

August 29–September 1, 2005
Manchester Grand Hyatt, San Diego, CA

VOICECON FALL 2005

The Forum for Business IP Telephony

Building Your IP Telephony Future

**NEW for VoiceCon Fall,
VoiceCon Summits On:**

- > **The Future of Phones
in the Enterprise**
- > **The Mobile Enterprise**
- > **New Roles for Enterprise
Application Vendors**

**VoiceCon Fall delivers the information
you need on the equipment and
services that power IP-telephony
and converged enterprise networks.**

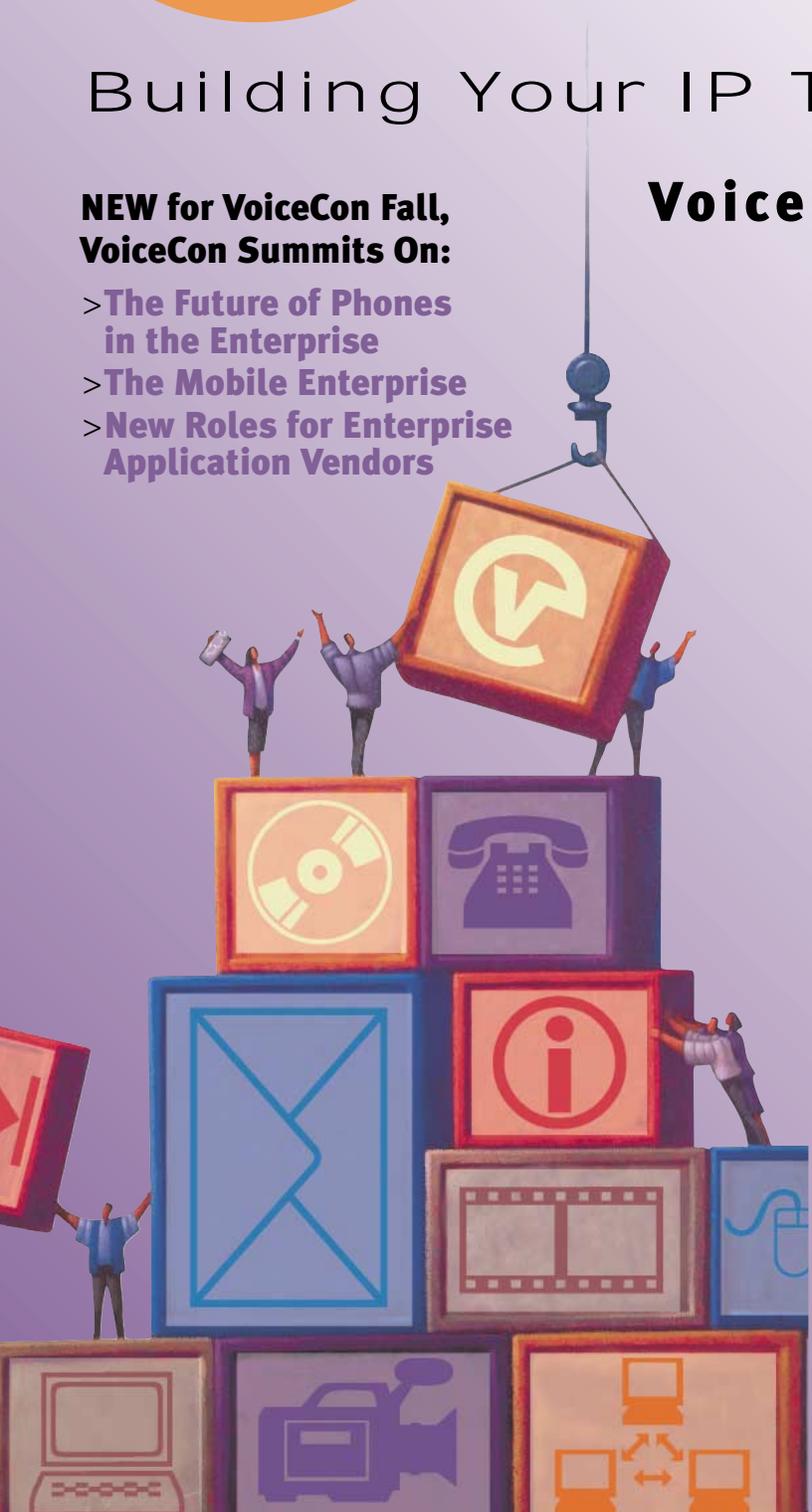
**ONLY AT
VOICECON FALL 2005:**

- VoiceCon User Forums: Hear from Nissan, McKesson, America Online, Marriott Vacation Club, Advocate Health Care and Others
- 20+ Sessions Covering All Aspects of IP Telephony Planning, Design, Implementation and Management
- Special Focus Sessions on SIP and Converged Applications
- Executive Forums with Leading IP Telephony Vendors
- VoiceCon Featured Session:
The Carriers' Future and Your Network Services

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August 29–September 1, 2005 Manchester Grand Hyatt, San Diego, CA

It's a new day for enterprise voice networking. The familiar standalone TDM voice network is being replaced by a new technology—IP-telephony—and the opportunity now exists to consolidate separate voice and data services over a converged voice/data backbone network.

Are you prepared to deal with the massive change that implies? Are you confident that you can continue to meet your organization's needs for business-critical voice services in a converged environment?

You've been hearing about this transition to "packetized" voice and converged voice/data networks for several years. But the key factors for IP-based convergence becoming a reality are finally in place:

- All the major systems vendors now present IP-telephony products as their flagship offerings.
- The carriers/service providers are beginning to deliver a range of network-based and hosted IP-telephony products and service offerings.
- IP-telephony products and services deliver features and functionality that are comparable and, in some cases, superior to traditional TDM-based systems.
- There is increasing customer experience with IP-telephony: The analysts agree that in 2005 IP-telephony will hit the tipping point: More than 50% of new stations shipped into U.S. enterprises will be IP.

It's clear that customers who were skeptical are beginning to make the move, and that's why VoiceCon® Fall 2005—which runs August 29–September 1, 2005, in San Diego—is so important for you. The VoiceCon Fall Conference is designed to answer your questions about building the IP-telephony platform that will power your business in the future. It will help you decide why, when and how to invest in this new technology, and how to get the most from your investment.

VOICECON FALL 2005: DEVOTED TO HELPING ENTERPRISES MAKE INFORMED DECISIONS

The VoiceCon Fall 2005 Conference is packed with information and exciting features. It begins Monday, August 29, with a choice of in-depth tutorials:

- **Living with IP-PBXs: Lessons from the Trenches** (full day; instructed by Michael Weller, Managing Principal, and Dave Stein, Principal, PlanNet Consulting)
- **Fundamentals of SIP** (half-day; instructed by Rohan Mahy, Senior Consultant, SIP Edge)
- **IP-Telephony Security Threats & Countermeasures** (half-day; instructed by David Piscitello, President, Core Competence)
- **Application Protocols** (half-day; instructed by Ken Rehor, Chief Architect, Vocalocity)
- **Applications for the IP-Telephony Platform** (half-day; instructed by Gary Audin, President, Delphi, Inc.)
- **PBX Migration Path: Consolidation & VOIP Networking** (half-day; instructed by Allan Sulkin, President, TEQConsult Group)

The conference—Tuesday, August 30–Thursday, September 1—features special sessions and panels devoted to the key issues enterprises face as they migrate to IP-telephony and convergence. On the mornings of Tuesday, August 30, and Wednesday, August 31, the **VoiceCon User Forums** present enterprise executives who have moved down the migration path explaining what they've done, what worked, what didn't and why, and discuss the organizational impacts. Companies presenting at the VoiceCon Fall User Forums include America Online, Nissan, McKesson, Advocate Health Care and Marriott Vacation Clubs.

The VoiceCon Fall Conference also features major "Summit" sessions, roundtable discussions in which industry leaders present their thoughts on how the move to IP-telephony and convergence will change the enterprise telecommunications landscape. A summit on the **Future of the Phone in the Enterprise** on Tuesday, August 30, will feature executives from Avaya, Cisco Systems, Microsoft, NEC Unified Solutions and Nortel.

Two VoiceCon Summit Sessions will be presented on Thursday:

- **Converged Networks**—The View from Enterprise Applications Software Vendors: Executives from Oracle, Microsoft and IBM.
- **Enterprise Mobility**—Leveraging the Converged Platform: A conversation with executives from Motorola, Ericsson, Siemens/Chantry Networks and Research In Motion.

IP Telephony Platform

In addition, on Wednesday, August 31, a featured session on the carriers/service providers will explore how unprecedented consolidation of the primary enterprise service providers—especially the acquisitions of both AT&T and MCI—will affect network managers. What services are likely to be available? What are reasonable expectations to take into contract negotiations? How does this wave of consolidation affect an enterprise's plans for future wide-area service and support? This vitally important session will present views from Hank Levine, an attorney who represents many Fortune 1000-type companies in contract negotiations, and Lisa Pierce, an analyst specializing in carriers/services providers at Forrester Research.

A popular feature at previous VoiceCon conferences has been the Executive Forum, in which top executives from the leading vendors discuss technology, markets and future directions. The VoiceCon Fall Conference will include **two Executive Forums** focusing on market and product realities, and, most important, the significant and measurable payoffs for deploying IP-Telephony. The companies participating in the Executive Forums include 3Com, Alcatel, Avaya, Cisco Systems, EADS, Ericsson, Mitel, NEC Unified Solutions, Nortel and Siemens. We promise to ask the executives the tough questions, but you'll have the chance to do so yourself, as there'll be time for questions from the audience.

NETWORK WITH YOUR PEERS

The VoiceCon Fall 2005 conference and exhibition presents you with a unique opportunity to join forward-thinking telecom and network managers from all over the U.S. and other countries who are looking for information on how and when to migrate their voice networking systems and services to the IP future. You'll have a chance to speak with the experts and hear first hand what innovative users are doing. In short, the VoiceCon conference presents the best opportunity to hear top executives of the leading industry players, pioneering users, important new players in the market, and influential analysts and consultants. You'll be able to network with your peers and see leading-edge products at the VoiceCon Fall 2005 receptions and exhibition.

Indeed, the VoiceCon exhibition floor is the only place you can see products from virtually all the leading companies in the industry, including Cisco, Avaya, Nortel, NEC Unified Solutions, Foundry Networks, EADS, 3Com, Microsoft, Mitel, Ascendent Systems, AT&T, Ericsson, IPcelerate, Motorola and ShoreTel.

Join us at the VoiceCon Fall 2005 conference and exhibition, August 29–September 1, 2005, in San Diego. It will help you and your organization prepare, build and implement your enterprise IP-Telephony platform.

REGISTER BY JULY 22 AND SAVE UP TO \$500!
Go to www.voiceconfall.com for details.

Key Questions to Be Addressed at VoiceCon Fall 2005

- Has IP-telephony achieved “mainstream” status? How much of the market has IP telephony really captured, and what is the forecast?
- What level of performance—e.g., latency, voice quality and resiliency—can IP-PBXs offer?
- How do IP telephony capabilities—features, functions—compare with those on traditional TDM systems?
- What can businesses do with IP telephony that they couldn't with TDM, and at what price?
- What are the costs for IP telephony—initial and ongoing? What do we know about total cost of ownership?
- How is the migration to IP telephony being affected by the trend toward greater end user mobility? How does IP foster greater mobility?
- What is the importance of collaboration applications in the migration toward converged networks?
- What role will federal and state regulation and legislation play in the migration to voice over IP?
- Is SIP ready for prime time in the enterprise, and does it really change the model for voice networking?
- What are the major security threats to converged/IP networks, and what are the vendors doing to shore up security?
- Which migration strategies offer investment protection without compromising features and functions?
- Is “five nines” for voice network availability a necessity or a luxury?
- What staffing levels are needed to support converged voice/data networks, and does the operations staff need new skill sets?
- What types of products and/or carrier services are available for integrating Web and call center capabilities?
- How much might it cost to upgrade your data network for voice?
- What QoS (quality of service) mechanisms are most effective for handling converged traffic on both the LAN and WAN?
- Which service providers have network-based voice services in general availability, and where? What types of services are being offered?
- What are the most common sources of trouble on IP-based voice networks?

