



Message from the President



Message from Beth English President SCTC

The SCTC is off to 2018!

In January, the West Region held a successful meeting in San Jose, with 30 people participating. In early March, we made a splash at Enterprise Connect, at the booth, during the luncheon and with SCTC members filling 22 speaking slots. There was a buzz around the booth during the whole event, but especially during SMS, which showcased our newly minted SCTC highball glasses.



One client attendee who stopped by during SMS said it was the best booth they had visited. We received positive feedback about the great “vibe” at the luncheon where members and non-members alike enjoyed the opportunity to network. Thanks to Meagan and all the volunteers who staffed the booth and kept the conversation lively. Thanks also to our generous VAC sponsors, who enabled us to host the luncheon.

Coming up in April, the South West Regional meeting in Dallas has lined up a great group of speakers. In May, the Mid-Atlantic-North-East Regional Meeting in Alexandria is shaping up with a superb day of panel discussions. Also, in April, we will have a booth and several SCTC member presentations at UC Expo in London. In June, the Canadian Regional Meeting has a fabulous event the Braeben Golf course in conjunction with the Great Lakes Region in the works. Special thanks to all the volunteers who make these regional meetings possible.

The fall conference in Annapolis could be our best conference yet with a keynote speaker and evening event linked to the Naval Academy. For the first time ever, the SCTC will host an AI boot-camp open to members and nonmembers. Mark your calendar for this exciting half day pre-conference and stay tuned for details.

With all of these ways to stay connected, the SCTC remains a great value and recognized brand, offering its members a unique opportunity to grow professionally

It is only through the efforts of our volunteer work force that the organization moves forward. Please take a moment to express your appreciation when you have the chance.

Looking forward to seeing all of you at an upcoming event.

Beth English

Beth K English

Upcoming Events

Southwest Regional Meeting

April 19, 2018

Las Colinas Chamber of Commerce, Irving, TX

Northeast/Mid-Atlantic Regional Meeting

May 7, 2018

Lorien Hotel & Spa, 1600 King Street, Alexandria, Virginia

Fireside Chat

Tuesday, May 8, 2018

Canadian Regional/ Mid-West Regional Group Event

June 5, 2018

Braeben Golf Course , Toronto, Canada

Enterprise Connect Message

By Barb Grothe, BAZ Group

As Enterprise Connect 2018 is now “in the books” one of the takeaways I have from it is “Let’s all get along”. This was evident on the very first day of EC when Jonathan Rosenberg, VP and CTO of Cisco’s Collaboration Technology Group, said this about Microsoft...” As much as we compete, frankly we can’t imagine a world without Microsoft. We need interoperability.”

Per Eric Krapf the attendance to EC-18 was up this year (about 4,000 attendees) from last year and so were the number of exhibitors. Attendees stayed till the end as was evident in my “Endpoint Decisions in the Cloud Era” held on the last day of the conference at 8:00am to 8:45 there were 82 people in the room out of 100 seats that were set up.

The Keynote speakers were from Cisco, Amazon Web Services, Slack, Microsoft. The Visionary Addresses were presented by RingCentral, Google Cloud Suite, and Avaya. There were 17 SCTC Consultants that presented various topics and sessions throughout the 4 days. Of the 7 Locknote Panelists, 5 of them were SCTC Consultants so needless to say we had a

very large presence at one of the largest industry conferences of the year!

Microsoft introduced their “Blur Video” technology. On stage they showed a woman on a video call and in the background was an easel board with confidential information on it that could be seen by all attendees on the call. Her colleague asked her to remove the easel board from being in view, she hit a button on her PC and voila...the easel board disappeared from site....it was very dramatic and impressive at the same time.

- On Tuesday evening during the Booth Crawl, SCTC hosted our own SMS event and welcomed everyone to stopped by to join for a drink.
- On Wednesday, the Vendor Advisory Council hosted a luncheon for any EC attendee that wanted to attend. The SCTC had a flyer that was distributed in the end user, consultants, and analysts’ registration bags with the invitation to the luncheon. The food was excellent and served in Buffet style allowing enough time to eat and then listen to the panel discussion. This was held in the Genesys Room and we had about 52



people show up. These were Enterprise End Users, Consultants, Analysts. We had a panel of speakers comprised of 2 consultants, 2 vendor members, and 1 Enterprise End User. The panel was moderated by Blair Pleasant asking each many questions about the role of consulting such as:

- o why enterprises hire consultants
- o what value do they bring to the project?
- o why did they hire the consultants?
- o do system integrators feel they are competing with consultants or working with them on projects
- o what was the consultants largest project, etc.

