term.

Monday, October 4, 5:00 PM
Welcome Networking Reception
Concourse Lobby

Tuesday, October 5, 8:30 – 9:15 AM
Optical Connectivity Enables the Green Data Center

Doug Coleman, Manger of Technology & Standards, Corning Cable Systems
Green data center initiatives are now in progress to reduce energy consumption, increase energy efficiencies and minimize environmental effects. This presentation will discuss how optical connectivity enhances green data center installations. For example, the use of high-port-density electronics with very low power and cooling requirements will be highlighted. Similarly, optical cable provides bandwidth capabilities that support legacy and future data rate applications without the costs and downtime of retiring and disposing of yet another copper cable plant.

Lightwave Optical Networks for Enterprises (ONE)

Tuesday, October 5, 9:30 – 10:15 AM

Cabling the Data Center: Best Practices Panel

Rodney Casteel, Technical Mgr, CommScope; Chair TIA FOLS
Alfred Flores, Product Manager, Berk-Tek, a Nexans Company;
Vice Chair TIA FOLS
Adrian Young, Sr Customer Support Engineer, Fluke Networks
The need to support efficient operations of high-speed data centers poses unique challenges to network managers. This presentation will provide information that can help attendees better evaluate their choices and understand the tradeoffs inherent in their decisions. The speakers will:

* Provide an overview of current data center technology,
* Highlight different standards compliant architectures and the pros and cons of each approach,
* Discuss what fiber types will best support the best migration strategy from data rates of 10 Gbps, to 40 and 100 Gbps
* Review testing procedures.

Tuesday, October 5, 10:30 – 11:15 AM

Power Over Ethernet and Fiber Networks Are Not Mutually Exclusive

Ty Estes, Marketing Communications Director, Omnitron Systems
Power over Ethernet enables remotely powering IP cameras, Wi-Fi access points and building automation systems, but is limited to the distance of UTP cabling. This presentation will introduce the new PoE technologies that enable the integration of PoE and fiber networks, and review both the 802.3af PoE standard and the new 802.3at PoE+ high-power standard. Several PoE and PoE+ network application examples will be presented with tutorials on extending distances to PoE devices with fiber.

Tuesday, October 5, 11:30 – 12:15 PM

Ensuring Enterprise Security in Optical Backhaul Networks

Zeev Draer, Vice President of Marketing, MRV Communications
With the abundance of sensitive data being transferred through enterprise networks, ensuring that this data is secure is an important issue. Most enterprises have locked down their LANs inside of their facilities. However fiber-optic backbone networks connecting different sites are still vulnerable. This presentation will discuss some of the key technologies involved in encrypting an optical network, including IPSec in which encryption is completed at Layer 3 and MACSec in which encryption is completed at Layer 2. MACSec is transparent to Layer 3 and higher layer protocols, and works with any type of traffic carried over Ethernet links.

October 5, 1:15 – 2:00 PM

Powering Desk to Desk Dynamic Ethernet Lightpaths

Chris Janson, Senior Product Manager, Ciena
Advances in networking technology continue to drive collaboration among geographically disparate enterprise locations. More than just large pipes, high-capacity optical networking controlled by flexible traffic engineering tools enables dynamic Ethernet light paths, ready for immediate use across the globe. Widespread availability of 40G and 100G capacity coupled with powerful enhancements to Ethernet switching combine to offer institutions the rapid connectivity needed for data-intensive cloud computing. This presentation offers an update on 40G and 100G optical networking and discusses how Carrier Ethernet forms the basis for campus connectivity.

Wednesday, October 6, 8:30 – 10:15 AM

Panel: Fiber-Optic Innovations

Three presentations covering emerging technologies and strategies challenging preconceptions about optical networks.

1) Minimizing Network Cost and Complexity with Air-blown Fiber

Kurt Templeman, Product Manager for Enterprise Networks, Sumitomo Electric Lightwave
Air-blown fiber technology has resolved many of the limitations and complexities of conventional fiber optic cabling infrastructures, such as high labor costs, limited scalability, slow fiber installation, disruptive construction processes, and limited fiber, bandwidth, and pathway capacity. Despite the benefits of air-blown fiber, some network applications and criteria warrant the deployment of a conventional cabling system. Cost and time comparisons of real-world applications, based upon actual data, will help network managers make informed choices between the two approaches.