REGISTER TODAY! • www.voiceconfall.com • 1.800.227.1234



Conference-at-a-Glance

Monday, August 29

- 7:00 AM – 4:30 PM Registration**
- 7:00 AM – 9:00 AM Continental Breakfast**
Sponsored by  **AT&T**
The world's networking company™
- 9:00 AM – 4:30 PM All-Day Tutorial**
• Living with IP-PBXs: Lessons from the Trenches
- 9:00 AM – 12:00 PM Morning Tutorials**
• PBX Migration Path: Consolidation & VOIP Networking
• IP Telephony Security Threats & Countermeasures
• Application Protocols

- 10:15 AM – 10:45 AM Refreshment Break**
Sponsored by 
- 12:00 PM – 1:30 PM Luncheon**
Sponsored by 
- 1:30 PM – 4:30 PM Afternoon Tutorials**
• Fundamentals of SIP
• Applications for the IP-Telephony Platform
- 2:45 PM – 3:15 PM Refreshment Break**
Sponsored by 

Tuesday, August 30

- 7:00 AM – 7:00 PM Registration**
- 7:00 AM – 8:00 AM Continental Breakfast**
Sponsored by  **ShoreTel**
- 8:00 AM – 8:45 AM Three Concurrent Early Bird Sessions**
• Results from the Test Lab: Migrating to SIP
• IP-PBX Pricing Models & Software Licensing
• IP Contact Centers: Market Update
- 9:00 AM – 10:15 AM VoiceCon User Forum I**
• Making the Migration
- 10:15 AM – 10:45 AM Refreshment Break**
Sponsored by 
- 10:45 AM – 11:45 AM VoiceCon Summit**
• Future of the Phone in the Enterprise
- 11:45 AM – 1:15 PM Luncheon**
Sponsored by 

- 1:15 PM – 2:30 PM Three Concurrent Sessions**
• Tackling the Organizational Issues
• IP-Telephony System Update
• Living with a Mixed TDM-IP Environment
- 1:15 PM – 2:30 PM VoiceCon Special Focus**
• SIP—How Far Have We Come?
- 2:30 PM – 3:00 PM Refreshment Break**
Sponsored by 
- 3:00 PM – 4:15 PM Three Concurrent Sessions**
• Business Case for VoWLAN
• IP Phone Free-for-All
• Big Nets, Small Sites
- 3:00 PM – 4:15 PM VoiceCon Special Focus**
• SIP—Where Are We Headed?
- 2:00 PM – 7:00 PM Exhibits Open and Reception Reception**
Sponsored by 
- 2:30 PM – 7:00 PM Product Briefings** 
- 4:30 PM – 5:30 PM Executive Forum I**
• Enterprise IP-Telephony: Will the Gain Outweigh the Pain?



Wednesday, August 31

7:00 AM – 7:00 PM **Registration**

7:00 AM – 8:00 AM **Continental Breakfast**
Sponsored by  3COM

8:00 AM – 8:45 AM **Three Concurrent Early Bird Sessions**

- Results from the Test Lab: The Latest and Greatest Applications
- Software Maintenance: Patching/Version Control
- E-911

9:00 AM – 10:15 AM **VoiceCon User Forum II**

- VOIP and Beyond

10:15 AM – 10:45 AM **Refreshment Break**
Sponsored by  ERICSSON

10:45 AM – 11:45 AM **VoiceCon Summit**

- The Carriers' Future and Your Network Services

11:45 AM – 1:15 PM **Luncheon**
Sponsored by  FOUNDRY NETWORKS

1:15 PM – 2:30 PM **Three Concurrent Sessions**

- Choices for Hosted/Managed Voice
- Integrating WLANs and Cellular
- Is Your Data Network Ready For Voice?

1:15 PM – 2:30 PM **VoiceCon Special Focus**

- Enterprise Strategies for Implementing VOIP Applications

2:30 PM – 3:00 PM **Refreshment Break**
Sponsored by  ERICSSON

3:00 PM – 4:15 PM **Three Concurrent Sessions**

- Cutting-Edge Issues in VOIP Security
- The Value of Presence
- Are Converged Networks More Reliable?

3:00 PM – 4:15 PM **VoiceCon Special Focus**

- Messaging Migration and Futures

2:00 PM – 7:00 PM **Exhibits Open and Reception**
Sponsored by **Microsoft**

2:30 PM – 7:00 PM **Product Briefings**

4:30 PM – 5:30 PM **Executive Forum II**

- Enterprise IP-Telephony: Will the Gain Outweigh the Pain?

10:00 AM – 11:00 AM **VoiceCon Summit**

- The Future of Mobility in the Enterprise

11:00 AM – 11:30 AM **Refreshment Break**
Sponsored by  ASCENDENT SYSTEMS

11:30 AM – 12:45 PM **Three Concurrent Sessions**

- Managing VOIP: Beyond Packet Loss and Jitter
- IP Contact Centers—Technology and Business Case
- Video Strategies and IP-PBX Procurement

1:00 PM – 1:30 PM **Locknote**

- IP-Telephony: Progress and Prospects

Thursday, September 1

7:00 AM – 12:00 PM **Registration**

7:00 AM – 8:00 AM **Continental Breakfast**
Sponsored by  IPCELERATE

8:00 AM – 8:45 AM **Three Concurrent Early Bird Sessions**

- Results from the Test Lab: IP Call Centers
- Peer-to-Peer VOIP
- Tools for Monitoring Converged Networks

9:00 AM – 10:00 AM **VoiceCon Summit:**

- Enterprise Software Vendors—New Players in Voice?



VoiceCon Fall Special Sessions:

Helping You Expand The Potential of Your IP-Telephony Platform

The VoiceCon Fall conference has been designed with one objective in mind: Enabling you to plan, deploy and manage the best possible IP-telephony platform for your enterprise.

To meet that goal, a series of special sessions will explore the latest technologies becoming available, the changing market dynamics that affect what you'll be buying—and from whom—and the new applications that have the potential to change how your business operates. And, to keep it real, you'll hear from enterprise IT executives who are already deploying IP-telephony discussing the impact on their companies and IT organizations.

VoiceCon User Forums:

What's Working, What's Not and The Impact on the IT Organization

Even though the number of IP-telephony implementations continues to grow, each enterprise still faces its own set of challenges. VoiceCon Fall will present two User Forums where IT executives share their experiences in migrating their networks and organizations to IP telephony and convergence.

The speakers will describe how they have approached the migration, the challenges they've confronted during the decision-making and implementation process, and how they overcame these issues. They'll provide real-world perspectives on planning and executing an IP-telephony strategy, and will contrast expectations and perceptions against the realities.



User Forum I: Tuesday, August 30

Moderator: Fred Knight, VP/GM, MLII, Publisher, Business Communications Review

Speakers: David Wheeler, Director,

IR Business Consulting/Telecom & Communications Technologies, Marriott Vacation Club International
Daniel Crespo-Dubie, Vice President of Telecommunications, McKesson

Steve Lydston, I.S. Manager, Networks and Security, Nissan North America



User Forum II: Wednesday, August 31

Moderator: Eric Krapf, Editor, Business Communications Review

Speakers: Gary Horn, Director,

Enterprise Architecture and Network Security, Advocate Health Care

Scott Prater, Contact Center Architect, America Online

VoiceCon Summits

If you think IP-telephony is just a replacement for one form of telephone system with another, think again: It will change not only what you buy, but from whom. New players are coming into the market, along with new technologies. Your company and organizations will have to respond to a more complex set of requirements—and expectations. At the VoiceCon Fall conference, a series of executive summits will analyze and discuss these tidal waves of change.

VoiceCon Summit:

The Future of the Phone in the Enterprise

Tuesday, August 30

IP-telephony and its related technologies, such as SIP, have huge implications for what we used to think of as the “telephone.” Softphones and wireless are changing what we use phones for as well as where and how we use them. This VoiceCon Summit explores the changing technology and expectations of phones in the enterprise.

Moderator: Fred Knight, VP/GM, MLII, Publisher, Business Communications Review

Speakers: Jorge Blanco, Vice President, Strategic Marketing, Avaya

Brian DalBello, Director Product Marketing—IP Terminals, Cisco Systems

Ed Simnett, Lead Product Manager, Live Communications Group Real-Time Collaboration Business Unit, Microsoft

Jay Krauser, General Manager, Product Management Division, NEC Unified Solutions

Phil Edholm, CTO & VP Network Architecture, Nortel

VoiceCon Summit:

Enterprise Software Vendors—New Players in Voice?

Thursday, September 1

Microsoft, Oracle and IBM are not only voice-enabling their

products but also developing new products that do some—or all—of what we used to ask PBXs and messaging services to do. This VoiceCon Summit will examine the changing role of software vendors in the enterprise voice market, and consider how seriously you should take them as viable competitors.

Moderator: Eric Krapf, Editor, Business Communications Review

Speakers: Bruce Morse, Vice President, IBM
Ramu Sunkara, Vice President, Collaboration Products, Oracle Corporation
Microsoft: Invited

VoiceCon Summit:

The Future of Mobility in the Enterprise Thursday, September 1

It's almost become a cliché to say "the world's going wireless," but what exactly does that mean for enterprise communications and applications? This VoiceCon Summit will ask the leading vendors of wireless infrastructure and devices to discuss their visions of the mobile enterprise and how they believe it will be attained.

Moderator: Fred Knight, VP/GM, MLII, Publisher, Business Communications Review

Speakers: Tom Racca, Vice President, Marketing, Siemens/Chantry Networks
Mark Anderson, Vice President, Ericsson Mobility Solutions
Jeffrey Miller, Vice President, Motorola
Kevin Oerton, Director, Product Management, Research in Motion

VoiceCon Featured Session:

The Carriers' Future and Your Network Services Wednesday, August 31

Even as the biggest names in the carrier and service provider market go through the complicated process of merging and redefining their business models, you've got service contracts to negotiate and wide-area networks to run. The reality, however, is that the relationship between you and your carriers is likely to change as competition narrows and technology expands. This VoiceCon Fall featured session will explore the changing carrier marketplace and assess its impact on your future network services and who will be providing them.

Moderator: Eric Krapf, Editor, Business Communications Review

Speakers: Hank Levine, Partner, Levine, Blaszak, Block & Boothby, LLP
Lisa Pierce, Vice President, Forrester Research

Top 10 Reasons to Attend VoiceCon Fall 2005:

1 You need to cope with a fast-changing market:

Technologies for enterprise IP-telephony and convergence are undergoing massive and rapid change—new products, new services and new players. The agenda at the VoiceCon Fall conference creates a unique opportunity for you to hear informed debate and thorough analysis of the trade-offs associated with each approach.

2 Your time is respected:

The VoiceCon Fall program was designed to meet one fundamental goal: To present high-level, forward-thinking, relevant and reliable information that will help you make the best possible decisions for your network, your company and your career.

3 Hear from executives who've "walked the walk":

The VoiceCon Fall conference features senior IS/telecom executives from end-user organizations describing their migration strategies, decision criteria, and lessons learned from installing state-of-the-art IP-telephony and converged networking systems.

4 The VoiceCon Exhibition presents all the major players:

The VoiceCon exhibition is the ONLY place where all the major system vendors and their products are available in one location. You get direct access to the top designers and developers of IP-telephony and converged systems.

5 Learn from the experts:

Leading convergence experts, analysts and technical specialists are participating as speakers and moderators. Get your questions answered about technological capabilities, system features/functions, business/economic models and life-cycle costs.

6 VoiceCon Fall Summit Sessions:

IP-telephony and converged networks change the character of enterprise voice networking. At three featured VoiceCon Fall "Summit" sessions, executives from leading industry organizations will discuss how phones will evolve within the enterprise, present plans for making the promise of "the mobile enterprise" a reality, and analyze the role of enterprise applications vendors in the new environment.

7 VoiceCon Tutorials:

You'll receive objective, reliable information that you can use to plan your network evolution. Topics include implementing IP-telephony, security for IP-telephony, SIP, protocols for application development, leveraging the IP-platform and updates on the major product announcements.

8 Assess the impact on your organization:

The in-depth sessions at the VoiceCon Fall conference go beyond technical discussions to include analysis of how the new technology changes business and organizational relationships. Learn how enterprise IT organizations are bringing voice and data staff together to plan, deploy and manage converged, IP-telephony networks.

9 Cut through the hype.

The VoiceCon conference doesn't advocate one solution over another. Instead, session after session presents the facts—how products have tested in the labs, how they've worked in real-life deployments, and the realistic prospects for technology evolution.

