

2011 Interactive Intelligence Global Partner Conference

October 25-27 | Indianapolis Marriott Downtown

Monday, October 24

Pre-Conference Events

1:00 – 6:00 PM	<p>Introduction to Interactive Intelligence</p> <p>Are you a new Interactive Intelligence partner? Get acquainted with who we are, what we do and how to get the most out of this year's conference. This session will cover our history and current organizational landscape, our product suite, our verticals, how to work with us, and identify available resources. We'll also step through this year's conference agenda to identify sessions you don't want to miss. After the overview, take a bus to the Interactive Intelligence World Headquarters for a tour and a meet and greet reception planned entirely for you!</p> <p><i>Tim Passios, Sr. Director, Solutions Marketing, Brad Herrington, Sr. Manager, Product Solutions, Bob Shappell, Manager, Technical Sales, Bobbi Chester, Manager, Solutions Marketing, Cindy Herrington, Sr. Manager, Partner Programs</i></p> <p>MARRIOTT BALLROOM 9-10</p>
12:30 – 6:00 PM	<p>Registration Desk Open</p> <p>REGISTRATION 2</p>

Tuesday, October 25

7:30 AM – 5:15 PM	<p>Registration Desk and Technology Fair</p> <p>REGISTRATION 2, MARRIOTT BALLROOM 5-10 FOYER</p>
7:30 – 8:15 AM	<p>Continental Breakfast</p> <p>MARRIOTT BALLROOM 5-6 FOYER</p>
	<p>GENERAL SESSIONS</p> <p>MARRIOTT BALLROOM 5-6</p>
8:15 – 8:30 AM	<p>Conference Kickoff</p> <p><i>Joe Staples, Chief Marketing Officer</i></p>
8:30 – 9:15 AM	<p>A Deeper Dive CIC 4.0 – Your Advantage in the Marketplace</p> <p><i>Dr. Don Brown, CEO</i></p>
9:15 – 9:45 AM	<p>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 approach" stays ahead of the curve. In this session, we will discuss how to take advantage of the opportunity in today's market.</p> <p><i>Paul Weber, Vice President, NA Sales</i></p>
9:45 – 10:15 AM	<p>Partner Trends – How Do You Match Up?</p> <p>Does your experience as an Interactive Intelligence partner match the experience of others? How about the match against resellers of other vendor's products and services? Consider topics like economic conditions, competition, and pricing pressure. This session will reveal the results of a recently completed partner/reseller survey and get the insight from several partners in attendance at this year's event.</p> <p><i>Joe Staples, Chief Marketing Officer</i></p>
10:15 – 10:30 AM	<p>Break</p> <p>MARRIOTT BALLROOM FOYER</p>

Note: Agenda Subject to Change

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GENERAL SESSIONS
MARRIOTT BALLROOM 5-6

10:30 – 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 Wentink, Sr. Director, Strategic Initiatives</i></p>
10:55 – 11:15 AM	<p>Interaction Content Manager™ (ICM) Sneak Peek Join us for an introduction into how Interaction Content Manager (ICM) will help with the basic storage and organization of content, as well as how it will integrate into Customer Interaction Center™ (CIC) and IPA to provide a more robust contact center solution. <i>Jennifer Wilson, Product Manager</i></p>
11:15 – 11:45 AM	<p>Vision Award Finalists Hear first-hand from this year's Vision Award finalists who will showcase their most visionary application and forward-thinking use of the Interactive Intelligence solutions. YOU will determine this year's winner!</p>
11:45 – 1:00 PM	<p>Q&A Luncheon There are things we do very well to help our Partners – other things we can do better. Join us for lunch and a Q&A session with the Interactive Intelligence brain trust to get answers and discuss the issues that concern you. INDIANA BALLROOM</p>
1:00 – 5:00 PM	<p>Usability Station Visit the Usability Station hosted by Interactive Intelligence's Development Team. The team will ask you to perform prepared tasks and will gather useful data to take back to the office. Your involvement is crucial to improving the user experience of our products. Participate and be eligible to draw for a gift certificate worth up to \$50! MARRIOTT BALLROOM 1-4 FOYER</p>
1:00 – 5:00 PM	<p>Lync Integration Interactive Intelligence's integrations team will be on hand with 4.0 Lync integration prototypes looking for feedback on current limitations of the 3.0 integration and how those challenges will be resolved in the 4.0 integration. MARRIOTT BALLROOM 1-4 FOYER</p>
1:00 – 6:00 PM	<p>Techies On-Demand Our top software developers, product managers, support engineers and members of the Technical Sales group <i>are here to serve you</i>. Spend as much time as you need with any of them, talk about whatever is on your mind, and get a personal demo of our products. No distractions. Just you, our knowledge experts, their undivided attention and straight tech talk to help you strengthen your Interactive Intelligence partnership and market opportunities. DENVER & DENVER FOYER</p>