2) The Considerations, Economics, and Benefits of Passive Optical LANs

Steve Hersey, Senior Director of Marketing, Motorola, Access Networks Solutions
In order to optimize limited resources, now more than ever, it's important to consider alternatives to a traditional Ethernet LAN – alternatives that address the current limited resources of the enterprise IT organization while at the same time deliver enhanced capability and ready the network for future growth. This

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session will take a look at the Passive Optical LAN (POL) architecture, total cost of ownership, when and where the switch to fiber is most cost-effective, and its capability to meet the sophisticated voice, video, and data needs of enterprise users now and far into the future.

3) Active Optical Cabling
Increasing data rates and network complexity are stretching the limits of conventional copper and coax cabling for interconnecting racks within the data center and central office. The use of active optical cabling can simplify network infrastructure, extend reach, and reduce cooling requirements.

Wednesday, October 6, 12:45 – 1:30 PM
Evolved Packet Transport & Enterprise Services
Matthew Smith, Acting Head of Network Marketing, IP & Broadband, Ericsson
The term "Evolved Packet Transport" refers to a toolkit of new technologies whose job it is to aid the convergence of packet and optical transport networks. This presentation will focus on the specific drivers of the enterprise segment and differing demands of various verticals in the space. It will relate operator responses to those demands, drawing on real examples of service and network migration. It also will explore new and future operator opportunities for differentiation.

Wednesday, October 6,   1:45 – 2:30 PM
In-service Preventive Maintenance of CWDM Networks
André Girard, Senior Member of Technical Staff, EXFO
To cope with huge demand in storage and on-demand delivery of digital content, enterprises need to boost their optical-pipe capacity. Most turn to CWDM and DWDM to scale up and avoid installing new fibers. Whether these enterprises plan to lease this extra capacity or use it themselves, someone has to deal with maintenance. This presentation will address the design and implementation of preventive monitoring on live, CWDM traffic-intensive optical fiber links. The speaker will review the use of optical time-domain reflectometry applied to CWDM networks, discuss in-band and out-of-band testing approaches, and present some practical examples.

Wednesday, October 6,   2:45 – 3:30 PM
Giving Enterprises the Competitive Edge with Advanced FTTB Services
Peter Kallai, VP, Strategic Analysis and Marketing, Enablence Technologies
The speakers will present the business case for a Fiber-to-the-Business (FTTB) network that supports the delivery of triple-play services. Taking a case study approach, the presentation will explore why and how FTTB can provide businesses with a significant competitive edge in the digital economy. The speakers will look at the broadband services businesses require and how fiber is ideally suited as the future-proof infrastructure over which to deliver these services.
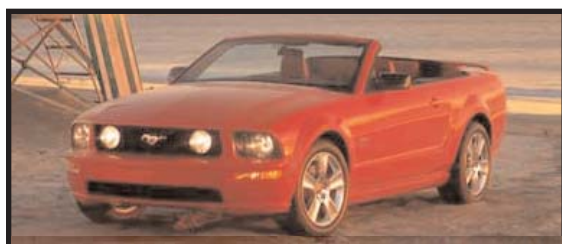
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Wednesday, October 6, 4:45pm, at the conclusion of Exhibit Hall hours.

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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!**

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Virtualized Communications Track

Wednesday, October 6, 8:30 – 9:15 AM

Virtualizing Communications

The traditional argument against adoption of IP-based voice solutions has been quality of service. While latency is acceptable with data applications, degraded voice communication is not an option in business environments. IP communications, however, has moved beyond the challenges of voice quality, and now, the latest technologies are enabling the convergence of voice and data in virtualized environments, extending the benefits of virtualization beyond data applications to all communications-related services. Come discuss the current opportunities and future trends allowing the virtualization of voice applications.

