

2009 Interactive Intelligence Global Partner Conference

October 5-7 | Indianapolis Marriott Downtown

Developed for Success

Sunday, October 4

4:00 – 5:00 PM	Partner Conference Registration Desk Open REGISTRATION 2
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Monday, October 5

7:30 AM – 5:00 PM	Partner Conference Registration Desk and Technology Fair Open REGISTRATION 2 & MARRIOTT FOYER 7-10
7:45 – 8:15 AM	Continental Breakfast MARRIOTT FOYER
General Sessions: MARRIOTT BALLROOM 5-6	
8:15 – 8:30 AM	Conference Kickoff <i>Joe Staples, Sr. VP of Worldwide Marketing</i>
8:30 – 8:45 AM	Interactive Intelligence Company Update <i>Dr. Don Brown, CEO</i>
8:45 – 9:15 AM	Industry Insight Discussion <i>Jim Borum, Sr. VP, Client Services, RDI Marketing, Mike Herston, VP of Call Center Technology, InfoCision Management Corporation, Frank Tersigni, VP of Business Development, Altivon L.P., David Powis, Sr. Consultant, Vanguard Communications & Joe Staples, Sr. VP of Worldwide Marketing</i>
9:15 – 10:15 AM	Taking the Wrapper Off of Interaction Process Automation™ (IPA) IPA – a new module that will take key Interaction Center functionality that you've used to route and manage interactions – and use that functionality to automate manual business processes. Reduce latency and human error, achieve a demonstrable ROI and improve service levels. CEO Don Brown will show the value proposition behind this new offering and demonstrate its functionality and capability. <i>Dr. Don Brown, CEO</i>
10:15 – 10:45 AM	What the Future Holds <i>Jim Burton, Founder and CEO, CT Link, LLC.</i>
10:45 – 11:00 AM	Break MARRIOTT FOYER
11:00 – 11:30 AM	Interactive Networking Speed Interactions, Developers On-Demand & Technology Fair Join us for a round of Speed Interactions and meet a team member from virtually every Interactive Intelligence department. Then visit a developer. Talk to our top software developers and our product managers – for as long as you want to, about whatever you need to. Finally, stop by the Technology Fair and talk to one of our 2009 Global Partner Conference sponsors.
11:30 AM – 1:00 PM	Q&A Luncheon 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. INDIANA BALLROOM

Monday, October 5

<p>1:00 – 6:30 PM</p>	<p>Developers On-Demand Spend as much time as you'd like with our top software developers and product managers to talk about whatever's on your mind. No distractions. Just you, them, a whiteboard, their undivided attention and straight tech talk to help you strengthen your Interactive Intelligence partnership and opportunities. DENVER</p>					
	<p>Business Solutions Track MARRIOTT BALLROOM 7</p>	<p>Sales Strategies Track MARRIOTT BALLROOM 5</p>	<p>Learning From Each Other Track MARRIOTT BALLROOM 9</p>	<p>Technical Innovation Track MARRIOTT BALLROOM 6</p>	<p>Interaction Labs MARRIOTT BALLROOM 8</p>	<p>Advanced Support Troubleshooting Track MARRIOTT BALLROOM 10</p>
<p>1:15 – 2:00 PM</p>	<p>What You Need to Know Contact Center Market Update A lot has happened over the year in the contact center market. Sheila McGee-Smith, founder of McGee-Smith Analytics, will present a market recap on the state of the contact center market as well as trends and customer expectations. <i>Sheila McGee-Smith, Founder, McGee-Smith Analytics</i></p>	<p>Why Your Customers Need It Interaction Process Automation™ (IPA) Customers are looking for ways to do more with less and still find measurable ROI. They're also getting bombarded by messages about improving business processes through communications capabilities to satisfy both objectives. Get the facts you need about the initial release of Interaction Process Automation and equip your company to help customers cut through the confusion. Learn how to successfully position IPA's unique features and benefits, and be able to explain in clear terms why the automation of key business processes is best achieved using IPA and the all-in-one CIC platform. <i>Gina Clarkin, Product Manager</i></p>	<p>Learning From Each Other, Enterprise Messaging Our customers and Partners have always been a trusted voice, so we visited several MIC customer sites throughout the U.S. and got their thoughts on what would make the most positive difference in our MIC product. Join us for this session and we'll share what customers had to say, and discuss the proposed changes their input led to for version 3.0. More importantly, we'll be inviting Partners to tell us what areas you feel are most important in our MIC 3.0 planning to make it an even better and more attractive enterprise messaging solution. <i>Mark Kowal, Product Manager</i></p>	<p>Tales from the Trenches – 3.0 Deployment Stories IC 3.0 has really gained steam, and upgrades are happening everywhere. 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? Please grab me any time during the conference to share your stories! <i>Jim Hendry, Product Experience Engineer</i></p>	<p>Interaction Client® Take an interactive tour of the Interaction Client with a focus on newly added features. A loosely guided opportunity to explore at your own pace. <i>Aaron Lerch, Development Team Lead</i></p>	<p>Supporting, Troubleshooting and Maintaining a Switchover Environment Learn the key points of the Interaction Center Platform's Automated Switchover System, including the requirements of an IC Switchover pair, the subsystems involved in the architecture, installing switchover in IC 3.0, troubleshooting switchover issues, best practices and monitoring an IC Switchover pair. <i>Brian Cate, Principal Engineer and Kenneth Hughes, Sr. Systems Engineer</i></p>