Tuesday, October 25

	Sales/Business Solutions Track MB 6	Sales/Business Solutions Track II MB 7-8	Product Track I MB 5	Product Track II MB 3	Technical Innovation Track MB 9-10	Interaction Labs MB 1-2	Support and System Management Track MB 4
1:15 – 2:00 PM	<p>Microsoft Lync – Selling the Integration</p> <p>Microsoft has been 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 the entire enterprise. During this session we'll talk about positioning, messaging, working with Microsoft field representatives, and take a quick peek at a completely rewritten version of our Lync integration.</p> <p><i>Tim Passios Sr. Director, Solutions Marketing, Mike Shrall, Development Group Director, Integrations Group</i></p>	<p>Bringing in Deals Using Business-based ROI</p> <p>Come hear about recent, successful sales strategies that leverage a business-based return on investment approach. We'll review the Interactive Intelligence ROI analysis programs and cover an actual sales win that used ROI to seal the deal.</p> <p><i>David Fuller, Strategic Consulting Director, Janet Thalacker, Strategic Consultant & Mike Bira, EDCi</i></p>	<p>4.0 Feature Overview</p> <p>During this session, we'll be covering some of the new features introduced in CIC 4.0.</p> <p><i>Jeroen Buis, Group Manager, Product Management</i></p>	<p>Hardware: Phones, Servers, Gateways, etc.</p> <p>Hardware as part of the solution. Learn about the latest in phones and gateways, including the upcoming Interaction Edge. Also, learn what's new in the recommended and engineered Interaction Application Servers.</p> <p><i>Jenny Sanders, Hardware Sales & Peter Nees, Product Manager</i></p>	<p>Getting to the Root Cause of Voice Quality Problems</p> <p>Preventing voice quality problems in networks is a target that all companies aim for. The problem is that most organizations don't have enough visibility into what the network is doing during VoIP conversations. This session will review best practices for finding and resolving the root-causes of voice quality problems as well as preventative strategies for running a perfectly healthy network for VoIP, Video, and data.</p> <p><i>Tim Titus, CTO, PathSolutions & Ritu Maheshwari, Product Manager</i></p>	<p>.NET Interaction Supervisor™ 4.0</p> <p>Interaction Supervisor has been completely rewritten in 4.0. Supervisor is now part of Interaction Center Business Manager and has a brand new interface — and this is its first public unveiling. Learn about the innovative 4.0 features and get hands-on experience with Interaction Supervisor's new look and feel. And share your feedback with us!</p> <p><i>Todd Zerbe, Director, Product Development</i></p>	<p>Switchover Architecture and Misconceptions</p> <p>Take your knowledge of Switchover to the next level. This session gives you a close-up look into the inner workings of Switchover, as well as outlining common misconceptions and explaining some of the more advanced features. We'll also discuss best practices for Switchover success.</p> <p><i>Kenneth Hughes, Principal Engineer</i></p>

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2:15 – 3:00 PM	<p>Selling Interaction Process Automation™ (IPA)</p> <p>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 make that IPA sale.</p> <p><i>Andy Doyle, Interaction Process Automation Specialist</i></p>	<p>Interaction Content Manager™ (ICM)</p> <p>Join us for a first look at Interaction Content Manager. This session includes a high level overview of the initial release of ICM, as well as a demonstration of core features found in the ICM application and administration console.</p> <p><i>Jennifer Wilson, Product Manager & Milan Vrenjak, Team Lead Architect</i></p>	<p>Interaction Analyzer™: Real-time Speech Analytics</p> <p>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.</p> <p><i>Matt Taylor, Director, Product Management</i></p>	<p>Interaction Optimizer®: Schedule Bidding and Future Enhancements</p> <p>Your customers have been waiting for it and now you'll get a good look at it. Schedule Bidding is the next major feature enhancement for Interaction Optimizer and we'll unveil it in this session. We'll also discuss what's next on the Optimizer development roadmap.</p> <p><i>Troy Plott, Group Manager, Product Management</i></p>	<p>Designing CaaS-based Solutions</p> <p>Interactive Intelligence offers a variety of 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 looks premise-based and cloud-based solutions, helping you more effectively match a "right" solution to the customer's needs.</p> <p><i>Corey Bischoff, Manager, Sales Engineering</i></p>	<p>Media Server Configuration in 4.0</p> <p>This session covers the advanced Media Server's functionality. We'll discuss configuration and best practices, and point out some Frequently Made Mistakes (FMMs) to help you and your customers avoid making them. This session includes essentials for troubleshooting and useful "tips 'n tricks" for the troubleshooting process.</p> <p><i>Wes Robinson, Usability Engineer & Ritu Maheshwari, Product Manager</i></p>	<p>Understanding Call Legs in the SIP Environment</p> <p>Look under the hood! Receive a thorough analysis of how voice interactions flow through Interaction Center, beginning with the telephony subsystem and ending with the SIP ladder. We will navigate through the support process of finding the call legs and troubleshooting SIP problems.</p> <p><i>Adam Kerkhoff, Principal Engineer</i></p>
3:00 – 3:15 PM	<p>Break MARRIOTT BALLROOM FOYER</p>						

