

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



**IP PBX
Certification
Sessions**

**Service
Provider**



**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, ABP
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:

9:00 am -
9:45 am

IP Fax

EG-2

Next-Generation Switching Solutions Explored

SP-7

Developing Applications for IP Phones

D-2

Is IP Centrex Right for your Business?

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 SP-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	
6:00 pm		— Networking Reception — Sponsored by ITXC		6:00 pm	

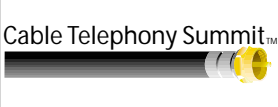


Conference Schedule • Day 3: Friday - February 13, 2004

www.itexpo.com

- 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.

		
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
An Introduction to Cable Telephony: Standards and Technology CT-1		WiFi Market Overview W-2
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
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
Coax Success: Cable Telephony Success Stories CT-5		Selecting and Deploying Enterprise WiFi Telephony Solutions W-5
		12:30 pm - 1:15 pm
		1:30 pm - 2:15 pm
		2:30 pm - 3:15 pm