

Monday, 16 October 2006	
9:00 am – 10:00 am	<p>Keynote: <i>Winning the End User</i></p> <p>What are the most effective strategies for marketing and selling VoIP services to end users? MIT behavioral economics expert Dan Ariely launches the conference sessions with his insights into how to sell and market technology products to end users.</p> <p>Dan is MIT's expert on how and why consumers take action in business and economic environments, and what this means for VoIP services in terms of business innovation, strategy and marketing.</p> <p>Dan Ariely - Professor of Management Science, MIT, Sloan School of Management. PhDs in both marketing and cognitive psychology; joint appointments at MIT in both the business school and its famous Media Lab.</p>
10:30 am – 11:30 am	<p>General Session: Market Research: <i>Business VoIP Services for the SME Market</i></p> <p>Savatar conducts global research on business VoIP services for the SME market. This session presents Savatar's findings, including some from custom research performed exclusively for the BroadSoft Connections audience, about end user desires and offers guidance on how service providers can be more effective at marketing and selling to SMEs.</p> <ul style="list-style-type: none"> • Moderator: Scott Wharton, Vice President Marketing, BroadSoft • John Macarrio, President, Savatar Consulting
11:30 am – 12:30 pm	<p>General Session: Panel: <i>Taking a Larger Share of the Enterprise Wallet</i></p> <p>Carriers are one group among many players competing for a share of the total enterprise budget. This session looks at the enterprise from a broad view and considers how carriers can win a greater overall share of what the enterprise spends on communications, including mobile solutions, collaboration, and IT support.</p> <ul style="list-style-type: none"> • Moderator: Zeus Kerravala, Vice President, Yankee Group • Deitmar Geiler, Head of Business VoIP Services, T-Systems • Markus Hombrecher, Head of Network & IT, Vodafone Netherlands • Eric Tigchelaar, Manager Managed Services & Design Office, KPN • James Tyrell, Executive Director, Advanced Voice Services, Verizon • Warren Williams, Vice President & Senior Program Director, Infotech
	Networking Lunches

<p>12:30 pm – 1:30 pm</p>	<p>This is your chance to participate in additional interactive discussions on topics of common interest. Each session includes a subject matter expert moderator and provides plenty of opportunity for networking and brainstorming among colleagues who want to explore a specific topic over lunch.</p> <p>Solution Showcase</p> <p>The Solution Showcase features demonstrations of cutting edge products, services, and technologies from BroadSoft, Connections sponsors, and participating partners.</p>
<p>1:30 pm – 2:30 pm</p>	<p>Corporate Briefings</p> <p>Representatives from BroadSoft Connections sponsors present their solutions and discuss their latest roadmaps related to BroadSoft solutions.</p>
<p>2:45 pm – 4:00 pm Track 1</p>	<p>Go to Market Track: Business Trunking Panel: <i>Beyond Connectivity</i></p> <p>Looking past simple connectivity, this session focuses on business trunking best practices- what's working and what's not- and discusses the future of selling overlay features on top of business trunking.</p> <ul style="list-style-type: none"> • Moderator: Diane Myers, Director Strategic Marketing, BroadSoft • Patrick Herron, Director, Product Marketing, McLeodUSA • Keith Murray, Group General Manager, Commander Communications • Brooks Robinson, CMO, Cbeyond • Lou Sommi, Vice President Product Management, ATX
<p>2:45 pm – 4:00 pm Track 2</p>	<p>Case Study Panels: Hear Directly from SMEs: <i>Why We Picked Hosted Services</i></p> <p>This session highlights the perspective of small and medium enterprises and discusses why they chose hosted voice services and what their experience has been with the services.</p> <ul style="list-style-type: none"> • Moderator: Michael Lauricella, Director Field Marketing, BroadSoft • Mike Myshrall, Managing Director, Mercator Capital • Robert Vespestad, CIO, FCStone • Joseph Zell, General Partner, Grotech Capital Group
<p>2:45 pm – 4:00 pm Track 3</p>	<p>Deployment Track: <i>How to Support the Desktop as Demarc</i></p> <p>In a world where the telephone closet no longer serves as a point of demarcation, service providers need to take a whole new approach to support. This session discusses best practices in PC troubleshooting and supporting the customer at the desktop level.</p>