Monday, October 5

<p>2:15 – 3:00 PM</p>	<p>CBPA Market Update</p> <p>As we prepare for the release of <i>Interaction Process Automation™</i> (IPA), it's important to understand this new market. Join us as we discuss the state of the market for business process automation and management, customer needs and expectations, and where IPA fits in.</p> <p><i>Rick Q. Chin, Product Manager, Solutions Marketing</i></p>	<p>What You Need to Know Interaction SIP Station and Other Phone Devices</p> <p>How does the Interaction SIP Station fit in the lineup? Where is wireless?</p> <p><i>Peter Nees, Product Manager</i></p>	<p>Learning From Each Other, Enterprise IP Telephony</p> <p>Assembled at <i>Developed for Success '09</i> are a group of Partners who possess literally decades of enterprise telephony and technology experience. This session will facilitate Partners sharing their insights with each other on a variety of topics, including product selection, product integration, best practices, technology trends, problem resolution and...well, anything else attendees want to discuss.</p> <p><i>Roe Jones, Product Manager</i></p>	<p>Distributed Environments: SIP Topology</p> <p>A distributed architecture extends business presence beyond the confines of the traditional single office environment. In this session, we'll lay out a distributed site topology and talk about the key factors in a successful distributed deployment. Low on slides but packed with white-boarding action, this is a session driven by your input. We'll wrap it up with a quick round of enhancement requests that you might have.</p> <p><i>Ritu Maheshwari, Product Manager & Tom Fisher, Director, Systems Engineering</i></p>	<p>Handlers</p> <p>Having trouble implementing custom ACD routing that meets your needs? This lab will provide a quick look at how to implement complex custom ACD routing using new customization points. There will be plenty of time left for other handler-related questions.</p> <p><i>Jonathan Conrad, Principal Engineer</i></p>	<p>Advanced Managed Phones in IC 3.0</p> <p>A look at the guts of the provisioning system behind managed phones. What you need to know to optimize your deployments and ensure success.</p> <p><i>Jim Hendry, Product Experience Engineer</i></p>
<p>3:00 – 3:15 PM</p>	<p>Break MARRIOTT FOYER</p>					

Monday, October 5

<p>3:15 – 4:00 PM</p>	<p><i>What You Need to Know</i></p> <p>Win BIG with Chat: A Guide to helping your customers implement chat without PAIN!</p> <p>Find out how RDI Marketing Services, a teleservices company, is using chat to improve service and increase efficiencies for its diverse client base. This "real world" session will provide you with the information you need to sell the benefits of chat to your customers by showing them how they can use this technology to realize competitive advantages not possible with phone-only interactions</p> <p><i>Tim Passios, Director, Solutions Marketing & Jim Borum, Sr. VP, Client Services, RDI Marketing</i></p>	<p><i>What You Need to Know</i></p> <p>Interaction Process Automation™ (IPA)</p> <p>So your customer is interested in Interaction Process Automation – now what? This session will cover what you need to know to maximize your chances for success in IPA opportunities, from opportunity recognition to deployment.</p> <p><i>Gina Clarkin, Product Manager</i></p>	<p>Learning From Each Other, Contact Center</p> <p>Assembled at <i>Developed for Success '09</i> are a group of Partners who possess literally decades of contact center and technology experience. This session will facilitate Partners sharing their insights with each other on a variety of topics, including product selection, product integration, best practices, technology trends, problem resolution, and...well, anything else attendees want to discuss.</p> <p><i>Rachel Wentink, Sr. Director, Product Management</i></p>	<p>Authoring Your Business Process in Interaction Process Automation™ (IPA)</p> <p>This presentation will show you how to build a process in Interaction Process Automation. We will be building a basic process and outlining the basic steps used to create it.</p> <p><i>Scott Thomas, Sr. Principal Engineer & Kevin Schatz, Sr. Principal Engineer</i></p>	<p>Messaging Interaction Center™ (MIC) 3.0</p> <p>Come and test drive the latest release of Messaging Interaction Center! MIC 3.0 has greatly improved on the Telephone User interface, Web Administration interface, and Reporting Capabilities. Come to the lab for some hands on experience. Product Management and members of the Development team will be in attendance to hear your feedback and answer your questions.</p> <p><i>Andy Gunther, Sr. Engineer</i></p>	<p>Diagnosing VoIP Issues</p> <p>Learn the common procedures used to diagnose VoIP issues, including understanding VoIP components, data capture points, common tests, logging information and common packet capture analysis.</p> <p><i>Natalia Kurniati, Principal Engineer</i></p>
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Monday, October 5