If anyone wants more information about this session, please email Barb at bgrothe@thebazgroup.com or call her at 419-720-0622.



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Annapolis Conference Save the Date

We are getting ready for a great Annual Conference in Annapolis, MD on September 24-27, 2018. Currently, the Conference Committee is putting together the agenda – thank you for everyone who responded to the Call for Presentations!

The Keynote Speaker for this Conference is Louis J. Giannotti, Chief Information Officer, Deputy for Information Technology for the Naval Academy. We have a new addition to the conference this year – AI Bootcamp! As a pre-conference workshop, we will hold the ½ day workshop on Monday, September 24th. Sheraz Shere of XPrime will be hosting this Bootcamp. It is an artificial intelligence workshop for executives focused on practical applications and business strategy. Demystify the buzzwords and understand what is materially important to your business versus what is just industry noise. The training is catered to non-technical business leaders but does not shy away from getting into technical details in an approachable, impactful way.

For more information on the curriculum, visit www.sctcconsultants.org

SCTC Newsletter Q&A with Choice Tel

Background Information

ChoiceTel President, Diane Smith has more than 30 years of technology experience in a wide range of specialties including consulting, voice, data and telephony equipment. Under her leadership, ChoiceTel has built quality relationships with clients that stand the test of time.

Diane has spoken throughout North America on several hot technology topics, such as SDWAN and Cybersecurity. Having participated in several missions as an official delegate of the State of Michigan to Israel, Diane has unique insight into many of the leading global technologies traversing the Globe.

Diane believes that having a strong commitment to client satisfaction is paramount. Every vendor solution we work with must stand up to rigorous customer centric principles and guidelines. Our success as an organization is evidenced by the fact that our clients have, on average, stayed with us for more than ten years – an impressive retention rate in any industry.

What products and services does ChoiceTel offer?

For more than 30 years, we have helped businesses simplify and streamline their telecommunications systems through custom, cutting-edge solutions. In a world of convergence and myriads of choices, ChoiceTel assists Consultants, by providing additional insight and intelligence to you and your client's decision-making process. With a holistic approach in mind, we accomplish this by assisting in several areas. The following is a short list of our "one stop shopping" style of technology convergence and support.

Carrier Services –

- **Voice:** SIP, POTS, PRI and Special Services.
- **Data:** MPLS, Private Line, Broadband, SDWAN and Special Services.
 - o Quoting and Comparison Matrix's
 - o Ongoing support and troubleshooting for the life of the account
 - o Moves, adds and changes – Place your requests for all providers with a single phone call/email
- **UC and UCaaS – One partner for all offers**
 - o Multiple choices for Cloud based solutions
 - o Mitel premise-based solutions
- **Infrastructure Solutions**
 - o Data Center CoLo
 - o IaaS
 - o DR and DRaaS
 - o Back Up and Back upaaS
 - o Desktop Support and DaaS
 - o Inside Cabling and outside plant
- **Cyber Security**
 - o Full portfolio of managed cyber security professional services
 - o Managed Cyber Security service for medium to very large enterprises as well as government and education

Carrier Services and Cloud Services and PBX Offers

With over 170 different providers in our portfolio, we will assist you with pricing, analysis, implementation and support. We offer a multitude of services such as cable providers, broadband options, POTS line consolidation providers, TDM voice, SIP, Wireless for both voice and data, MPLS, Ethernet, DIA, Data Storage and Hosting solutions, along with Infrastructure as a Service to name a few. This expansive array of services greatly simplifies the support and ongoing management for you and your customers tremendously.

