

Conference Schedule • Day 1: Wednesday - February 11, 2004



**IP PBX
Certification
Sessions**

**Service
Provider**

**SIP
WORKSHOP™**

**Essential Issues
& Trends**

8:30 am

Grand Opening Session, Featuring Avaya & 3Com

8:30 am

9:45 am -
10:30 am

***An Introduction
to the IP PBX:***

- Reaping the Benefits of the IP PBX;
- Enterprise Applications for IP-PBXs

Quality of Service For Real-Time Network Management

SP-1

The Basics of SIP

SIP-1

SESSION CHANGED TO:

Opportunities for IP & Telecom Vars

EI-1

10:45 am -
11:30 am

Leveraging IP Telephony Services to Reduce Churn & Build a Loyal Customer Base

SP-2

Developing IP Mobile Services

SIP-2

The Fundamental Value Proposition of Enterprise IP Telephony

EI-2

11:45 am -
12:30 pm

Local Number Portability Update

SP-3

Presence Applications in the Real World

SIP-3

The Leading Trends and Opportunities in Internet Telephony

EI-3

12:30 pm

Conference Luncheon — Featuring presentation by Sprint

12:30 pm

1:30 pm -
2:15 pm

***Effective Strategies
& Tactics:***

- Cost Justifying the Upgrade: A Point by Point ROI Roadmap;
- Selecting the Right IP-PBX Solution;
- Effective Deployment of IP PBXs;
- Migration Strategies
- Management Issues

**Service Provider
Round Table
Double Session**

State of the Industry

SP-4

SIP? NAT? NOT!
Traversing the Firewall for SIP Call Completion

SIP-4

Effective Marketing Strategies for IP Telephony Products

EI-4

2:30 pm -
3:15 pm

State and Federal Regulatory Update

EI-5

3:30 pm -
4:30 pm

IP Centrex for Service Providers

SP-5

SIP AppFest:
A Showcase of Market Leading Applications in Action

SIP-5

Case Study:
Making IP Telephony Work

EI-6

4:30 pm

Keynote address by Penny Shaffer, AT&T

The Future of IP Telephony: Cisco, Lucent, Alcatel, MCI, Qovia, Toshiba, Quintum, snom
Networking Reception Immediately Following Session - Sponsored by ITXC

Conference Schedule • Day 2: Thursday - February 12, 2004

**Enterprise/
Government
Solutions**

**Service
Provider**

**IP Telephony
Development**

**Strategic
Considerations**

7:00 am

Conference Breakfast — Featuring presentation by ITXC

7:00 am

8:00 am -
8:45 am

Unified Communications & Presence For Enterprise Productivity

EG-1

Tales From the Trenches
Real World Success Stories

SP-6

Designing Your Network for Quality of Service

D-1

Super Session:

**Is IP Centrex Right
for your Business?**

9:00 am -
9:45 am

IP Fax

EG-2

Next-Generation Switching Solutions Explored

SP-7

Developing Applications for IP Phones

D-2

SC-1

Conference Schedule • Day 2: Thursday - February 12, 2004

Continued...

| | | | | | |
|--|---|--|---|--------------------|--|
| 9:45 am | | — IP PBX Shootout — | | 9:45 am | |
| 11:15 am - 4:30 pm | | — Visit The Exhibit Hall — | | 11:15 am - 4:30 pm | |
| 12:00 pm Conference Luncheon — Featuring presentation by Lucent Technologies 12:00 pm | | | | | |
| Enterprise/ Government Solutions | Service Provider | IP Telephony Development | Strategic Considerations | | |
| IP Telephony Security Issues Facing Your Enterprise EG-3 | SUPER SESSION: Border Crossing: The Increasing Importance of Session Border Controllers SP-8 | The Essential Developer's Toolkit for Designing Enterprise IP Telephony Solutions D-3 | Opportunities for International Business Development SC-2 | 12:45 pm - 1:30 pm | |
| Video Conferencing & Collaborative Computing Solutions EG-4 | | Reality Check: Is Operations Ready for IP Telephony? D-4 | SESSION CHANGED TO: Migrating the SME to VoIP SC-3 | 1:45 pm - 2:30 pm | |
| Out of Sight, But Not Out of Touch: Remote Office/Branch Office IP Telephony Solutions EG-5 | Real-Time Billing for Softswitches, Media Servers and other IP Voice Application Platforms SP-9 | Voice Enabling the Internet: SALT, VXML, etc... D-5 | SESSION CHANGED TO: Growing your Business through Next Generation Peering and Transit for VoIP SC-4 | 2:45 pm - 3:30 pm | |
| Upgrading Your Data Network to Handle Voice EG-6 | ENUM: IP-Enabling the Global Telephone Directory SP-10 | From Small Things (Big Things One Day Come): VoIP Development at the Processor Level D-6 | IP@Home: SOHO IP Telephony Products and Opportunities SC-5 | 3:45 pm - 4:30 pm | |
| 4:30 pm NEW Special Keynote Addresses: Mark Straton, Siemens • Marie Hattar, Nortel Networks — Tehrani's IP Telephony Killer Apps — NEW 4:30 pm | | | | 4:30 pm | |
| 6:00 pm | | — Networking Reception — Sponsored by ITCX | | 6:00 pm | |




Conference Schedule • Day 3: Friday - February 13, 2004

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- E-Z Registration
- Speaker Updates
- Up-to-Date Exhibitor List
- IP PBX Shootout Panel Updates
- Keynote Updates
- "Future of IP Telephony" Panel Updates

IMPORTANT NOTE:

All conference sessions and presentations in **BLUE** text require conference fee. Keynotes and special sessions in **RED** text are free with a VIP Pass.

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| 7:30 am Conference Breakfast | | | |
| Leading Market Drivers for Cable Telephony: Opportunities for Operators CT-2 | IP Contact Center Shootout CCS-1 | Leveraging WiFi for Voice: An In-Depth Look At VoWLAN/WiFi Telephony Technology W-1 | 8:15 am - 9:00 am |
| An Introduction to Cable Telephony: Standards and Technology CT-1 | | WiFi Market Overview W-2 | 9:15 am - 10:00 am |
| 10:00 am - 1:30 pm — Visit The Exhibit Hall — 10:00 am - 1:30 pm | | | |
| 10:00 am - 11:30 am — Dedicated Exhibit Hall Time — 10:00 am - 11:30 am | | | |
| 11:30 am Luncheon — Featuring Aruba Wireless Networks | | | |
| Network Necessities: Upgrading for Voice — A Service Provider Roadmap and Checklist CT-3 | The Web Connected Contact Center: Implementing Click-to-Talk and Other Web-Based Services CCS-2 | Securing Your Wireless LAN W-3 | 12:30 pm - 1:15 pm |
| Rolling Out Services: Effective Launch Strategies for Rapid Takeup CT-4 | Building the Next-Generation Contact Center from the Ground Up CCS-3 | SESSION CHANGED TO: Dual Network Phones: Hype or Reality? W-4 | 1:30 pm - 2:15 pm |
| Coax Success: Cable Telephony Success Stories CT-5 | | Selecting and Deploying Enterprise WiFi Telephony Solutions W-5 | 2:30 pm - 3:15 pm |