	<ul style="list-style-type: none"> • Moderator: Wayne Bovier, Director Product Management-Clients, BroadSoft • Kathy Flick, Vice President of Channel Development, Reignmaker Communications • John Guillaume, Senior VP Sales and Marketing, New Global Telecom • Nathan Stratton, Chief Technical Officer, Voila IP Communications • Bill Webb, Vice President Product Management, mindSHIFT
<p>2:45 pm – 4:00 pm Track 4</p>	<p>Partner Ecosystem Track: <i>Integrating with BroadWorks Session I</i></p> <p>Select BroadSoft partners share their solutions that are integrated with BroadWorks and discuss how they have gone beyond basic interoperability to create better solutions for service providers</p> <ul style="list-style-type: none"> • Moderator: Sandro Cianci, Director Business Development, BroadSoft • John Drolet, Vice President, Service Provider Sales, Aastra • Jim Kruger, Vice President Marketing, Voice Communications, Polycom • Bob O'Neil, President & CEO, Covergence • Theresa Robinson, Director Product Management, Avaya • Chris Thompson, Product Manager, Adtran
<p>4:30 pm – 5:45 pm Track 1</p>	<p>Go-to-Market Track: <i>FMC - What End Users Really Want</i></p> <p>Looking past the technology of the fixed mobile convergence industry, this panel discussion takes the perspective of the end user and considers what they can gain from FMC.</p> <ul style="list-style-type: none"> • Moderator: Ed Lewis, General Partner, RCBG • Brian Gregory, Marketing Manager, Sprint • Mike Herrmann, Director, Business Development, Cincinnati Bell • Anil Kutty, Innovations Consultant, Vodafone Netherlands
<p>4:30 pm – 5:45 pm Track 2</p>	<p>Case Study Panel: <i>How We Won SMEs - The Service Provider Perspective</i></p> <p>This session features the perspective of the service provider in the life cycle of an SME deal, how the deal was won, and lessons learned in the process.</p> <ul style="list-style-type: none"> • Moderator: Michael Lauricella, Director Field Marketing, BroadSoft • Mark Lower, Managing Director, MVS, InTechnology • Raul Martynnek, President & CEO, InfoHighway • Robert Phelan, Vice President, General Manager Vantage Communications

	<ul style="list-style-type: none"> • Sanjay Srinivasan, Vice President, Product Development, LightEdge Solutions
<p>4:30 pm – 5:45 pm Track 3</p>	<p>Deployment Track: <i>Making End Users Productive (without Calling the HelpDesk)</i></p> <p>With the right tools, end users can perform basic self-support and maintenance. This session discusses how areas such as end user training, diagnostics, and self-service Web portals can reduce the burden on helpdesks and ensure a more positive experience for the end user.</p> <ul style="list-style-type: none"> • Moderator: Geoff K. Hicks, Vice President, Global Operations, BroadSoft • Chris Bajorek, Director & Founder, CT Labs • Richard Batelaan, COO, cBeyond • Adrian Cuadros, CTO, Alestra • Ben Tchoubineh, CEO, VoIP Training
<p>4:30 pm – 5:45 pm Track 4</p>	<p>Partner Ecosystem Track: <i>Integrating with BroadWorks Session II</i></p> <p>Select BroadSoft partners share their solutions that are integrated with BroadWorks and discuss how they have gone beyond basic interoperability to create better solutions for service providers.</p> <ul style="list-style-type: none"> • Moderator: Dave Block, Manager, Partner Program, BroadSoft • Josh Bottum, Sales, Linksys • Dennis Gatens, CTO, Carrier Access • Kevin Klett, Vice President of Product Management, Acme Packet • Dave Martin, Vice President of Marketing, Edgewater Networks • Alan Marks, Senior Product/Solutions Manager, Access Networks Division, Alcatel • Timothy Steele, Senior VP Global Alliances & Business Development, Siemens
<p>Tuesday, 17 October 2006</p>	
<p>8:30 am – 10:00 am</p>	<p>General Session: Debate <i>TEMs vs. IT - Competing Visions of the Future</i></p> <p>Who has the right view of the future? This is your chance to get a peek into the competing visions of leading telecom equipment manufacturers (TEMs) and IT vendors into the demand for VoIP and the network and the end user of the future</p> <ul style="list-style-type: none"> • Moderator: Bill Gildea, Director, Janney Montgomery Scott • Niklas Carlheim-Muller, Director, Ericsson • Thomas Clayton, General Manager, Worldwide Telecom Business, BEA • Rob Falkner, Director of Hosted & Managed Applications, Lucent Worldwide

