

Getting-In & Staying-In the VoIP Business – A One-Day Event

Date- October 18 Wed – Place-Marriott Denver Tech Center – Registration -Tom Cross cross@gocross.com 303-594-1694

This vendor-neutral seminar is for entrepreneurs, startups, companies expanding product lines, existing voip players evaluating current and future options and vendors evaluating sales and product strategies.

All Attendees will receive animated VoIP sales and support tutorials for the PC, iPod and website sales valued at more than \$2,000.

8:00 – Registration & Coffee – networking opportunity

9:00 AM – The VoIP Opportunity

“VoIP will produce \$100 billion of revenue for products and services by 2009,” according to a recent study by Infostat.

- Small and Medium Business (SMB) – 8,000,000 strong and growing
- The Vision: an “all-IP” Business
- Market size, growth, and emerging opportunities
- Key players – the “who’s who” of VoIP
- Top 10 reasons why businesses buy VoIP – “Cheap isn’t one of them”
- Top 10 prospects ready to buy VoIP
- Where is the money in VoIP

10:00 AM - Understanding VoIP & Defining Opportunities for SMB-Small-Medium Business and Larger Businesses (more than 50 people)

- “One of the confusing aspects of VoIP is the fact that voice is “handed off” at a number of IP network points, ranging from the actual phone to the backhaul provider.”
- VoIP versus Voice over the Internet
- The Four or more Flavors of VoIP – hosted, IP-CENTREX, managed, IAS, IP-PBX and others
- Telecom and IT Review

10:45 – Coffee break

11:00 AM - Products and Services related to VoIP

- Integrated T1 – is dynamic bandwidth the solution?
- SIP-Session Initiation Protocol Trunking – “IP dialtone”
- Large single site locations
- Multi-site “virtual” companies, franchises, etc.
- Education and Government
- MTU-Multi-Tenant Units - MDU-Multi-Dwelling Units
- Making money with bandwidth and everything else

NOON – Buffet or Box Lunch – Provided

1:00 PM - Hosted PBX: The Exciting VoIP Applications

Hosted PBX (HPBX) services will bill \$2.5 billion annually by 2008. Nearly 40% of the SMB will migrate from key and PBX systems to a hosted solution in the next three years.

- Business and Software Applications
- Key Hosted Providers – network bandwidth providers, Sylanro, Broadsoft with more to come
- Open Source Architecture (Asterisk)
- Network Elements required – routers, IADS and more
- Features and Revenue Opportunities – “what do features mean in terms of revenue”
 - Unified Messaging
 - Simultaneous Ring

- Remote Workers
- Outlook Integration
- Savings and staff reductions
- Vertical Markets and Applications

- Placing your bets on the winners!

2:00 PM – Business Adoption and Technical Challenges for VoIP Today

“The technology (VoIP) is simply still a “under construction.” It is more “plug-n-pray” today requiring extensive vendor knowledge and experience.” VoIP SMB Customer

- The Internet and the Virtual Internet – VPN-Virtual Private Network
- QoS-Quality of Service and Network Assessment
- Expertise and “driver training” required for the ISP, CLEC, and Interconnect
- DSL and Voice – “why oil and water don’t mix”
- BYOB-Bring Your Own Bandwidth – “nice landing, wrong airport”
- Technical problems – echo, jitter, dropped calls, etc.
- Fax and Alarm Lines, E911, CALEA
- Advantages of a mixed TDM and VoIP system
- Making money on “planning for disaster,” training and customer service

2:30 – Coffee break

3:00 PM – Getting-In & Staying-In Business

“95% of customers say salespeople talk too much.” Based on research conducted by The Sales Board where over 16,000 customers in 25 industries were studied.

- The dealer as a consultative solution provider
- Asking the right questions – “digging for gold”
- Using technology to solve business communications needs
- Selling the “infinite need for bandwidth” to grow a business
- Avoiding acronyms, jargon and “techno-babble” with the customer
- Utilizing knowledge as a differentiator – “you can’t sell what you don’t know”
- Getting “real” about VoIP as a “real” business opportunity

Program topics may be modified without notice.

4:00 PM – VoIP Vendor Showcase – Interested attendees will have the opportunity to visit with prospective vendors of all kinds of VoIP products and related services.

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FOR MORE INFORMATION CALL 303-594-1694

Seminar Fee is \$249 each, 3 attendees registered at the same time is \$595 - \$299 each if registration and payment received after 10/5. If by check - make payable to TECHtionary - mail to 2525 Arapahoe Suite E-4-313 – Boulder, CO 80302

This seminar is also for delivery anywhere, corporate sponsorship, private delivery or via web seminar.

Seminar Sponsored and Presented by:



The one-day seminar is part of a comprehensive five-day dealer business development course. Some of the key highlights of the five-day course are: Building a VoIP Business, Selling & Marketing VoIP, Customer and End User Training, VoIP Technology, Network Design, Provisioning, Customer Service, Dealer Portal, and Enhanced & Professional Services.

Presenters :



THOMAS B. CROSS

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“Tom Cross is exceptionally technically astute - the most technically proficient individual I know of in the industry. Yet he has the rare ability to deliver the message in a way the laymen can understand. Tom has done a great job for TBI in the past and he is well respected within the industry. I would recommend Tom for any job or project.” Geoffrey Shepstone – President - Telecom Brokerage, Inc – a master agency for Qwest, XO, Global Crossing and 30 other companies

“Tom Cross’ speech on “Why Businesses are Buying VoIP” is certainly one of the top presentations ever given at CTA. The presentation was insightful, indepth and innovative. In addition, the presentation was lively, energetic and engaging. He has the great ability to take complex subjects and make them exciting and understandable. Mr. Cross is a very popular speaker among CTA's membership and superb communicator.” Gary L. Witt - Executive Director - Colorado Telecommunications Association.

Tom has three decades of experience in startups and consulting advisor with leading providers and venture capital companies in market planning and development, hardware/software design and development, project management, intellectual property in telecommunications, information technology, conferencing, teletraining, telecommuting, groupware, networks, call centers, internet, artificial intelligence and other fields. He has managed the successful development of more than 10 software, hardware and internet products to market and received industry awards for this work. He has authored 13 books, wrote, produced and directed 15 commercial videos and created thousands of online e-learning tutorials on intelligent buildings, telecommuting, RFID-Radio Frequency Identification, VoIP (Voice over Internet Protocol or IPT-Internet Protocol Telephony), VoIP security, artificial intelligence and voice/data networking. He is the Technology Columnist - Telecommunications Magazine, Technology Columnist - Converged Solution Providers Network, Contributor - Phone+ Magazine, Contributing Editor to Web Hosting Magazine. Security and Emerging Technologies Columnist – TMCnet, Member Board of Technical Advisors - VoIP Security Alliance and Technology Columnist for National Association of Telecommunications Dealers, Federation of Internet Solutions Providers of America, Association of Service and Computer Dealer International. He is the writer, animator and producer of the World's Largest Animated Knowledge Source on Technology – www.techtionary.com – recipient of Web Hosting Magazine Editors Choice for Best Technical Help.

There will be other presentors addressing specific issues and VoIP opportunities.