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3:15 – 4:00 PM	<p>45 Ideas in 45 Minutes</p> <p>Can it really be done? Watch our distinguished panelists discuss 45 ideas on reaching Interactive Intelligence Partner Sales Success in 45 minutes (or less!). Top Interactive partners and Interactive sales experts will share their tips and tricks to bringing in deals. Bring your stopwatch and count down the fun!</p> <p><i>David Fuller, Strategic Consulting Director, Tad Alper, Strategic Account Manager, John Capone, Territory Manager,, George Demou, Sales Manager, Avtex & , Jerry Brown, Vice President, Sales, Adapt</i></p>	<p>Closing the Deal with Interaction Optimizer®</p> <p>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.</p> <p><i>Troy Plott, Group Manager, Product Management</i></p>	<p>Reporting in 4.0</p> <p>Two new reporting applications were introduced in 4.0: Interaction Reporter and Interaction Detail Viewer. Come and be introduced to the new applications, learn about the changed logging and database schema, and understand how these changes will affect you. There will also be plenty of time to engage in Q&A and general feedback</p> <p><i>Mimi Nguyen, Product Manager</i></p>	<p>IPA Deeper Dive</p> <p>In many organizations, fragmented business processes and disparate back office applications lead to poorly executed work and bad customer service. In this session, we'll present a variety of demos showing how IPA can enable businesses to unify their desktop, gain insight into their work, and provide an improved customer experience.</p> <p><i>Zachary Hinkle, Pre-Sales Consultant & Jason Loucks, IPA Template Developer</i></p>	<p>Sizing Interactive Intelligence Solutions (Double Session)</p> <p>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"</p> <p><i>Tom Fisher, Director, Systems Engineering, Jim Ostrognai, Sr. Director, Testing & Ritu Maheshwari, Product Manager</i></p>	<p>What's New in IceLib 4.0: Learn and Lab (Double Session)</p> <p>Learn about the new 4.0 features in the IceLib software development kit, including new statistics support, improved configuration APIs, concepts documentation, API changes, and more. Following the presentation, explore IceLib 4.0 APIs with a hands-on tutorial lab. The "fill in the blank" tutorial includes example solutions for each step.</p> <p><i>James Purcifil, Team Lead, Architecture Team</i></p>	<p>Understanding the Problem – A Guide to Effective Case Triage</p> <p>Understanding the problem is the most critical step in resolving an issue. In this session, we will explore effective triage techniques that will help you work with the customer to narrow down the issue and reduce case resolution times.</p> <p><i>Erik Skoog, Technical Team Lead & Dustin Goad, Technical Team Lead</i></p>

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4:15 – 5:00 PM	<p>Selling to the Insurance Industry</p> <p>Learn about trends in the insurance industry and how the combination of our contact center, enterprise IP telephony, business process automation, and content management solutions can be applied. We will share our experiences, successes, and positioning for this increasingly customer centric business.</p> <p><i>Chuck Wilson, Director, Insurance Solutions</i></p>	<p>Consultant Relationships = More Business</p> <p>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.</p> <p><i>Tim Passios, Sr. Director, Solutions Marketing</i></p>	<p>Interaction Dialer® 4.0</p> <p>This session will cover all of the new features in Interaction Dialer 4.0.</p> <p><i>Mathew A. Erickson III, Sr. Product Manager</i></p>	<p>Interaction Optimizer®: Best Practices in Configuration</p> <p>Configuration choices can affect the workforce management process. They can also have an impact on the overall user experience, and on the types of information that are available throughout the system. In this session, we'll cover best practices and what to avoid when configuring Interaction Optimizer.</p> <p><i>Troy Plott, Group Manager, Product Management</i></p>	<p>Sizing Interactive Intelligence Solutions (continued)</p>	<p>What's new in IceLib 4.0 - Learn and Lab (continued)</p>	<p>The Latest and Greatest from Interactive Intelligence Support Management</p> <p>Especially for managers, this presentation provides an update on the Interactive Intelligence support organization including processes, procedures and what's new. We'll review the various support tools and resources available to customers, and lead a high-level discussion how to most effectively support an IC environment.</p> <p><i>Chris Bell, Regional Manager & Phil Weust, Regional Manager</i></p>
5:00 – 6:00 PM	<p>Technology Fair Reception</p> <p>Enjoy complimentary cocktails and hors d'oeuvres while networking with other resellers, Interactive Intelligence employees, and our Partner Conference Sponsors. Attend and you'll also be eligible to win some valuable — and interesting — prizes donated by participating sponsors.</p> <p>MARRIOTT BALLROOM 5-6 FOYER</p>						

