

Interactive Intelligence Global Partner Conference 2008

October 7-9 | The Westin Indianapolis

The One-Two Punch: Your partnership. Our solutions.

Monday, October 6

Pre-Conference Events

8:30 AM – 9:00 AM	Partner Conference Registration Desk Open GRAND BALLROOM 2-3
9:00 AM – 12:00 PM	Pre-Conference Session: SIP Deployment Scenarios Registration is \$175 per person. Register for both pre-conference classes for only \$300! This pre-conference mini-class will discuss various configuration options in a SIP environment. When do you need to use a gateway? . . . a proxy? . . . a registrar? Should you have a SIP server at remote sites? How do you configure a remote site for remote survivability? What's new in 2008? These questions and more will be addressed at this class. <i>Continental breakfast served at 8:30 a.m.; session begins at 9:00 a.m.</i> <i>Gene Hafley, Sr. Technical Instructor</i> GRAND BALLROOM 1
12:00 PM – 1:00 PM	Partner Conference Registration Desk Open GRAND BALLROOM 2-3
1:00 – 4:00 PM	Pre-Conference Session: Interaction Optimizer - Best Practices for a Successful Deployment Registration is \$175 per person. Register for both pre-conference classes for only \$300! Come take a look at what you need to know before implementing Interaction Optimizer. In this pre-conference mini-session we will cover: key concepts and terminology, reviewing customer objectives, Optimizer roles, the deployment methodology, product overview, and definitions. By more effectively understanding these topics you will be able to set the correct expectations when rolling out Optimizer to a new client. <i>Lunch served at 12:00 p.m.; session begins at 1:00 p.m.</i> <i>John Watkinson, Training Consultant & Jeremy Drinkard, Training Consultant</i> GRAND BALLROOM 1
4:00 – 7:00 PM	Partner Conference Registration Desk and Technology Fair Open Connect and network with representatives from each of the 2008 Partner Conference sponsors. GRAND BALLROOM 2-3
4:00 – 7:00 PM	Cyber Café Plug in and charge up in the Cyber Café with complimentary wireless access. No laptop? No problem! The Café also offers stations with high speed internet connections for surfing the web and catching up on e-mail. An ink jet printer will also be available. GRAND BALLROOM 2-3

Tuesday, October 7

7:30 AM – 5:00 PM	Partner Conference Registration Desk, Technology Fair and Cyber Café Open GRAND BALLROOM 2-3
7:30 – 8:00 AM	Continental Breakfast GRAND BALLROOM 2-3
General Sessions: GRAND BALLROOM 4-5	
8:00 – 9:00 AM	Conference Kickoff <i>Joe Staples, Senior Vice President of Worldwide Marketing</i>

Tuesday, October 7

9:00 – 9:30 AM	<p>2008 Interactive Intelligence Update</p> <p><i>A quick update on Interactive Intelligence in 2008. Financial highlights, sales highlights, and things you should know!</i></p> <p><i>Gary Blough, Senior Vice President of Worldwide Sales</i></p>
9:30 – 10:00 AM	<p>Partner Q&A Panel</p> <p><i>Learn as this panel of successful partner executives discuss drivers for business growth, how to expand your market, product positioning, customer retention and expansion, good hiring practices, dealing with customer IT budgets in a tight economy, and more.</i></p>
10:00 – 10:15 AM	<p>Unified Communications – Where do we go from here?</p> <p><i>Unified Communications (UC) has finally broken out of the lab and into the early-adopters, being deployed in a range of forward-thinking enterprises. However, there remains a number of issues that need to be addressed to make Unified Communications truly secure, scalable and survivable. Join us to learn how AudioCodes and Interactive Intelligence are solving these challenges and answering the question: "Where do we go from here?"</i></p> <p><i>Alan Percy, Director of Market Development, AudioCodes</i></p>
10:15 – 10:30 AM	<p>Break</p> <p>GRAND BALLROOM 2-3</p>
10:30 – 10:45 AM	<p>The most important thing in boxing and business? Confidence.</p> <p><i>For over nine years now, Interactive Intelligence and Aculab have been working together to develop winning solutions that make a difference in your business. As the competition for business heats up, our solutions give you the confidence that you need to win the fight and keep your customers satisfied. This presentation will highlight the one-two punch that Interactive Intelligence and Aculab provide. Bring our solutions to your next scheduled bout. Walk in the ring with confidence and walk out with the order</i></p> <p><i>Mike Donoghue, Vice President of Sales, Aculab</i></p>
10:45 – 11:00 AM	<p>Commitment to the Partner Community</p> <p><i>Enablement of the partners, tools and resources available to partners</i></p> <p><i>Paul Weber, Vice President of Sales</i></p>
11:00 – 11:30 AM	<p>What's Hot</p> <p><i>Learn about products and services from Interactive Intelligence that can enable you to differentiate your offering and bring in more revenue. We'll cover new products and services you can quote now, and key additions to the IC platform, including but not limited to SaaS, the new OCS integration, Interaction Feedback, and speech recognition with our VoiceXML interpreter.</i></p> <p><i>Rachel Wentink, Senior Director, Product Management</i></p>
11:30 AM – 1:00 PM	<p>Networking Lunch</p> <p>Sit with Interactive Intelligence directors, product managers and developers to discuss hot industry topics and, such as Interaction Dialer, Speech Recognition, SaaS, Reporting and more.</p> <p>CAPITOL 1-3</p>