Wednesday, October 6, 9:30 – 10:15 AM

Virtualization Strategies: One Size Does Not Fit All

All businesses compete based on a few of very simple concepts: the types of products they offer, the quality of their products, and how well they serve their customers. In order to create the competitive advantage they need to be successful, no two businesses operate exactly in the same way. Each strives to do something different in order to convince customers they offer the best solution.

As businesses seek to grow or gain their competitive edge, they naturally seek to leverage the latest technologies – often in an effort to simply reduce costs in the face of budget reductions. All too often, however, they make technology purchasing and implementation decisions based on the wrong factors, opting for cheaper options instead of more appropriate tailored solutions.

Virtualization is a growing trend, and one which can easily save a business bundles in capital and operating costs – but is it the right strategy for every business? This session will address that very issue, uncovering the secrets to successful virtualization strategies, including effective implementation scenarios and those that might be best served by alternative options.

Wednesday, October 6, 12:45 – 1:30 PM

Security in a Virtualized Environment

Security, long a key, yet often undervalued component of technology deployments, is the latest market to feel the impact of the growth of virtualization. In fact, Infonetics Research predicts the virtual security appliance market will eclipse the $1.5 billion mark by 2014.

Driving this trend is not only the continued emergence of new security threats in general, but the popularity of server virtualization and the unique security issues it presents – creating a market demand for security appliances specifically designed for the virtual environment.

This session will consider the specific security challenges posed by virtualization, as well as the range of appliance designed specifically to thwart those security threats, including VPNs/firewalls, SSL VPNs, IDS/IPS, and content security gateways.

Wednesday, October 6, 1:45 – 2:30 PM

Unified Communications and the Virtualized Enterprise: More Functionality, Reduced Spend

For IT executives implementing unified communications for cost savings, business process improvements, improved operational efficiencies and easier management of systems, an increasingly popular approach is seeking cloud communications solutions. Unified Communications as a Service is a logical first step in the migration path, having recently emerged as the newest way for IT to maintain service levels and deliver business value while reducing expenses. But, with an ever-increasing array of choices, the path to virtualization with the right blend of service and technology can be daunting, making it imperative that decision makers understand key advantages and disadvantages of the virtual enterprise in order to make an appropriate choice.

This educational session will outline a path to virtualization, starting with UCaaS or Unified Communications as a Service as the first step in a logical migration path, showing attendees how they can leverage cloud services and unified communications as a service to decrease their overall IT spend while benefitting from technology that can help them succeed.

Wednesday, October 6, 2:45 – 3:30 PM

Enterprise WAN Strategies Today

Enterprise WANs are facing a paradigm shift whereby a convergence of virtualization, cloud computing and collocation have altered traditional WAN architectures. As large enterprises move towards server consolidation and virtualization to save costs, we see more complex applications traversing the WAN. WAN virtualization trends point to an emphasis on network visibility, traffic prioritization and bandwidth management, without sacrificing cost effective last-mile reliability and performance.

Get an in depth look at WAN virtualization trends and review before and after WAN architectures, discussing factors affecting WAN application performance and a look at how WAN's are evolving to meet the rapidly changing network demands, while reducing costs and increasing reliability and performance.

Wednesday, October 6, 3:45 – 4:30 PM

Will the Cloud Kill the PBX?

Cloud computing provides 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-based services become mainstream.

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 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? Will cloud-based telecom continue to gain rapid momentum for small businesses and the enterprise? 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.

MSPAlliance MSPWorld

MSPAlliance MSPWorld AT ITEXPO

http://mspalliance.tmcnet.com/conference/west-10/

If you are an MSP or thinking about transitioning to the business model, you MUST take a trip to MSPAlliance MSPWorld in Los Angeles, CA.

Things are different in MSPAlliance MSPWorld; it's a world free of vendor spin and is completely vendor agnostic.

