

# MONDAY, 15 OCTOBER 2007

## GENERAL SESSION - McARTHUR BALLROOM

8:30 am – 9:00 am <b>Welcome</b>	Get fired up for BroadSoft Connections 2007 as Michael Tessler and Scott Wharton launch the conference and get you ready for <i>Scaling New Heights</i> .	<ul style="list-style-type: none"> <li>• Michael Tessler, President &amp; CEO, BroadSoft</li> <li>• Scott Wharton, VP Marketing, BroadSoft</li> </ul>
9:00 am – 10:15 am <b>Keynote: The Art of Evangelism</b>	<p>Turn your customers, partners and employees into true believers who will spread the word about your VoIP services. Entrepreneur Guy Kawasaki will let you in on the art of evangelism, exploring ways that companies can use “secular evangelism” to instill passion within and about their businesses.</p> <p>A dynamic speaker and marketing strategist, he ranks as one of the top 100 bloggers in the world. See why Kawasaki is in demand as a speaker from world-class organizations, including Nike, Wal-Mart, Sprint, Hewlett-Packard, IBM, Saturn and Forbes.</p>	<p><b>Speaker:</b> Guy Kawasaki, Managing Director, Garage Technology Ventures</p> <p><i>Sponsored by AudioCodes</i></p>
10:45 am – 12:00 pm <b>Scaling VoIP to the Mainstream</b>	VoIP is ripe for expanding into the mainstream. In this session, learn how service providers are scaling beyond initial deployments, and planning to expand services to thousands and even millions of users.	<ul style="list-style-type: none"> <li>• <b>Moderator:</b> Scott Wharton, VP Marketing, BroadSoft</li> <li>• Chris Gatch, CTO, Cbeyond</li> <li>• Ginny Hutchinson, CMO, Speakeasy, a Best Buy Company</li> <li>• Mark Kaish, VP Voice Strategy &amp; Product Management, Cox Communications</li> <li>• Paul Velders, Director, Business Development, KPN</li> </ul>
12:00 pm – 2:30 pm <b>Networking Lunch and Solution Showcase</b>	<p><b>Networking Lunch</b></p> <p>Take advantage of our unique networking lunch, where you can participate in smaller, focused discussions. Each discussion is an informal, moderated roundtable. Go in-depth on 30 topics that go beyond subjects covered in conference sessions.</p> <p><i>Sponsored by Carrier Access</i></p>	<p><b>Solution Showcase</b></p> <p>Learn about cutting-edge products, services and technologies from BroadSoft, Connections sponsors and participating partners.</p>
1:30 pm – 2:30 pm <b>Corporate Briefings</b>	Representatives from BroadSoft Connections Platinum and Gold sponsors present their solutions and discuss their value propositions related to BroadSoft.	

## MONDAY, 15 OCTOBER 2007

### GO-TO-MARKET TRACK - McARTHUR BALLROOM - SALON 4

2:45 pm – 4:00 pm

#### Effective Channel Strategies

For VoIP to go mainstream, service providers need to leverage channels to effectively reach SME and residential users. In this session, service providers and partners will discuss the best ways to reach these valuable end-users.

- **Moderator:** Diane Myers, Director, Strategic Marketing, BroadSoft
- Alan Fitzpatrick, COO, ACN, Inc.
- John Guillaume, Senior VP Product & Marketing, New Global Telecom
- John Macario, President, Savatar Consulting
- Robert Phelan, President, Vantage Communications

4:30 pm – 5:45 pm

#### Scaling through Marketing: Best Practices

There's more to marketing VoIP services to businesses than focusing on the technical sale. This session will examine effective marketing practices such as direct mail, advertising and web strategies.

- **Moderator:** Michael Lauricella, Director, Field Marketing, BroadSoft
- Christian Petø Høien, Product Manager, v2tel
- Ginny Hutchinson, CMO, Speakeasy, a Best Buy company
- Nicola Jackson, Director, Product Management, XO Communications
- Naji Khoury, VP Products & Business Development, Centennial de Puerto Rico

### CASE STUDY TRACK - McARTHUR BALLROOM - SALON 1

2:45 pm – 4:00 pm

#### Hear Directly from Large Enterprises: Why We Picked VoIP Services

Representatives from large enterprises discuss why they chose hosted and trunking voice services and share their experiences.

- **Moderator:** Mark Enstrom, Manager, Field Marketing, BroadSoft
- Chad Hamilton, Director, IT, FreemantleMedia North America
- Todd Lassiter, Director, Infrastructure, North America, Euro RSCG Worldwide
- Chris Norton, Senior Network Engineer, Texas A&M

4:30 pm – 5:45 pm

#### Hear Directly from SMEs: Why We Picked Hosted Services

SMEs discuss why they chose hosted voice services and share their experiences.

