

Conference Agenda

Time	Session
8:30-9:00	<i>Welcome reception and continental breakfast</i>
9:00-9:15	<p><i>Introduction: Beyond the low hanging fruit</i></p> <p>You drove cost reductions in 2009, delivered more services for no more money in 2010 and swallowed reductions to your telecom budget in 2011. Yet the drive to reduce costs and overhead continues unabated in 2012, and telecom continues to be seen as an area that should contribute significantly. What's next? In this introduction we'll tee up the areas we're going to cover – specific strategies in the morning, and specific services in the afternoon.</p>
9:15-10:00	<p><i>Extracting Reductions from Suppliers Without Sacrificing Leverage</i></p> <p>Suppliers are experts at taking advantage of customers in need by offering small savings in return for burdensome commitments and reduced flexibility. In this session we'll show you how to turn the tables even when you don't have the time for a full competitive procurement. We'll also review the strategies the suppliers will deploy, and how to counter them.</p>
10:00-10:45	<p><i>Alternative Suppliers Deserve More than a Second Thought</i></p> <p>Alternatives to AT&T and Verizon are crucial in the battle to lower costs. In this session we'll explain why you only have to move some of your services to a second tier provider to achieve significant savings. We'll examine a range of alternative suppliers, give you the facts about their financial health, provide advice on services to consider purchasing from them, and present a real life case study of how a large enterprise customer integrated an alternative supplier into its RFP process and mix of network service providers – with impressive results.</p>
10:45-11:00	<i>Break</i>
11:00-11:45	<p><i>When You Have Gotten All You Can Get in the US, Look Overseas</i></p> <p>Markets outside of the US present huge, often overlooked, savings opportunities from voice services in Europe to wireless services in Latin America to MPLS networks in Asia Pacific. Many regions have telecom service markets that are as competitive, or more competitive, than the US market. But it can be daunting to engage in markets (and with suppliers) that you don't know well, and to negotiate pricing and service arrangements that look different from those you are used to. In this session we'll identify the overseas services and regions that present the best opportunities, and give you the information you need to secure these opportunities. We'll even bring some of our own "foreigners" to talk to you about it!</p>

Time	Session
11:45-12:30	<p><i>Cutting Costs by Optimizing Telecom Services and Infrastructure</i> Optimizing your services and network infrastructure can deliver as much in savings as negotiating lower pricing, but many optimization opportunities are simply never examined. For example, buying 24x7 maintenance for redundantly configured equipment doesn't deliver better availability than next business day maintenance; and companies typically monitor over-utilized circuits to determine when bandwidth upgrades are necessary, but rarely look at under-utilization for opportunities to downgrade bandwidth. In this session our optimization specialists will present a range of initiatives that deliver savings with no (or negligible) service impact, and show examples of the supplier tools and reports that you can use in the effort.</p>
12:30-1:20	<p><i>Networking Lunch</i> A decade ago taxes and surcharges rarely exceeded 10% of enterprise telecom bills. Today the figure is 25% and rising, thanks to the USF beast and the carriers' desire to raise revenue without raising prices. While you enjoy desert, we'll update you on recent developments in the tax/surcharge world, where things are headed, and what you can do about it.</p>
1:20-2:10	<p><i>SIP—What You Need to Know</i> Most Enterprises are either actively migrating to a SIP Solution or considering it for FY 2012-2013. There is plenty of talk about SIP, and lots of numbers get thrown around. But there is very little straightforward information about what SIP Trunking is, how it works, and "how you get there from here". This session provides that.</p>
2:10-3:00	<p><i>Doing a SIP Deal</i> SIP promises significant savings, but as with many new services comparing the carriers' pricing models and calculating the savings can be daunting. We begin this session by explaining the major pricing models so you can calculate and get the savings. Then we tackle SIP deal gotchas. As you ask questions and examine the documents, you'll find that SIP deals are complicated and that there are many "gotchas" lurking in the vendor boilerplate that you have to address so that you don't risk losing your savings (or put your company at risk).</p>
3:00-3:15	<p><i>Break</i></p>

Time	Session
3:15-4:00	<p><i>Myth Buster: Will Moving to the Cloud Save you Money?</i></p> <p>Cost is often cited as a key business driver for cloud computing. But do companies actually save money when they move to public clouds? Are other business drivers more central? Using cloud-based messaging solutions as an example, in this session we will examine whether public cloud solutions can deliver on their cost savings promise, and provide tips on how to structure a cloud deal to help manage costs effectively and maximize value. We will expose many of the overlooked hidden costs (like additional licensing fees, stranded investments, and bandwidth increases) that should be factored into the cloud risk/reward analysis.</p>
4:00-5:00	<p><i>Putting Wireless on a Diet</i></p> <p>Wireless services are by far the most wasteful and bloated of all telecom services. From users being on inappropriate rate plans, to non-business spend on your corporate bill, to simply not being able to control the proliferation of wireless services and devices, there are opportunities to cut wireless spend, without undermining the benefits that wireless services bring, from a multitude of angles. In this session we'll detail the top areas of wasteful spend and how to target them, present mobile policy best practices and review how companies are increasingly turning to mobile device management (MDM) solutions to implement and monitor the cost reducing wireless policies their companies need.</p>
5:00	<p><i>Networking Reception</i></p> <p>If you have already acted on every cost reduction initiative we discussed, at least you can drown your sorrows on us.</p>