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8:00 AM – 5:15 PM	Registration Desk and Technology Fair Open REGISTRATION 2 & MARRIOTT FOYER 5-10						
7:45 – 8:30 AM	Continental Breakfast MARRIOTT BALLROOM FOYER						
1:00 – 5:00 PM	Usability Station Visit the Usability Station hosted by Interactive Intelligence's Development Team. The team will ask you to perform prepared tasks and will gather useful data to take back to the office. Your involvement is crucial to improving the user experience of our products. Participate and be eligible to draw for a gift certificate worth up to \$50! MARRIOTT BALLROOM 1-4 FOYER						
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8:30 – 9:15 AM	<p>Hot Verticals</p> <p>Learn more about Interactive's vertical market strategy including hot topics and pertinent issues driving each industry.</p> <p><i>Bobbi Chester, Manager, Solutions Marketing</i></p>	<p>Power your World Class Contact Center with RightNow CX and Interactive Intelligence CIC</p> <p>Make exceptional service the norm as agents can handle more interactions, more rapidly, while improving the contact center experience. With the RightNow CX plus Interactive Intelligence CIC, you can power great experiences for your customers and address their business needs to improve retention, efficiency, acquisition and ultimately, the bottom line.</p> <p><i>Fabio Cavalcante, Solutions Consultant and Architect, RightNow Technologies</i></p>	<p>Interaction Recorder® 4.0: What's New?</p> <p>Want to know what's new in Interaction Recorder? Get an overview of the Interaction Recorder changes from version 3.0 to 4.0. You'll hear about the long list of quality monitoring enhancements and a sneak peek at what's coming.</p> <p><i>Lesley Vereen, Product Manager</i></p>	<p>Avaya</p> <p>Highlights of the new AACC platform plus a look into what is under the covers, and how to compete with this Avaya offering.</p> <p><i>Roger Reeves, Territory Manager</i></p>	<p>Administration 4.0: IA, New ACL's, Client Rights and Web-based Administration</p> <p>Session discussion will include significant UI improvements, new access control and client rights, as well as a new concept called "access control group", and new web-based administration tool.</p> <p><i>Jeroen Buis, Group Manager, Product Management & Mark Schroering, Development</i></p>	<p>Interactive Update 2.0</p> <p>Learn how to get the most out of your Interactive Update 2.0 software and its new features including first-hand experience with how Interactive Update can support workstation upgrades to 4.0, and understanding how major improvements to its underlying structure allow Interactive Update 2.0 to support advanced features. All feedback welcome!</p> <p><i>Doug Waterfield, Sr. Software Engineer & Zach Gray, Software Engineer</i></p>	<p>Understanding and Troubleshooting IC Reports and Statistics</p> <p>The Interaction Center application is continuously tracking vital information. Reports are the windows into that data. In this interactive Q&A session, we will learn about the data available and dispel some common misconceptions.</p> <p><i>Brian Wolfe, Principal Engineer</i></p>

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<p>9:30 – 10:15 AM</p>	<p>Remote Agents: The Big Game Changer</p> <p>Today 30% of US organizations deploy remote agents, and analysts predict that 80% of companies will include remote agents in their customer contact strategies by year-end 2013. Now is the time to capitalize on this trend and take control of the market opportunities in front of you. To help you, Michele Rowan, an authority on the remote workforce, will take you through some compelling drivers, proven case studies, and best practices for using remote agents. Her keen insights will give you the extra tools you need to sell CIC as the technology platform of choice for at-home agents.</p> <p><i>Michelle Rowan, CEO, Customer Contact Strategies, LLC.</i></p>	<p>Behind the Contact Center Curtain</p> <p>Would you like to learn more about the reality and unique dynamics of contact center management? Would you like to better relate to your customers and their challenges to ensure your project meets their expectations? If you answered yes to either of these questions, then this session is for you. Please join us.</p> <p><i>Marilyn Saulnier, Principal Consultant</i></p>	<p>Email Enhancements with IC 4.0</p> <p>See the improvements to email in CIC 4.0 and find out the latest about the upcoming Exchange Web Services support.</p> <p><i>Peter Nees, Product Manager & Troy Tricker, Lead Software Engineer</i></p>	<p>ShoreTel</p> <p>Competing with ShoreTel? Need ammunition on how to beat them at their own game? We will aid your efforts by helping you to better understand their strengths and weaknesses, detailing key areas to focus on competitively and providing recent examples of key wins!</p> <p><i>Ryan Cullen, Channel Sales Manager</i></p>	<p>Microsoft Lync with IC 4.0: That's Hot!</p> <p>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.</p> <p><i>Michael Shrall, Development Group Director, Integrations Group & Ritu Maheshwari, Product Manager</i></p>	<p>Interaction Analyzer™</p> <p>Check out Interaction Analyzer for yourself. Configure keywords and phrases, place calls and learn how it works.</p> <p><i>Matt Taylor, Director, Product Management</i></p>	<p>Supporting Interaction Optimizer®</p> <p>Interaction Optimizer requires a unique understanding of each of your customers and their business practices. In this session, we will discuss common solutions, best practices and frequent questions encountered when supporting Interaction Optimizer for your customers.</p> <p><i>Logan Burns, Principal Engineer</i></p>
<p>10:15 – 10:30 AM</p>	<p>Break MARRIOTT BALLROOM FOYER</p>						

