

Agenda



Partner Conference

INTERACTIVE INTELLIGENCE®

PLAZA ATHENE E BANGKOK, A ROYAL MERIDIEN HOTEL

28th FEBRUARY – 1st March 2010

Sunday, February 28	
8:30 AM – 5:00 PM	Partner Registration Desk Open HOTEL LOBBY, GROUND FLOOR
7:00 PM – 10:00 PM	Welcome Dinner THE VIEW, 4 TH FLOOR
Monday, March 1	
7:30 AM – 8:30 AM	Breakfast RAIN TREE CAFÉ, GROUND FLOOR
General Sessions: PLAZA ATHENE E 1, 2ND FLOOR	
8:30 – 8:45 AM	Conference Kickoff <i>Gary Blough, VP of Worldwide Sales</i>
8:45 – 9:00 AM	Interactive Intelligence Company Update <i>Gary Blough, VP of Worldwide Sales</i>
9:00 – 9:30 AM	Unified Communications and the Contact Centre Industry – The Outlook for 2010 and Beyond What key trends will guide the Unified Communications, Collaboration and Contact Centre market in the Asia Pacific region in 2010? Shivanu Shukla of Frost & Sullivan discusses growth opportunities in the region, vertical and demand trends on the adoption of various UC and contact centre applications. More importantly, in a competitive landscape and vendor positioning, find out why the Interactive Intelligence approach to unified communications and contact centre innovations will differentiate and benefit you as an Interactive Intelligence Partner. <i>Shivanu Shukla, Industry Manager ICT Practice APAC, Frost & Sullivan</i>
9:30 – 10:00 AM	Taking the Wrapper off of Interaction Process Automation™ (IPA) Start with the Interaction Center Platform® functionality that contact centres have used for more than 15 years to successfully route and manage interactions, leverage that same functionality to automate business processes of all kinds, and organisations don't just reduce latency and human error, they improve service levels and achieve a demonstrable ROI almost instantly. IPA is the exciting new solution from Interactive Intelligence for business process automation, and Communications-Based Process Automation is the approach that makes IPA totally unlike anything else for automating key business processes. <i>Brad Herrington, Senior Manager, Solutions Marketing</i>
<i>Tea Break</i>	

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PLAZA ATHENEI 1 FOYER		
10:15 – 10:45 AM	What's new in the Interactive Intelligence Customer Interaction Center® (CIC) <i>Matt Taylor, Group Manager, Product Management</i>	
10:45 – 11:15 AM	What You Need to Know – Communications as a Service (CaaS) CaaS is rapidly gaining acceptance with contact centres of all sizes as an alternative to premised-based systems. Learn how Interactive Intelligence's unique approach to CaaS will get your customers' attention with a combination of flexibility, control features, value... and a hard-dollar ROI that no other on-demand offering can match. <i>Brad Herrington, Senior Manager, Solutions Marketing</i>	
11:15 – 12:00 noon	Overview/Update, Interaction Dialer® 3.0 <i>Matt Taylor, Group Manager, Product Management</i>	
Lunch THE REFLEXIONS, 3RD FLOOR		
	Business Solutions Track PLAZA ATHENEI II, 2 ND FLOOR	Technical Track VA DRAWING, 2 ND FLOOR
1:00 – 1:45 PM	Partner Success Story: Holiday Tours, Malaysia <i>Darick Gay, Country Manager, Radiance Malaysia</i>	Interactive Update Features & Optimizations IUpdate installation, configuration, new features and optimisations. Learn how to control and automate ININ software updates from the ININ Partner Portal. We'll also discuss recommendations for deploying updates to localised sites. <i>Kazuo Suzuki, Director, Globalization</i>
1:45 – 2:30 PM	Marketing Ideas for Partners <i>Gary Blough, VP of Worldwide Sales</i>	Interaction Monitor™, SIP Monitoring With a range of products to make an organisation's VoIP deployment the very best, system administrators need a central interface to more effectively monitor and maintain them. Learn about Interaction Monitor and why your customers will welcome it, along with ININ's roadmap for VoIP monitoring. <i>Yao Yang, Technical Team Lead</i> <i>Shahzad Ahmad, Director International Services</i>
2:30 – 3:15 PM	Market Update, IPA and Communications-Based Process Automation In preparing for the release of <i>Interaction Process Automation™</i> (IPA), it's important to understand the market for business process automation and how IPA's Communications-Based Process Automation approach is already gaining	Interaction Media Server Throughout 2010 ININ will be adding remaining audio functions to the Interaction Media Server to offer greater flexibility and enhanced functionality. Learn about our roadmap and how the Interaction Media Server