<p>4:15 – 5:00 PM</p>	<p>What You Need to Know Cutting Costs in the Contact Center</p> <p>As organizations strive to be more efficient and productive, at some point cutting costs becomes relevant. This session will review various strategies where contact centers can use ININ solutions to cut costs without sacrificing quality or effectiveness.</p> <p><i>David Fuller, Managing Director, Strategic Consulting</i></p>	<p>Why Your Customers Need It</p> <p>Interaction Tracker®</p> <p>See how Related Interactions can make your customers more intelligent when dealing with their customers' interactions. Learn how Interaction Tracker can improve your customers' service processes and put them more in tune with their own customers. Tracking interactions is easier than ever with the new features in the .NET Client. Join us to see how you can provide value to your customers while also providing input to us that will drive future versions of the Interaction Tracker product.</p> <p><i>Mark Kowal, Product Manager</i></p>	<p>Leveraging Process Improvement throughout the Organization</p> <p>Process redesign may start in the contact center to improve customer interactions, but to sell IPA to your clients and prospects, you need to help them see how IPA can improve their end-to-end processes. In this session, we will discuss the important role you play in demonstrating the value that IPA can deliver, including the keys to success in identifying opportunities and conducting discovery. And we'll show how you can leverage process improvement throughout an organization across many vertical markets.</p> <p><i>Brian Hinton, Sr. Consultant, Strategic Contact – an independent consulting firm.</i></p>	<p>Hardware Session</p> <p>In this session you will get a first hand overview of Interactive Intelligence's pre-engineered hardware packages. You also get a first-hand inside look at our ISO certified manufacturing processes, view a live demo of our new flash based recovery feature on our newest line of server products, and get a quick glimpse of what we have in store for the future.</p> <p><i>Alan Lanteigne, Developer & Bob Weaver, Production Manager</i></p>	<p>Interaction Process Automation™ (IPA)</p> <p>This hands-on lab will help you will learn IPA concepts and create your own business processes. Use the Process Automation Designer to create and route work items to other users, start new processes via the <i>Interaction Client®</i>, and learn how to track the status of processes throughout their lifecycles.</p> <p><i>Miles Rincker, UI Developer</i></p>	<p>IC Administration and Maintenance</p> <p>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.</p> <p><i>Matt McClellan, Technical Team Lead, West Region</i></p>
<p>5:00 – 6:30 PM</p>	<p>Technology Fair Reception</p> <p>Enjoy complimentary cocktails and hors d' oeuvres while networking with other Partners, ININ employees and our 2009 Global Partner Conference Sponsors. By attending, you will be eligible to win valuable prizes donated by the sponsors.</p> <p>MARRIOTT FOYER 7-10</p>					
<p>7:00 – 8:30 PM</p>	<p>Welcome Dinner</p> <p>Busses will begin boarding at 6:45 PM at the Marriott Missouri Street entrance.</p> <p>THE RATHSKELLAR</p>					

