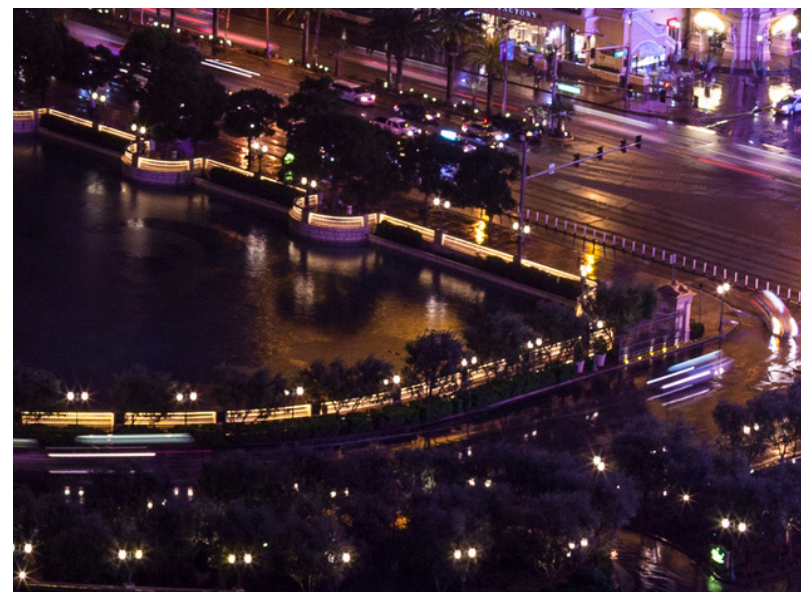


 **IDEACOM[®]**
CONFERENCE 2024

CAESARS PALACE
APRIL 28-30, 2024

Conference Agenda



AGENDA AT-A-GLANCE

SUNDAY, APRIL 28, 2024

1:00-5:00 pm | Exhibitor Setup

MILANO 1, 2, 5, & 6

6:30-8:30 pm | Welcome Reception

APOLLO POOL

MONDAY, APRIL 29, 2024

9:00 am-12:00 pm | General Session

MILANO 3, 4, 7, & 8

9:00-9:20 am: Welcome

9:20-12:00 pm: MEMBERS ONLY: Mining Our Diamonds

12:00-1:00 pm | Lunch

MILANO 1, 2, 5, & 6

12:00-5:00 pm | Exhibit Hall

MILANO 1, 2, 5, & 6

12:00-5:00 pm: Exhibit Hall

4:00-5:00 pm: Exhibit Hall Cocktails

6:30-8:30 pm | Grand Banquet

EMPERORS BALLROOM

TUESDAY, APRIL 30, 2024

7:00-9:00 am | General Session

MILANO 3, 4, 7, & 8

7:00-7:30 am: Breakfast

7:30- 8:00 am: Vendor Awards

8:00-9:00 am: MEMBERS ONLY:KEYNOTE: Making AI Accessible to the SMB -

Presenter: Mark Sher, SVP of Product Marketing

9:00-12:00 pm | Breakout Sessions

9:00-10:00 am: Breakout Session 1

10:00-11:00 am: Breakout Session 2

11:00-12:00 pm: Breakout Session 3

12:00-1:00 pm: Farewell Lunch



BREAKOUT SESSIONS

PLEASE NOTE: Space in the breakout rooms is limited. Please refer to the agenda insert in your conference badge to see which breakout session room you are scheduled to be in.

9:00-10:00 am: Breakout Session 1

- HostMyCalls
- Intermedia
- Zultys

10:00-11:00 am: Breakout Session 2

- EnGenius
- Intermedia
- Presence Management

11:00-12:00 pm: Breakout Session 3

- ConnectWise
- HostMyCalls
- Presence Management

CONNECTWISE: IT Managed Services - What Goods Look Like in 2024 plus the Opportunity and Risk of AI. Bob Gentzler, ConnectWise, and Rick Harber, Decision Digital, will continue our discussion from 2023:

1. Review the latest benchmarks for high performing IT Managed Services Providers
2. Demonstrate the progress of AI in our industry such as Robotic Process Automation, Hyperautomation, ChatGPT
 - The emerging opportunities and risks

ENGENIUS: Industry's Best TCO Networking Solution to Boost Your Margins! The participants in this break-out session will be able to gather useful insights about the next-generation data and voice solutions from EnGenius Technologies. They will also learn how they can win highly profitable deals with the new EnGenius partner program and the unique EnGenius products and solutions. Agenda:

HOSTMYCALLS: How to address the poor service standards that are limiting your growth potential.

Hosted voice and telecommunications companies have received some of the lowest Net Promoter customer service scores of any major industry or commercial group. It's so bad, in fact, that poor service standards have caused the telecom industry to consolidate, not through acquisition, but by attrition! Part of the problem stems from the fact that providing quality hosted voice services requires intensive investments in customer support, which the major providers often overlook or flat-out ignore. And, who pays the price for the industry's horrendous customer service? It's certainly not the provider. It's you, the agent! **Special Offer for Attendees:** Anyone who attends this breakout session will receive HostMy SMS Pro, which includes a website widget, Voice-Initiated Messaging, and permission management, FREE for life. This is a value of \$89/month completely FREE (for life).

INTERMEDIA: Cloud Now! On-Premises to Cloud. While many businesses have moved to the cloud, many more still rely on traditional on-premises phone systems. Intermedia's new Cloud Now strategy is designed to help you show your customers still using on-premises technology the shortcomings of traditional phone systems.

PRESENCE MANAGEMENT:PRESENCE MANAGEMENT: Adding Emergency notification services to your offering through Ideacom. StaffAlerter is the platform companies rely on for their emergency and group messaging needs. Combining the power to send SMS, Phone calls, and email to any number of groups or employees, StaffAlerter fills a void. StaffAlerter also can monitor and control devices on a property. With the ability to control signaling devices, doors, and equipment, StaffAlerter brings end-to-end management of resources. Designed to scale from 5-50,000 users, the system can meet all of the communications needs and manage safety plans. The inclusion of hosted and premise telephones as well as paging, allows StaffAlerter to be the one solution for all facilities.

- Ideacom will offer the StaffAlerter services as a Master Agent. See how selling StaffAlerter can improve your sales and provide recurring revenue.

ZULTYS: Empowering Zultys Users & IDeACOM Members: Release 18, ZAC 9, Mobile ZAC, and Partner Portal Tools. Discover the many new highly requested capabilities and enhancements to existing features that are available in Release 18 and ZAC 9. Explore the new Mobile ZAC app for iOS and Android, featuring a modern design with an improved user experience and new capabilities like multiparty video conferencing, Call Attached Data, and more. Additionally, meet our dedicated enterprise team member who's with you every step of the way to help you win those bigger multi-location opportunities. And stay informed of the latest developments regarding our quoting and marketing tools within the Zultys Partner Portal. At Zultys, we're dedicated to advancing our omnichannel Unified Communications and Integrated Contact Center solution platform alongside our valued partnerships. Together, we're charting a path toward success. With so many updates to our suite of tools, now is the perfect time to engage in this conversation.