Mitel

Having been a partner with ShoreTel since 2003, ChoiceTel has a unique viewpoint into the growth and evolution of the product set. Our experience is quite diverse, in that we initiated our relationship with a very large enterprise customer with hundreds of locations and thousands of users. Throughout the past 15 years, ChoiceTel has supported many different industry sectors and various sized organizations. Our Enterprise experience sets us apart from many of our ShoreTel/Mitel peers. As a full-service partner, we service and support a large range of solutions in order to ensure our clients have best in breed solutions both now and the foreseeable future.

ChoiceTel is honored to have received the highest accolade that ShoreTel partners are able to receive, by being named to the "ShoreTel Circle of Excellence". Less than one-half of one percent of all ShoreTel Partners earn this distinction. We were honored to have been listed on both the premise based and cloud based top 10 lists, amongst all partners. This greatly improves our ability to support our clients by providing visibility of our customers' requirements at the highest levels within Mitel.

Cyber Security

The role of a well thought out and professionally implemented security system against cyber threats is imperative in the world we live in. Although the working environment and assets have changed dramatically over the last 25+ years, cyber security hardware, software and technology tools have not kept up with the evolution of cyber-attacks. A paradigm shift needs to take place in order to effectively deal with the threats of today.

A customized approach to every environment is necessary. Today's environment requires 24/7 vigilance due to increasingly severe threats. ChoiceTel brings the right tools, technology and people to defend your critical assets.

Some benefits include:

- Proactive management
- Effective incident response
- Reduced costs
- Enhanced security posture
- Improved threat protection
- Facilitation of compliance with various industry regulations

In summary, we believe that a holistic view into how each of these solutions complement and enhance one another, provides many irreplaceable benefits to you and your customers. For additional information you may view our web site at choicetel.com.

How does the SCTC membership provide value to ChoiceTel?

SCTC's unique value proposition of bringing individual consultants together is of great value to ChoiceTel. The real-life insight from Consultants around the globe provides for great conversation and learning possibilities. Not to mention that it's a really great group of very nice ethical people!!! We find ourselves with like-minded individuals, which is very difficult to find these days.

In your spare time what are your interests?

Diane serves on the Board of Advisors for the Michigan Israel Business Accelerator. She is also working with a new organization called TechBridge which supports nonprofits by improving their internal technology, enabling them to excel in their respective areas of community and social improvement goals. Diane also serves on the State of Michigan Sub Committee to improve high speed bandwidth availability in the rural portions of Michigan. Aside from this, Diane loves spending time with family, loves animals (especially our office mascot), traveling to interesting places and making things grow - gardening.

New Members

Consultants

David Michels, Talking Pointz

Darlene Geller-Stoff, Direct Communications

Linda Deen, Alliances Consulting

VAC

Verint

Allen Corporation of America

OnX

Cloud and Wire

UPCOMING EVENTS

The Canadian / Mid-West Regional Conference

will be held June 5th in Toronto, Ontario, Canada. As part of this event, we will have a high caliber professional program that will provide attendees with cutting-edge insights & knowledge. Topics will include 5G, SD-WAN, Privacy & Data Protection Legislation, Artificial Intelligence/Machine Learning, Consolidation in the Marketplace, Team Collaboration, and a regulatory update.

The Regional Conference will be held at the Braeben Golf Course - 5700 Terry Fox Way, Mississauga, ON. Braeben is just 15 min from Pearson International Airport (YYZ) and 30 min from Billy Bishop Toronto City Airport (YTZ). Conference rates are \$100 for SCTC consultants and \$125 for all other attendees. Lunch, light dinner and wine social is included. Come out to up your consulting game, reconnect with members, and make new connections!

The Southwest Regional meeting

will be held on April 19th in Irving, Texas. The meeting will offer an array of topics of interest in the current technology climate. Sessions will highlight 5G and Biometrics, Trends in "Smart Buildings" UCaaS/Cpaas integration and Mobility focused UC. An "Ask the Consultant" Panel discussion is also planned— put those burning questions in a fishbowl and hear the answers from those working in the trenches. We expect and lively, informative discussion. We will end the day with informal networking a dinner for those able to stay.