Wednesday, October 26

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10:30 – 11:15 AM	<p>Enterprise Market Update</p> <p>In this session, we'll discuss the current state of the enterprise communications market; highlight the benefits and challenges companies can see from deploying advanced technologies; and offer best practices for helping customers understand why and how they should implement unified communications.</p> <p><i>Melanie Turek, Industry Director, Enterprise Communications, Frost & Sullivan</i></p>	<p>How to Effectively Work with Local Interactive Intelligence Territory Resources</p> <p>Join this session to hear about and discuss effective ways for Partner reps to work with Interactive Intelligence Territory Managers. Partnership is a 2 way street. In this session we will discuss how to maximize the Interactive channel team and work together to drive revenue.</p> <p><i>Mike Rudow, Area Director, Pacific Region & Steve Kaplan, Area Director, East Region</i></p>	<p>Interaction Feedback®: Product Update</p> <p>The survey market has outperformed contact center technology solutions, even during recessionary times. Learn why you and your customers need this solution, get updates on what's new, and hear future plans.</p> <p><i>Gina Clarkin, Product Manager</i></p>	<p>Interaction Dialer®: Competing with Aspect</p> <p>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.</p> <p><i>Mathew A. Erickson III, Sr. Product Manager</i></p>	<p>Migrating to IC 4.0 (double session)</p> <p>If you came to the conference to learn about all this new 4.0 stuff, this is the session for you. Your customers want it and you want to know how to get them there. In this session, we'll share our plan, listen to your insights, and work together to be sure that your questions are answered.</p> <p><i>Jim Hendry, Team Lead, Product Experience Engineer & Chris Raymond, Product Experience Engineer</i></p>	<p>A Lap Around the Interaction Client®</p> <p>Get an overview of current and upcoming Interaction Client features with plenty of tips and tricks! Get hands-on experience with the latest edition of the Client application, ask questions and interact directly with the developers who will give you the answers you need.</p> <p><i>Aaron Lerch, Lead Software Engineer</i></p>	<p>Common Solutions for Client Applications and Interactive Update</p> <p>Learn more about common problems and troubleshooting techniques for .NET Client applications and Interactive Update. From login issues to downloading updates. Take a hands-on approach to finding solutions to commonly reported problems.</p> <p><i>Phil Koch, Principal Engineer & Phil Merriman, Systems Engineer</i></p>

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11:30 – 12:15 PM		<p>Selling into the ARM Vertical</p> <p>What makes the ARM Industry unique from other call center environments? Come and learn about what drives this often misunderstood – yet profitable – industry, and the key factors you’ll need to address in order to stand-out from the competition.</p> <p><i>David Fletcher, Implementation Consultant, Latitude Software & Mike Mullins, Sales, Latitude Software</i></p>	<p>CIC and Social Media</p> <p>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.</p> <p><i>Tim Passios, Sr. Director, Solutions Marketing</i></p>	<p>Cisco</p> <p>With close to 70% market share in networking and a leading position in the UC market, Cisco seems to be in almost every deal. During this session you’ll learn about Cisco sales tactics, product trends, and how to position CIC to win against the Cisco UCC portfolio.</p> <p><i>Jim McNeil, Territory Manager</i></p>	<p>Migrating to IC 4.0 <i>(continued)</i></p> <p><i>Jim Hendry, Team Lead, Product Experience Engineer & Chris Raymond, Product Experience Engineer</i></p>	<p>Reporting in 4.0</p> <p>Experience the 4.0 Interaction Reporter and Interaction Detail Viewer applications. Learn about the new and planned features to increase the flexibility of the reporting solution and take advantage of this time to provide your feedback directly to product management and development.</p> <p><i>Mimi Nguyen, Product Manager</i></p>	
12:15 – 1:15 PM	<p>Networking Lunch Sit with other Partners and share ideas. Sit with old acquaintances and get caught up. Get answers from or trade ideas with Interactive Intelligence employees about the new 4.0 release, IPA and/or CaaS. INDIANA BALLROOM</p>						
1:15 – 5:15 PM	<p>Techies On-Demand Our top software developers, product managers, support engineers and members of the Technical Sales group <i>are here to serve you</i>. Spend as much time as you need with any of them, talk about whatever is on your mind, and get a personal demo of our products. No distractions. Just you, our knowledge experts, their undivided attention and straight tech talk to help you strengthen your Interactive Intelligence partnership and market opportunities. DENVER & DENVER FOYER</p>						

Wednesday, October 26

	Sales/Business Solutions Track MB 6	Sales/Business Solutions Track II MB 7-8	Product Track I MB 5	Competitive Track MB 3	Technical Innovation Track MB 9-10	Interaction Labs MB 1-2	Support and System Management Track MB 4
1:30 – 2:15 PM	<p>Building Relationships with Strategic Technology Partners - Better Together</p> <p>Technology Partner relationships have been an important source of referrals for Interactive Intelligence and our reseller partners. And those relationships will continue to be important in the future. Join us as we review how we are cultivating our current list of Strategic Technology Partners and our plans for adding more. Hear how you can best work with these partners to develop your own marketing and sales initiatives.</p> <p><i>Ralph Yeremian, Director, Strategic Partner Management & Cindy Herrington, Sr. Manager, Partner Programs</i></p>	<p>Relationship Manager for Polycom's Partnership with Interactive Intelligence</p> <p>Unified Communications is changing expectations for technologies on the desktop and throughout the enterprise. Tight Integration to CIC and overall ease of use are table stakes; becoming even more critical is integration with core business processes, incorporation of video, mobility, etc. See Polycom's new offerings and how we can help you increase your revenues as you increase your client's ability to collaborate and escalate their speed of business.</p> <p><i>Scott Zumbahlen, Strategic Alliances, Polycom</i></p>	<p>The New Window into the Contact Center: IWP</p> <p>Distinguish yourself from the competition with the newly released <i>Interaction Web Portal™</i> (IWP). IWP provides a window into the contact center allowing end clients, executives, supervisors and agents to view statistics, call recordings, reports and live call monitoring. Learn how your customers can benefit from this new access and what's coming for this new product.</p> <p>Mark Kowal, Group Manager, Product Management</p>	<p>IPA: Competing Against Genesys iWD and Other (Un)Usual Suspects</p> <p>Who is the toughest competitor to go up against in an IPA deal? The answer might surprise you! (Hint: it may not be a contact center vendor!) Join us and learn how to identify potential "competitors," recognize opportunities for peaceful co-existence, and successfully position IPA against old and new adversaries.</p> <p><i>Gina Clarkin, Product Manager</i></p>	<p>Web Chat in IC 4.0</p> <p>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.</p> <p><i>Jon Keller, Software Engineer & Peter Nees, Product Manager</i></p>	<p>Interaction Attendant® 4.0</p> <p>During this lab session you will work with Interaction Attendant 4.0. and see some of the latest features of both CIC 3.0 and 4.0.</p> <p><i>Brian Parsons & Jeroen Buis, Group Manager, Product Management</i></p>	<p>Interaction Dialer® Tuning and Best Practices</p> <p>The tuning and tweaking of Interaction Dialer is an art form and this presentation's goal is to help achieve a smoother, more effective operation. Topics for discussion include configuration, efficiency pacing, customer experience, and common confusion points.</p> <p><i>Sean Magnusen, Principal Engineer & Jacob Majors, Principal Engineer</i></p>