Tuesday, October 6

7:30 AM – 4:30 PM	Partner Conference Registration Desk and Technology Fair Open REGISTRATION 2 & MARRIOTT FOYER					
7:30 – 8:00 AM	Continental Breakfast MARRIOTT FOYER					
	Business Solutions Track MARRIOTT BALLROOM 7	Sales Strategies Track GRAND BALLROOM 5	Competitive Analysis Track MARRIOTT BALLROOM 9	Technical Innovation Track MARRIOTT BALLROOM 6	Interaction Labs MARRIOTT BALLROOM 8	Advanced Support Troubleshooting Track MARRIOTT BALLROOM 10
8:00 – 8:45 AM	<p>Best Practices with e-Services</p> <p>With proper management, a strong e-Services strategy can build relationships with more customers while reducing your overall contact center expenses. Attend this session and learn more about trends in e-Services strategies and ways to lower your costs. We'll also cover the existing capabilities in CIC, <i>Interaction Tracker</i>® and <i>e-FAQ</i>® for handling email, web chat and SMS, as well as ways to provide web self-service.</p> <p><i>Rachel Wentink, Sr. Director, Product Management</i></p>	<p>BPA - A New World for Communications - The Experts From RWD Speak</p> <p>Customer satisfaction is the cornerstone of your company's success. Therefore, ensuring that your call center employees are operating as efficiently as possible is critical. Ensuring that your company has designed and implemented optimal business processes is only the first step in driving value across your enterprise. Business Process Optimization is the next step to ensure sustainability of business benefits and continual process improvement.</p> <p><i>Brian Laphorn, Vice President, RWD Technologies</i></p>	<p>Contact Center Competing with Avaya</p> <p>Learn three great ways to beat Avaya! Key differentiators, silver bullets and best strategies to compete against Avaya will be delivered in this session. We'll talk AURA too. Industry analyst knowledge will be shared.</p> <p><i>John Capone, Territory Manager – Southern California, Sales</i></p>	<p>Database Changes & Reporting 4.0</p> <p>In IC 4.0 changes will be made to the database structure as well as the reporting engine. This session will highlight some of these changes and will show you what is coming in 4.0</p> <p><i>Jeroen Buis, Product Manager</i></p>	<p>Interaction Client® Mobile & Web Editions</p> <p>This Lab will familiarize you with the Interaction Client Web Edition, Mobile Edition and the new Mobile Web Edition for web-capable smart phones. You'll learn about each application's key features and discuss how our web and mobile client applications can be a great fit for your needs.</p> <p><i>Jason Mobley, Software Engineer & Craig Dahlinger, Software Engineer</i></p>	<p>Understanding Messaging Interaction Center™ (MIC) Systems 2</p> <p>Understanding MIC Systems 2 will cover the Interaction Message Store maintenance utilities and take a detailed look at how quota files are related to those utilities and users. We'll also discuss working with the MIC Support Team to ensure that, as a customer, you understand how the ININ Support team works a ticket and how you are integral to the process. The session will end with a question and answer period.</p> <p><i>Jon McCain, Principal Engineer, Erik Skoog, Support Engineer & Chris Crumpacker, Principal Engineer</i></p>

Tuesday, October 6

<p>9:00 – 9:45 AM</p>	<p><i>What You Need to Know</i> Insurance Document Management & Workflow</p> <p>Do you have insurance customers? Do you want to develop insurance vertical expertise to distinguish from the competition? This session describes how you can enhance the enterprise business value you provide using Interactive Intelligence's insurance-focused document management and workflow solutions. Participants will learn about existing offerings and successes along with the integration roadmap to CIC and IPA.</p> <p><i>Chuck Wilson, Director, Insurance Document Management Group & Bill Gildea, VP, Business Development</i></p>	<p>Selling CIC in the Collections Vertical</p> <p>Attend and get a high level overview of the ARM industry (Accounts Receivable Management) also referred to as the collections vertical. Learn the key words, product message, and business cases for CIC with the emphasis on <i>Interaction Dialer®</i>. Walk away with the ability to target ARM as a vertically focused sales initiative.</p> <p><i>Mark LaBoyteaux, Strategic Accounts Manager & Matt Taylor, Group Manager, Product Management</i></p>	<p>Enterprise IP Telephony Competing with ShoreTel</p> <p>Leave this session with three new ways to beat ShoreTel! Silver bullets, positioning and tactics. Hear recent examples of how Shoretel was beaten in Enterprise deals.</p> <p><i>Jeff DeVries, Channel Sales Manager</i></p>	<p>Small Office and Branch Office Survivability</p> <p>Many businesses in the financial, medical and education markets rely on branch offices to service their customers. An area of increasing concern is survivability of these offices in cases of WAN or other network outages. Attend this session to learn about new innovative solutions from AudioCodes that allow these remote offices to stay connected to their customers, even in cases of network failures.</p> <p><i>Alan D. Percy, Director, Market Development, AudioCodes</i></p>	<p>Best Practices: Fine Tuning Interaction Attendant®</p> <p>In recent Service Updates we have made several updates to Interaction Attendant. During this lab session you will have the ability to look at these new features as well as to learn about best ways of using Interaction Attendant.</p> <p><i>Jeroen Buis, Product Manager</i></p>	<p>Working with Support Services</p> <p>Our Support Regional Managers will share how Partners and the ININ Support team can work together most effectively and efficiently to support your customers. We will detail the procedures that ININ Support uses to resolve issues, as well as give an overview of the best practices of issue management to ensure the quickest resolutions.</p> <p><i>Support Regional Managers</i></p>
<p>9:45 – 10:00 AM</p>	<p>Break MARRIOTT FOYER</p>					