10 The only conference focused on you:

The VoiceCon conference is the ONLY conference focused totally on the needs of key decision-makers in enterprise voice, IP-telephony and converged networks. It's the premier event where you can meet with your peers, and see what your competitors are up to.



Speakers

COMPANY

3Com
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A
Advocate Health Care
Alcatel
Alcatel
Alcatel IP Communications North America
America Online
Ascendent
AT&T
Avaya
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B
BCR
BridgePort Networks
Burton Group
Business Communications Review

Business Communications Review

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Clark County School District
Core Competence Inc.

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Dell'Oro Group
Delphi, Inc.

Dimension Data

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Empirix Inc.
Ericsson Enterprise North America
Ericsson Enterprise North America
Ericsson Mobility Solutions
Extreme Networks, Inc.
Extreme Networks, Inc.
Forrester Research
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I
IBM
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IPcelerate, Inc.
Marriott Vacation Club International

Juniper
Levine, Blaszak, Block & Boothby LLP
Levine, Blaszak, Block & Boothby LLP

NAME

Peter Brockmann
Pat Rudolph
Dave Hattey

Gary Horn
Fernando Egea
Tom Eggemeier
Chris Vuillaume
Scott Prater
Walt Blomquist
Joe Aibinder
Jorge Blanco
Greg Brophy
Lawrence Byrd
Ben Jenkins
Mack Leathurby
Chris Logan
Saied Seghatolesami

Fred Knight

Sanjay Jhawar
Irwin Lazar
Eric Krapf

Sandy Borthick

Brian DalBello
Cullen Jennings
Hank Lambert
Phil Sherburne
Ann Sun
Troy Trenchard
Philip Brody
Dave Piscitello

Michael Finneran
Greg Collins
Gary Audin

Kurt Mey

Charles Henderson
Ronald Kopecki
Jeff Fried
Pankaj Asundi
Brian Rosenberg
Mark Anderson
David Hawley
Varun Nagaraj
Lisa Pierce
Gary Hemminger

Bruce Morse
Fred Spulecki
Kevin Brown
David Wheeler

Scott Heinlein
Andrew Brown
Hank Levine

TITLE

Vice President of Product Marketing
Vice President of Technology
VP & GM, Enterprise Voice Solutions

Director, Enterprise Architecture and Network Security
Senior Technologist
GM/VP Enterprise Voice Communications
Vice President Product Marketing
Contact Center Architect
Vice President of Marketing
Director: Services over IP
Vice President, Strategic Marketing
Director Product Management
Director of Communications Applications
Senior Product Manager
Solutions Director for Enterprise Communications
Vice President, Service Provider Division
Vice President, Product Management

VP/GM, MLI, Publisher, *BCR*

Senior Vice President of Marketing & Business Development
Senior Analyst
Editor

Senior Editor

Director Product Marketing - IP Terminals
Distinguished Engineer
Director of Product Marketing, Enterprise Call Control
Vice President Engineering-Call Manager
Sr Mgr, Wireless/Mobility Marketing
Director Product Marketing, Rich-media Communications
Chief Technology Officer/Assistant Superintendent
President

President
Sr. Director
President

CIS Specialist

Sr. Director, Product Management
Executive Vice President
Chief Technology Officer
CTO
Sr. Vice President
Vice President
Director of Product Marketing
Vice President, Product Management
Vice President
Director, Product Marketing

Vice President
Director
President & CEO
President, IR Business Consulting/Telecom & Communications Technologies
Sr. Solutions Manager
Partner
Partner

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COMPANY	NAME	TITLE	DAY	
N McGee-Smith Analytics, L.L.C. McKesson Metreos Microsoft Microsoft Miercom Mitel Mitel Mitel Motorola Motorola	Sheila McGee-Smith	President & Principal Analyst	Tuesday	
	Daniel Crespo-Dubie	Vice President of Telecommunications	Tuesday	
	Joel Fontenot	CEO	Wednesday	
	Ed Simnett	Lead Product Manager, Live Communications Group Real-Time Collaboration Business Unit	Tuesday	
	Andrew Sinclair	Group Program Manager, Real-Time Messaging and Platform Group Real-Time Collaboration Business Unit	Tuesday	
	Edwin Mier	President	Tuesday, Wednesday Thursday	
	Stephen Beamish	Director Product Marketing- Global Applications	Wednesday	
	Simon Gwatkin	Vice President, Strategic Marketing	Tuesday	
	Don Smith	Chief Executive Officer	Wednesday	
	Jeffrey Miller	Vice President	Thursday	
Jim Wojnarowski	Director of Standards and Technical Marketing	Wednesday		
N NEC Unified Solutions NEC Unified Solutions NEC Unified Solutions Nemertes Research Network Monitoring Service Nissan North America Nortel Nortel Nortel Nortel Nortel Nortel Nortel	Bruce Grant	Asst. General Manager, Product Management Division	Wednesday	
	David King	Vice President, Marketing and Sales Support	Tuesday, Wednesday	
	Jay Krauser	General Manager, Product Management Division	Tuesday	
	Robin Gareiss	Executive VP & Sr. Founding Partner	Tuesday, Wednesday	
	Dave Lidyard	General Partner	Thursday	
	Steve Lydston	I.S. Manager, Networks and Security	Tuesday	
	Phil Edholm	CTO & VP Network Architecture	Tuesday	
	Shelli Feigenbaum	Multimedia Applications Marketing	Wednesday	
	Alan Glowacki	Director, Advanced Technologies	Thursday	
	Alex Pierson	GM & VP, Enterprise Multimedia Services	Tuesday	
	Gord Webster	IP Client Portfolio Brand Manager	Tuesday	
	Fred Weiller	Global Convergence Solutions	Wednesday	
	O Opus Research Oracle Oracle Oracle	Dan Miller	Senior Analyst	Thursday
		Randy Cook	Director Global Voice Networks	Tuesday
Todd Elvins		Product Director	Wednesday	
Ramu Sunkara		Vice President, Collaboration Products	Thursday	
P PlanNet Consulting PlanNet Consulting PlanNet Consulting Popular Telephony PPL Corporation	Andrew Harrod	Principal Consultant	Tuesday	
	David Stein	Principal	Monday, Thursday	
	Michael Weller	Managing Principal	Monday	
	John Appler	Vice President, North America	Thursday	
	Dave Stever	Mgr - Communication Technologies	Tuesday	
Q Qovia, Inc. RedSky Technologies Research In Motion	Dave Chapman	Director, Product Management	Thursday	
	Anthony Maier	CEO	Wednesday	
	Kevin Oerton	Director Product Management	Thursday	
S SecureLogix Corporation ShoreTel ShoreTel Siemens/Chantry Networks Siemens Communications, Inc. Siemens Communications, Inc. SIP Edge Sovereign Bank Sylantro Systems	Mark Collier	CTO	Wednesday	
	Steve Timmerman	Vice President of Marketing	Tuesday	
	Richard Winslow	Sr. Director of Product Management	Tuesday	
	Tom Racca	Vice President, Marketing	Thursday	
	Vijay Bhagavath	Senior Strategist	Wednesday	
	Mark Straton	Senior Vice President, Marketing	Wednesday	
	Rohan Mahy	Senior Consultant	Monday, Tuesday Thursday	
	Todd Dierksheide	Senior Network Engineer	Tuesday	
	Bernard Gutnick	VP- Product Management	Wednesday	
	T Telchemy, Incorporated TEQConsult Group TippingPoint Verizon Enterprise Solutions Group Vocalocity Wainhouse Research, LLC Xten Networks	Alan Clark	President & CEO	Thursday
Allan Sulkin		President	Monday, Tuesday	
David Endler		Chairman, Voice over IP Security Alliance (VOIPSA)	Wednesday	
Lorena McCalister		Director- Advanced Voice Products & Services	Wednesday	
Ken Rehor		Chief Architect	Monday	
Brent Kelly		Senior Analyst & Partner	Thursday	
Erik Lagerway		Co-Founder, President and COO	Tuesday, Thursday	





Registration

7:00 AM – 4:30 PM

Continental Breakfast

7:00 AM – 9:00 AM



All-Day Tutorial

9:00 AM – 4:30 PM

Living with IP-PBXs: Lessons from the Trenches

*Instructors: David Stein, Principal, PlanNet Consulting
Michael Weller, Managing Principal, PlanNet Consulting*

This tutorial focuses on methods and processes for ensuring success with an IP-PBX implementation in the period following cutover. This tutorial complements and follows up on the course leaders' VoiceCon Spring tutorial on "Implementing IP-PBXs: Lessons from the Trenches."

The course leaders draw on their direct experience with these systems in their own environment, as well as at numerous client implementations, to introduce approaches, assess common practices and identify do's and don'ts. They cover the critical activities that must be performed, and provide hints and tips that can make the difference in supporting an IP-PBX once implementation is complete.

Course participants will come away with an understanding of how to manage and troubleshoot IP-PBX implementations, as well as the crucial elements in handling the cutover itself (on the front end), making the most of the technology going forward, and planning for how to build on a successful implementation.

Module 1— Successful Implementations Affect Long-Term Success

- Lessons learned from other implementations
- Cutover pearls and nuggets
- Managing expectations
 - Build in quality, don't test for it
 - The importance of training and documentation
 - Managing Day 1

Module 2—Managing IP-PBXs

- Day 2 through day 7
- Acceptance and commissioning
- Transition from implementation team to ongoing support
- Handling the first problems
- Common problems in the first year of operations
- Staffing
- Change management
- Securing your system
- Essential tools and resources for effective operations (for applying FCAPS)
- Lessons learned
- Day 8 and beyond

Module 3—Getting the Most Out of Your IP-PBX

- Don't replicate your old environment
- Why regular network assessments may save you embarrassment
- Traffic management (QOS, shaping, trending, modeling, and CAC)
- Why regular call flow reviews will improve your relationships with end users
- Incorporating mobile users and other applications
- Vendor management
- Lessons learned

Module 4—IP-PBX Lifecycle Planning

- Refresh cycles
- Budgeting
- The impact of new technologies on your IP-PBX, including unified messaging, dual-mode phones, SIP, IPv6, MPLS and more
- What will I need to know if I am a voice person?
- What will I need to know if I am a data person?

David Stein has 25 years experience in the computer networking and telecommunications technology arena. He has provided consulting services to a wide range of clients and industries throughout the United States. He is a principal of PlanNet Consulting and manages PlanNet's convergence consulting group. His practice area includes traditional voice, data and video communications, as well as all aspects of convergence (VOIP, Video over IP, etc.) Mr. Stein is a member of the IEEE and the SBC Consultant Council. He has been a featured speaker at conferences and seminars such as the American Library Association, CoreNet, BICSI, CISOA and VoiceCon. He has also contributed articles on telecommunications to publications such as Business Communications Review and HIMSS. Mr. Stein holds a Bachelor of Science degree in Computer Science from Rensselaer Polytechnic Institute.

Michael Weller has 23 years experience in the communications technology field, including 10 years of technology consulting. He has provided consulting services to a wide range of clients and industries throughout the United States. He co-founded PlanNet Consulting and has managed PlanNet's operations since the firm's inception. Mr. Weller has previously held sales, sales management and product management experience at recognized call center technology leaders and two small start up telecommunications providers. He has leveraged his extensive experience to establish a broad reputation as a leading advisor in both IP telephony and Call Centers. Mr. Weller is a member of the Society of Telecommunications Consultants (STC) and the SBC Consultant Council. He has been a featured speaker at VoiceCon 2003, 2004, and 2005. He has also contributed articles on telecommunications and call centers to publications such as Business Communications Review and Teleconnect. Mr. Weller holds a Bachelor of Arts degree from Amherst College and a Master of Business Administration degree from Pepperdine University.

Morning Tutorials

9:00 AM – 12:00 PM

PBX Migration Path: Consolidation & VOIP Networking

Instructor: Allan Sulkin, President, TEQConsult Group

The target audience for this tutorial is enterprise customers with large-line-size and multiple-location communications requirements. The tutorial will focus on the options that enterprise customers have for migrating their existing network of circuit-switched PBXs to a more consolidated IP-telephony system design.