The conference will be held at Las Colinas Chamber of Commerce "Vault" in Irving, Texas. The Las Colinas Chamber is conveniently located 15-20 minutes from both DFW Airport and Love Field. There are several hotels within walking distance to the facility. This is a great event to attend at a reasonable cost! Members are \$25 and Non-Member are \$40, this applies to Consultants as well as VAC Members. A catered Lunch is included. This event is not to be missed! Registration is now open, reserve your spot today!

The Mid-Atlantic Northeast Regional meeting

will be held on May 7th in Alexandria, Virginia. The meeting is focused on how the evolution of new and disruptive technologies are changing our recommendations and business practices today and in the future. Panel topics include the status of 5G, AI and blockchain technologies, and transitions to real time cloud applications. The consultant practice session features a guest speaker from the insurance industry who will address evolving cyber security insurance requirements consultants need to carry beyond the standard E&O policy.

The conference will be held at The Lorien Spa and Conference Center in the heart of Old Town Alexandria. The Lorien is just a few miles from Reagan National Airport and the Alexandria Metro station. Union Station in Washington, DC, is a 20 minute cab ride away. If you want to take advantage of thwe special room rate, please book within the next week. Conference rates are \$85 for SCTC consultants and VAC members and \$100 for all other attendees.

VAC Corner

By: Marsha Bailey

As we all have begun our trek into 2018 and hopefully with Spring around the corner, the Vendor activities are in full swing. This is not any more evident than with all of the activities at Enterprise Connect. We all did our part to keep the consultant community busy and informed. We also had the pleasure of helping the SCTC host an amazing lunch. We had a packed room of 60 consultants, vendors and one customer. Blair Pleasant did a fantastic job moderating a panel that stressed the value of the independent consultant. And thanks too to Meagan Bowker for coordinating all of our requests. We had many in the room interested in the powers of the organization. This is something that can be repeated and tweaked to continue to generate increased membership, the goal for both the VAC and the Consultants.

This next quarter promises to have more networking and company updates as the VAC gears up for the Dallas, Alexandria and Toronto SCTC Regional events. The content continues to focus on this everchanging landscape of vendors and product capabilities. The VAC looks forward to continuing to educate and inform the Consultants and gain the consultant perspective as we continue to work together as a team.

Legal Update from Martha Buyer

Get ready. Meeting GDPR obligations is around the corner and you and your clients need to be aware

In about 10 weeks (May 25, 2018 to be exact), the General Data Protection Regulation (GDPR) goes into effect across not only EU member countries, but anywhere that personal data that originates in any of these countries is **stored**, **processed** or **retained**. This is important. **STORED, PROCESSED** or **RETAINED**. (Quick aside. The phrase “personal data” is defined as “any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier, (see <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/key-definitions/>)” and includes an obviously broad array of information from government issued ID information to IP addresses. While may you think this has little relevance to your clients and practice, it’s an important and timely subject to have at least a working knowledge of so that you can provide valuable guidance at this critical time. The reach of GDPR goes far beyond the countries of the EU (both before and after Brexit), and at least of working knowledge of what’s required may help clients avoid both unnecessary aggravation and expense down the road.

First, a little historical perspective. The GDPR became EU law in May of 2016, with parties in all countries required to implement the requirements by no later than May 25 of 2018. The new law is the successor to the EU’s Data Protection Directive of 1995 (Directive 95/46/EC) which was designed to regulate the processing of personal data within the European Union. Given the huge changes since that time with respect to not only access to the internet and web applications, but the sheer volume of personal data that is stored, processed or retained (seeing a pattern here?) online, the need for revised processes and rules cannot be understated. The underlying tenet of the new rules is that personal data belongs to the person and that third parties are obligated to respect that ownership. It’s also important to understand that generally, privacy is considered a human right in most of the EU, which creates a much higher standard than exists in North America

and many other places in the world. As a consequence of the convergence of all of these distinct but related elements, GDPR was created and adopted. And it’s about to be enforced.