Tuesday, October 6

<p>10:00 – 10:45 AM</p>	<p>Exploiting Services Revenue Opportunities with <i>Interaction Process Automation™</i> (IPA)</p> <p>Curious about how to negotiate the landscape that is IPA? This session will review the process we have outlined for IPA engagements, review requirements and discuss how all of this may affect you and your future opportunities involving IPA.</p> <p>Join us for a review of our IPA consulting and deployment solutions built with the goal of simplifying our engagement process while providing a consistent deployment solution.</p> <p><i>Andrea Bennett, Project Manager, Professional Services, Sherri Loechte, Manager, Solutions Marketing & Jay Elshaug, Engagement Manager</i></p>	<p>The Total Solution - Hardware to accompany your software sales</p> <p>We have gone through many changes over the past few years, including from being just a “Software Company” to a “Total Solution Company.” What has changed and why buy hardware through Interactive Intelligence? Do we have global solutions? What about RMA's? Get your hardware questions answered.</p> <p><i>Jenny Sanders, Hardware Sales & Jason Gonzalez, RMA Specialist</i></p>	<p><i>Interaction Dialer®</i> Competitors</p> <p>Dialer demands are growing rapidly. Learn the key differentiators of <i>Interaction Dialer</i> and how to upset the competition. Our top three Dialer competitors will be discussed, and shot down with a list of silver bullets for each.</p> <p><i>Matt Taylor, Group Manager, Product Management</i></p>	<p><i>Interaction Monitor™</i>, SIP Monitoring and the Resource Broker</p> <p>With a range of products to make an organization's VoIP deployment the very best, system administrators need a central interface to more effectively monitor and maintain them. Learn about <i>Interaction Monitor</i> and our roadmap for VoIP monitoring. You'll even get the first look at <i>Monitor's</i> innovative “Relay Service.”</p> <p><i>Ritu Maheshwari, Product Manager & Kevin Glinski, Software Engineer</i></p>	<p><i>Interaction Feedback™</i></p> <p>Interact with automated post-call satisfaction survey module. Get familiar with the user interface, survey configuration best practices, accessing critical results data and more.</p> <p><i>Chuck Pulfer, C++ Developer</i></p>	<p>Best Practices: Administering Client Applications</p> <p>This session will cover basic administration of the various Client applications as well as troubleshooting them in a business environment. The presentation will touch on preparing for a roll out of the <i>Interaction Client®</i>, and making it as easy as possible to run for the end user through proper user and station settings. We'll also cover how to gather logs from remote users and how to begin troubleshooting issues they might have in an effort to narrow down a specific issue for faster resolution.</p> <p><i>Jon McCain, Principal Engineer</i></p>
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Tuesday, October 6

<p>11:00 – 11:45 AM</p>	<p>Marketing Update What is Interactive Intelligence doing to increase brand awareness, generate sales leads and create new sales tools for the benefit of our partners? Learn about current and planned activities of the marketing team and find out how you can leverage those items to increase your business. Your feedback and questions at this session are encouraged. <i>Joe Staples, Sr. VP Worldwide Marketing</i></p>	<p><i>What You Need to Know</i> Communications as a Service (CaaS) CaaS is rapidly gaining acceptance with contact centers of all sizes as an alternative to premised-based systems. Attend this session to learn how our unique approach to CaaS offers you the combination of flexibility, control, features, value and hard dollar ROI that no other on-demand offering can match. <i>Roe Jones, Product Manager</i></p>	<p>Nortel – What’s Next – From a Consultants Perspective In Any Communications Saga, “Chapter 11” is Never the Best Part of the Story. In this session you’ll have the opportunity to hear from Steve Leaden, president of Leaden Associates, a leading telecom engagement consultant who has deep experience working with Nortel deployments. Steve is also an author who has recently published an in-depth article outlining the best way to build a Nortel contingency plan. We will also discuss the best options for moving forward in the current environment. <i>Steve Leaden, Founder and President, Leaden Associates – an independent consulting firm</i></p>	<p>Speech Analytics Roadmap What if a contact center could make real-time decisions and decode historical trends by analyzing the content of all inbound or outbound interactions – calls, emails, web chats, etc? Management, supervisors, QA staff and even agents would benefit. In this session, learn about Interaction Analytics – an add-on product in development that fits seamlessly into an existing CIC architecture. <i>Matt Taylor, Group Manager, Product Management</i></p>	<p>Interaction Monitor™ Interaction Monitor has totally changed the way organizations monitor and maintain the systems behind their VoIP deployment, centralizing monitoring function in a single interface. Along with a comprehensive look at Interaction Monitor, this lab will give you the hands-on experience you need to show your customers what a valuable solution Interaction Monitor truly is. <i>Kevin Glinski, Software Engineer & Ritu Maheshwari, Product Manager</i></p>	<p>Supporting and Maintaining Interaction Gateway® The Gen 2 Interaction Gateway technical presentation will cover some basic configuration best practices as well as troubleshooting and diagnostic techniques. We’ll start with a basic overview of the Gateway install, then show you how to use Gateway logs/recordings to troubleshoot specific scenarios. Basic existing knowledge of the Gateway is useful, but is not required. <i>Michael Bishop, Sr. Principal Engineer and Beau Benjamin, Principal Engineer</i></p>
<p>11:45 AM – 1:00 PM</p>	<p>Networking Lunch Sit with Interactive Intelligence directors, product managers and developers to discuss hot industry topics, such as <i>Interaction Process Automation™</i>, <i>Interaction Optimizer™</i>, CaaS, Reporting and more. MARRIOTT BALLROOM 1-4 & CIRCLE CITY BAR AND GRILL</p>					

