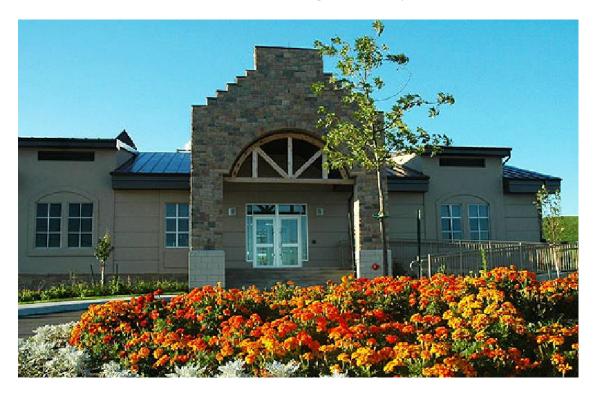# SCTC Regional Forum - 2018 Industry Insights

Canadian and Great Lakes Regional Group Joint Event

Registration:

http://www.sctcconsultants.org/calendar-of-events

Tuesday, June 5, 2018   9:00 AM – 8:00 PM

Location:

Braeben Golf Course

5700 Terry Fox Way, Mississauga, ON
(15 min from Pearson Airport - YYZ)

Consultant Members:	*$ 100.00 CDN*
Vendors (VAC) Members:	*$ 100.00 CDN*
Education (Professors and Students):	*$ 50.00 CDN*
Non-Member Consultants:	*$ 100.00 CDN*
Non-Member Vendors:	*$ 250.00 CDN*
Consultant Dinner Only:	*$ 50.00 CDN*

SCTC SOCIETY OF **COMMUNICATIONS TECHNOLOGY CONSULTANTS** INTERNATIONAL

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COMMUNICATIONS TECHNOLOGY
CONSULTANTS INTERNATIONAL

Great Reasons to Join the SCTC!

The SCTC is an international professional association devoted to information and communications technology consulting. Ninety percent of consultant members are owners, principals, or practice leaders of their firms. Our members are highly qualified, diverse in specialty, and independent from any financial affiliation with vendors of products and services. The SCTC connects consultants to end-users, to each other, and to vendors of the products and services they analyze and recommend.

Consultants:

1. Ability to form relationships with some of the top international consultants in the industry
2. Access to "Listserv chat line" to share information or seek information for your projects
3. Ability to team with other consultants on projects, increasing your offerings and billing revenues
4. Access to new consulting opportunities via "find a consultant" on the SCTC web page
5. Access to regional support for remote projects
6. Use membership as a selling tool via our strict code of ethics
7. Access to speaking / blog opportunities
8. Access to Calendar of Industry events
9. Unique access to leading vendor liaison contacts for help with client engagements
10. Access to educational seminars
11. Discounts on industry trade shows

Communications Vendors (VAC)

1. Access to top industry consultants
2. Have a voice in helping consultants refine RFPs and procurement process
3. Consultants are the direct connection to our customers' needs
4. Networking with consultants gives you endless information about the marketplace
5. Resource consultants to be event and webinar presenters to add value, knowledge, and trust
6. Ability to educate independent consultants on your portfolio
7. Consultants can connect you to new opportunities
8. Customers who work with consultants implement more technology
9. Ability to locate consultants for your customers with expertise and international coverage

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www.sctcconsultants.org/annual-conferences

AGENDA

9:30 AM   **KEYNOTE PANEL ➔ CONSOLIDATION IN THE COMMUNICATIONS INDUSTRY – THE GOOD, THE BAD, AND THE UGLY**
Moderator: Cheryl Helm, Helm Communications

Tom Lang, Vice President Mitel - Canadian Markets, Mitel Corporation
Tracy Fleming, Senior Technologist - Architecture and Innovation, Avaya
Keith De Abreu, General Manager Collaboration, Cisco Systems Canada
Charlie Godfrey, Global Solution Services Director, Genesys

A panel of representatives from some of the largest players in our industry, sharing their experiences about the consolidation of the industry and financial vehicles that have enabled this consolidation.

10:30 AM   **DIGITAL TRANSFORMATION: INSIGHT INTO GETTING IT RIGHT**
Tracy Fleming, Avaya

Digital transformation introduces many opportunities for employees to communicate and collaborate using a variety of devices, applications and methods. But where have organizations focused their digital transformation efforts to date, what has been the impact for organizations and how should communications technologies be leveraged as part of these efforts? Join us for an interactive discussion with Tracy, as he shares the latest research commissioned by Avaya and conducted by industry analysts IDC on what organizations need to do to empower employees and get the most from their digital transformation initiatives.