Tuesday, October 7

	Business Solutions Track GRAND BALLROOM 5	Sales Strategies Track GRAND BALLROOM 1	Competitive Analysis Track GRAND BALLROOM 4	Technical Innovation Track COUNCIL (FIRST FLOOR)	Interaction Labs CHAMBER (FIRST FLOOR)	Advanced Support Troubleshooting Track SENATE (SECOND FLOOR)
1:15 – 2:00 PM	<p>Quality Initiatives</p> <p><i>An overview of some of the initiatives and processes that Testing and Development have implemented to maintain consistency and quality in our products. This discussion will range from software development techniques and testing methods to interdepartmental communication geared to improving the product.</i></p> <p><i>Jim Ostrognai, Director, Testing & Jeff Gerardot, Director, Development</i></p>	<p>Interaction Feedback: Automated Post-Call Surveys</p> <p><i>Get the information you need to know about ININ's soon-to-be-released automated post-call satisfaction survey module, including what it is, how it works, key selling points, licensing and more.</i></p> <p><i>Gina Clarkin, Product Manager</i></p>	<p>Avaya (Contact Center)</p> <p><i>Come join us for a panel discussion focused on competing with Avaya in the Contact Center space. Partners will share their strategies for competing with Avaya</i></p> <p><i>Rob Phillips, Competitive Analyst</i></p>	<p>Tales from the Trenches – 3.0 Deployment Stories</p> <p><i>Here's a little story about an install called IC 3.0. Hear the good and the bad of what's been going on. If you've got your own observations related to implementation, bring them with you for some interactive audience participation toward the end of the session. Can't make it? Get my business card see me later to share.</i></p> <p><i>Jim Hendry, Product Experience Engineer</i></p>	<p>Interaction Center Extension Library (IceLib)</p> <p><i>The IceLib SDK (Interaction Center Extension Library Software Development Kit) enables rapid development of custom applications that work with the Interaction Center platform to add value for your customers and reflect your business' needs and style. The IceLib SDK includes: a rich API designed to be familiar to .NET developers, comprehensive detailed technical documentation, IntelliSense support, and several in-depth example applications. In this session, you will explore the IceLib SDK (including new features), compatibility with IC 2.4, and various integration options (e.g. client-side, server-side, etc.).</i></p> <p><i>Brian McGreer, Developer, Client Architecture Team</i></p>	<p>Global Support Update</p> <p><i>Come hear about the new initiatives Global Support is undertaking. Learn how these initiatives will increase the effectiveness of your Support team and reduce the cost of managing your customers' solutions</i></p> <p><i>Hans Heltzel, Director of Global Support</i></p>

Tuesday, October 7

<p>2:15 – 3:00 PM</p>	<p>VoIP Security Insights <i>Executive briefing on security, the most sensitive markets, and why we do security better from beginning to end, from RFP to daily customer use. Minimum technospeak, maximum plain old English</i> Rick Q. Chin, Manager, Solutions Marketing</p>	<p>Understanding Outbound: Interaction Dialer 3.0 <i>Want to learn more about predictive dialing? Want to see what's new in Interaction Dialer? In this session, we will cover the key terms, concepts, and common questions about outbound dialing, and we will also take a high-level tour of the new features of Interaction Dialer 3.0.</i> Matt Taylor, Group Manager, Product Management</p>	<p>Nortel (Contact Center) <i>Come join us for a panel discussion focused on competing with Nortel in the Contact Center space. Partners will share their strategies for competing with Nortel</i> Jason Carter, Technical Sales Consultant</p>	<p>Interaction Gateway™ Update <i>Simple administration! Superb call analysis! How to have success with Interaction Gateway Generation 2.</i> Peter Nees, Product Manager & Development Team Members 3PP</p>	<p>Advanced Managed Phones in IC 3.0 <i>You know what Managed Phones in IC 3.0 are, so let's look more what makes them work and how to troubleshoot their deployment.</i> Jim Hendry, Product Experience Engineer</p>	<p>Partner Health Check <i>Attention Support Managers: Come discover a new tool that provides feedback and targeted recommendations to improve the quality of Support you provide to your customers. This comprehensive report includes both overall partner and individual engineer metrics to give you additional insight into your team's strengths, areas to improve, and training needs, allowing you to more effectively manage your Support team</i> Regional Support Managers</p>
<p>3:00 – 3:15 PM</p>	<p>Break GRAND BALLROOM 2-3</p>					