Tuesday, October 6

<p>1:15 – 2:00 PM</p>	<p><i>What You Need to Know</i> Enterprise IP Telephony Market Update</p> <p>There has been a lot of change in the Enterprise IP Telephony market over the last year. Consultant and analyst Allan Sulkin, founder and president of TEQConsult Group, will present a market recap over the past year and give you insight into what the coming year may look like.</p> <p><i>Allan Sulkin, Founder & President, TEQConsult Group</i></p>	<p><i>Why Your Customers Need It</i> Interaction Optimizer™ All Grown Up</p> <p>We have made some significant enhancements to Interaction Optimizer over the past year and have even more great features on the way. This session will include an overview of the newest features available in Interaction Optimizer 3.0 and an overview of the future features we have planned on the roadmap.</p> <p><i>Troy Plott, Product Manager</i></p>	<p>Contact Center Competing with Cisco</p> <p>Learn proven ways to beat Cisco. Key differentiators, silver bullets and best strategies. Industry analyst knowledge will be shared.</p> <p><i>Mike Conti, Territory Manager</i></p>	<p>The Interaction Media Server™ Roadmap: Call Analysis, Faxing and More!</p> <p>Get an overview of the new features in Interaction Media Server 3.0, a close-up look at the product roadmap and an inside scoop on what's coming soon. Also hear how to leverage the "new" Media Server and deployment best practices to expand your market opportunities. If you want to see the future and build revenue, come right in!</p> <p><i>Ritu Maheshwari, Product Manager</i></p>	<p>IC's Newest CRM Integrations</p> <p>With CRM applications driving up revenue streams in the Contact Center, we want to showcase our most recent additions to the IC Platform. Please come for a look at our newest CRM Integrations. This lab will mostly be a demonstration of how these applications work, but we will offer the ability for some hands on work.</p> <p><i>Michael Shrall, Manager, Dev Integrations & Willy Demis, Application Developer</i></p>	<p>Interaction Dialer® - Best Practices and Tuning Tips</p> <p>This presentation will cover some best practices and tips for tuning an Interaction Dialer system. This will give you some tools to set up a more streamlined operation.</p> <p><i>Michael Bishop, Sr. Principal Engineer & Sean Magnusen, Sr. Systems Engineer</i></p>
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Tuesday, October 6

<p>2:15 – 3:00 PM</p>	<p>Are Your Customers Ready to Deploy Enhanced Technology – We’re Here to Help!</p> <p>The "360" methodology will be explained that was devised to effectively implement enhanced technology including process change. Effective deployment methodology will be shared including the market trends for successful partnerships.</p> <p><i>Diane Halliwell, Director-Contact Center, Align - an independent consulting firm</i></p>	<p><i>Why You Need It</i> Strategic Selling Using ROI</p> <p>Everyone knows that a solid ROI helps bring in a deal. Come hear how partners and Interactive Intelligence's strategic consulting group develop ROI results that win deals and even increase overall deal size.</p> <p><i>David Fuller, Managing Director, Strategic Consulting</i></p>	<p>Competing with Aspect and IEX and Winning with Interaction Optimizer™</p> <p>Do you find it difficult to compete with “the big guys” when it comes to Workforce Management? This session will include a competitive analysis of Interaction Optimizer compared to Aspect and IEX including feature specific tips on how to win when competing directly with both of these competitors.</p> <p><i>Troy Plott, Product Manager</i></p>	<p>IC’s Integration with IBM Lotus Sametime</p> <p>IBM Lotus Sametime provides enterprise instant messaging, presence, voice and video chat, and Web conferencing. Contact center agents can enjoy the rich functionality of IC’s <i>Interaction Client® .NET Edition</i>, plus capabilities such as being able to initiate Lotus Sametime instant messaging and voice or chats with employees throughout the enterprise for more effective communications. More and more, companies are realizing the need to find ways to enhance their customer service methods. We will share the benefits of using this integration including a demonstration of the soon to be released integration.</p> <p><i>Dionne Flickinger, Product Manager & Stan Logan, IBM</i></p>	<p>Interaction Recorder®</p> <p><i>Lisa Johnson, Sr. Software Engineer</i></p>	<p>Global Services Update</p> <p>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.</p> <p><i>Hans Heltzel, VP Worldwide Services</i></p>
<p>3:00 – 3:15 PM</p>	<p>Break MARRIOTT FOYER</p>					