- **Moderator:** Mike Wilkinson, Director, European Marketing, BroadSoft
- Clark Atwood, VP Technical Sales, Concierge Communications
- Laura Borgstede, CEO, Calysto Communications
- Glenn Brumage, VP Sales & Marketing, Innes Clothing
- John Macario, President, Savatar Consulting

## MONDAY, 15 OCTOBER 2007

### DEPLOYMENT TRACK - McARTHUR BALLROOM - SALON 3

2:45 pm – 4:00 pm  
**Preparing to Launch**

From Day One, VoIP service providers need to have a system in place that's prepared to meet customers' needs. In this session, hear about what you need to know before you deploy.

- **Moderator:** Roxanne Raymundo, Senior Director, Sales Engineering, Americas, BroadSoft
- Adrian Cuadros, CTO, Alestra
- Joe Demmons, COO, Engineers' Consulting Group
- Chris MacFarland, Group VP & CTO, McLeodUSA
- Charles Scarborough, Director, Product Development, Cox Communications

4:30 pm – 5:45 pm  
**Best Practices in LAN Implementation**

Successfully deploying hosted IP PBX services means moving beyond basic WAN connectivity – and into LAN. This session will help you learn how to make this transition seamlessly.

- **Moderator:** Rob Wyatt, Director, Sales Engineering, Asia Pacific, BroadSoft
- Charlotte Baker, CEO, Digital Hands
- Omar Barreneche, CTO, ISN Telcom
- Jeff Pelletier, CTO, Simple Signal
- Greg Walker, Solution Architect, Dimension Data

### PARTNER ECOSYSTEM TRACK - ARIZONA BILTMORE BALLROOM - MESA

2:45 pm – 4:00 pm  
**Integrating with BroadWorks: IP PBXs**

Select BroadSoft partners share their solutions that integrate IP PBXs with BroadWorks Business Trunking, and discuss how they collaborate with BroadSoft to create better solutions for enterprises.

- **Moderator:** Curtis Hartmann, Director, Product Management, BroadSoft
- Peter Baker, CTO, Sutus
- Jennifer Blatnik, Manager, Product Marketing, Cisco Systems
- Bill Miller, VP, Product Management & Marketing, Digium
- Jeff Smith, Senior Product Manager, Response Point, Microsoft
- Johnny Su, Senior Product Marketing Manager, Linksys

4:30 pm – 5:45 pm  
**Integrating with BroadWorks: CPE**

Select BroadSoft partners who are leading equipment vendors in the industry share their solutions that are integrated with BroadWorks, and discuss how they have gone beyond basic interoperability to create better solutions for service providers.

- **Moderator:** Mark Wilson, Director, Business Development, BroadSoft
- John Drolet, VP, Sales U.S., Aastra
- Jeremy DuPont, Director, Product Management, Voice Integration Solutions Group, Carrier Access
- Jim Kruger, VP & GM, Voice Desktop & Conferencing BU, Polycom
- David Martin, VP, Marketing, Edgewater Networks
- Lior Moyal, VP, Marketing, CPE Business Line, AudioCodes
- Chris Thompson, Product Manager, ADTRAN