Tuesday, October 7

<p>3:15 – 4:00 PM</p>	<p>Contact Center Market Update</p> <p><i>In order to develop your sales strategies, you need to know what's going on in the marketplace. What are the trends? Which direction is the market heading? What's the latest buzz? What are the analysts saying?</i></p> <p><i>This session will get you up to speed on the Contact Center market to prepare you for better hunting.</i></p> <p><i>Tim Passios, Director, Solutions Marketing</i></p>	<p>Enterprise Phone Features and Interaction Conference</p> <p><i>As its name suggests, this session will cover two topics. We'll touch on many of the new phone features and functionality such as: managed stations and firmware, remote survivability, enhanced button configuration, and more; all of which has been designed to provided easier configuration and use.</i></p> <p><i>We'll also cover Interaction Conference which, like the open-standards Interaction Center Platform itself, easily integrates to your organization's existing network database server, e-mail server and web server for complete online conferencing capabilities which are flexible...and affordable.</i></p> <p><i>Matthew Able, Manager, Solutions Marketing & Carole Altman, Product Manager</i></p>	<p>Cisco (Contact Center)</p> <p><i>Come join us for a panel discussion focused on competing with Cisco in the Contact Center space. Partners will share their strategies for competing with Cisco</i></p> <p><i>Rob Phillips, Competitive Analyst</i></p>	<p>Security (VoIP)</p> <p><i>VoIP has arrived! And it has brought with it some security risks. As our foray into the VoIP world gains momentum, the security concerns rise. In this session, we dive into the security analysis and scrutinize how CIC addresses this issue. We talk about the common threats, and how CIC 3.0 empowers you to tackle them.</i></p> <p><i>Ritu Maheshwari, Product Manager</i></p> <p>4 PP</p>	<p>Interaction Feedback (Automated Post-Call Surveys)</p> <p><i>Interact with the soon-to-be-released automated post-call satisfaction survey module. Get familiar with the user interface, survey configuration best practices, accessing critical results data, and more.</i></p> <p><i>Chuck Pulfer, C++ Developer & Gina Clarkin, Product Manager</i></p>	<p>Working with Support</p> <p><i>Working with Support was created to give customers an understanding of the procedures that ININ Support uses to solve incidents, as well as give an overview of the best practices of incident management to ensure the quickest resolutions</i></p> <p><i>Matt McClellan, Technical Team Lead</i></p>
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Tuesday, October 7

<p>4:15 – 5:00 PM</p>	<p>Emotion Detection <i>Do your customers find themselves wishing they could identify upset customers or agents while an actual call is underway? Do they ask you to find ways in which their agents can recognize and respond to ideal sales signals during a call to sell new products or services? Come attend our session on Emotion Detection-Real Time, and hear how it could help your customers respond more quickly to upset callers and manage their agents better as well as the ability to more quickly identifying call recordings to score.</i> <i>Carole Altman, Product Manager & Bob Shappell, Manager, Technical Sales</i></p>	<p>Interaction Client SU & Interaction Tracker Features <i>Have you been hearing about new features and wondering in which SU it's being released? This session will cover those items released into the Interaction Client via the service update process. Also in the context of releases via SU, we'll discuss what's new with Interaction Tracker and when those features are to be expected</i> <i>Matthew Able, Manager, Solutions Marketing</i></p>	<p>Aspect (Contact Center) <i>Come join us for a panel discussion focused on competing with Aspect in the Contact Center space. Partners will share their strategies for competing with Aspect</i> <i>Jason Carter, Technical Sales Consultant</i></p>	<p>Interaction Edge Architecture <i>What do a VoIP gateway, media server, and SIP proxy have in common? Find out about the benefits of this exciting appliance</i> <i>Peter Nees, Product Manager & Development Team Members</i> 2 PP</p>	<p>Security Configuration <i>This lab will provide a hands-on look at all the places Security Enhancements have touched the IC 3.0 product. As businesses adopt VoIP, they need to address the security implications. In this lab, we delve into 3.0 features like TLS and SRTP. We talk about how you can turn around the VoIP vulnerability to VoIP invincibility.</i> <i>Ritu Maheshwari, Product Manager & Jim Hendry, Product Experience Engineer</i></p>	<p>IC Administration & Maintenance <i>IC Administration and Maintenance provides a basic foundation of best practices to ensure successful administration and maintenance of xIC systems. Discussion points include Service Updates, unique files to manage, disaster avoidance, and benefits of a development server</i> <i>Matt McClellan, Technical Team Lead</i></p>
<p>5:00 – 6:30 PM</p>	<p>Technology Fair Reception Enjoy complimentary cocktails and hors d' oeuvres while networking with other Partners, ININ employees and our 2008 Partner Conference Sponsors. By attending, you will be eligible to win valuable prizes donated by the sponsors. GRAND BALLROOM 2-3</p>					

Wednesday, October 8

<p>7:30 AM – 4:30 PM</p>	<p>Partner Conference Registration Desk, Technology Fair and Cyber Café Open GRAND BALLROOM 2-3</p>					
<p>7:30 – 8:00 AM</p>	<p>Continental Breakfast GRAND BALLROOM 2-3</p>					
<p>7:30 AM – 4:30 PM</p>	<p>Day with the Developers <i>Talk to our top software developers and our product managers - for as long as you want to, about whatever you need to. No distractions, no diversions, just you, them, a whiteboard, and a bunch of tech talk.</i></p>					