Tracy Fleming, Evangelist & Senior Technologist, Architecture and Innovation is focused on driving thought leadership around emerging technologies and contextual collaboration. Working with strategic customers, partners and consultants to evangelize emerging technology models and map to business requirements.

11:00 AM   **YOU DON'T KNOW HOW GOOD YOU COULD BE – LEVERAGING THE POWER OF AI AND MACHINE LEARNING TO DRIVE YOUR BUSINESS OUTCOMES**
Charlie Godfrey, Genesys

Business leaders are looking for ways to meet their key business objectives more effectively and efficiently. But with everchanging landscape of customers and resources, and the mountains of data that's generated every day, it's a huge effort that can feel impossible to manage. Learn how AI and machine learning is helping to do the heavy lifting and empower companies to connect each customer interaction with the best resource to drive their business outcomes.

Charles has been at Genesys since 2011 and prior to that spent 13 years at the Director of Contact Center Technologies for Travelers Insurance. His is a trusted advisor to companies working to create strategy for customer journey management and organizational excellence. Focused on the customer experience by creating designs that drive business outcomes and customer satisfaction.

11:30 AM   **THE FUTURE OF WORK WITH ARTIFICAL INTELLIGENCE**
Keith De Abreu, Cisco Systems Canada

This session will teach you how artificial intelligence (AI) will play a growing role in collaboration technology by examining the trends and innovation of AI and the transforming nature of work.

Keith De Abreu leads the Collaboration practice at Cisco Canada, and is a strong advocate for end-user outcomes. An industry veteran, he has spent the past several years where AI meets infrastructure.

12:00 PM   ***NETWORKING LUNCH***

12:30 PM   **FIRESIDE CHAT ➔ IMPACTS OF DATA PROTECTION REGULATIONS (GDPR / PIPEDA)**
Eric Sundin, Data Perceptions
Christian Tacit, Tacit Law
Rosy Pushkarna, Capital T Consulting
Cheryl Helm, Helm Communications

The panel will discuss the impacts of new data protection regulations that have been adopted in the European Union (General Data Protection Regulations – GDPR) and Canada (Personal Information Protection and Electronic Documents Act – PIPEDA). Members of the panel will consider the implications from an IT security, data management, call centre, human resource, and legal perspectives.

1:30 PM   **REGULATORY & LEGAL UPDATE ➔ CHANGES IN THE INDUSTRY**
Christian Tacit, Tacit Law

In this session, Christian Tacit will describe legal developments that have occurred in Canada during the past year. The discussion will include legislative and regulatory matters, as well as government programs that may be of interest to SCTC consultants.

Drawing on over 37 years of technical, business and legal experience, Chris Tacit is the founder of Tacit Law, a boutique law firm that provides a broad range of legal and consulting services to clients in the information technology, communications, regulated industries, and broader commercial and not-for-profit sectors. Chris is a lawyer, registered Trade-mark agent, licensed professional engineer and also holds an MBA.

2:00 PM   **BIOMETRICS AND UC – A LOOK AHEAD**
Howard Thurlow, NEC Enterprise Communication Technologies

Come see how emerging technologies such as "Facial Recognition" and "Behavior Recognition," when combined with UC, can improve public safety and our quality of life in the community of tomorrow.

Howard is a Senior Sales Engineer at NEC. With over 30 years of experience in the design, development, support and sales of voice and data networks, Howard is a professionally trained public speaker who injects humor and new perspectives into technical subjects at industry seminars and conferences.

2:30 PM   **FRAUD AVOIDANCE AND MITIGATION**
                 Dean D'Adamo, Verint HQ

This will be a high-level discussion that provides techniques that Fraudsters are using today and how different technologies can prevent, detect and even mitigate many of these attacks. Dean will also discuss the importance of detection upstream from the call center before damage can occur.