The tutorial examines different models for implementation:

1. Dedicated systems at each site
2. Multiple systems networked via VOIP with IP remotes at outlying sites
3. Single system with IP remotes at all outlying sites

The tutorial will offer analysis of:

- Available system design options from major system suppliers
- Benefits of each design option:
 - System performance (features, applications, service availability)
 - Financial (capex, opex, transmission services)

To illustrate the migration choices, we will use a sample customer configuration based on 5,000 stations (37 locations), distributed as follows:

- 1 Main location: 2,000 stations
- 6 Regional locations: 250 stations each
- 15 Branch locations: 75 stations each
- 15 Satellite locations: 25 stations each

Mr. Sulkin is an independent management consultant whose international practice focuses within the telecommunications industry. TEQConsult Group offers a variety of consulting, analysis and research services to communication system suppliers and distributors, in addition to advising large-scale end users on strategy and product selection projects. He has 25 years telecommunications industry experience, is a widely recognized authority on PBX systems, and authored the standard industry textbook PBX Systems for IP Telephony (McGraw-Hill Professional). Prior to becoming a consultant in 1983, Mr. Sulkin held corporate staff management positions at Western Union Telegraph Corporation and AT&T General Departments. As a contributing editor to Business Communications Review (BCR) Mr. Sulkin has authored the publication's annual PBX market review for the past 15 years, in addition to writing more than 75 feature articles on a wide range of enterprise communication system topics. Mr. Sulkin is the developer/presenter for the BCR Understanding PBX Systems and Technology training seminar, has served as a program director/featured presenter for VoiceCon since its inception in 1991. He has also given presentations at numerous other industry conferences and seminars. Mr. Sulkin received a BS, Magna Cum Laude, Engineering Science, NJIT; MS, Electrical & Biomedical Engineering, Rutgers University; and a MBA, Rutgers University. He is a member of the Tau Beta Pi (Engineering) and Beta Gamma Sigma (Business) honor societies.



IP Telephony Security Threats & Countermeasures

Instructor: Dave Piscitello, President, Core Competence Inc.

This tutorial will provide the latest information on security issues for IP-telephony implementations. The course is divided into two parts: assessing the potential danger, and what you can do about it.

Course participants will gain an appreciation for the nature of the security threats to IP-PBX gear, and will get concrete recommendations for how to handle this threat.

Part 1: Threats

A growing number of subscribers and private organizations now use IP-telephony (IPT) to handle voice calls. Even broader adoption is anticipated as more products are commoditized, new applications appear and public IPT carriers compete for market share. Unfortunately, IPT has already proved to be a popular playground for attackers.

In this session, we examine how attacks are perpetrated against IPT end users and operators, both public and enterprise, across a broad range of "attack vectors," including:

- What are the common attacks against IPT protocols?
- How do attackers exploit IPT software implementations?
- How do attackers exploit IPT hardware?
- What are the common attacks against IPT deployments (topologies and configurations)?

Part 2: Countermeasures

- What measures can individuals take to protect against IPT-based attacks?
- How can carriers protect their subscribers as well as their own IPT infrastructure against attack?
- How can enterprises protect IPT and data users and their infrastructures against attack?
- Will future standards improve IPT security?

David M. Piscitello, President of Core Competence, is an internationally recognized leader in internetworking & fast packet technology. Dave has been involved in internet-working technology for over 25 years. Prior to founding Core Competence, Inc., David won a Bellcore President's Recognition Award for his contributions to SMDS, ATM and customer network management for switched data services. Dave has authored books on internetworking and remote access, and publishes articles regularly on a variety of subjects, including switched internetworking, ATM and Gigabit Ethernet, Internet security, and virtual private networking. He is also chairman of Networld+Interop and TISC Program Committees.

Application Protocols

Instructor: Ken Rehor, Chief Architect, Vocalocity

VoiceXML is the industry standard language for building speech and touchtone interactive telephone services. Since it is based on XML, it integrates well with other open-standard languages and protocols for building next-generation applications. However, VoiceXML is only part of the puzzle. New technologies like Web Services are making it easier to integrate voice user interfaces with web applications.

To provide the big picture of how open standards for telecom and the Web work together, this tutorial covers:

- Introduction to VoiceXML, CCXML (Call ControlXML), and the W3C Speech Interface Framework
- Web-based application interfaces: Web Services, SOAP, WSDL and related technologies
- Application architecture and design considerations
- Tools to simplify application development

Ken Rehor is Chief Architect of Vocalocity, an Atlanta-based telecommunications software firm. He was named one of the industry's 20 most influential people by Speech Technology Magazine for his pioneering work in web-based telephony, as one of the original authors of the VoiceXML specification and principal founder of the VoiceXML Forum. Ken is active in the W3C as co-editor of VoiceXML 2.0, 2.1, 3.0, and CCXML 1.0. He also serves as Vice Chair of the VoiceXML Forum, and Chair of the Forum's Conformance Committee. Ken was a member of the Bell Labs Research team at Lucent where he co-developed the first web-based telephony platform, PhoneWeb, the predecessor to VoiceXML. He holds seven U.S. and international patents in telecommunications and speech technologies. He earned an M.S. in Electrical Engineering and Computer Science, and a B.S. in Electrical Engineering from the University of Illinois at Chicago.

Refreshment Break

10:15 AM – 10:45 AM

Sponsored by



Luncheon

12:00 PM – 1:30 PM

Sponsored by



Afternoon Tutorials

1:30 PM – 4:30 PM

Fundamentals of SIP

Instructor: Rohan Mahy, Senior Consultant, SIP Edge

The Session Invitation Protocol (SIP) has emerged as the key standard for connecting the elements of an IP-Telephony network. This tutorial will help attendees understand the basics of SIP, as well as the role it will play in IPT networks of the future.

1. Basics of the Core SIP Specs

- SIP Addressing and Routing
- How SIP uses DNS
- SIP Intermediaries
- SIP Forking
- Describing session (media) characteristics
- SIP event packages
- SIP Security

2. Key Implementation Topics

- NAT and Firewall Traversal
- PBX-style Features with SIP
- Phone Configuration
- Presence
- Rich Conferencing

3. Integrating with telephone networks

- Dial plans
- Gateways to the PSTN
- Do you really trust Caller ID?
- Peering
- DTMF
- Early media
- Gateways to cellular networks

4. What's out there now?

- Demo and Discussion

Rohan Mahy is a senior consultant on SIP, VoIP, and Network Address Translation. Previously, Rohan was Chief Voice Architect at Airespace, working on integration of location and real-time services into the Airespace wireless LAN system, and assisting partners with implementation of voice over wireless LANs. Prior to Airespace, Rohan worked for Cisco Systems for 11 years, most recently as a Network Architect in the Voice Technology Group, where Rohan led initiatives in voice security, configuration and administration, distributed call control, and NAT and firewall traversal. Rohan is a well-known leader within the VoIP industry, including regular speaking engagements and heavy involvement in the IETF, where he is co-chair of both the SIP and SIPPING working groups. Rohan is also co-chair of the recently formed SIP Forum Technical working group, and active in the design of the reSIProcate open-source SIP stack.

Applications for the IP-Telephony Platform

Instructor: Gary Audin, President, Delphi, Inc.

Replacing TDM systems with IP-telephony is the first step, but not the end. Leveraging the IPT system with new applications is the mantra. Going beyond TDM features and functions will boost productivity and expand the communication and information tools available. New applications must be more than a demonstration of clever features. This tutorial will help you understand VOIP justifications that go beyond traditional features, covering how new applications will help the enterprise and what is necessary to implement the new applications.

1. IP-Based Telephony

- Hardware Configuration
- Software (operating system, applications)
- The phone and the call server
- Feature/function implementation
- SIP vs. H.323 for applications

2. Going beyond TDM Features and Functions

- Application vs. call servers
- Business productivity enhancement
- Personal call center
- Where are you?
- Vertical market products

3. Presence Services

- Definitions
- Business benefits
- Example usages (team management, dispatching...)
- By person/by function

4. The Personal Call Center

- Incoming call control
- Call folder management
- Time, origin and location call direction
- Call diversion
- Find me/follow me

5. Creating applications

- Call server support
- Separate application server(s)
- Applications in the IP phone
- Applications in the softphone
- Microsoft LCS
- Multi-vendor LCS support
- Competitive solutions to LCS
- IPT vendor limitations and support

6. VoWLAN, Wireless VoIP

- 802.11 WLAN
- Cellular support and roaming
- Controlling and reducing mobile bills
- Remote moving staff
- Cheaper/faster old construction deployment
- Disaster/recovery responses
- Limitations



7. Disaster/Recovery Benefits

- Three IPT network architectures
- Distributed call servers
- Primary/backup networks
- Failover procedures
- Phone recovery registration
- Recovery delays

8. Supporting Mergers and Acquisitions

- VOIP overlay of multi-vendor TDM systems
- IPT deployment strategies
- Device and resource management
- Network downsizing

9. Emergency communications

- Voice call multicast
- Voice mail broadcast
- Audio bulletin board
- Multimedia (IM, pagers, e-mail)

10. Special Support

- Section 508
- English as a second language
- Text to speech
- Speech to text
- Business values

11. PoE as the Network Power Source

- PoE standards
- Powering the IP phone
- PoE in the future

12. New Application Considerations

- Training for the applications (who, how)
- Measuring application usage
- Security
- Malicious behavior behind the firewall

Gary Audin has more than 40 years of computer, communications and security experience. He has planned, designed, specified, implemented and operated data, LAN and telephone networks. These have included local area, national and international networks as well as VoIP and IP convergent networks in the U.S., Canada, Europe, Australia and Asia. He has advised domestic and international venture capital and investment bankers in communications, VoIP and microprocessor technologies.

Refreshment Break

2:45 PM – 3:15 PM

Sponsored by  EADS





Registration

7:00 AM – 7:00 PM

Continental Breakfast

7:00 AM – 8:00 AM

Sponsored by



Three Concurrent Early Bird Sessions

8:00 AM – 8:45 AM

Results from the Test Lab: Migrating to SIP

Speaker: Edwin Mier, President, Miercom

Is there any IP-telephony vendor that isn't racing toward implementing the IETF-standard Session Initiation Protocol (SIP)? Miercom, the independent product test center and IP-telephony authority, has been busily tracking and testing SIP-based packages. But what does "SIP based" really mean to enterprises? To carriers and service providers? Is SIP there yet? Is it the inevitable, ubiquitous VOIP call-control protocol? Catch this early session and find out.

Key Questions:

- What does it really mean to be "SIP based?"
- Who are the SIP movers and shakers?
- Can SIP and proprietary protocols coexist?
- Does SIP support enough features?
- Do SIP products interoperate?

IP-PBX Pricing Models & Software Licensing

Speaker: Andrew Harrod, Principal Consultant, PlanNet Consulting

With the migration to VOIP, software is becoming much more important than hardware: Systems increasingly run on standard, off-the-shelf components, across standard IP network infrastructure, so that the vendors' main competitive differentiation now is in the software.

This transition is increasingly being reflected in the way that IP-PBX vendors structure their pricing.

This session will help you make sense of the new pricing structures, and help you avoid some of the "gotchas" that might lie in wait.

Key Questions:

- To what extent have IP-PBX vendors shifted user costs from hardware components to software fees? How is this likely to affect what you end up paying for a new IP-PBX system?
- What is the best approach to take in negotiating the purchase price of a new system, in light of the changes in pricing structures?
- What license fees are typically charged on top of the cost of an IP phone? How much do these fees run?
- What hidden costs are likely to be buried in these new licensing structures, and how do you find them?
- What pricing and licensing concepts are likely to be new to voice network managers who haven't dealt extensively with data network gear?

IP Contact Centers: Market Update

Moderator: Eric Krapf, Editor, Business Communications Review

Speaker: Sheila McGee-Smith, President & Principal Analyst, McGee-Smith Analytics, L.L.C.

This session will help you understand the different players in the IP contact center market, their product offerings and market positioning. A leading analyst discusses the key factors you should use when evaluating vendors and their offerings.

Key Questions:

- Are the leading IP-PBX vendors also the leading IP call center vendors?
- What are the various players' strengths and weaknesses? How do they compare on price?
- What are the advantages and disadvantages of using a different vendor for your IP call center and IP-PBX?
- What do the various IP call center packages offer in the way of new features and functions that were not available with traditional offerings?
- What new developments can we expect from the vendors in the coming 12 months, and how should this affect your procurement plans?