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2:30 – 3:15 PM	<p>The Latest Marketing Ideas for Partners</p> <p>Learn about some of the latest activities Interactive Intelligence is engaging in to build its brand and generate sales leads, then see how those ideas can be applied to your business. Additional practical ideas will be discussed that are specific to partners. You're guaranteed to leave with at least one new marketing idea that you can go back and implement.</p> <p><i>Joe Staples, Chief Marketing Officer</i></p>	<p>Interaction Process Automation™ (IPA): Customer Panel</p> <p>Please join us for a panel discussion led by two organizations describing their IPA projects. They'll cover the value proposition and ROI that attracted them to IPA, and their experiences during the consulting and implementation phases.</p> <p><i>Rachel Wentink, Sr. Director, Strategic Initiatives and Jo Thomas, General Manager, iSelect, Ltd.</i></p>		<p>Siemens Enterprise Communications Competitive Review</p> <p>Learn how to compete and win against Siemens. Contrasting CIC's all in one solution at a component level with Siemens' product offering will be covered as well as a comparison of common deployment strategies. Finally, we will summarize what Siemens competitive strengths are, but where CIC is a better fit, and a few secrets about Siemens that can help in competing and winning.</p> <p><i>Brent Morgan, Sales Engineer</i></p>	<p>SIP Trunking – a Migration Strategy</p> <p>This session will present a multi-step migration strategy that will help partners get started with SIP Trunking services, using AudioCodes Enterprise Session Border Controllers (E-SBCs) to address the concerns over security, interoperability and survivability.</p> <p><i>Alan Percy, Director, Market Development, AudioCodes</i></p>	<p>Reporting in 4.0</p> <p>Experience the 4.0 Interaction Reporter and Interaction Detail Viewer applications. Learn about the new and planned features to increase the flexibility of the reporting solution and take advantage of this time to provide your feedback directly to product management and development.</p> <p><i>Mimi Nguyen, Product Manager</i></p>	<p>Advanced IVR and Handler Techniques</p> <p>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.</p> <p><i>Jordan Stowe, Principal Engineer</i></p>
3:15 – 3:30 PM	<p>Break MARRIOTT BALLROOM FOYER</p>						

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	Sales/Business Solutions Track MB 6	Sales/Business Solutions Track II MB 7-8	Product Track I MB 5	Competitive Track MB 3	Technical Innovation Track MB 9-10	Interaction Labs MB 1-2	Support and System Management Track MB 4
3:30 – 4:15 PM	<p>Selling Success with CIC and IBM Lotus® Sametime® Integration</p> <p>The CIC-Sametime integration provides the most comprehensive unified communications and collaboration solution for expertise location out of the call center. Together, CIC and IBM Sametime allow easy address requests, answer questions and keep customers happy. Learn about this exciting value proposition and see a live demonstration of presence synchronization, the integrated companywide directory, various desktop client enhancements and mobility features designed to make interactions between the contact center and business users more efficient</p> <p><i>Tim Ross, Strategic Accounts Manager – IBM Account</i></p>	<p>Cutting Costs in the Contact Center</p> <p>In these economically challenged times, many organizations are seeking ways to trim costs by streamlining processes and improving customer contact efficiencies. In this session we'll explore a variety of ways how ININ solutions help businesses cut costs while still providing the services customers come to expect.</p> <p><i>David Fuller, Strategic Consulting Director & Scott Armstrong, Strategic Consultant</i></p>	<p>CaaS Update</p> <p>Join us for this CaaS update session where we will unveil new service offerings that provide additional flexibility for deploying our CaaS solutions. Additionally, we will demo our new "CaaS Quick Spin" offering and share some of the vision that's driving our continued investment in CaaS.</p> <p><i>Roe Jones, Group Manager, Product Management & Mike Szilagyi, Vice President, CaaS</i></p>	<p>Competing Against Genesys - The superiority in an all-in-one solution</p> <p>The market is evolving and CTI-centric solutions are a thing of the past. Learn how to understand the differences between Genesys CIM Platform and CIC, play Interactive Intelligence strengths and nail the deal!</p> <p><i>Eric Lieb, Sales Manager</i></p>	<p>Interaction Media Server™: Roadmap and Strategy</p> <p>A lot has changed since we last talked! This session unveils the new ION powered media server. We will talk about new features like Call Analysis, ASR, TTS, conferencing...we have been busy working on 4.0 features. We will discuss deployment and functionality to help you leverage the most out of your media servers.</p> <p><i>Ritu Maheshwari, Product Manager & Wes Robinson, Usability Engineer</i></p>	<p>Getting Your Hands on Interaction Web Portal™</p> <p>It's here! Experience the simplicity and ease of administration of the newly released Interaction Web Portal (IWP). Attend this session to learn how to create organizations, users and environments that can see interaction statistics, listen to recordings, run reports and monitor calls in real time.</p> <p><i>Chuck Pulfer, Development Team Lead & Mark Kowal, Group Manager, Product Management</i></p>	<p>Troubleshooting VoIP: The Interworking of Managed Phones and SIP Proxies</p> <p>Gain familiarization with the common problems and pitfalls involving Managed Phones and SIP Proxies. Additional topics include DNS SRV Records, Registration Groups, Managed Proxy, as well as a few of the new features that have been released in the SU process.</p> <p><i>Amit Shukla, Principal Engineer & Wilson Tran, Sr. SIP Engineer</i></p>