## TUESDAY, 16 OCTOBER 2007

### GENERAL SESSION - McARTHUR BALLROOM

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- 8:30 am – 9:45 am  
**Real World FMC**
- What is “FMC”? It depends on whom you ask. This panel discussion will explore the real-world relevance of fixed-mobile convergence (FMC), with a focus on what it means for service providers and end-users and the value it has for them.
- **Moderator:** Scott Wharton, VP Marketing, BroadSoft
  - Andrew Buffmire, CEO, Strata8
  - Kim Ganote, Director, Product Management and Development, Integrated Voice Services, Sprint Nextel
  - Mike Greening, Principal, Rebox Consulting
  - Alexander Kalkman, Marketing Manager, Converged Business, Vodafone NL
  - Naji Khoury, VP Products & Business Development, Centennial
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- 9:45 am – 10:30 am  
**BroadWorks Vision: Scaling through Network Transformation**
- As voice networks worldwide make the move to IP, hear how BroadWorks is an integral part of the solution. This session takes a close look at factors driving Class 5 switch replacements and the role of IMS.
- Scott Hoffpauir, CTO, BroadSoft
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- 11:00 am – 12:15 pm  
**Locknote: Influence, the Ultimate Power Tool**
- In order to scale the market for VoIP services, industry participants need to turn on-the-fence prospects into customers and expand existing relationships. An important tool for achieving this: Influence.
- Dr. Robert Cialdini is not your typical lecturer. He spent three years “undercover” applying for jobs and training at used-car dealerships, fundraising organizations, telemarketing firms and other places where he could observe persuasive tactics in action. He developed his six principles of persuasion based on this unorthodox research, and wrote about them in his book, *Influence: Science and Practice* — which recently hit #7 on the *New York Times* Business Best-Seller List.
- Speaker:** Dr. Robert Cialdini, President, Influence At Work, and Professor, Arizona State University
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- 12:15 pm – 2:30 pm  
**Networking Lunch and Solution Showcase**
- Networking Lunch**
- Take advantage of our unique networking lunch, where you can participate in smaller, focused discussions. Each discussion is an informal, moderated roundtable. Go in-depth on 30 topics that go beyond subjects covered in conference sessions.
- Sponsored by Carrier Access*
- Solution Showcase**
- The Solution Showcase features cutting-edge products, services and technologies from BroadSoft, Connections sponsors and participating partners.
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- 1:30 pm – 2:30 pm  
**Corporate Briefings**
- BroadSoft Connections sponsors present their solutions and discuss their latest value propositions related to BroadSoft.

## TUESDAY, 16 OCTOBER 2007

### GO-TO-MARKET TRACK - McARTHUR BALLROOM - SALON 4

2:45 pm – 4:00 pm

#### Innovative VoIP Offerings

The move to IP-based services offers service providers the ability to carve out unique offerings, including video, custom applications and wireless solutions, to create differentiated value propositions in the markets they serve. Hear about some of these innovative approaches—and maybe come away with ideas for your own.

- **Moderator:** Diane Myers, Director, Strategic Marketing, BroadSoft
- Mario Bustamante, CEO, HControl
- Jon Schnelz, CTO, Strata8
- Martin Sorensen, Manager, ADP Dealer Services
- Jeffrey Uphues, President & CEO, Voilà IP

### DEPLOYMENT TRACK - McARTHUR BALLROOM - SALON 3

2:45 pm – 4:00 pm

#### Scaling Operations to Support Millions

As businesses scale their services, it can be a challenge to manage all those additional customers in a cost-effective manner. In this session, panelists discuss best practices in areas such as order entry, device and account management, billing, call centers and web tools.

- **Moderator:** Geoffrey Hicks, VP, Operations, BroadSoft
- Doug Bellinger, CTO & EVP, Product Development, Atreus Systems
- Thomas Faherty, Director, Network Engineering & Operations, Broadview Networks
- Leigh Hart, Voice Network Architect, Internode

### PARTNER ECOSYSTEM TRACK - McARTHUR BALLROOM - SALON 1

2:45 pm – 4:00 pm

#### QuickStart Affiliates

BroadSoft created the QuickStart Affiliates Program to provide access to approved partners that offer customized assistance to service providers in sales, marketing, product development and technology. In this panel, hear from experts on training, flash creation, LAN assessments, TCO and marketing support.

- **Moderator:** Mark Enstrom, Manager, Field Marketing, BroadSoft
- JP Laqueur, President, Idea-ware
- Grace Schroeder, President, Little Green Media
- Bill Taylor, President, Corporate Ladders
- Ben Tchoubineh, CEO, VoIP Training
- Warren Williams, VP & Senior Program Director, Access Intelligence - InfoTech

### SHOW ME THE APPS! - ARIZONA BILTMORE BALLROOM - MESA

4:30 pm – 5:45 pm

No slides, no mock-ups, no simulations! This exciting session highlights the latest available technology in live demonstrations, featuring BroadSoft technology and third-party partner technology integrated with BroadWorks.

- **Moderator:** Michael Lauricella, Director, Field Marketing, BroadSoft
- Kayvan Alikhani, EVP, Product Management and Engineering, LiteScape
- Stephane Angelot, VP, Strategic Solutions, Aastra
- Alex Doyle, Senior Director, Solutions, BroadSoft
- Jerome Ferdinands, Product Manager, BroadSoft
- Michael Green, COO, SimulScribe
- Nathan Stratton, CTO, Voilà IP
- Jeffrey Uphues, President & CEO, Voilà IP

## WEDNESDAY, 17 OCTOBER 2007

### BROADSOFT CUSTOMER USER FORUM

9:00 am – 12:30 pm

In this customers-only forum, participants discuss BroadSoft product developments and roadmaps, operations update and go-to-market tools. The forum will conclude with an interactive Q&A session.