User Forum I

9:00 AM – 10:15 AM

Making the Migration

Moderator: Fred Knight, VP/GM, MLII, Publisher, Business Communications Review

Speakers: David Wheeler, Director, IR Business Consulting/Telecom & Communications Technologies, Marriott Vacation Club International

Daniel Crespo-Dubie, Vice President of Telecommunications, McKesson

Steve Lydston, I.S. Manager, Networks and Security, Nissan North America

IP-telephony implementations continue to grow in both number and scope. But each enterprise still faces unique challenges as it navigates the transition to VOIP. The VoiceCon Fall 2005 conference program kicks off with representatives from three enterprises, each with its own rationale for the decisions it's made, and with a range of experiences to recount. The speakers will describe how they have approached the migration, the challenges they've confronted during the decision-making and implementation process, and how they overcame these challenges. They'll provide real-world perspectives on planning and executing an IP-telephony strategy and contrast expectations and perceptions with the realities they've found.

Refreshment Break

10:15 AM – 10:45 AM

Sponsored by

NORTEL

VoiceCon Summit

Future of the Phone in the Enterprise

10:45 AM – 11:45 AM

Moderator: Fred Knight, VP/GM, MLII, Publisher, Business Communications Review

Speakers: Jorge Blanco, Vice President, Strategic Marketing, Avaya
Brian DalBello, Director Product Marketing—IP Terminals, Cisco Systems
Ed Simnett, Lead Product Manager, Live Communications Group, Microsoft
Jay Krauser, General Manager, Product Management Division, NEC Unified Solutions
Phil Edholm, CTO & VP Network Architecture, Nortel

With the advent of IP-telephony and its related technologies such as SIP, new types of devices are positioned to replace the desktop telephone as the primary voice endpoint. For example, enterprises are exploring the use of PC- and laptop-based softphones; wireless phones connected to the enterprise voice system via either cellular or Wi-Fi networks (or both); and the inclusion of voice capabilities in applications ranging from instant messaging to ERP.

Luncheon

11:45 AM – 1:15 PM

Sponsored by

AVAYA

Three Concurrent Sessions

1:15 PM – 2:30 PM

Tackling the Organizational Issues

Moderator: Gary Audin, President, Delphi, Inc.

Speakers: Robin Gareiss, Executive VP & Senior Founding Partner, Nemertes Research

Dave Stever, Manager—Communication Technologies, PPL Corporation

Everybody talks about the voice/data divide, but who's really doing anything about it? In this session, an end user and an analyst will talk about the most effective strategies and how you can get started on creating your next-generation convergence organization.

Key Questions:

- What major stumbling blocks are enterprises finding as they deal with the organizational impacts of IP-telephony migration? How are they overcoming these issues?
- How do you get voice and data people working together most effectively?
- How are the roles of voice and data staff members likely to change as the enterprise migrates to IP-telephony?
- What is the likely impact of an IP-telephony migration on staffing levels?

What will this transition mean for end users, enterprise network managers and the vendors who supply them? In this special VoiceCon Summit, we'll discuss the future of the phone with leading executives from traditional and not-so-traditional vendors of voice-centric devices and software.

Among the questions we'll pose to our panel:

- Is the desktop telephone going the way of the dinosaurs? What share of the market for desktop phones is likely to be lost to new types of devices?
- What is likely to replace the telephone among users making the transition? What will drive this transition?
- What benefits might enterprises be able to achieve by moving away from traditional phone sets, and what factors will influence whether and how quickly they make this move?
- How will IP-PBX vendors deal with a shift away from traditional phone sets?
- What role will open standards such as SIP play in the adoption of new types of end devices? How likely are we to see a truly interoperable environment for end stations?



IP-Telephony System Update

Moderator: Fred Knight, VP/GM, MLII, Publisher, Business Communications Review

Speaker: Allan Sulkin, President, TEQConsult Group

The dynamic nature of the IP-telephony market demands constant attention from participants and observers to keep abreast of new product announcements and significant product enhancements. This session will prove invaluable if you are in the market for a new IP-telephony system or are already an IP-telephony system user. Allan Sulkin, the market's leading product guru and longtime contributor to *BCR* magazine, will review and critically analyze recent and upcoming product announcements from the major system suppliers, including Avaya, Nortel, Cisco Systems, and Siemens. Learn about new product models, system design upgrades and major architecture changes, additions to voice terminal portfolios, and availability of innovative productivity features.

Key Questions:

- What are the latest trends in IP-telephony product offerings? Which vendors are these innovations coming from?
- What new design elements are being incorporated into systems?
- What's being phased out?
- What are the most important trends around IP desk sets and softphones?
- What features and add-on applications are becoming available?

Living with a Mixed TDM-IP Environment

Moderator: Eric Krapf, Editor, Business Communications Review

Speakers: Walt Blomquist, Vice President of Marketing, Ascendent

Philip Brody, Chief Technology Officer/Assistant Superintendent, Clark County School District

Jay Krauser, General Manager, Product Management Division, NEC Unified Solutions

Randy Cook, Director Global Voice Networks, Oracle

There's really no such thing as a "greenfield" VOIP deployment. Even if you go all-VOIP in one location, or if you commit to a migration to all-VOIP, there will be some period of time when VOIP and legacy TDM systems must coexist within the enterprise. What are the pain points in such a hybrid environment, and how can you address them?

Key Questions:

- How do you integrate the mixture of new and legacy equipment for call control, peripherals and applications in a hybrid environment?
- What are the network management challenges in a hybrid environment?
- How do you transition wide area network services and failover plans when there is a mixture of VOIP and TDM sites on the network?
- What are the vendor/integrator service and support issues in a hybrid environment?

VoiceCon Special Focus

1:15 PM – 2:30 PM

SIP—How Far Have We Come?

Moderator: Sandy Borthick, Senior Editor, Business Communications Review

Speakers: Irwin Lazar, Senior Analyst, Burton Group
Rohan Mahy, Senior Consultant, SIP Edge

Every vendor pays homage to SIP (the Session Initiation Protocol). But that doesn't mean they all support SIP, or that they all do so to the same extent. Nor does it mean that SIP components from different vendors will interoperate with each other today. This session will give you a clear idea of the true state of SIP in products today.

Key Questions:

- Can SIP support a feature set that's adequate for enterprises today?
- What important legacy features are still missing from the SIP specifications? What capabilities are already standardized?
- Even if the standard is ready, are vendors implementing it in enough products to make SIP to the desktop a practical deployment option? Can any vendor respond to an RFP for a SIP-based enterprise voice system today?
- Are vendors' SIP implementations interoperable with one another? If not, why not, and will they ever be?
- When are we likely to see full-featured, fully vendor-interoperable SIP platforms and devices suitable for enterprise-wide deployment?

Refreshment Break

2:30 PM – 3:00 PM

Sponsored by

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Three Concurrent Sessions

3:00 PM – 4:15 PM

Business Case for VoWLAN

Moderator: Michael Finneran, President, dBm Associates, Inc.

Speakers: Chris Vuillaume, Vice President-Product Marketing, Alcatel IP Communications North America
Ann Sun, Senior Manager, Wireless/Mobility Marketing, Cisco Systems

Greg Collins, Senior Director, Dell'Oro Group

Pankaj Asundi, CTO, Ericsson Enterprise North America

Voice over wireless LAN (VoWLAN) is a hot technology, but does it make sense for enterprises to deploy today?

Specifically, is it cost-justified? This session will examine what it costs to deploy a voice-capable WLAN, and where such a deployment may provide savings.

Key Questions:

- What will it cost to deploy the WLAN infrastructure necessary to support voice throughout an enterprise location?
- Where will the cost savings come from to justify the infrastructure expense?
- Does it make sense to begin deploying products now, or are major price declines in the offing?
- What will it cost to equip users with the end devices they would need in a VoWLAN environment? Where might there be savings in end user connectivity?

IP Phone Free-for-All

Moderator: Eric Krapf, Editor, Business Communications Review

Speakers: Peter Brockmann, Vice President of Product Marketing, 3Com

Fernando Egea, Senior Technologist, Alcatel

Saied Seghatolesami, Vice President, Product Management, Avaya

Brian DalBello, Director Product Marketing—IP Terminals, Cisco Systems

Simon Gwatkin, Vice President, Strategic Marketing, Mitel
David King, Vice President, Marketing and Sales Support, NEC Unified Solutions

Gord Webster, IP Client Portfolio Brand Manager, Nortel

Richard Winslow, Senior Director of Product Management, ShoreTel

What does the phone of the future look like, and who has it today? In this session, vendor representatives will critique one another's products for price/performance, functionality, special features and overall quality.

The format is as follows: Each participating company will submit one phone model of its choosing. During the session, each speaker in turn will draw the name of another company from a hat, and will critique that company's submission (speakers must choose again if they draw their own company). A short rebuttal will be allowed for the company whose phone is critiqued.

Big Nets, Small Sites

Moderator: Fred Knight, VP/GM, MLII, Publisher, Business Communications Review

Speakers: Mack Leathurby, Solutions Director for Enterprise Communications, Avaya

Steve Timmerman, Vice President of Marketing, ShoreTel
AT&T: Invited

Many enterprises are composed of a headquarters and a few large regional sites, connected to hundreds or thousands of retail or other small remote locations. What's the best way to roll out VOIP in such an environment? This session will examine different architectures, challenges and opportunities for widely-dispersed enterprises.

Key Questions:

- How will a VOIP implementation change your wide-area architecture for a multi-site network with many small sites?
- What upgrades will your smaller sites need to their WAN access links to take full advantage of a more centralized VOIP architecture? Which WAN services/technologies should you deploy to these offices?
- If you want to use an IP-VPN to connect remote sites, how do you deal with the effects of encryption and Network Address Translation/firewalls on voice traffic?
- What new capabilities may become available at small locations?
- What are the challenges in managing small sites from a centralized location?

VoiceCon Special Focus

3:00 PM – 4:15 PM

SIP—Where Are We Headed?

Moderator: Erik Lagerway, Co-Founder, President and COO, Xten Networks

Speakers: Pat Rudolph, Vice President of Technology, 3Com
Ben Jenkins, Senior Product Manager, Avaya
Cullen Jennings, Distinguished Engineer, Cisco Systems
Andrew Sinclair, Group Program Manager, Real-Time Messaging and Platform Group Real-Time Collaboration Business Unit, Microsoft



What will the SIP-enabled future look like, and how do we get there from here? This session will examine the types of devices and networks that will rely on SIP for connectivity, and will assess the likelihood that such SIP support will be forthcoming in the near future. This will be a roundtable discussion, with panelists exchanging ideas directly among themselves and with the audience.

Key Questions:

- What devices besides telephones can be SIP-enabled, and how will all of these devices “talk” to each other?
- What is the future of the centralized call control platform in a world dominated by SIP?
- What role will SIP play in WANs and carrier networks, and how will this compare with SIP within the premises?
- How will SIP be used in conjunction with other trends such as Web services? What will be the implications for enterprise networks?

Exhibits Open and Reception

2:00 PM – 7:00 PM



Product Briefings

2:30 PM – 7:00 PM



Executive Forum I

4:30 PM – 5:30 PM

Enterprise IP-Telephony: Will the Gain Outweigh the Pain?

Moderator: Fred Knight, VP/GM, MLII, Publisher, Business Communications Review

Speakers: Dave Hattey, VP & GM, Enterprise Voice Solutions, 3Com

Tom Eggemeier, GM/VP Enterprise Voice Communications, Alcatel

Phil Sherburne, VP Engineering—Call Manager, Cisco Systems

Brian Rosenberg, Senior Vice President, Ericsson Enterprise North America

Alex Pierson, GM & VP, Enterprise Multimedia Services, Nortel

The migration to IP-Telephony has been under way for several years. It is the fastest-growing segment of the enterprise voice-networking market, and all of the vendors have IP-based models as their flagship offerings.

However, there are still significant buyer concerns over availability, survivability, security and feature/functionality. Moreover, the enterprise voice market has not been immune to the sluggishness in enterprise IT spending, and the IP-telephony equipment vendors, like all the high-tech companies, have taken their financial lumps, which limits their ability to offer service and support. So it's time to take stock, to assess what's gone right with the migration to IP-telephony and what's required for it to reach the next plateau.

At the VoiceCon Fall 2005 conference, there will be two Executive Forums, each featuring executives from the leading IP-PBX/convergence equipment vendors. The participants will engage in a roundtable discussion of today's market and product realities, and most important, analyze what it takes for the enterprise to achieve significant and measurable payoffs from deploying IP-Telephony. They'll describe how they're planning for—or hedging against—an environment where open systems prevail, IP rules and converged networks are the order of the day. The panelists will respond to issues posed by one another, the session moderator and the VoiceCon attendees.