MSPAlliance MSPWorld™ Conference & Expo - Day 1 – Monday October 4, 2010

11:00	Introductions and Opening Remarks
11:45 – 12:30	• Track A: Winning Strategies to Sell Managed Services • Track B: Managed Services Accreditation Program and SAS 70: Charting a Path
12:30	Lunch Break
1:15 – 2:00	• Track A: A Network Security Value Meal Your Way: How a Burger King Franchise Solved its Wi-Fi Needs • Track B: Choosing a MSP Pricing Model: Does One Size Fit All?
2:15 – 3:00	• Track A: Building Your Pipeline Through Networking Events and eMail Marketing • Track B: Running Your MSP Business Profitably: Key Performance Indicators for MSPs
3:15 – 4:00	• Track A: How to Do Cloud Computing Securely • Track B: Trojan Horse Approach: Acquire New Clients Using Security Practices
4:00	Keynote Presentations - Alcatel-Lucent, CA Technologies
5:00	Networking Reception
5:30	StartupCamp: Communications Edition

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Separate registration required to attend breakout sessions.
Visit **http://mspalliance.tmcnet.com/conference/west-10** for registration options.

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MSPAlliance MSPWorld™ Conference & Expo - Day 2 – Tuesday, October 5, 2010

9:30 - 10:15	• **Track A:** **Increase Sales by Fueling Your Lead Generation Engine** • **Track B:** The Cloud and The Law
10:30 - 11:15	• **Track A:** **Regulatory Compliance and the Role of the MSP** • **Track B:** Don't be Afraid of Twitter: How MSPs Can Use Social Media
11:30 – 12:15	• **Track A:** **Navigating the New Normal** • **Track B:** New Revenue Sharing Models: How MSPs and the Channel Will Benefit from Cloud Services
12:15	Lunch Break
1:15 – 2:00	• **Track A:** **Using the Internet to Automate your Marketing** • **Track B:** Session TBA
4:00	**Keynote Presentations - Salesforce.com, Ribbit, AT&T, ShoreTel**
4:00 - 8:00	**ITEXPO Exhibit Hall Open**
6:00	**Networking Reception in ITEXPO Exhibit Hall - Sponsored by Aculab**

MSPAlliance MSPWorld™ Conference & Expo - Day 3 – Wednesday, October 6, 2010

10:15	**Keynote Presentations - Xirrus, Level 3**
11:00 - 5:00	**ITEXPO Exhibit Hall Open**
4:45	**Mustang Convertible Giveaway** in ITEXPO Exhibit Hall

ON-SITE REGISTRATION HOURS

Monday - October 4 ....8:00 am - 5:00 pm
Tuesday - October 5 ....7:00 am - 7:00 pm
Wednesday - October 6 ....7:30 am - 4:30 pm

EXHIBIT HALL HOURS

Tuesday - October 5 ....4:00 pm - 8:00 pm
Wednesday - October 6 ....11:00 am - 5:00 pm

CONFERENCE SESSION TIMES*

Monday - October 4 ....9:00 am - 5:00 pm
Tuesday - October 5 ....8:30 am - 4:00 pm
Wednesday - October 6 ....8:30 am - 4:30 pm

Conference fees required for admission

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By Phone: 1-800-843-6664
Group Code: 16900605286
Cut Off Date: Tuesday, August 31st, 2010.

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*Our Guarantee:

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

4 Easy Ways to Register

1. **Online:** www.ITEXPO.com
2. **Fax:** (203) 866-3326
3. **Phone:** Call Frank Coppola (203) 852-6800 ext. 131
4. **Mail:** Send your registration form to: *ITEXPO Registration* TMC 800 Connecticut Avenue Norwalk, CT 06854 USA

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	Thru 8/4/2010	After 8/4/2010	Select Days
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❑ **Platinum ITEXPO Conference Pass** Access to all ITEXPO conference events, all 3 days+	$795	$995*	☒ Mon ☒ Tues ☒ Weds
❑ **Gold ITEXPO Conference Pass** Access to all ITEXPO conference events, any 2 days+	$695	$895*	❑ Mon ❑Tues ❑ Weds
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❑ **ChannelVision Expo (CVx)** Access to CVx conference sessions and meals, plus exhibit hall, networking receptions, and keynotes	$395	$495*	☒ Mon ☒ Tues ☒ Weds
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