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	attention. Join us as we discuss the state of the market for business process automation and management, customer's needs and expectations, and where IPA fits in. <i>Brad Herrington, Senior Manager, Solutions Marketing</i>	will affect the way you'll architect and successfully quote new business throughout the year. We'll also touch on our plans for virtualisation support for Customer Interaction Center (CIC). <i>SzeMin Ng, Pre-Sales Consultant, APAC</i>
4: 15 – 5:00 PM	Where We Are Going <i>Gary Blough, VP Worldwide Sales</i>	
5:00 – 5: 15 PM	Conference Wrap Up	
6:30 PM	Dinner @ Curries & Mores (5 minutes walking distance from the hotel)	

Tuesday, March 2		
7:30 – 8:30 AM	Breakfast RAIN TREE CAFÉ, GROUND FLOOR	
	Business Track PLAZA ATHENEI II, 2 ND FLOOR	Technical Track VA DRAWING, 2 ND FLOOR
8:30 – 9:15 AM	The Contact Centre Market – Competing with Avaya Even with Avaya's recent acquisition of Nortel, their contact centre solutions still fall short of those from Interactive Intelligence. We've identified three distinct ways in which to beat Avaya, and will share key differentiators, silver bullets and market strategies based on the knowledge of industry analysts and our own success stories. We'll talk AURA too. <i>Keith Martin, Country Manager, Japan</i>	Third-Party Validation of SIP Hardware This is a new program from Interactive Intelligence in which Partners can help get SIP phones and gateways certified for use in their respective countries. Learn how to join our validation program, and how it will benefit you through increased sales opportunities for ININ's growing list of SIP Hardware solutions. <i>Kazuo Suzuki, Director, Globalization</i>
9:15 – 10:00 AM	Contact Centre Competing with Aspect <i>David Wyndham, Business Development Manager, CallTime Australia</i> <i>Brendan Maree, Country Manager, ANZ & Pacific</i>	Call Analysis with Interaction Media Servers – 3.0 SU8 & Beyond See how Call Analysis works in the Interaction Media Server, with a special emphasis on new Call Analysis features in SU8/SU9 and beyond. <i>Matt Taylor, Group Manager, Product Management</i>
	Tea Break PLAZA ATHENEI II FOYER/VA DRAWING FOYER, 2 ND FLOOR	
10:15 – 11:00 AM	Target Markets and Positioning Interaction Process Automation (IPA) <i>Brad Herrington, Senior Manager, Solutions Marketing</i>	Understanding and Fine Tuning Interaction Dialer 3.0 Learn about best practices, recommendations and common mistakes for