Wednesday, October 8

	Business Solutions Track GRAND BALLROOM 5	Sales Strategies Track GRAND BALLROOM 1	Competitive Analysis Track GRAND BALLROOM 4	Technical Innovation Track COUNCIL (FIRST FLOOR)	Interaction Labs CHAMBER (FIRST FLOOR)	Advanced Support Troubleshooting Track SENATE (SECOND FLOOR)
8:00 – 8:45 AM	<p>Marketing Update</p> <p><i>Learn about the current branding build, lead generation and sales tools in place and planned by the Interactive Intelligence marketing team. Better yet, find out how you can leverage those items to increase your business. Your feedback and questions at this session are encouraged.</i></p> <p><i>Joe Staples, Senior Vice President of Worldwide Marketing</i></p>	<p>Getting your Customers to make the switch IP</p> <p><i>Tom Fisher, Pre-Sales System Engineer</i></p>	<p>Avaya (Contact Center)</p> <p><i>Come join us for a panel discussion focused on competing with Avaya in the Contact Center space. Partners will share their strategies for competing with Avaya</i></p> <p><i>Rob Phillips, Competitive Analyst</i></p>	<p>Database Changes & Reporting 4.0</p> <p><i>To enhance our contact center reporting, we'll be making changes to our database structure in IC 4.0. We'll also be switching from Crystal Reports to technology from Data Dynamics for our integrated reporting functionality. Come hear more about the proposed changes, and how they will extend the current IC system's reporting capabilities. We'll discuss at a high level the potential effects on current custom reports, and migration strategies to 4.0 for existing customers on 3.0 and older versions of IC. This will be a technical session, but will not require attendees to be experts in the current IC database structure to understand the upcoming changes.</i></p> <p><i>Rachel Wentink, Senior Director, Product Management; Tom Kashin, Reporting Team Lead; Greg Cunningham, Development Group Manager, Server Team</i></p>	<p>Partner Portal Navigation</p> <p><i>Have you thrown in the towel and given up trying to find what you are looking for on the Partner Portal? We'll show you where everything is and ask you to weigh in on the plans for the updates coming early next year</i></p> <p><i>Cindy Herrington, Manager, Partner Programs & Mary Michalzuk, Manager, Partner Membership Services</i></p>	<p>Understanding Messaging Interaction Center™ Systems</p> <p><i>This presentation will provide an under the covers look at how MIC works as a voicemail platform. The topics discussed will include an example call flow, SIP messaging as it pertains troubleshooting MWI issues, and system architecture</i></p> <p><i>Jon McCain, Principal Engineer</i></p>

Wednesday, October 8

<p>9:00 – 9:45 AM</p>	<p>Business Process Automation: Change the Game and Win (Again!)</p> <p><i>You've heard the buzz. Now get a first look at the upcoming Interaction Process Automation product. Learn why IPA will be unique in the market and how it will enable you to deliver even more value to customers.</i></p> <p>Gina Clarkin, Product Manager</p>	<p>OCS Integration</p> <p><i>Talk about a "One-Two Punch!" Come and discover how together, CIC and OCS can provide everything an organization needs in order to communicate effectively, both internally and externally.</i></p> <p>Roe Jones, Product Manager & Bob Shappell, Manager, Technical Sales</p>	<p>Cisco (Contact Center)</p> <p><i>Come join us for a panel discussion focused on competing with Cisco in the Contact Center space. Partners will share their strategies for competing with Cisco</i></p> <p>Rob Phillips, Competitive Analyst</p>	<p>AudioCodes Technology Update – New features and capabilities to improve your Interactive Intelligence solutions</p> <p><i>AudioCodes recently announced version 5.4 firmware for the Mediant and MediaPack gateways, adding powerful new security, management and IP-to-IP gateway/mediation services. By attending this session, you will learn the technical details behind these new capabilities and how the features can be leveraged to enhance a range of Interactive Intelligence solutions.</i></p> <p>Udi Cohen, Sr. Sales Engineer, AudioCodes</p>	<p>Best Practices: Fine Tuning Interaction Dialer®</p> <p><i>Interaction Dialer is like a race car. Better tuning leads to smoother operation. In this session, we'll discuss best practices for tuning Interaction Dialer.</i></p> <p>Matt Taylor, Group Manager, Product Management & Jeroen Buis, Product Manager</p>	<p>Network Best Practices</p> <p><i>A set of best practices on how to implement a voice network and some easy ways to avoid problems when deploying IC. We will also address some general QoS however Jason Garland will be doing the advanced QoS session following this one.</i></p> <p>Chris Ellington, VoIP/SIP Network Engineer, CCIE #6814</p>
<p>9:45 – 10:00 AM</p>	<p>Break</p> <p>GRAND BALLROOM 2-3</p>					
<p>10:00 – 10:45 AM</p>	<p>Enterprise Messaging Market Update</p> <p><i>In order to develop your sales strategies, you need to know what's going on in the marketplace. What are the trends? Which direction is the market heading? What's the latest buzz? What are the analysts saying?</i></p> <p><i>This session will get you up to speed on the Enterprise IP Telephony market to prepare you for</i></p>	<p>Reporting in Interaction Client 2.4 & 3.0</p> <p><i>During this session we will be working with Interaction Attendant and looking at best ways of creating both call and email flows.</i></p> <p>Jeroen Buis, Product Manager; Tom Kashin, Reporting Team Lead; Evelyn Persinger, Reporting Developer</p>	<p>Verint (Contact Center)</p> <p><i>Come join us for a panel discussion focused on competing with Verint in the Contact Center space. Partners will share their strategies for competing with Verint</i></p> <p>Jason Carter, Technical Sales Consultant</p>	<p>Interaction Monitor™</p> <p><i>With a plethora of products designed to make your VoIP deployment the very best, there is a growing need for a central interface to monitor and maintain them. It is one of the most talked about and highly anticipated product release slated for this year: get ready to meet Interaction Monitor.</i></p> <p>Ritu Maheshwari, Product Manager</p> <p>3 PP</p>	<p>Deploying an Interactive Intelligence Solution with Blade Center Technology</p> <p><i>Blade Center Solutions save space and power in a multiple server deployment. NEI is engineering a Blade Center Solution that will allow multiple servers to reside on blades for expandability and flexibility. See how a blade center solution can simplify a major deployment for your customer.</i></p> <p>Dave McCowan, Account Manager, NEI</p>	<p>QoS Troubleshooting</p> <p><i>Learn how to troubleshoot network related problems with the tools and methodology that our own engineers use.</i></p> <p>Jason Garland, Principal Engineer</p>