Tuesday, October 6

<p>3:15 – 4:00 PM</p>	<p><i>Why Your Customers Need It</i> Interaction Dialer®</p> <p>Learn about selling Interaction Dialer: Who uses it, why they use it, what it does, how it is licensed, key differentiators and how to identify existing customers and new prospects that can use Interaction Dialer.</p> <p><i>Matt Taylor, Group Manager, Product Management</i></p>	<p><i>Why Your Customers Need It</i> Interaction Feedback™</p> <p>Still think satisfaction surveys are nice vs. necessary? Learn how customer satisfaction impacts behavior and the bottom line, and hear how Interaction Feedback is helping customers improve contact center performance and satisfaction today. You'll also find out what's next in new surveying capabilities using the Interaction Feedback solution.</p> <p><i>Gina Clarkin, Product Manager</i></p>	<p>Enterprise IP Telephony Competing with Cisco</p> <p>Leave this session with three new ways to beat Cisco! Silver bullets, positioning and tactics. Hear recent examples of how Cisco IP was beat in Enterprise deals.</p> <p><i>Jeff Foster, Channel Sales Manager</i></p>	<p>Interaction Media Server™ & SIP Proxy Configuration</p> <p>Relatively new to Media Servers? Understand the new SIP Proxy features? Attend this session to find out what all the hoopla is about. Come ask all the questions you want, and leave with all the answers.</p> <p><i>Ritu Maheshwari, Product Manager</i></p>	<p>Interaction Optimizer™</p> <p>Come take a look at the newest features of Interaction Optimizer. In this lab you will have the opportunity to navigate through Interaction Optimizer screens and review existing data. You will be able to see how to effectively match your workforce to your workload, these capabilities can help contact centers lower costs, increase agent productivity and improve overall customer service.</p> <p><i>Jay Langsford, Lead Software Engineer & Jon Watkinson, Training Consultant</i></p>	<p>Advanced Handler Troubleshooting with Snap Shot</p> <p>If you thought you needed to be a rocket scientist to read the Interaction Center logs, think again! Snap Shot, a new free-of-charge diagnostic utility, focuses on advanced IVR and call flow troubleshooting, as well as automated log analysis for the Interaction Center platform. Snap Shot significantly decreases the complexity of log reading in selected areas, and can be used by field engineers and developers to reduce the time spent on troubleshooting. Come see Snap Shot in action and learn how you can get a copy.</p> <p><i>Jonathan Conrad, Principal Engineer</i></p>
<p>4:15 – 5:00 PM</p>				<p>Interaction Recorder®</p> <p>In this session you will see a demo of ICBM Recorder Clients, Note on IceLib Example Apps, updates to Screen Recorder, and then we can start talking about what's coming in 4.0</p> <p><i>Peter Nees, Product Manager</i></p>	<p>Interaction Process Automation™ (IPA)</p> <p>This hands-on lab will help you will learn IPA concepts and create your own business processes. Use the Process Automation Designer to create and route work items to other users, start new processes via the <i>Interaction Client®</i>, and learn how to track the status of processes throughout their lifecycles.</p> <p><i>Miles Rincker, UI Developer</i></p>	<p>Media Servers, Telephony and Phones: Troubleshooting it All</p> <p>This interactive session will go over troubleshooting techniques for common issues seen with Media Server/TS and IP phones. Meet the guys working "behind-the-scenes" and throw out your questions/ideas to them.</p> <p><i>Ritu Maheshwari, Product Manager, Chris Engels, Principal Engineer & Amit Shukla, Principal Engineer</i></p>

Tuesday, October 6

6:00 – 7:00 PM	Cocktail Reception - Sponsored by Aculab MARRIOTT FOYER
7:00 – 9:00 PM	Awards Dinner - Sponsored by AudioCodes MARRIOTT BALLROOM 5-6