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		<p>Interaction Dialer configurations. This session will cover tips on how to make configuring Dialer easier, and will also take you through Dialer configurations for tuning and pacing to improve the customer experience in an automated dialing campaign.</p> <p><i>Yao Yang, Technical Team Lead</i> <i>Matt Taylor, Group Manager, Product Management</i></p>
11:00 – 11:45 AM	<p>Dialogic Technology Update <i>Mark J. Gross, Account Manager, Dialogic</i></p>	<p>The Interaction Process Automation (IPA) Implementation Process Learn what's required to successfully deploy IPA for your customers using the Implementation & Consultancy approach from Interactive Intelligence, along with our PSO Jump Start Package deliverables and process.</p> <p><i>Hans Heltzel, V.P Global Services</i> <i>Shahzad Ahmad, Director International Services</i></p>
11: 45 – 12:30 PM	<p>RightNow CRM Integration Our newest integration with RightNow Technologies provides call control within the RightNow CRM interface. Agents can make and take calls without ever leaving the application that they are working from. Learn more about this unique joint solution for the contact centre market. A demonstration will show you how CIC efficiently operates within the RightNow CRM interface.</p> <p><i>Brett Waters, Vice President Asia Pacific (South), RightNow Technologies</i> <i>Brad Moore, Senior Pre-Sales Engineer ANZ & Pacific</i></p>	<p>APAC Support Update – 2009 & 2010 support Initiatives. Hear about the new initiatives from ININ Global & APAC Support, and how these initiatives will increase the effectiveness of your own Support team and reduce the cost of managing your customers and their solutions. We'll also discuss ININ Support quality... and welcome your feedback.</p> <p><i>Steve Saad, Regional Services Manager APAC</i></p>
<p>Lunch THE REFLEXIONS, 3RD FLOOR</p>		
1:30 – 2:15 PM	<p>Multichannel CIC Customer Interaction Center (CIC) has new email improvements coming, along with new SMS capabilities. Attend this session and learn how these improvements make CIC even more of a multichannel powerhouse than it already is.</p> <p><i>Brad Herrington, Senior Manager, Solutions Marketing</i> <i>Gildas Cherruel, Senior Technical Director, Worldwide</i></p>	<p>Understanding Interaction Recorder® in 3.0 SU8 & Beyond What's new in Interaction Recorder? We'll give you an overview of Recorder's new Query Server, new Interaction Recorder Client and Query Client, and much more.</p> <p><i>Brad Moore, Senior Pre-Sales Engineer, ANZ & Pacific</i></p>
2:15 – 2:45 PM	<p>Using Interaction Optimizer™ to Optimize your Sales Revenue Interaction Optimizer adds to a deal whenever workforce management is an</p>	<p>Understanding Localization in Customer Interaction Center (CIC) 3.0 Learn how localization has been implemented in CIC 3.0, and how it will help</p>

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	<p>issue. Especially with all of its newer enhancements in the past year, Optimizer delivers the kind of value that increases sales, and loyalty, among your customer base. Learn how. <i>Matt Taylor, Group Manager, Product Management</i></p>	<p>you better position the CIC solution in the regions you serve. This Technical Track session will also help you distinguish issues you might detect in CIC – are they from the core product, or from the localisation? <i>Kazuo Suzuki, Director, Globalization</i></p>
2:45 – 3:30 PM	<p>Customer Interaction Center (CIC) in the Enterprise CIC's functionality for the enterprise has always been overshadowed by its proven capabilities for the contact center. Not anymore. With CIC's strategic enhancements in the past year – an OCS roadmap, new pricing to encourage enterprise add-ons to contact center deals and much more – enterprises are finally taking notice. Hear how CIC will now expand your opportunities as an enterprise-wide platform for any business. <i>SzeMin Ng, Pre-Sales Consultant, APAC</i></p>	<p>Understanding SMS 3.0 SU8 & Beyond Understanding SMS features and deployment options. <i>Gildas Cherruel, Senior Technical Director, Worldwide</i></p>
4:00 – 5:00 PM	APAC Internal Sales Meeting	
6:30 PM	Awards Dinner (Cruise Dinner @ Chao Praya River) – Transport to the pier will depart at 6.30 PM sharp. Please meet at the hotel lobby.	

Wednesday, March 3

7:30 – 10:30 AM	Breakfast RAIN TREE CAFÉ GROUND FLOOR
7:00 – 12:00 Noon	Partners check out and depart for home

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