Wednesday, October 8

better hunting.
*Brad Herrington, Senior
Manager, Solutions
Marketing*

Why Use Dialogic Media Gateways

In a world of evolving networks, Dialogic® Media Gateways provide easy to deploy solutions for IP to TDM connectivity. This session will review the Interactive Intelligence recommended Dialogic gateways which support PBX integrations, branch office deployments, and WAN access configurations - from 8 port analog through 4 span E1 gateways. Dialogic Media Gateways are fully integrated platforms that include web based management, and are backed by Dialogic's world class support.

Mark Schneider, Field Application Engineer, Dialogic & Mark Gross, Account Manager, Dialogic

Wednesday, October 8

<p>11:00 – 11:45 AM</p>	<p>Interaction Optimizer™ WFM for CIC</p> <p><i>Come and learn what Interaction Optimizer adds to the CIC all-in-one solution. This session will cover what Workforce Management, and how Interaction Optimizer is the best choice to meet this need for CIC customers. It will include both the fundamentals of both WFM and Interaction Optimizer, as well as an update as to what has been added to Interaction Optimizer since its release</i></p> <p><i>Eric Mielke, Product Manager</i></p>	<p>Preparing yourself for Messaging Interaction Center™ (MIC) 3.0</p> <p><i>Remove the mystery in MIC by attending this session. Learn about the dramatic price cuts of voicemail, powerful and fast imaged servers, and the features inside of the MIC licensing. If you have prospects with legacy voicemail systems and need the next generation in voicemail, messaging or switch integration needs this session will prepare you to solve those messaging problems and keep you on the forefront of your customer's minds.</i></p> <p><i>Mark Kowal, Product Manager</i></p>	<p>Avaya (Enterprise Messaging)</p> <p><i>Come join us for a panel discussion focused on competing with Avaya in the Enterprise Messaging space. Partners will share their strategies for competing with Avaya's Modular Messaging</i></p> <p><i>Rob Phillips, Competitive Analyst</i></p>	<p>The evolution of DSP-based xIC 3.0 systems</p> <p><i>For over nine years now, Interactive Intelligence and Aculab have been working together to develop winning solutions that make a difference in your business. This session will focus on these converged infrastructure alternatives.</i></p> <p><i>TDM-IP gateway positioning, economical upgrade options for Prosody PCI legacy card-based systems and new all-SIP DSP-based Prosody X board level alternatives for use with xIC 3.0 will be discussed and reviewed.</i></p> <p><i>John Alexander, Account Manager, Aculab</i></p>	<p>Best Practices: Fine Tuning Interaction Attendant</p> <p><i>During this session you will be working with Interaction Attendant and looking at best ways of creating both call and email flows. During this session we will provide some tips and tricks on how to use Interaction Attendant.</i></p> <p><i>Jeroen Buis, Product Manager</i></p>	
<p>11:45 AM – 1:00 PM</p>	<p>Q&A Luncheon</p> <p>Aptly named, the Q&A Luncheon is your chance to tell us how we're doing at Interactive Intelligence. Not only at the Partner Conference and its sessions, but also in delivering the products and services your organization needs to maximize its business practices and customer service processes.</p> <p>CAPITOL 1-3</p>					