Registration

7:00 AM – 7:00 PM

Continental Breakfast

7:00 AM – 8:00 AM

Sponsored by



3COM

Three Concurrent Early Bird Sessions

8:00 AM – 8:45 AM

Results from the Test Lab: The Latest and Greatest Applications

Speaker: Edwin Mier, President, Miercom

This early session, in a nutshell, reveals what IP-telephony and VOIP can do for you that older TDM technology can't. Miercom just completed its latest hands-on review of the leading IP-telephony vendors' application suites: desktop video, softphones, multimedia collaboration, audio and video conferencing, instant messaging, file and desktop sharing...and the list goes on. What packages are available, which are the best, and why?

Key Questions:

- Which application packages are the best of breed?
- How well do the latest applications work?
- Do applications from one vendor play on another vendor's IP-PBX?
- Do these applications really enhance productivity?

Software Maintenance: Patching/Version Control

Moderator: Gary Audin, President, Delphi, Inc.

Speaker: Todd Dierksheide, Senior Network Engineer, Sovereign Bank

One of the new and most challenging aspects of the migration to VOIP will be the need to deal with more frequent software upgrades and patches for security and other problems. This session will describe how network managers can get a handle on this issue and develop best practices for making sure that software is up to date, regression tested and secure.

Key Questions:

- How often do IP-PBX vendors typically release software upgrades or patches? How much of an effort is required to keep up with these?
- If your IP-PBX and other VOIP gear run on off-the-shelf operating systems, what are the implications for patching or upgrading this software?
- How big is the challenge of ensuring that all the pieces of an IP-telephony system (call control, gateways, application servers) work together smoothly as the separate elements are upgraded and patched?
- What are the potential consequences of not keeping up to date with patching and version control for your IP-telephony system?

E-911

Moderator: Eric Krapf, Editor, Business Communications Review

Speakers: Andrew Brown, Partner, Levine, Blaszak, Block & Boothby LLP

Anthony Maier, CEO, RedSky Technologies

The problem of complying with E-911 requirements has both a technology and a legal component. VOIP systems may (or may not) be able to provide first responders with the necessary location information in an emergency, and your enterprise may find itself under differing regulations in different states where you operate. This session will sort out both halves of this dilemma and suggest paths forward.

Key Questions:

- What are the technical challenges in providing accurate location information to 911 dispatchers? What are the vendors doing to solve these problems?
- What does the law require enterprises to provide in the way of location information for E-911?
- How do you come up with an enterprise-wide technology approach to this problem when the laws vary from state to state?
- What variations also exist in jurisdictions' implementations of E-911 and ability to deal with the information you are attempting to provide?



User Forum II

9:00 AM – 10:15 AM

VOIP and Beyond

Moderator: Eric Krapf, Editor, Business Communications Review

Speakers: Gary Horn, Director, Enterprise Architecture and Network Security, Advocate Health Care
Scott Prater, Contact Center Architect, America Online

The second User Forum at VoiceCon Fall will build off the first, with three more enterprise end users discussing the core issues around their IP-telephony migration. However, today's session will add another aspect: Applications of the technology that go beyond basic TDM-replacement telephony and features. Some of this morning's panel will discuss applications such as call centers, and how IP technology has provided new capabilities and potential cost savings in these areas.

Refreshment Break

10:15 AM – 10:45 AM

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Luncheon

11:45 AM – 1:15 PM

Sponsored by



VoiceCon Featured Session

The Carriers' Future and Your Network Services

10:45 AM – 11:45 AM

Moderator: Eric Krapf, Editor, Business Communications Review
Speakers: Hank Levine, Partner, Levine, Blaszak, Block & Boothby, LLP
Lisa Pierce, Vice President, Forrester Research

The carrier marketplace is in a state of unprecedented change, with consolidation among the largest players triggered by changing business models and regulation. Adding fuel to this fire is VOIP, which has begun to spread into the carrier networks. The relationship between carriers and their enterprise customers may change significantly as competition narrows and technology expands—but what will be the nature of that change? To answer this basic question, we'll turn to the leading experts on the carrier-enterprise relationship—a top industry

Three Concurrent Sessions

1:15 PM – 2:30 PM

Choices for Hosted/Managed Voice

Moderator: Lisa Pierce, Vice President, Forrester Research
Speakers: Joe Aibinder, Director: Services over IP, AT&T
Chris Logan, Vice President, Service Provider Division, Avaya
Bernard Gutnick, VP-Product Management, Sylanro Systems
Lorena McCalister, Director-Advanced Voice Products & Services, Verizon Enterprise Solutions Group

This session will present specific details of hosted and managed services offerings from carriers and other service providers. It will describe specific current and future service attributes, and will discuss supplier strategies pertaining to call/contact centers, security and service redundancy. Attendees will get a better understanding of the trade-offs and opportunities in outsourcing some or all of their VOIP LANs and WANs and will learn what's actually available today.

Key Questions:

- What are the components of some of the leading hosted service offerings? What is the provider's responsibility, and what remains the job of the enterprise?
- What are the hard and soft costs of using hosted and managed VOIP services? What are their benefits and drawbacks?
- What are the strengths and weaknesses of the various players in the hosted and managed voice marketplace?
- What can we expect to see in this marketplace over the next 12–18 months?

analyst and an attorney who has spent his career negotiating carrier deals for large enterprises, and representing enterprise interests before regulators. They'll give short presentations, then open the floor to a wide-ranging, fast-paced discussion of the questions that are on attendees' minds in this time of transition.

Among the questions this session will address:

- What will the carrier marketplace look like over the next 6–12 months? What will consolidation mean for enterprise customers over the long term?
- Given what's happening to the carriers, how should enterprise customers approach their service contracts and service needs?
- What new types of service offerings are likely to emerge from the newly consolidated mega-carriers? How might enterprises take advantage of these offerings?
- What will be the fate of the less-than-mega carriers? What role should lower-tier carriers play in an enterprise's service acquisition strategy?

Integrating WLANs and Cellular

Moderator: Michael Finneran, President, dBrn Associates, Inc.

Speakers: Sanjay Jhawar, Senior Vice President of Marketing & Business Development, BridgePort Networks
Jim Wojnarowski, Director of Standards and Technical Marketing, Motorola

Vendors are trying various strategies for integrating public (cellular) and private (Wi-Fi) wireless technologies for voice and data service. Are these technologies ready for prime time, and if so, will all parties involved support them? This session discusses whether “roaming” between the public and private wireless networks is possible, desirable and economical for enterprise end users.

Key Questions:

- What are the technical challenges that must be overcome for a single device to be able to “roam” between the public cellular network and private WLAN? What are the different approaches to solving these challenges?
- What role do the cellular carriers play in making inter-network roaming a reality? Will they facilitate or obstruct this process?
- What infrastructure will enterprises have to purchase to enable this roaming capability, and what infrastructure will the carriers have to implement?
- How important is the ability to roam between cellular networks and WLANs? What benefits does it offer to the enterprise?

Is Your Data Network Ready For Voice?

Moderator: Irwin Lazar, Senior Analyst, Burton Group

Speakers: Hank Lambert, Director of Product Marketing, Enterprise Call Control, Cisco Systems

Varun Nagaraj, Vice President, Product Management, Extreme Networks, Inc.

Gary Hemminger, Director, Product Marketing, Foundry

It’s the fundamental question, the one that every enterprise must answer (with a yes) before an IP-telephony deployment can succeed. This session will help you understand the ways to assess and measure the state of your data network’s voice-readiness, the metrics you’ll be following and the technologies you’ll need to adopt to transform a data network into a real-time convergence network.

Key Questions:

- What quality of service (QoS) techniques are required to support voice over a data network?
- What aspects of resiliency/redundancy must be addressed within the data network to make it capable of providing dial tone as reliably as the legacy voice network does?

- What changes may be required to your wide area network (WAN) infrastructure and services to support voice?
- What upgrades might be required in your powering and cabling infrastructure to support new converged systems?

VoiceCon Special Focus: Apps

1:15 PM – 2:30 PM

Enterprise Strategies for Implementing VOIP Applications

Moderator: Gary Audin, President, Delphi, Inc.

Speakers: Fred Spulecki, Director, IBM

Kevin Brown, President & CEO, IPcelerate, Inc.

Joel Fontenot, CEO, Metreos

In this session, enterprise users and vendors talk about implementation of cutting-edge applications within IP-telephony environments. Some of these applications are “home-grown,” and others are purchased from third-parties or systems vendors, but all represent a new horizon for enterprise voice networking.

Key Questions:

- What applications are possible or practical with VOIP that were unavailable or cost-prohibitive with TDM?
- What benefits can enterprises gain by adding these new applications? How can the benefit be measured and justified to upper management?
- What applications are likely in the near (and not-so-near) future?
- How does an enterprise go about determining whether to purchase off-the-shelf applications or build it in-house?

Refreshment Break

2:30 PM – 3:00 PM

Sponsored by



Three Concurrent Sessions

3:00 PM – 4:15 PM

Cutting-Edge Issues in VOIP Security

Moderator: Edwin Mier, President, Miercom

Speakers: Scott Heinlein, Senior Solutions Manager, Juniper
Mark Collier, CTO, SecureLogix Corporation
David Endler, Chairman, Voice over IP Security Alliance (VOIPSA), TippingPoint

By now, you know that the security pitfalls of data networks are equally an issue for converged voice/data networks. But new issues are constantly arising, such as voice spam (also called “SPIT”), and certain attacks may directly target VOIP systems. This session will examine security threats to voice riding on data networks, as well as threats unique to IP-telephony and IP-PBXs.

Key Questions:

- What are the greatest areas of security vulnerability for voice running on data networks? Have these changed since VOIP first emerged a few years ago?
- What new types of threats have come up within the past 12 months? How do you deal with these?
- How secure is the current crop of VOIP technologies and products?
- What’s involved in securing an IP-telephony implementation? How much cost and effort does it involve?

The Value of Presence

Moderator: Sandy Borthick, Senior Editor, Business Communications Review

Speakers: Cullen Jennings, Distinguished Engineer, Cisco Systems
Stephen Beamish, Director Product Marketing–Global Applications, Mitel
Vijay Bhagavath, Senior Strategist, Siemens Communications, Inc.

It seems as if every major IP-telephony vendor has a presence capability, and all cite this as a major new functionality of enterprise VOIP systems. Presence portals are a graphic way of illustrating how IP-telephony systems differ from their predecessors, but how important is presence functionality to the end user? This session takes a hard look at the value of presence.

Key Questions:

- Is there really any significant difference among the different vendors’ approach to presence? If so, what is the difference and why does it matter?
- Does presence matter to end users who aren’t early-adopter, tech-savvy knowledge workers/road warriors? If so, why? If not, is presence just a niche technology?
- What does presence implementation require in terms of network infrastructure—both for the presence gear itself and for associated equipment and software that may be required to run it?
- How does an enterprise cost-justify a presence implementation? Can the returns be expressed only in terms of “soft” benefits such as productivity?

Are Converged Networks More Reliable?

Moderator: Gary Audin, President, Delphi, Inc.

Speakers: David Hawley, Director of Product Marketing, Extreme Networks, Inc.
Bruce Grant, Assistant General Manager, Product Management Division, NEC Unified Solutions
Fred Weiller, Global Convergence Solutions, Nortel

IP-telephony systems promise greater resiliency than their TDM predecessors, but how do you make sure that your implementation fulfills this promise? This session will help you understand the choices around architecture, redundancy and disaster recovery, to help you build an IP-telephony system that can survive equipment failures and localized network outages.

Key Questions:

- What’s the difference between “reliability,” “resiliency” and “redundancy”? How and why are each of these terms important in converged networks?
- What is the best overall IP-telephony architecture for reliability? If the answer is “It depends,” then what does it depend on?
- What elements must be deployed redundantly to ensure that a converged network has no single point of failure?
- What changes are likely to be required in your data networking environment in order to make it more reliable/resilient, in support of converged traffic?
- What are the resiliency requirements for voice over wireless LAN? What role might VoWLAN play in a disaster recovery plan?