Wednesday, October 7

8:00 – 11:00 AM	Partner Conference Registration Desk Open REGISTRATION 2
8:00 – 8:30 AM	Continental Breakfast MARRIOTT FOYER

	Business Solutions Track MARRIOTT BALLROOM 7	Sales Strategies Track MARRIOTT BALLROOM 5	Competitive Analysis Track MARRIOTT BALLROOM 9	Technical Innovation Track MARRIOTT BALLROOM 6	Interaction Labs MARRIOTT BALLROOM 8	Advanced Support Troubleshooting Track MARRIOTT BALLROOM 10
8:30 – 9:15 AM	<p>Disaster Recovery Best Practices</p> <p>Disaster Recovery can be a daunting process, especially when the disaster is larger than anything you could have ever imagined. Come join this session to get a better understanding of the recommended disaster recovery architecture for our customers, and an actual “week-in-the-life” of one disaster recovery manager including the best practices that were used during a major disaster.</p> <p><i>Troy Plott, Product Manager & Jim Hendry, Product Experience Engineer</i></p>	<p>A Playbook for “Selling the Solution”!</p> <p>A focus on Solution Selling is not a new idea, but this session will provide a new perspective on it and discuss ways to tap into the Prospect’s/Customer’s Vision of what they want be...</p> <p>Everyone’s goal is to have more success in sales and this session will leave you with a playbook of ideas to use in selling Interactive Intelligence solutions!</p> <p><i>Jo-Anne Finney, Manager, Channel Sales</i></p>	<p>Contact Center Competing with Aspect</p> <p>Aspect’s Unified IP released their announcements with Microsoft, OCS. We’ll net it all out with a great way to beat them. Learn three simple ways to beat Aspect!</p> <p><i>Ray Phillips, Strategic Accounts Manager</i></p>	<p>Interaction Dialer®: Architecture and Deployment Options</p> <p>Learn about Interaction Dialer 3.0 architecture, sizing and deployment options including telephony, call analysis, central campaign server & database, agent interfaces and compliance.</p> <p><i>Matt Taylor, Group Manager, Product Management</i></p>		<p>Advanced Troubleshooting: Interaction Recorder®</p> <p>This session will walk you through various techniques designed to help identify issues at each phase of the recording life cycle of an interaction; potential problems will be discussed 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><i>Don Freeman, Principal Engineer and Chiranjeevi Rathnaala, Principal Engineer</i></p>

Wednesday, October 7

<p>9:30 – 10:15 AM</p>	<p>Marketing Ideas for Partners</p> <p>If you're looking to find out what marketing campaigns Interactive Intelligence has in place...this ain't it. See the Business Solutions Track – Tuesday at 11:00 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.</p> <p><i>Joe Staples, Sr. VP Worldwide Marketing</i></p>	<p><i>What You Need to Know</i></p> <p>Selling to Your Install Base</p> <p>Please join us to review tips and tactics to leverage more revenue from your installed base customers. We'll discuss sales strategies, adjunct product offerings and conclude the session with an open discussion to share ideas to grow base sales.</p> <p><i>Chris Santillo, Manager, Channel Sales</i></p>	<p>Enterprise IP Telephony Competing with Avaya</p> <p>Leave this session with three new ways to beat Avaya in the SMB Enterprise! Silver bullets, positioning and tactics. Hear recent examples of how Avaya was beat in an Enterprise deal.</p> <p><i>Ryan Cullen, Channel Sales Manager</i></p>	<p>IC 3.0 Features in Service Updates</p> <p>During this session we will provide a high level update on features which have been added in recent Service Updates. We will also cover some of the upcoming features in the next SU.</p> <p><i>Jeroen Buis, Product Manager</i></p>	<p style="background-color: #cccccc;"></p>	<p>DataServices Presents: Advanced SQL Server Troubleshooting</p> <p>This presentation will allow you to learn the steps ININ Support takes in confirming and/or eliminating a customer's SQL Server as being suspect to the root cause of a particular problem. This session will include Windows Performance Monitoring, SQL Profiler, and subsystem tracing.</p> <p><i>Trent Vance, Principal Engineer</i></p>
<p>General Sessions: MARRIOTT BALLROOM 5</p>						
<p>10:15 – 10:30 AM</p>	<p>Break MARRIOTT FOYER</p>					
<p>10:30 – 11:30 AM</p>	<p>Where Are We Going? <i>Dr. Don Brown, CEO</i></p>					
<p>11:30 – 11:45 AM</p>	<p>Conference Wrap Up</p>					