Wednesday, October 8

<p>1:15 – 2:00 PM</p>	<p>The Value of the Consultant</p> <p><i>Come to this interactive session to learn the real value of the consultants to your bottom line. In today's complex telephony environment – learn what the market trends tell us about how to successfully work with the Consultant community. Consultants and Partners at the conference will have the opportunity to share perspective in this open forum.</i></p> <p><i>Marsha Bailey, Marketing Program Manager</i></p>	<p>Interaction Optimizer™</p> <p><i>Why select Interaction Optimizer? There are many WFM solutions on the market today. Why is Interaction Optimizer the best solution for many contact centers? When is Interaction Optimizer not the best-fit? What are the requirements for effectively deploying Interaction Optimizer? How can Interaction Optimizer be best positioned and sold?</i></p> <p><i>Eric Mielke, Product Manager</i></p>	<p>Cisco (Enterprise Messaging)</p> <p><i>Come join us for a panel discussion focused on competing with Cisco in the Enterprise Messaging space. Partners will share their strategies for competing with Cisco's Unity</i></p> <p><i>Rob Phillips, Competitive Analyst</i></p>	<p>Why Speech has a new life!</p> <p><i>Get \$50,000 for attending this session - don't miss it! Attendees will be entered into a drawing for \$50,000 of free speech recognition products and services to be given away at this session. A speech recognition Professional Services package and up to 24 free "all-you-can-speak" ASR licenses courtesy of Loquendo could be yours just for learning about why speech has new life. Learn about VoiceXML, new product opportunities and packages and how Interactive Professional Services can help you and your customers get a piece of this growth.</i></p> <p><i>Mark Kowal, Product Manager & Bill Baird, Senior Software Engineer; Vince West, Managing Consultant, PSO & Loquendo guest speaker</i></p> <p>4 PP</p>	<p>Interaction Recorder® (new version)</p> <p><i>Be the first to sit down and use the new Interaction Recorder module available within the IC Business Manager application during this hands-on lab. The lab will focus on using the new recorder module to create searches to help manage your recordings particularly though the use of the new Search Builder component which provides the ability to add Simple and our new Rich Attributes to your searches</i></p> <p><i>Lisa Johnson, Senior Software Engineer</i></p>	<p>Troubleshooting Data Services</p> <p><i>This presentation focuses on understanding the general concepts of data services including subsystems (e.g. statserver, ipdbserver, transaction server), statistic generation, and data logging. Common problems and troubleshooting tips will be presented.</i></p> <p><i>Mimi Nguyen, Senior Principal Engineer & Trent Vance, Senior Systems Engineer</i></p>
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Wednesday, October 8

<p>2:15 – 3:00 PM</p>	<p>Enterprise IP Telephony Market Update <i>In order to develop your sales strategies, you need to know what's going on in the marketplace. What are the trends? Which direction is the market heading? What's the latest buzz? What are the analysts saying?</i> <i>This session will get you up to speed on the Enterprise IP Telephony market to prepare you for better hunting.</i> <i>Tim Passios, Director, Solutions Marketing</i></p>	<p>Strategic Selling Using ROI <i>Everyone knows that a solid ROI helps bring in a deal. Come hear how partners have worked with I3's strategic consulting group to develop ROI results that win deals and even increase overall deal size.</i> <i>David Fuller, Managing Director, Strategic Consulting, Bob Romano, Territory Manager, Scott Armstrong, Business Consultant, & Brett Zbikowski, Co-Founder, Adapt Telephony Services</i></p>	<p>AVST(Enterprise Messaging) <i>Come join us for a panel discussion focused on competing with AVST in the Enterprise Messaging space. Partners will share their strategies for competing with AVST's CallXpress</i> <i>Rob Phillips, Competitive Analyst</i></p>	<p>SIP Monitoring and the Resource Broker <i>Enterprises require an integrated approach for monitoring VoIP networks, that provides real-time and historical data. This is covered by SIP monitoring tools. Resource Broker is a new component that will provide Call Admission Control and much more. Join us for an interactive session on SIP monitoring and Resource Broker. Get the exclusive news and give us your views.</i> <i>Ritu Maheshwari, Product Manager & Duke Snyder, Telephony Architect</i> 3 PP</p>	<p>Sneak-Peek Interaction Optimizer™ 3.0 Features <i>Come see, and touch, the features that move Interaction Optimizer to a new level of Workforce Management functionality. The system available will be a CIC 3.0 system with the Interaction Optimizer features that are available only in the 3.0 product, and in other future releases.</i> <i>Eric Mielke, Product Manager & John Watkinson, Training Consultant</i></p>	<p>Text-to-Speech Troubleshooting <i>This presentation will provide the basic troubleshooting steps that are taken by the Interactive Intelligence engineer when working a TTS incident. The methodologies covered include Nuance RealSpeak, Loquendo, and Microsoft TTS. A walk through of each methodology is given so that the attendees may better understand what to check before calling support</i> <i>Jon McCain, Principal Engineer</i></p>
<p>3:00 – 3:15 PM</p>	<p>Break GRAND BALLROOM 2-3</p>					
<p>3:15 – 4:00 PM</p>	<p>The Remote Workforce <i>Learn how smart companies differentiate themselves by using the most talented employees to save money, build loyalty, and increase service quality. Plus the six things you need to do to make this strategy pay off</i> <i>Rick Q. Chin, Manager, Solutions Marketing</i></p>	<p>Selling Interaction Process Automation (IPA): It's Not Your Father's Workflow <i>Now is the time to start preparing for the upcoming Interaction Process Automation. Learn how to identify and develop opportunities for this unique product where we extend the IC platform into the realm of orchestrating business processes in the contact center and beyond.</i> <i>Gina Clarkin, Product Manager & Eric Mielke, Product Manager</i></p>	<p>Nortel (Enterprise Messaging) <i>Come join us for a panel discussion focused on competing with Nortel in the Enterprise Messaging space. Partners will share their strategies for competing with Nortel's CallPilot</i> <i>Rob Phillips, Competitive Analyst</i></p>	<p>Interaction Recorder® <i>How to architect Interaction Recorder® for distributed environments. Also, take a peek at the new Interaction Recorder Client module</i> <i>Peter Nees, Product Manager</i> 2 PP</p>	<p>Interaction Monitor™ <i>This lab will provide a first look at Interaction Monitor, giving you a hands-on experience with this highly anticipated new product.</i> <i>Ritu Maheshwari, Product Manager, Michael Shrall, Development Group Manager & Kevin Glinski,</i></p>	<p>Troubleshooting Unexpected Switchovers <i>An in-depth training on the topic of failovers in a Switchover environment so that partners and/or customers can confidently triage an occurrence before opening a ticket with support</i> <i>Tyler Reed, Technical Team Lead</i></p>

