



IDEACOM[®] CONFERENCE 2022

WESTIN LA PALOMA

MAY 22 - 24, 2022

Conference Agenda



AGENDA AT-A-GLANCE

SUNDAY, MAY 22, 2022

2:00-9:00 pm | Exhibitor Setup

CANYON II, IV

6:00-8:00 pm | Welcome Reception

ARIZONA DECK

MONDAY, MAY 23, 2022

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

GRAND BALLROOM

9:00-9:15 am: Welcome

9:15-10:15 am: KEYNOTE SPEAKER: Rich Tehrani

10:15-10:30 am: Break

10:30-11:00: Adding Emergency Notification Capabilities to Your Offering

11:00-12:00 pm: MS Teams Phone System: A Square Peg in a Round Hole

12:00-1:00 pm | Lunch

ARIZONA DECK

12:00-5:00 pm | Exhibit Hall

CANYON II, IV

12:00-5:00 pm: Exhibit Hall

6:00-8:00 pm | Awards Banquet

SONORAN ROOM

TUESDAY, MAY 24, 2022

9:00-10:00 am | General Session

GRAND BALLROOM

9:00-9:15 am: Welcome

9:15-10:00 am: KEYNOTE SPEAKER: Irina Shamkova

10:00-2:15 pm | Breakout Sessions

10:00-10:15 am: Break

10:15-11:15 am: Breakout Session 1

11:15-12:15 pm: Breakout Session 2

12:15-1:15 pm: Lunch

1:15-2:15 pm: Breakout Session 3

2:15-4:00 pm | Members Only Mining Our Diamonds

GRAND BALLROOM

2:15-2:30 pm: Break

2:30-4:00 pm: Mining Our Diamonds



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.

10:15-11:15 am: Breakout Session 1

- Intermedia
- Optus
- SureCall

11:15-12:15 pm: Breakout Session 2

- ConnectWise
- HostMyCalls
- Intermedia

1:15-2:15 pm: Breakout Session 3

- HostMyCalls
- Legrand
- Speco Technologies
- Zultys

CONNECTWISE: Building a Successful IT MSP in 2022. There has never been more opportunity or risk for the IT Managed Services provider. Over 25% of IT MSPs have a negative EBITDA each year while 25% make over 19% EBITDA ... we will look at what it takes to build a successful IT MSP in the current environment.

HOSTMYCALLS: HostMyCalls and the Ucaas Evolution. Join HostMyCalls to learn about "Business Grade SMS and Web RTC, a difference-maker in Closing Sales". We will discuss the differences between true "Business Grade SMS" versus just texting on a DID along with the future roadmap of Web RTC.

INTERMEDIA: Discover Contact Center Opportunities and DOUBLE Your Deal Size. Opportunities to sell Contact Center are everywhere, but not all businesses know they have the need. They are mistaken, as Contact Center is all about improving their customer communications and the customer experience that they provide. With 89% of consumers switching brands following one instance of poor customer service, they can't afford to ignore it. This breakout session will give you the skills and confidence you need to uncover fantastic opportunities to sell Intermedia Contact Center.

LEGRAND: 400Gbps and Beyond... The Future of Fiber-Optic Networking. 1 BICSI CEC.

OPTUS: Better Together: How Optus Pads Your Pockets. This session will highlight how you can expand your footprint using Optus' service delivery as well as how you can become a sub-contractor with Optus to generate new opportunities.

SPECO TECHNOLOGIES: Leveraging Video Systems To Increase Your Revenue. For many years the purpose of video systems was to "Capture, Record, and Review." after the crime happened. With the advent of advanced analytics and the simplicity of using them, we are now able to "Detect and Deter" potential crimes proactively before they happen. Speco will present ideas and applications that are commonplace where this technology resonates with end-user customers.

SURECALL: Passive DAS (Distributed Antenna System) and its importance to maintaining your customers. SureCall has designed and manufactured passive DAS solutions for over 20 years. During that time we have been first to market with a number of new technologies, most importantly 5G.

ZULTYS: Working With Zultys Keeps Getting Easier. Come join this presentation from Zultys executives, highlighting the latest features available within the Unified Communications platform and what you need to know to best help you sell it now. Also, learn about Zultys' new Partner Portal. Be among the first to see the resources and tools that will soon be available and get a preview of how you can use it to grow your business with marketing campaigns, expedite the quote process, make your proposals clear and beautiful, and train your staff.