VoiceCon Special Focus: Apps

3:00 PM – 4:15 PM

Messaging Migration and Futures

Moderator: Robin Gareiss, Executive VP & Senior Founding Partner, Nemertes Research

Speakers: Lawrence Byrd, Director of Communications Applications, Avaya

Shelli Feigenbaum, Multimedia Applications Marketing, Nortel

Todd Elvins, Product Director, Oracle

Messaging systems are a crucial part of any enterprise's voice network. It's expected that these systems will become more functional, eventually making the transition to true unified messaging on IP-based platforms. But how do you get there from here? This session will help you understand the steps in the migration and where they're leading.

Key Questions:

- How should an enterprise plan for the migration of its messaging systems from basic voice mail to next-generation platforms, within the context of its overall IP-telephony migration plan?
- Will messaging systems be more centralized in IP telephony environments? How important is this consideration, and how do you plan for it?
- What standards and technologies are emerging to enable next-generation messaging platforms?
- How should next-generation messaging platforms be integrated with existing email software that the enterprise already has deployed?
- What role might new regulatory requirements (e.g., Sarbanes-Oxley) play in the requirements for next-generation messaging platforms? What are the security issues?

Exhibits Open and Reception

2:00 PM – 7:00 PM

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Product Briefings

2:30 PM – 7:00 PM

Executive Forum II

4:30 PM – 5:30 PM

Enterprise IP-Telephony: Will the Gain Outweigh the Pain?

Moderator: Fred Knight, VP/GM, MLII, Publisher, Business Communications Review

Speakers: Jorge Blanco, Vice President, Strategic Marketing, Avaya

Ronald Kopecki, Executive Vice President, EADS

Don Smith, Chief Executive Officer, Mitel

David King, Vice President, Marketing and Sales Support, NEC Unified Solutions

Mark Straton, Senior Vice President, Marketing, Siemens Communications, Inc.

The migration to IP-Telephony has been under way for several years. It is the fastest-growing segment of the enterprise voice-networking market, and all of the vendors have IP-based models as their flagship offerings.

However, there are still significant buyer concerns over availability, survivability, security and feature/functionality. Moreover, the enterprise voice market has not been immune to the sluggishness in enterprise IT spending, and the IP-telephony equipment vendors, like all the high-tech companies, have taken their financial lumps, which limits their ability to offer service and support. So it's time to take stock, to assess what's gone right with the migration to IP-telephony and what's required for it to reach the next plateau.

At the VoiceCon Fall 2005 conference, there will be two Executive Forums, each featuring executives from the leading IP-PBX/convergence equipment vendors. The participants will engage in a round-table discussion of today's market and product realities, and most important, analyze what it takes for the enterprise to achieve significant and measurable payoffs from deploying IP-Telephony. They'll describe how they're planning for—or hedging against—an environment where open systems prevail, IP rules and converged networks are the order of the day. The panelists will respond to issues posed by one another, the session moderator and the VoiceCon attendees.





Registration

7:00 AM – 12:00 PM

Continental Breakfast

7:00 AM - 8:00 AM



Three Concurrent Early Bird Sessions

8:00 AM – 8:45 AM

Results from the Test Lab: IP Call Centers

Speaker: Edwin Mier, President, Miercom

How have call centers evolved in the IP-telephony world? Miercom has spent the last few months researching and conducting a hands-on review of leading vendors' latest call center offerings. Those results, and the impact these systems could have on your phone center operations, and customers, are disclosed at this early session.

Key Questions:

- How has IP-telephony enhanced today's call centers?
- How do today's advanced call center offerings compare? Differ?
- What mix of applications and multimedia capabilities is available?
- How entwined are advanced call centers with particular IP-telephony protocols? Infrastructures?
- How scalable are these call center packages?
- Which vendors and offerings are out in front?

Peer-to-Peer VOIP

Moderator: Erik Lagerway, Co-Founder, President and COO, Xten Networks

Speakers: Jeff Fried, Chief Technology Officer, Empirix Inc. John Appler, Vice President, North America, Popular Telephony

VOIP offers end users more control over their telephony than ever before. This may come informally, as individuals try out software such as Skype and voice-enabled instant messaging, but we're also seeing companies coming out with entire IP-telephony systems where essentially all the intelligence resides in distributed endpoints. This session will help you understand the challenges of P2P voice.

Key Questions:

- How might your network's performance be affected by end users who employ endpoint-based VOIP systems such as Skype or voice-enabled IM?
- What are the potential legal/regulatory/liability issues around such ad hoc VOIP use?
- How do the P2P VOIP packages for the enterprise work? Are they ready for prime time?
- Why would an enterprise consider allowing P2P VOIP on its network? Is there a case for proactively implementing it?

Tools for Monitoring Converged Networks

Moderator: Gary Audin, President, Delphi, Inc.

Speaker: Dave Chapman, Director, Product Management, Qovia, Inc.

Once your converged network is up and running voice and data together, you need to understand whether it's delivering the service you (and your users) expect and demand. Many third-party companies have emerged to deliver software that performs such monitoring and reporting. This session examines what monitoring data you need, what you can get, and from whom.

Key Questions:

- What are the major functions of a monitoring/test tool in a converged network?
- How do you determine whether such tools would benefit your converged network implementation?
- How much do such tools cost?
- When is the appropriate time to deploy such tools: Before IP-telephony cutover (i.e., for network assessment)? When converged traffic reaches a certain volume threshold? Only if problems become apparent to end users?



VoiceCon Summit

9:00 AM – 10:00 AM

Enterprise Software Vendors: New Players in Voice?

Moderator: Eric Krapf, Editor, Business Communications Review Magazine

Speakers: Bruce Morse, Vice President, IBM
Ramu Sunkara, Vice President, Collaboration Products, Oracle

Microsoft: Invited

There's a major new factor in the enterprise voice market: Enterprise software vendors. Companies like Microsoft, Oracle and IBM are voice-enabling their products and are coming up with new products to compete in the enterprise voice market. What will this mean for enterprises that likely already have these vendors' products on user desktops and within datacenters? This session will feature representatives from three major enterprise software companies, in a roundtable discussion that will cover such questions as:

- What specific voice-oriented products are the enterprise software vendors selling or preparing to sell?
- How might the enterprise software vendors leverage their current position with enterprise buyers as a way to sell more voice-oriented products?
- Do these players compete with or complement the portfolios of the major IP-PBX vendors and other traditional "voice" vendors? Do they compete with or complement one another?
- How will the presence of the enterprise software vendors affect the standards/interoperability environment within the overall enterprise voice marketplace?

VoiceCon Summit

10:00 AM – 11:00 AM

The Future of Mobility in the Enterprise

Moderator: Fred Knight, VP/GM, MLII, Publisher, Business Communications Review

Speakers: Mark Anderson, Vice President, Ericsson Mobility Solutions

Jeffrey Miller, Vice President, Motorola

Kevin Oerton, Director Product Management, Research in Motion

Tom Racca, Vice President, Marketing, Siemens/Chantry Networks

Everyone expects wireless technology to play a major role in the voice networks of the future, but what exactly will that role be? Will a significant portion of enterprise users really "cut the cord?" What does voice/data convergence really mean in the context of wireless networks? How will mobility change the way our organizations function, and the way network managers will have to support end users? This session will feature representatives from four major companies that supply wireless network infrastructure and/or devices. In a roundtable discussion, the panelists will set forth their visions of the mobile enterprise and how they believe it will be attained. Questions to be addressed include:

- What factors may cause wireless networking to break out of its traditional niches in verticals such as health care, to become more prevalent throughout enterprises of all types?
- What proportion of a typical enterprise's users will connect exclusively via wireless within five years?
- Which wireless technologies are most appropriate for enterprise use?
- Given the current situation with cellular usage, can network managers gain centralized control over the cost and security of enterprise wireless connectivity?
- What wireless devices will enterprise users be carrying a year from now? Five years from now?

Refreshment Break

11:00 AM – 11:30 AM

Sponsored by



Three Concurrent Sessions

11:30 AM – 12:45 PM

Managing VOIP: Beyond Packet Loss and Jitter

Moderator: Gary Audin, President, Delphi, Inc.

Speakers: Dave Lidyard, General Partner,
Network Monitoring Service

Alan Clark, President & CEO, Telchemy, Incorporated

You can measure the relevant metrics for managing enterprise VOIP—packet loss, jitter and delay—and still not really understand what’s happening on your converged network. This session will demonstrate the importance of holistically managing a converged network, and the tools and methods required to accomplish this goal.

Key Questions:

- If most problems in a VOIP network are transient in nature, how do you find out (in real time) when they’re occurring? How do you detect whether there’s any pattern to these transient events?
- If most problems are transient, are they perhaps not worth the effort of trying to solve?
- What management problems are caused by characteristics of the underlying data network (e.g., firewall/NAT, encryption)? How do you solve these?
- Do the IP-PBX platform vendors provide adequate management functionality? Are customers demanding such functionality from their vendors?
- Why not just turn the whole problem over to a managed services provider, and let them worry about it? If you go that route, what should be in your service level agreement?

IP Contact Centers— Technology and Business Case

Moderator: Dan Miller, Senior Analyst, Opus Research

Speakers: Lawrence Byrd, Director of Communications Applications, Avaya

Kurt Mey, CIS Specialist, Dimension Data

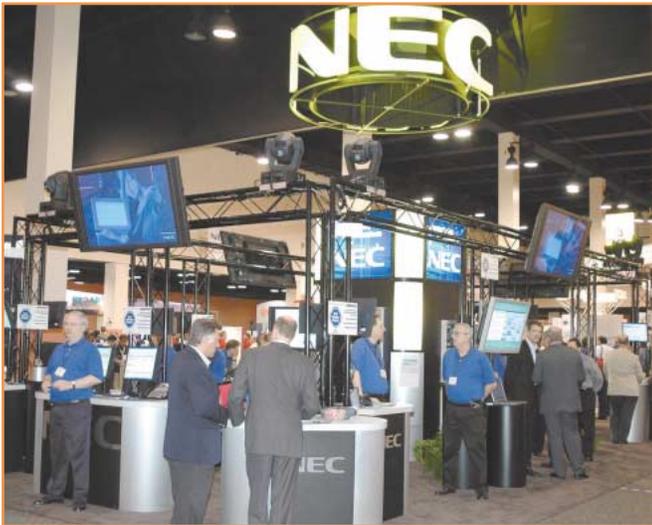
Charles Henderson, Sr. Director, Product Management, EADS

Are contact centers the “killer app” for VOIP? This session will examine the latest developments in contact center technology, and will look at the business case for migrating to an IP contact center sooner rather than later.

Key Questions:

- How should you coordinate your plans for call center technology change with the larger migration strategy for VOIP enterprise-wide?
- How do you coordinate the enterprise’s call center operations with the networking staff’s plans for technology migration?
- What are the elements that go into building the business case for call center technology migration? How do these elements differ depending on where you’re at in your overall VOIP migration?
- Is there a case for outsourcing your call center connectivity to a third party? If so, what is it, and who might handle the job?





Video Strategies and IP-PBX Procurement

Moderator: Brent Kelly, Senior Analyst & Partner, Wainhouse Research, LLC

Speakers: Greg Brophy, Director Product Management, Avaya

Troy Trenchard, Director Product Marketing, Rich-media Communications, Cisco Systems

Alan Glowacki, Director, Advanced Technologies, Nortel

If your company is migrating to an IP-PBX-based voice system, how does this affect parallel plans you may have for more widespread video deployment? This session looks at the video capabilities that are becoming available with IP-PBX application packages.

Key Questions:

- Should you include video capabilities in your IP-PBX RFP? If so, how do you specify this feature?
- How do the IP-PBX vendors' video systems compare with those of more "pure-play" video vendors? How do you evaluate one against the other?
- Which type of vendor has more feature-rich systems? Which are more cost-effective?
- What expertise do you need in-house to evaluate a video system? What do you need to support such a system?

Locknote

1:00 PM – 1:30 PM

IP-Telephony: Progress and Prospects

Moderator: Fred Knight, VP/GM, MLII, Publisher, Business Communications Review

Speakers: Eric Krapf, Editor, Business Communications Review

Gary Audin, President, Delpi, Inc.

Ed Mier, President, Miercom

David Stein, Principal, PlanNet Consulting

Rohan Mahy, Senior Consultant, SIP Edge

At the conclusion of each VoiceCon conference, we ask some leading analysts and editors of *Business Communications Review* magazine to summarize what they learned during the Conference. The Locknote session presents views on progress in enterprise IP-telephony migrations, vendor positioning and market strategies, and the status of emerging technologies. Panelists draw on the experience of the week's sessions to sum up their views on the state of the industry.