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	Sales/Business Solutions Track I	Sales/Business Solutions Track II	Product Track I	Competitive Track MB 3	Technical Innovation Track	Interaction Lab Track	Support and System Management Track
4:30 – 5:15 PM	<p>Successfully Selling to the 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, complementary product offerings, and conclude the session with an open discussion to share ideas on growing sales within your installed base.</p> <p><i>Crystal Treadwell, Strategic Account Manager</i></p>	<p>Telling the Interactive Intelligence Story Using the 12 Reasons Book</p> <p>Differentiation is the key to successful marketing and selling. Look like everyone else, and your chances of winning new business are slim. Using a creative method of differentiating your opening presentation to a prospect, you'll see how you can stand out from the competition and present the Interactive Intelligence story in a compelling and memorable way. The session closes discussing how to use this same method to present the distinctly unique qualities of your organization.</p> <p><i>Joe Staples, Chief Marketing Officer</i></p>	<p>Co-browsing - Now Available with CIC</p> <p>How can you decrease call times and increase first call resolution? Learn how agents can better interact with customers through co-browsing and real time screen sharing. Agents can literally be "on the same page" as customers, resolving issues faster and driving purchase decisions.</p> <p><i>Mike Palumbo, Sales Director, LiveLOOK & Dionne Flickinger, Product Management Coordinator</i></p>		<p>4.0 Architecture</p> <p>In the business of deploying IC Servers? Got questions? What components can share hardware? When do we deploy Remote Content Servers or Media Servers? What goes where and why? Come join a collaborative session outlining the 4.0 architecture and its new components. Also gain an understanding of how the 4.0 architecture exemplifies Scalability, Flexibility & Recoverability</p> <p><i>Ritu Maheshwari, Product Manager & Abi Chandra, Sr. Systems Engineer</i></p>	<p>Licensing in 4.0</p> <p>Interactive Intelligence is adding concurrent licensing in CIC 4.0, in addition to named user and named workstation licensing. This session on 4.0 licensing covers how to provision a system for concurrent licensing, how to combine named and concurrent licenses, and how to license features and components such as Proactive Recording and the Interaction Media Server.</p> <p><i>Jeroen Buis, Group Manager, Product Management & Ritu Maheshwari, Product Manager</i></p>	<p>Advanced Troubleshooting: Interaction Recorder®</p> <p>This Interaction Recorder session outlines the inner workings of the Recorder application, identifies potential problems, and provides techniques you can use to keep Recorder running smoothly for your customers.</p> <p><i>Logan Burns, Principal Engineer</i></p>
7:00 – 10:00 PM	<p>Awards Dinner INDIANAPOLIS MARRIOTT DOWNTOWN, MARRIOTT BALLROOM 5-6</p>						

Thursday, October 27

8:00 – 11:00 AM	<p>Registration Desk Open REGISTRATION 2</p>
8:00 – 8:30 AM	<p>Continental Breakfast MARRIOTT BALLROOM FOYER</p>