Wednesday, October 8

<p>4:15 – 5:00 PM</p>	<p>Understanding the Interactive Intelligence Service Offerings</p> <p>Leveraging the services provided by Interactive Intelligence. Over the course of the past several months, our Professional Services Organization has been focused on building sales tools. These tools are designed to help easily and consistently introduce the exact services our customers are looking for.</p> <p>Join us for a review of a few core consulting and deployment solutions built with the goal of simplifying our engagement process while providing a consistent deployment solution.</p> <p>Sherri Loechte, Manager, Solutions Marketing</p>	<p>Software as a Service (SaaS)</p> <p>In today's economy many customers are looking to enhance their business communications without a large capital outlay or an investment in telecom/IT personnel. Perhaps they are looking to enhance existing telephony systems with more advanced features such as multichannel ACD or inbound, outbound and blended Dialer functionality. Attend this session for an in depth review of the SaaS solution offerings and learn how selling SaaS can provide additional revenue opportunities for your organization.</p> <p>Roe Jones, Product Manager</p>	<p>Shoretel (Enterprise Telephony)</p> <p>Come join us for a panel discussion focused on competing with Shoretel in the Enterprise Telephony space. Partners will share their strategies for competing with Shoretel</p> <p>Brit Vickner, Strategic Business Development Manager</p>	<p>Interaction Media Server™ & SIP Proxy Configuration</p> <p>Join us for this two part session on the Interaction Media Server. The first part of this session will provide an overview of the new features available in version 3.0 and a glimpse into the product roadmap. Get the inside scoop on what is coming soon to the Media Server. Additionally you will learn how using a Media Server can increase the scalability and reliability of the IC platform. We also talk about the new SIP Proxy 4.0 and how it can be deployed for Remote Survivability.</p> <p>Ritu Maheshwari, Product Manager</p> <p>3 PP</p>	<p>Business Process Automation</p> <p>See a live demonstration of Business Process Automation and provide feedback about the processes your customers would like to model. Learn process automation concepts, launch processes and route work between participants.</p> <p>Miles Rincker, UI Developer</p>	<p>Interaction Recorder® Troubleshooting</p> <p>The Interaction Recorder session will walk you through various techniques designed to troubleshoot issues at each phase of the recording life cycle of an interaction; potential problems will be identified and dealt with in a step-by-step manner. The ensuing Q&A session will help clear misconceptions about Interaction Recorder and improve the attendees' knowledge of the product</p> <p>Keith Dix, Principal Engineer & Chiranjeevi Rathnaala, Senior Systems Engineer</p>
<p>6:30 – 7:30 PM</p>	<p>Cocktail Reception – Sponsored by AudioCodes LUCAS OIL STADIUM</p>					
<p>7:30 – 10:00 PM</p>	<p>Awards Dinner - Sponsored by Aculab LUCAS OIL STADIUM</p>					

Thursday, October 9

<p>8:00 – 11:00 AM</p>	<p>Partner Conference Registration Desk and Cyber Café Open GRAND BALLROOM FOYER</p>					
<p>8:00 – 8:30 AM</p>	<p>Continental Breakfast GRAND BALLROOM FOYER</p>					
	<p>Business Solutions Track GRAND BALLROOM 5</p>	<p>Sales Strategies Track GRAND BALLROOM 1</p>	<p>Competitive Analysis Track GRAND BALLROOM 4</p>	<p>Technical Innovation Track COUNCIL (FIRST FLOOR)</p>	<p>Interaction Labs CHAMBER (FIRST FLOOR)</p>	<p>Advanced Support Troubleshooting Track SENATE (SECOND FLOOR)</p>

