

Agenda

Open Minds Summit

Santa Clara, CA
June 16 – 17, 2009

Communication for the open minded

Siemens Enterprise Communications
www.siemens.com/open

SIEMENS

Day 1

12:00 pm	Registration Open	California Ballroom Foyer
2:00 pm	Making the Right Communications Investments in a Challenging Economy Phil Castillo VP of Sales, Central Region Siemens Enterprise Communications	California Ballroom Salon 6
2:25 pm	Making the Case for Unified Communications Melanie Turek Principal Analyst Enterprise Communications & Collaboration Frost & Sullivan	Salon 6
3:00 pm	Finding High-Payback UC Applications Marty Parker Principal Consultant UniComm Consulting	Salon 6
3:35 pm	Q&A Session	Salon 6
3:45 pm	Break	
4:00 pm	Birds-of-a-Feather Sessions Six Concurrent Round Table Sessions	Salon 7 – 2 topics Salon 8 – 2 topics Salon 9 – 2 topics
4:00 pm	Strategies to Improve Communications & Your Bottom Line <i>Special Guests / Consultants</i> Peter Greco, Director of Strategic Solutions Siemens Enterprise Communications	California Ballroom Salon 6
4:30 pm	Convergence, Compliance and Connectivity <i>Special Guests / Consultants</i> Barry Cioe VP Product Management and Marketing Enterasys Networks	Salon 6
6:00 pm	Welcome and Networking Reception Meet your Service Executives at the opening of the Siemens Solutions Showcase and Partner Pavilion	California Ballroom Salons 1 - 5

Day 2

7:00 am	Breakfast / Siemens Solutions Showcase and Partner Pavilion	California Ballroom Salons 1 - 5
8:30 am	Strategies to Improve Communications & Your Bottom Line Peter Greco, Director of Strategic Solutions Siemens Enterprise Communications	California Ballroom Salon 6
9:15 am	Educational Breakout Sessions – Series One <ul style="list-style-type: none"> ■ OpenScape Contact Center Portfolio Update Kirk Broussard, Siemens Enterprise Communications ■ How to Integrate Wired and Wireless LANs Bob Zemke, Siemens Enterprise Communications ■ Managing Telecom Expenses – Reducing Spend in Changing Economic Climates Kathleen Emmerson, MTS ■ Take the Risk Out of Designing and Implementing a Secure UC Strategy Mike Lyddon, Siemens Enterprise Communications 	Salon 6 Salon 7 Salon 8 Salon 9
10 :00 am	Break	
10:20 am	Educational Breakout Sessions – Series Two <ul style="list-style-type: none"> ■ Life Beyond Voice Mail – Entering the Age of Unified Communications Vince Dieter, Siemens Enterprise Communications 	Salon 6

10:20 am cont.	<ul style="list-style-type: none"> ■ Maximizing Customer Loyalty & Service Delivery Through Enterprise Collaboration Darryl Addington, Genesys Labs ■ Elevating Safety and Security Becky Maycock, Impact Technologies ■ Is Your Network Convergence-Ready Mark Schueber, Enterasys Networks 	Salon 7 Salon 8 Salon 9
11:00 am	Siemens Solutions Showcase and Partner Pavilion	California Ballroom Salons 1 - 5
11:30 am	Lunch	Salons 1 - 5
1:00 pm	Educational Breakout Sessions – Series Three	
	<ul style="list-style-type: none"> ■ Maximizing Your Contact Center Investments Don Greco, Siemens Enterprise Communications ■ The Real Hard Dollar Savings from Unified Communications Peter Greco & Brad Chapin, Siemens Enterprise Communications ■ Go Green with The Best of Both Worlds – Hosted, Fully Integrated Call Accounting and Wireless Expense Management Richard Bruyere, Comview John Mielko, Siemens Enterprise Communications Customer Participant: TBD ■ Reduce Costs and Convert Capital Expenses into Operating Expenses with Managed Services Rich Montefusco and Kish Dill, Siemens Enterprise Communications Customer Participant: TBD 	Salon 6 Salon 7 Salon 8 Salon 9
2:00 pm	Break	
2:15 pm	Brand Energy Power – Fuelling the Customer Experience from Within Kathleen Peterson, Chief Vision Officer PowerHouse Consulting, Inc.	California Ballroom Salons 6
3:15 pm	Siemens Executive Panel Q&A	Salons 6
3:30 pm	Closing and Prize Giveaways	Salons 6