Exhibition

The VoiceCon Fall 2005 Exhibition

See industry titans and creative newcomers side-by-side breaking new ground in the field of enterprise voice communications—only at VoiceCon Fall 2005!

This unique exhibition is designed to enhance the learning experience at the VoiceCon conference. Exhibitors will display and demonstrate their latest innovations in the relaxed atmosphere of a reception. Because we schedule activities so that there is very little overlap, attendees won't be torn between conference sessions and exhibits.

The VoiceCon Fall exhibition has one focus: Presenting innovative products and services for the enterprise. It will have the most exciting cross section of market leaders and dynamic start-ups in the enterprise voice communications industry.

Visit the best and the brightest at the VoiceCon Fall 2005 exhibition!

Exhibition Hours

Tuesday, August 30, 2005 2:00 PM – 7:00 PM

Wednesday, August 31, 2005 2:00 PM – 7:00 PM

Exhibits will be in the Douglas Pavilion on the Lobby level of the Manchester Grand Hyatt.

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Nexus IS	WTC
Orative	Xelor Software

Product Briefing Schedule (as of May 14, 2005)

Attendees are invited to get in-depth product briefings from VoiceCon Fall sponsors during these exclusive 30-minute presentations August 30 and 31.

This is a great opportunity to hear the latest on product development and strategic direction from these important players.

Tuesday, August 30, 2005

	Windsor Room B	Windsor Room C
2:30 – 3:00 PM	TBD	TBD
3:15 – 3:45 PM	3Com	Ascendent Systems
4:00 – 4:30 PM	Cisco Systems	EADS
4:45 – 5:15 PM	Foundry Networks	NEC Unified Solutions
5:30 – 6:00 PM	ShoreTel	Microsoft
6:15 – 6:45 PM	TBD	TBD

Wednesday, August 31, 2005

	Windsor Room B	Windsor Room C
2:30 – 3:00 PM	TBD	TBD
3:15 – 3:45 PM	AT&T	AVAYA
4:00 – 4:30 PM	IPcelerate	Ericsson
4:45 – 5:15 PM	Motorola	Nortel
5:30 – 6:00 PM	Mitel	TBD
6:15 – 6:45 PM	TBD	TBD

VOICECON FALL 2005

The Forum for Business IP Telephony

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Discounted Housing Available for a Limited Time

For a limited time, a block of rooms is available at the discounted rate of \$219 to VoiceCon conference participants at the Manchester Grand Hyatt San Diego Hotel.

You may book a room in this reserved block through August 8, 2005, by registering online at www.voiceconfall.com, by faxing your hotel reservation form (below) to +1 415 905 2400, or by contacting us by phone at (800) 227-1234.

Remember to hurry! ONLY a limited number of rooms are available, and they will likely sell out well before August 8, when the discounted rate expires.



New Reservations

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Company:		Card Number:
Address:		Expiration Date:
City/State:		Signature:
Zip:	Country:	Special Requests (honored based on availability):
Daytime Phone:		<input type="checkbox"/> ADA <input type="checkbox"/> King <input type="checkbox"/> Double <input type="checkbox"/> Nonsmoking

Registration

Dates

August 29 – September 1, 2005

Exhibits will be open Tuesday and Wednesday, August 30 and 31; 2PM to 7PM

Location

Manchester Grand Hyatt San Diego

One Market Place
San Diego, CA 92101
phone: 619-232-1234
fax: 619-233-6464

Prices

Entire Event

\$2295 (Monday through Thursday)
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Conference Only

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\$895 (Monday Only)
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All prices are \$100 higher on-site
Exhibits Only is \$50 onsite

A block of rooms at a discounted rate of \$219 per night is available to VoiceCon participants until August 8 or until the room block is full, whichever comes first. Reservations can be made by fax to (415) 905-2400, by email to hotels@mlii.com, by visiting us at voiceconfall.com, or by calling us at (800)227-1234.

Deadlines

Early Payment

Registration and payment must be made on or prior to July 22 to qualify for Early Payment discount (PO's do not qualify for Early Payment discount).

Cancellation Deadline

Registrations cancelled on or before August 12 can be cancelled at no charge. After August 12, a \$100 cancellation processing fee applies.



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 Fax this form to 630-323-5324, or register online at www.voiceconfall.com

VIP Code: **F1NQ1PDF**

Registrant Badge Name: _____
 Organization Name: _____ Title: _____
 Address: _____ Mail Stop/Room Number: _____
 City: _____ State/Province: _____ Zip/Postal Code: _____
 Country: _____ E-Mail: _____
 Phone: _____ Fax: _____

PLEASE REGISTER ME FOR:	Price*	Early-Payment Discount**	Team Discount***	TOTAL FEE
<input type="checkbox"/> Entire Event (Monday – Thursday)	\$2295	\$300	\$200	\$
<input type="checkbox"/> Conference Only (Tuesday – Thursday)	\$2095	\$300	\$200	\$
<input type="checkbox"/> Tutorials Only (Monday Only)	\$ 895	N/A	N/A	\$
<input type="checkbox"/> Exhibits Only	\$ 50	FREE (Tuesday and Wednesday Evenings Only)		\$
<input type="checkbox"/> Documentation	\$ 895	N/A	N/A	\$

*On-site registrations add \$100 to registration fee. Exhibits Only is \$50 onsite. No discounts apply to on-site registrations.
 Paid by 7/22/05 *3 or More Attendees, Valid for Entire Event and Conference Only registrants. Each team member must submit a separate registration and register at the same time.

PAYMENT AND CANCELLATIONS
 Payment in full by August 26, 2005 is required to guarantee admittance to VoiceConFall2005. (To qualify for Early-Payment Discounts, registrations must be paid in full by July 22, 2005.) Unpaid registrants will not be admitted to the conference.
 Cancellations received by BCR less than 10 business days before the event (after August 12, 2005) are subject to a \$100 processing fee.
 Registrants who do not attend and have not canceled in advance are liable for the full fee. In the unlikely event of cancellation of the conference for any reason, the liability of MediaLive International, Inc., is limited to the return of paid registration fees.

ENTIRE EVENT & TUTORIAL ONLY ATTENDEES: You must choose one full-day OR two half-day tutorials.

Full-Day Tutorial	Half-Day Tutorials, a.m.	Half-Day Tutorials, p.m.
<input type="checkbox"/> 1T: Living with IP-PBXs: Lessons from the Trenches	<input type="checkbox"/> 2T: PBX Migration Path: Consolidation & VOIP Networking	<input type="checkbox"/> 5T: Fundamentals of SIP
<input type="checkbox"/> 3T: IP Telephony Security Threats & Countermeasures	<input type="checkbox"/> 4T: Application Protocols	<input type="checkbox"/> 6T: Applications for the IP-telephony Platform

Badges are not transferable, but registration substitutions can be made at any time. All incoming registrations from outside the United States must be accompanied by a credit card payment, or payment must be wired within 48 hours of registration. Wire transfer information is available on request.
 All registrations received within 10 business days of the start of the event (after August 12th, 2005) must be accompanied by a credit card payment.

*****TEAM DISCOUNT**
 Please list the names of the attendees included for your Team Discount.
 1. _____
 2. _____
 3. _____

DOCUMENTATION ONLY
 Complete book set \$895.
 Documentation will be available September 2005. Includes speaker presentation materials for all conference sessions and tutorial. Illinois residents, please add 6.75% sales tax. Shipping included to continental U.S. Overseas shipping quoted on request. Payment must be received prior to shipping your order.

SPECIAL NEEDS
 The VoiceConFall conference organizers fully support the Americans with Disabilities Act.

 If you require assistance of any kind, please call 1.800.227.1234 by August 19, 2005.

<p>1) Primary Business Activity at your Location (check only one)</p> <input type="checkbox"/> a) User of Networking Products & Services <input type="checkbox"/> b) Communications Carrier <input type="checkbox"/> c) Supplier of Networking Equipment/Services <input type="checkbox"/> d) Systems Integrator/Distributor/VAR <input type="checkbox"/> e) Consulting/Industry Analyst <input type="checkbox"/> f) VC/Financial Analyst/Investor <input type="checkbox"/> g) Investment Firm <input type="checkbox"/> h) Other <p>2) Your Job Function (check only one)</p> <input type="checkbox"/> a) Corporate Management <input type="checkbox"/> b) Data Network LAN Management <input type="checkbox"/> c) Communications/Telecom Management <input type="checkbox"/> d) Call Center Management <input type="checkbox"/> e) IS/IT Management	<p><input type="checkbox"/> f) Engineering/Engineering Management <input type="checkbox"/> g) Technical Planning Staff <input type="checkbox"/> h) Strategic Product Planning & Marketing <input type="checkbox"/> i) Sales/Customer Service & Support <input type="checkbox"/> j) Consultant/Industry Analyst/Press <input type="checkbox"/> k) Training/Training Management/Education <input type="checkbox"/> l) Business Development <input type="checkbox"/> m) Venture Capital/Investor <input type="checkbox"/> n) Other</p> <p>3) Your Areas of Interest & Responsibility (check all that apply)</p> <input type="checkbox"/> a) Voice Systems/Applications/Call Centers <input type="checkbox"/> b) Local Area Networking (Hardware & Software) <input type="checkbox"/> c) Wide Area Networking <input type="checkbox"/> d) Wireless/Cellular <input type="checkbox"/> e) Enterprise Routing/Switching <input type="checkbox"/> f) High-speed Networking	<p><input type="checkbox"/> g) Operating Systems/Protocols <input type="checkbox"/> h) TCP/IP and Network Security <input type="checkbox"/> i) Internet/Intranet <input type="checkbox"/> j) IP Telephony <input type="checkbox"/> k) Video Networking/Conferencing <input type="checkbox"/> l) Local Access/Local Loop <input type="checkbox"/> m) Internetworking <input type="checkbox"/> n) Collaborative Technologies/Services <input type="checkbox"/> o) Audio Conferencing <input type="checkbox"/> p) Data Conferencing <input type="checkbox"/> q) Streaming Data <input type="checkbox"/> r) Multimedia Messaging <input type="checkbox"/> s) Video Codecs <input type="checkbox"/> t) Video Cameras <input type="checkbox"/> u) MPEG Boards <input type="checkbox"/> v) Multimedia LANs <input type="checkbox"/> w) Voice Systems/Applications/Call Centers <input type="checkbox"/> x) Optical Networking</p>	<p>4) Company Size (check only one)</p> <input type="checkbox"/> a) Greater than 10,000 employees <input type="checkbox"/> b) 5,000 - 10,000 employees <input type="checkbox"/> c) 1,000 - 5,000 employees <input type="checkbox"/> d) 500 - 1,000 employees <input type="checkbox"/> e) 100 - 500 employees <input type="checkbox"/> f) Less than 100 employees <p>5) Number of Networking Staff at your Location</p> <input type="checkbox"/> a) More than 50 <input type="checkbox"/> b) 25 - 50 <input type="checkbox"/> c) 10 - 25 <input type="checkbox"/> d) 5 - 10 <input type="checkbox"/> e) Less than 5	<p>6) Annual Spending at your Location for Networking Products & Services</p> <input type="checkbox"/> a) Greater than \$10,000,000 <input type="checkbox"/> b) \$5,000,000 - \$10,000,000 <input type="checkbox"/> c) \$1,000,000 - \$5,000,000 <input type="checkbox"/> d) \$500,000 - \$1,000,000 <input type="checkbox"/> e) \$100,000 - \$500,000 <input type="checkbox"/> f) Less than \$100,000 <input type="checkbox"/> g) Don't Know <p>7) Your Purchasing Authority for Networking Products & Services</p> <input type="checkbox"/> a) Determine the need <input type="checkbox"/> b) Recommend or Specify Products, Features <input type="checkbox"/> c) Final Purchase Decision <input type="checkbox"/> d) No Involvement
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METHOD OF PAYMENT: Payment in full must be received by August 26, 2005. To receive special discounts, registration and payment must be received by deadlines listed above. Unpaid registrants will NOT be admitted to the conference. Badges are NOT transferable. Please refer to our policies on the reverse side.

Check for US\$ _____

Please make checks payable to MediaLive International BCR Events, Inc.

Credit Card: Visa MasterCard American Express

Please charge US\$ _____

Account Number: _____ Expiration Date: _____ Secure ID Number: _____

Name on Credit Card (please print): _____

Cardholder's Signature: _____