Thursday, October 9

<p>8:30 – 9:15 AM</p>	<p>The Project Management Methodology <i>ININ Professional Services has worked on many projects for Partners, or with Partners in the past years. In this session, we will review the process the ININ PSO team uses internally to implement successful projects. We will review a typical implementation process Visio, and discuss template documents for Statements of Work, checklists, Project Plans, Change Orders, Support transitions, etc.</i> <i>Todd Sommer, Lead Project Manager, PSO</i></p>	<p>Choosing the Right Client for Your Customer <i>Get the latest on what Interactive Client editions are currently available and how they can be implemented to best fit individual needs. Learn how having the appropriate Client interface can enhance current business practices and increase overall productivity and efficiency. Get a glimpse of what other Client enhancements and editions will be coming in the future.</i> <i>Jason Carter, Technical Sales Consultant</i></p>	<p>Mitel (Enterprise Telephony) <i>Come join us for a panel discussion focused on competing with Mitel in the Enterprise Telephony space. Partners will share their strategies for competing with Mitel</i> <i>Brit Vickner, Strategic Business Development Manager</i></p>	<p>Interaction Dialer: Best Practices + 3.0 Details <i>A more technical look at Interaction Dialer, especially highlighting the more common questions, challenges, and optimizations that come up. This session will also walk through the specifics of the new features in Interaction Dialer 3.0.</i> <i>Matt Taylor, Group Manager, Product Management</i></p>	<p>Interaction Client Mobile & Web Editions <i>This Lab will familiarize you with the use of both the Interaction Client Web Edition and the Interaction Client Mobile Edition. You will get hands-on experience using both of these applications and learn how to use most of their features. We will discuss some of the benefits of these applications that can make them a great fit for you needs.</i> <i>Flavio Baldoni, Team Lead, Development & Craig Dahlinger, Software Engineer</i></p>	<p>CIC Certificates <i>In xIC 3.0, the local subsystems on the IC Server and all remote subsystems establish a secure connection using Certificates. The session will cover an overview of Security on a 3.0 Server using Asymmetric Cryptography and Certificates, the storage structure of Certificates, and how local subsystems on a xIC 3.0 Server and remote subsystems use Certificates and authenticate.</i> <i>Brian Cate, Principal Engineer</i></p>
<p>9:30 – 10:15 AM</p>	<p>Marketing Ideas for Partners <i>If you're looking to find out what marketing campaigns Interactive Intelligence has in place...this ain't it. See the Business Solutions Track – Wednesday at 8 a.m. for that subject. Instead, this session will provide direct ideas that partners can use to build their own brand in their own markets, to generate an increased number of leads, and to develop tools that will increase close rates.</i> <i>Joe Staples, Senior Vice President of Worldwide Marketing</i></p>	<p>Selling to Your Install Base <i>This presentation will be focused at sales and sales management on leveraging more sales into installed base accounts.</i> <i>I'll offer tips and ideas I've picked up along the way in my 25+ years of sales experience. We'll talk about selling adjunct ININ products, selling inside customer's departments, and offer strategies to increase revenues and maintenance from existing customers. I'll close with a Feedback Session so attendees can offer ideas to the group as well.</i> <i>Chris Santillo, Manager, Channel Sales</i></p>	<p>Avaya (Enterprise Telephony) <i>Come join us for a panel discussion focused on competing with Avaya in the Enterprise Telephony space. Partners will share their strategies for competing with Avaya</i> <i>Brit Vickner, Strategic Business Development Manager</i></p>	<p>Available Integrations with xIC 3.0 <i>This session will include an overview of our available integrations into third party products. We will review all currently available integrations and also walk through a demonstration of one of our newest into Salesforce.com. There will be time for questions with the development group manager at the end</i> <i>Michael Shrall, Development Group Manager & Dionne Flickinger, Product Manager</i> 1 PP</p>	<p>Development Lab Session: Interaction and Interaction Supervisor <i>Meet client team development members and get hands on experience as they walk you through some of the enhancements in Interaction Client and Interaction Supervisor.</i> <i>Todd Zerbe, Team Lead, Development</i></p>	<p>iGW Configuration & Diagnostics <i>The Gen 2 Interaction Gateway technical presentation will cover some basic configuration best practices as well as some troubleshooting and diagnostic techniques. This presentation will start with a basic overview of the gateway install. The latter portion of the presentation will be used to demonstrate common mistakes in setup as well as how to use the gateway logs/recordings to troubleshoot specific scenarios. Basic knowledge of the gateway will be very useful but is not required.</i> <i>Beau Benjamin, Senior Systems Engineer & Mike Bishop, Support Engineer</i></p>
<p>General Sessions: GRAND BALLROOM 4-5</p>						

Thursday, October 9

10:15 – 10:30 AM	Break GRAND BALLROOM FOYER
10:30 – 11:30AM	The Interactive Intelligence Roadmap: What lies ahead <i>Dr. Don Brown, President and CEO</i>
11:30 AM – 11:45 AM	Conference Wrap Up <i>Joe Staples, Senior Vice President of Worldwide Marketing</i>