	<p>Services</p> <ul style="list-style-type: none"> • Tim Greisinger, Director, Global Communications Sector, IBM • Timothy Steele, Senior VP Global Alliances & Business Development, Siemens • Vittorio Viarengo, Vice President of Product Development, Oracle
10:30 am – 11:15 am	<p>General Session: <i>BroadWorks Vision - Linking to the End User Vision</i></p> <p>CTO Scott Hoffpauir shares the BroadSoft vision of where technology is headed, how networks are evolving, and how BroadSoft solutions fit into the picture. The session will take a close look at what end users want and how industry can meet that demand, including why software clients such as toolbars and mobile clients have tremendous potential to meet usability needs.</p>
11:15 am – 12:15 pm	<p>Keynote: <i>The Long Tail Theory</i></p> <p>Chris will share his theory, published in his current New York Times best-seller, <i>The Long Tail: Why the Future of Business Is Selling Less of More</i>. In this lively session, Chris will describe how the economy and culture are forcing a shift from mass markets to niche products and services, and how companies can develop new strategies and operations to capitalize on this new growth opportunity. Hear how the "Long Tail" theory could impact the delivery of VoIP services.</p> <p>Chris Anderson - As editor-in-chief of Wired magazine, Chris Anderson is one of the most knowledgeable and articulate voices at the center of the new economy. He has written an important and exciting new book that defines an entirely new economic model for business.</p>
12:15 pm – 1:30 pm	<p>Networking Lunches</p> <p>This is your chance to participate in additional interactive discussions on topics of common interest. Each session includes a subject matter expert moderator and provides plenty of opportunity for networking and brainstorming among colleagues who want to explore a specific topic over lunch.</p> <p>Solution Showcase</p> <p>The Solution Showcase features demonstrations of cutting edge products, services, and technologies from BroadSoft, Connections sponsors, and participating partners.</p>
1:30 pm – 2:30 pm	<p>Corporate Briefings</p> <p>Representatives from BroadSoft Connections sponsors present their solutions and discuss their latest roadmaps related to BroadSoft solutions.</p>
2:45 pm – 4:00 pm Track 1	<p>Go-to-Market Track: <i>Attacking the Verticals</i></p> <p>Learn how businesses in different vertical markets apply the benefits of hosted VoIP services to meet their specific communications needs.</p>