As with many pieces of legislation, affected parties need to understand their respective levels of risk. Enterprises whose customers and operations are solely based in North America are at the lowest levels of risk, while those with more global presences in both customers and operations have the greatest amount of exposure, particularly those who sell and provided services to EU citizens. Remember, the GDPR rules address personal data, so the focus is on the protection afforded to the individual, not the entity. A variety of well respected international sources have gone to great lengths to make clear that taking a “wait and see” approach to implementing safeguards is, in the kindest possible terms, ill-advised. Those that are in the medium risk category should take an initial step of performing a gap assessment to not only identify vulnerabilities, but to be prepared to address them with the resources necessary. Entities that are at high risk should, by now, recognize the risks and be taking steps to mitigate them. Yesterday.

Why? Because the fines for non-compliance are potentially draconian. Failure to comply can cost up to 4% of global revenue (that’s not revenue in the location where the violation occurred, but GLOBALLY) or 20,000,000 Euro, whichever is GREATER. There is no question that fines like this can cripple—if not annihilate—an otherwise robust entity. Got your attention now?

Where to Start

The first steps, of course, are to identify the issues and risks. Let’s start with the most obvious:

- i. Whose data is being handled?
- ii. What type of data is involved?
- iii. When was it obtained?
- iv. Where is it being processed?
- v. Why is it being processed?

The next steps revolve around who is doing the processing. If third parties are doing the processing, which is — or will often be — the case:

- i. Are they using state of the art equipment, software and methods?
- ii. Where is the processing actually occurring?
- iii. Do the same levels of attention that apply to the security and detail attendant upon the sanctity of customer data in the primary operations exist in back up operations as well?

Particularly in the third party model, each provider must determine whether, and to what extent it is a “Data Controller” or a “Data Processor.” The Data Controller is the person (or entity) who determines the purposes for which—and the ways in which—personal data is processed. The Controller must be subjected to rigorous oversight from the entity on whose behalf it is controlling data, at least in part because the penalties for non-compliance are so severe that an entity opting to use a third party must know what’s going on. The Data Processor is the entity that processes personal data on behalf of the Data Controller (excluding the Data Controller’s own employees). There are legal requirements imposed on the data processor for the first time. For the first time, both Processors and Controllers have defined legal obligations covering their work and record keeping under Articles 28 and 30 of the GDPR processor must be required to guarantee compliance (see <http://www.privacy-regulation.eu/en/article-28-processor-GDPR.htm> and <http://www.privacy-regulation.eu/en/article-30-records-of-processing-activities-GDPR.htm>). A working knowledge of these rules matters because of the inherent liability associated with each type of work.

One final point. From a process perspective, some entities, by the nature of what they do, will have greater exposure to risk than others. It’s imperative regardless of levels of risk, particularly in different segments of a multi-national entity, GDPR requires that all data processes must be identical across the board. This is both costly and burdensome, but an entity’s acceptance, acknowledgment, and performance of these metrics will mark the difference between an entity’s success or failure.

Financial Report

By Molly Zraik

From a financial perspective, the SCTC ended 2017 as planned with a small surplus. Membership additions and attrition were in line with projections, regular operating expenses were kept in check, and the annual conference came in just under budget, so we ended the year with a surplus of approximately \$12,000. The 2018 budget approved by the Board allocates approximately one half of the 2017 surplus to enhanced marketing efforts in 2018 and the remainder will be used to replenish our reserves. With this move, reserves were increased to 75% of one year's operating expenses (not including the conference).

At the strategic planning session held in Seattle in September, the Board identified that our most pressing need is to expand and enhance the organization. Since the conference the Board's primary focus has been on finding ways to increase the value of the organization to members, increasing our visibility to both attract and retain members and expanding our membership. While money is necessary for these efforts, the need is even greater for volunteer time and energy to get things done.

Key 2018 strategic initiatives that the Board has allocated money and resources to include:

- refreshing our marketing materials
- enhancing our trade show presence
- establishing a commissioned sales position to turn interested parties into SCTC members and ensure that they get connected into the organization, so they remain members for a long time
- enhancing our web and social media presence
- continuing to support regional leaders who plan and coordinate regional meetings
- planning a dynamite annual conference in Annapolis, MD

Most of these initiatives could use additional volunteers to help push them along. If you have a few hours per month to contribute to the organization, we could use some help. I look forward to hearing from some of you soon!

The 2017 year-end financials and the 2018 budget are posted on the website for review. Feel free to reach out to me with any questions about the finances or budget.



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