> **Dean is the Sr. Director Sales Public Sector and Intelligent Self Service at Verint. Dean has spent his career primarily in the Unified Communications Industry, heading sales regions and starting business units at IBM, Siemens, Blackbox, ShoreTel, Salesforce and Verint.**

3:00 PM   **APPLYING MODERN LAN PRINCIPLES TO HELP CUSTOMERS EFFICIENTLY MOVE TO THE INTERNET OF THINGS**
                 John Croce, NVT Phybridge

Designing a robust, sustainable local area network is critical to any business adopting the Internet of Things. Network complexity and demands on IT staff continue to increase as more and more devices get connected to the network. Frost & Sullivan has introduced The Modern LAN principles to help businesses recognize how to best support their IP end points today and into the future. John will review the Modern LAN principles and share case studies of customers who applied these principles to successfully modernize to an all IP platform, maximizing their return on investment.

> **John Croce is Founder and CEO of NVT Phybridge. For the past 10 years NVT Phybridge has been introducing PoE innovations designed to enable the modern LAN helping businesses with their upgrade to IP. NVT Phybridge recently achieved a major milestone helping business save over $100 million dollars in infrastructure costs, eliminating risk and disruption and accelerating their IP modernization. Mr. Croce brings balance with his seasoned experience in management and finance. Prior to joining the company, Mr. Croce was the founding President and CEO of Counsel Wealth Management.**

3:30 PM   Break

4:00 PM   **REFRESHING INSIGHT ABOUT REFRESHING YOUR UC STRATEGY**
                 Lance Hart, OnX a CBTS Company

This session will provide a refreshingly transparent perspective from an industry expert that will go in depth about the operational, economical and contractual factors to consider while comparing the pros, cons and business value of hosted, hybrid and onsite delivery models.

> **Lance's experience includes the development and negotiation of pricing models and contracts, as well as the discovery, analysis, design, deployment and operation of hosted, hybrid and onsite delivery models. Lance's efforts have led to the deployment of hundreds of thousands of endpoints for Government, Healthcare and Financial organizations spanning delivery models, manufacturers and service providers.**

AGENDA

4:30 PM **FACT OR FICTION – OMNICHANNEL CUSTOMER EXPERIENCE**
Frank Tersigni, Altivon LP

In this session, Tersigni will challenge the state of adoption of a true omni channel customer experience within the contact centre industry. Commencing with a gap analysis of what is currently being delivered versus the definition of true omni channel, a requirements definition and discussion around the series of obstacles that lie in the path of delivering omni channel, Tersigni will answer the fact or fiction question. The session will culminate with the presentation of approaches and recommendation towards solutions that facilitate the optimal omni channel experience.

Frank Tersigni provides senior executive focus on Altivon's strategic customer relationships. He ensures that customer needs are met, investments leveraged, and solutions continue to align with their evolving customer experience strategy. This executive oversight begins the moment a new customer relationship is forged and continues throughout the life of the relationship. Tersigni has spent his career helping companies evolve their customer facing operations. He held executive positions within IBM, NetDriven Solutions, VoiceGenie, Genesys and Got Corporation.

5:00 PM **THE VALUE OF SCTC CONSULTANTS WORKING WITH AN AGNOSTIC SOLUTIONS PROVIDER**
Diane Smith, ChoiceTel

We know how difficult it can be to manage the constant change occurring in our industry. Vendors are always changing their product offerings and renaming them. Not to mention, they each have their own set acronyms on top of the normal industry acronyms! ChoiceTel works with over 170 different solutions and can assist with making sense of this constant chaos. We truly partner with our consultants and build solutions that solve the problems your customers want to solve. In this session, we'll talk about a few case studies, discuss TCO models of UCaaS and On-Premise UC along with Contact Center and SD-WAN examples.

ChoiceTel's President Diane Smith, has more than 30 years of telecommunications experience with experience in a wide range of specialties including consulting, voice, data, cyber security and telephony equipment. Diane has worked across many different verticals including Enterprise to Medium sized organizations. Diane has participated in several government cyber and technology missions and participates on several committees in the State of Michigan, such as the Broadband committee.

5:30 PM **LOCKNOTE ➔ SD-WAN Panel**
Moderator: Chris Thalassinos, Communications Intelligence Group

Robert Barton, Principal Systems Engineer, Cisco
Andy Gottlieb, Co-Founder and Chief Marketing Officer, Talari Networks
Mark Ferreira, Technical Fellow – Networks, Bell Business Markets
Jeff Cowan, VP and CTO, HCE Telecom
Sanch Datta, CTO, FatPipe Networks

6:30 PM *NETWORKING DINNER with VAC Wine Tasting Stations*