

APAC & JANZ PARTNER CONFERENCE
LE MERIDIEN PHUKET
19th -21st FEBRUARY 2012

Sunday, February 19	
8:30 AM – 5:00 PM	Partner Registration Desk Open SIMILIAN ROOM, LOBBY LEVEL
7:00 PM – 10:00 PM	Welcome Cocktail Le Meridien Hotel's Poolside

Monday, February 20	
7:30 AM – 8:30 AM	Breakfast available at Café Fleuri or Pakarang from 06:30 – 10:00 a.m.
General Sessions: BALLROOM - KARON A	
8:30 – 8:45 AM	Conference Kickoff <i>Gary Blough, EVP World Wide Sales, Interactive Intelligence</i>
8:45 – 9:30 AM	Frost & Sullivan Outlook and Predictions for 2012 <i>Andrew Milroy, Vice President, ICT Research</i>
9:30 – 10:00 AM	A Deeper Dive CIC 4.0 – Your Advantage in the Marketplace <i>Don Brown, CEO</i>
10:00 –	Competing and Winning New Business in Today's Market Environment Our sales approach used to be all about "All-in-One" technology and WOWing the market with features! The market continues to shift and we need to make sure our "sales

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10:20 AM	<p>approach" stays ahead of the curve. In this session, we will discuss how to take advantage of the opportunity in today's market. <i>Gary Blough, EVP World Wide Sales, Interactive Intelligence</i></p>	
10:20 – 10:35 AM	<p>Tea Break@foyer</p>	
10:35 – 10:55 AM	<p>Interaction Process Automation™ (IPA) Gaining Traction Get an update on IPA projects that are either completed or actively underway. The uptake is worldwide, and spans a number of industries. We'll cover case studies on the challenges in the customer environment, the process as it's implemented in IPA, and the ROI to be achieved. <i>Rachel Wentik, Sr Director, Strategic Initiatives, Interactive Intelligence</i></p>	
10:55 – 11:25 AM	<p>Lead with Cloud and Change the Game <i>Learn how to win more business by leading with the cloud. Interactive Intelligence is the ONLY solution provider offering customers the flexibility to choose either model – cloud or premise – and later seamlessly migrate to the other in a realistic, cost effective fashion. Hear how your peers are positioning CIC to capitalize on this unique window of opportunity to close more business – not only Communications as a Service (CaaS) but premise too!</i> <i>Jason Alley, Solutions Marketing, Interactive Intelligence</i></p>	
11:25 – 12:00 noon	<p>Customer Prospective - A Case Study on IPA by James Wang, BDC Operations Manager iSelect</p>	
	<p>Lunch@Pakarang restaurant</p>	
	<p>Business Solutions Track NAIHARN</p>	<p>Technical Track KAMALA</p>
1:00 – 1:45 PM	<p>Selling to YOUR installed based <i>Michelle Marlan, Account Manager, Interactive Intelligence ANZ</i></p>	<p><i>CIC Product Roadmap, Jeroen Buis, Snr Manager, Product Management, Interactive Intelligence</i></p>
1:45 – 2:30 PM	<p>Microsoft Lync – Selling the Integration Microsoft has beens seeding the market with their low-cost UC solution but they need a strong contact center solution to accompany it and it isn't Unified IP from Aspect. CIC is the answer and the latest CIC/Lync integration brings a complete UC solution together for theentire enterprise. During this session we'll talk about positioning,messaging, working with Microsoft field representatives, and take a quick peek at a completely rewritten</p>	<p><i>Continues...</i></p>

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	version of our Lync integration. <i>Brad Moore, Manager Pre Sales, Interactive Intelligence ANZ</i>	
2:30 – 3:15 PM	CaaS for Partners: Top 7 Reasons to be “All-in” Learn why Interactive partners are embracing CaaS and what the benefits are from a financial, operational and customer relationship perspective. Additionally, we will demo our new "CaaS Quick Spin" offering and discuss how it can be used as an effective sales tool. <i>Jason Alley, Solutions Marketing, Interactive Intelligence</i>	RESERVED FOR SPONSORS
3:15 – 3:30 PM	Tea Break	
3:30 – 4:15 PM	Better Together - Working Effectively with Your Territory Resources <i>Ryan Meegoda, Field Marketing Manager, Interactive Intelligence ANZ</i>	Sizing Interactive Intelligence Solutions How many calls per second? How many users? How many sessions and how many servers? Media Servers and Remote Content Servers and OSSMs? To virtualize or not to virtualize? Got questions? We've got the answers. Join us for a white boarding session on sizing Interactive solutions...because one size does not fit all.. <i>Ng Sze Min, Snr Technical Consultant, Interactive Intelligence</i>
4:15 – 5:00 PM	Selling Interaction Process Automation™ (IPA) Learn about IPA's unique capabilities, positioning and competition. We'll cover why we're winning deals against Business Process Management and contact center vendors worldwide, such as Avaya and Genesys. Then we'll discuss sales resources you can leverage to help makethat IPA sale. <i>Rachel Wentik, Sr Director, Strategic Initiatives, Interactive Intelligence</i>	Continues.....
6:30 – 10:00 PM	Offsite dinner at Kan Eang@pier * please gather at the hotel lobby at 6.00pm	