Note: Agenda Subject to Change

Rev: 10.18.11

Thursday, October 27

	Sales/Business Solutions Track MB 6	Sales/Business Solutions Track II MB 7-8	Product Track I MB 5		Technical Innovation Track MB 9-10	Interaction Labs MB 1-2	Support and System Management Track MB 4
8:30 – 9:15 AM	<p>Riding the Cisco Wave: CIC and CUCM</p> <p>Discover the benefits customers are realizing when combining CIC and Cisco Unified Communications Manager (CUCM). Learn how to guide customers toward a solution that better meets the needs of their business and simplifies the life of IT – including the Cisco team. Find out how to ride the Cisco wave and win more contact center business with CIC.</p> <p><i>Jason Alley, Solutions Marketing</i></p>	<p>"Death of a PowerPoint": white boarding our way to Success!</p> <p>In this session, Paul Weber and Mike Rudow will discuss and demonstrate effective white boarding techniques that will enable us to differentiate your solution in today's market.</p> <p><i>Paul Weber, Vice President, NA Sales & Mike Rudow, Area Director, Pacific Region</i></p>	<p>PCI Compliance and the IC Platform</p> <p>The Payment Card Industry (PCI) has an ever expanding set of guidelines that contact centers must adhere to in order to process credit card transactions. During this session, we'll cover the features available in the Interaction Center Platform to help contact centers manage their PCI compliance.</p> <p><i>Lesley Vereen, Product Manager & Brad Herrington, Sr. Manager, Solutions Marketing</i></p>		<p>Taking the Wrapper Off of Interaction Supervisor™ 4.0</p> <p>Interaction Supervisor was rewritten from the ground up in 4.0. From the stat providers to alert server to the new user interface this application improves upon features you love and adds a lot more. You'll get a live demo, brief architectural overview, and highlights of the key differences from 3.0.</p> <p><i>Todd Zerbe, Director, Product Development</i></p>	<p>Interaction Process Automation™ (IPA) (Double session)</p> <p>This hands-on lab will help you learn basic and advanced IPA concepts and create your own business processes. Use the Process Automation Designer to create and route work items to users, start new processes via the Interaction Client®, and track the status of processes throughout their lifecycles. (No experience necessary.)</p> <p><i>Kevin Schatz, Sr. Principal Engineer, Jason Loucks, IPA Template Developer & Zachary Hinkle, Pre-Sales Consultant</i></p>	<p>Maintaining and Troubleshooting Postal Services</p> <p>We'll review different processes the Postal services are involved in, along with troubleshooting issues that can arise. This session covers attendant routed emails, and standard ACD email routing with a focus both on routing and delivery of responses. We'll even review voice mail delivery and MWI.</p> <p><i>Jason McDowell, Principal Engineer & Corey Small, Systems Engineer</i></p>

Thursday, October 27

	Sales/Business Solutions Track MB 6	Sales/Business Solutions Track II MB 7-8	Product Track I MB 5		Technical Innovation Track MB 9-10	Interaction Labs MB 1-2	Support and System Management Track MB 4
9:30 – 10:15 AM	<p>Changing the Game by Leading with the Cloud</p> <p>Learn how to win more business by leading with the cloud. Interactive Intelligence is the ONLY solution provider in North America offering customers the flexibility to choose either model – cloud-based or on-premise – and later seamlessly migrate to the other in a realistic, cost effective fashion. Learn how your peers are positioning CIC to capitalize on this unique window of opportunity to close more business – not only CaaS but premise-based too!</p> <p><i>Jason Alley, Solutions Marketing</i></p>	<p>Contact Center Market Update</p> <p>Hear from a leading contact center analyst her views on the current state of the contact center market. Among the topics of discussion: Where do competitive vendors stand in terms of innovation and thought leadership? How are vendors and customers incorporating social networking into contact center portfolios? Where do competitors stand with respect to SaaS-based offers? What progress is being made to migrate contact center solutions to the back office?</p> <p><i>Sheila McGee-Smith, President & Principal Analyst, McGee-Smith Analytics, LLC</i></p>	<p>Interaction Director® and Interaction Monitor™: Product Updates</p> <p>In this session, you'll get product overviews including why you and your customers need these products, updates on what's new, and future plans.</p> <p><i>Matt Taylor, Director, Product Management & Ritu Maheshwari, Product Manager</i></p>		<p>What a REAL Beta Program Looks Like...</p> <p>The days of "shelfware" are over. We're redefining what it means to work with early releases of our products. We provide a hands-on experience with real resources to help you meet your objectives and share with you the big successes that we've seen.</p> <p><i>Chris Raymond, Product Experience Engineer & Jim Hendry, Team Lead, Product Experience Engineer</i></p>	<p>Interaction Process Automation™ (IPA) (continued)</p>	<p>Breaking Down the Service Update Process – a Phased Approach</p> <p>In this session, learn the many ways a Service Update install can be performed in phases. Whether for a large site or small, knowing how various components and devices can be upgraded makes planning upgrades more straightforward and allows upgrades to be performed during smaller maintenance windows.</p> <p><i>Phil Koch, Principal Engineer & Stuart Newkirk, Sr. Systems Engineer</i></p>
10:15 – 10:30 AM	<p>Break MARRIOTT BALLROOM FOYER</p>						
	<p>GENERAL SESSIONS MARRIOTT BALLROOM 5-6</p>						
10:30 – 10:50 AM	<p>Conference Locknote and Closing Comments <i>Gary Blough</i></p>						
10:50 – 11:50 AM	<p>Where We're Going <i>Dr. Don Brown, Founder & CEO</i></p>						
	<p>POST-CONFERENCE SESSION MARRIOTT BALLROOM 9-10</p>						
12:30 – 3:00 PM	<p>Sales Process Training If you closed your eyes and imaged your ideal sales win, what does that sales process look like? Come to an interactive session to learn practical, real-world sales techniques that will impact you, your sales numbers, and your company. <i>This is a free session and lunch will be provided. You must pre-register for this session.</i> <i>Mark Piskadlo, Area Director, West Region & Kim Priestly-Ramirez, Regional Partner Manager</i></p>						

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