	<ul style="list-style-type: none"> • Moderator: Diane Myers, Director Strategic Marketing, BroadSoft • Kevin Brown, CEO, IPCelerate • Chris Farrar, President, Percipia • Jeff Stern, Vice President Marketing & Application Products, TerreStar
<p>2:45 pm – 4:00 pm Track 2</p>	<p>Case Study Panels: Hear directly from Large Enterprises: <i>Why We Picked Hosted Services</i></p> <p>This session highlights the perspective of large enterprises and discusses why they chose hosted VoIP services and what their experience has been with the services.</p> <ul style="list-style-type: none"> • Moderator: Mark Enstrom, Manager, Field Marketing, BroadSoft • Dr. Elliot Eichen, Department Manager, IT Architecture & eServices, Verizon • Scott Feldbush, CIO, Arc One • Pradip Patel, Manager, Data Engineering, University of Michigan
<p>2:45 pm – 4:00 pm Track 3</p>	<p>Deployment Track: <i>FMC: How to Deploy BroadWorks to End Users</i></p> <p>In this session, panelists explain how to build a fixed mobile convergence network, including options for network elements, clients, and configuration, to deliver advanced VoIP services to users.</p> <ul style="list-style-type: none"> • Moderator: Alex Doyle, Senior Director, Solutions, BroadSoft • Gerry Askefalk, CTO, DCG • Eran Dotan, Co-Founder & COO, Outsmart Telecom • Pompiliu Tripa, President, Atlas Telecom Network
<p>2:45 pm – 4:00 pm Track 4</p>	<p>Partner Ecosystem Track: <i>How to Build a Third-Party Application</i></p> <p>BroadWorks offers robust interfaces for custom third-party development. Using examples, this workshop demonstrates how to leverage those capabilities to customize and create applications to bring added value and differentiation to service offerings.</p> <ul style="list-style-type: none"> • Moderator: Jamie Palmer, Senior Director, Technology, BroadSoft • Marty Schuchman, Vice President, Software Engineering, Aptix • Chris Tutt, Technical Director, Kakapo Systems
<p>4:30 pm – 5:45 pm Track 1</p>	<p>Go-to-Market Track: <i>Triple Play - Unlocking the Value beyond POTS</i></p> <p>Bundling voice, television, and Internet access has taken a strong hold in the telecom</p>

	<p>market. This session addresses how carriers can leverage this triple play with the enhanced value of VoIP services and how to better integrate all three components to create a better user experience.</p> <ul style="list-style-type: none"> • Moderator: Diane Myers, Director Strategic Marketing, BroadSoft • Mario Bustamante, CEO, HControl • Anne Shaub, Director-Retail Services Technologies-VTO, Verizon
<p>4:30 pm – 5:45 pm Track 3</p>	<p>Deployment Track: <i>User Productivity through Portals</i></p> <p>The Web portal has become a critical component to a positive customer experience, enabling self-service and keeping costs down to allow for more profitable deployments. This discussion highlights the elements of a good Web portal, some common mistakes, and best practices to do it right.</p> <ul style="list-style-type: none"> • Moderator: Jim McGonigle, Director, Solutions, BroadSoft • Andrew Hurrell, Director, Marketing, Atreus • Nicola Jackson, Director, Product Management, XO • David Wippich, CEO, Ensim
<p>4:30 pm – 5:45 pm Track 4</p>	<p>SHOW ME THE APPS!</p> <p>No slides, no mock-ups, no simulations! This exciting session highlights leading edge technology in live demonstrations, featuring a mix of BroadSoft technology and third-party partner technology integrated with BroadWorks.</p> <ul style="list-style-type: none"> • Moderator: Michael Lauricella, Director Field Marketing, BroadSoft • Aptix.....Marty Schuchman, Vice President, Software Engineering • First Hand: MobileMarco Nasr, Sales Engineer & Greg Wheaton, Sales Director • Kakapo:Steve Tutt, Marketing Director • Microsoft/Covergence: Integrated LCS.....Steve Zimba, Business Director, Communications Sector, Microsoft/Kenneth Kuenzel, Founder, VP Engineering & CTO, Covergence • BroadSoft: Mobile Assistant.....Wayne Bovier, Director, Product Management-Clients • BroadSoft: Call Center.....Nikki Mehta, Senior Product Manager
<p>Wednesday, 18 October 2006</p>	
<p>9:30 am – 1:30 pm</p>	<p>BroadSoft Customer User Forum</p>