Tuesday, February 21	
7:30 – 8:30 AM	Breakfast

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	Business Solutions Track NAIHARN	Technical Track KAMALA
8:30 – 9:15 AM	Interaction Analyzer™:Real-time SpeechAnalytics Find out what all the excitement is about! See how your customers can use Interaction Analyzer to monitor, as well as make real-time decisions on the call content then streamline their QM process by searching for recordings categorized by content. <i>Bobbi Chester, Solutions Marketing Manager, Interactive Intelligence</i>	Interaction MediaServer™: Roadmap and Strategy Designing. <i>Kee Lin Jin, Technical Consultant, Interactive Intelligence</i>
9:15 – 10:00 AM	Closing the Deal with Interaction Optimizer® We continue to round out Interaction Optimizer's features and, as we do, competing with the big boys is getting easier. In this session, we'll cover the current competitive capabilities for Interaction Optimizer including best practices in pitching and closing the deal. We'll review the key gaps that still exist when competing with fuller-featured vendors and our development plans to close that gap. <i>Brad Starr, Strategic Consultant, Interactive Intelligence ANZ</i>	Advanced IVR and Handler Techniques Your customers' IVR is at the front-end of their business. Learn how to master IVR capabilities to improve their business for them, and you'll have a customer for life. We'll show you how to troubleshoot and diagnose common IVR problems using our latest Log analysis utility, Snap Shot, to make IVR issues at any customer site less daunting. <i>Gildas Cherruel, Sr Technical Director, Interactive Intelligence</i>
10:00 – 10:15 AM	Tea Break	
10:15 – 11:00 AM	Consultant Relationships = More Business You can benefit from the Interactive Intelligence Consultant Liaison Program and develop these relationships. Learn about the program and how to participate, and hear about real successes from other partners. <i>Marsha Bailey, Manager, Consultant Liaison Programs, Interactive Intelligence</i>	CaaS-Based Solutions Interactive Intelligence offers various CaaS deployment options to help customers arrive at a best-fit hosted solution for their organization. See how to design solutions using this approach, and how to position a solution's benefits so prospects will take note. This session also looks at the details between premise based and CaaS-based solutions, helping you more effectively match a "right" solution to a customer's particular needs. <i>Brad Moore, Manager Pre Sales, Interactive Intelligence ANZ</i>
11:00 – 11:45 AM	Hot Verticals Learn more about Interacitive's vertical market strategy including hot topics and pertinent issues driving each industry. <i>Bobbi Chester, Solutions Marketing Manager, Interactive Intelligence</i>	Microsoft Lync with IC 4.0: That's Hot! Lync is gaining a lot of traction and attention. So is IC 4.0. Join us to learn how we bring these two together. We will talk about successfully positioning IC 4.0 with Lync, our vision for the integration and the new features on the roadmap. This is also your chance to provide us your feedback and get a direct plug for feature requests. <i>Jeroen Buis, Snr Manager, Product Management, Interactive Intelligence</i>
11: 45 – 12:30	Competing Against Genesys – The superiority in an all-in one solution The market is evolving and CTI-centric solutions are a thing of the past. Learn how to	RESERVED FOR SPONSORS

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PM	understand the differences between Genesys CIM Platform and CIC, play Interactive Intelligence strengths and nail the deal! <i>Michael Stelzer, Territory Manager, Interactive Intelligence ANZ</i>	
12:30 – 1:30 PM	Lunch	
1:30 – 2:15 PM	Competing Against Avaya Highlights of the new AACC platform plus a look into what is under the covers, and how to compete with this Avaya offering. <i>Keith Martin, Country Manager, Japan, Interactive Intelligence</i>	CIC and Social Media Facebook, Twitter, LinkedIn, YouTube...there is a lot of hype surrounding Social Media and its supposed importance to providing customer service. Should your customers deploy social media or shouldn't they? Attend this session help your customers focus on their real needs –providing better customer service through traditional channels first, and then adding social media using CIC with integrations to both Buzzient and Radian6. <i>Jason Alley, Solutions Marketing, Interactive Intelligence</i>
2:15 – 3:00 PM	Competing Against Aspect In this session, we will cover the current state of Aspect Software and look at a competitive comparison against Interaction Dialer. We'll also give you best practices on how to win when competing with Aspect. <i>Brad Starr, Strategic Consultant, Interactive Intelligence ANZ</i>	Web Chat in IC 4.0 Find out about how we've simplified 4.0 Chat for both deployment and customization! No more java client and no more Tomcat. We'll get technical, answer your questions, and tell you where we're headed next. <i>Gildas Cherruel, Snr Technical Director</i>
3:00 – 3:15 PM	Tea Break@foyer	
3:15 – 4:15 PM	Closing will be held at Ballroom - Karon B Where We're Going <i>Dr. Don Brown, Founder & CEO</i>	
4:15 – 4:45 PM	Conference Wrap Up and Awards Presentation <i>Gary Blough, EVP World Wide Sales, Interactive Intelligence</i>	
7:00 PM	Farewell James Bond Themed Dinner@Ballroom – Karon A *	

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