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C&C Takes Center Stage During Thursday Morning Keynotes

ITEXPO kicked off Thursday with two keynote presentations from RingCentral senior vice president of cloud operations Curtis Peterson and 8x8 CEO Vik Verma. The message throughout both presentations was clear: seamless communication and collaboration (C&C) across all touchpoints is now a basic expectation for customers and employees alike. Executives and resellers that choose to ignore this trend will miss out on critical opportunities for not only driving revenue but for attracting and retaining employees and customers.

"We all have a responsibility and opportunity to make technology ubiquitous and make sure [product] weaknesses get looked at and



RingCentral's Curtis Peterson

addressed," explained Verma during his chat with TMC CEO Rich Tehrani.

Peterson spoke about the changing role of the CIO. According to Peterson, 49 percent of CIOs are now on the hook for bottom line revenue. Fifty-five percent are on the hook for the customer experience (CX). And 58 percent are responsible for ensuring a positive employee experience (EX), which is the latest trending positivity buzzword.

According to Peterson, the proliferation of technology has made CIOs equally responsible for HR as they are for information management. He pointed to a study by Gartner which shows how by 2021 CIOs will be as responsible for culture as HR.

(Continued on page 4)

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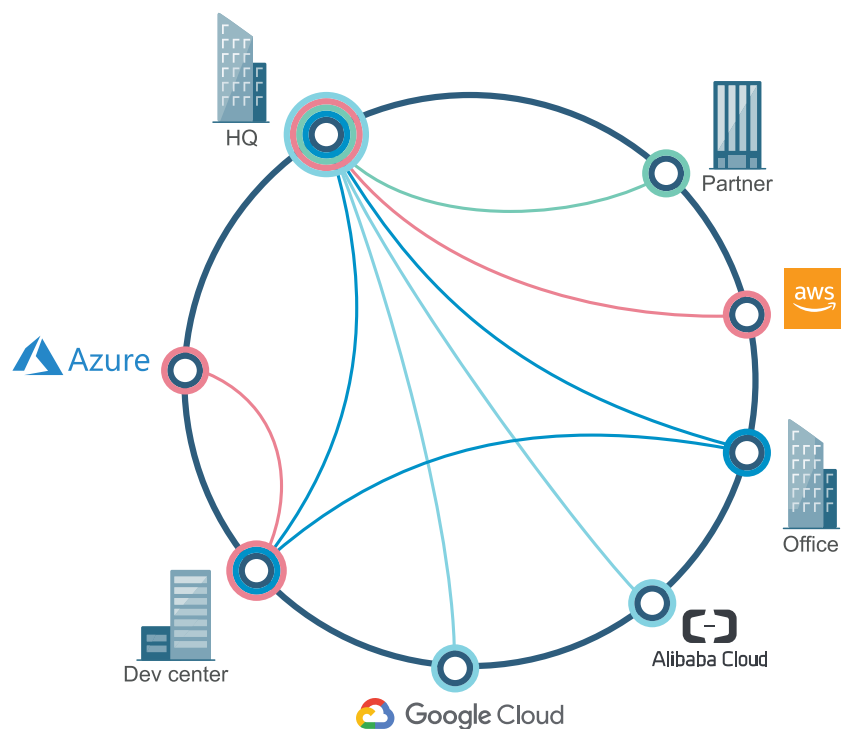


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(Continued from page 1)

“Technology drove this,” Peterson said. “The device. The application. The absolute permissiveness of having a computer in your pocket that surpasses anything we thought of just 30 years ago in terms of compute storage, memory, edge AI and all the other functions including cameras, digital space on the screen, and network capabilities almost anywhere on the globe – even flying at 38,000 feet.”

Peterson challenged attendees to ask the following types of questions.

“What is the culture in your company?” said Peterson. “What is it supposed to be? Do you have a culture of ‘always on?’ Your employees should be accessible anytime, anywhere. Do

you have groups of employees that rotate their ‘always on’ time? Do you give people digital breaks? Do you have a way to manage a digital break? Can you have someone literally stop calls, texts and messages for three or four days to take a digital break?”

As Peterson said, how we leverage these technologies can make a huge difference in the overall culture of a company. So, as you walk the show floor at ITEXPO this week, spend some time thinking about how your company is communicating and collaborating. Identify where your weak points are and look for ways to bring teams closer together. Investing in the right communications technologies will pay dividends. □



8x8's Vik Verma chats with TMC's Rich Tehrani

Star2Star Adds Firepower to Channel Strategy

Star2Star recently added two high profile channel veterans to its leadership team.

In January, Star2Star named Rich Long senior vice president of channel development. Long comes to Star2Star from Alert Logic, where he served as vice president of channels.

“I’ve always admired Star2Star and the basic tenants of what they stand for,” Long said.

“They offer a reliable and extensive product portfolio, along with amazing customer service. So, when the right opportunity opened at the right time, I jumped without hesitation.”

Star2Star also hired Mick Miralis, formerly of Citrix, to serve as its new executive vice president of channel sales. Miralis has a demonstrated history of success working with enterprise cloud companies and a wealth of experience bringing new products to market, said Star2Star. After researching the market, Miralis found that Star2Star checked all of his boxes, as a highly flexible and unified option.

“Star2Star offers a fully integrated communications platform that’s SaaS-based and can be leveraged in a virtual desktop world,” Miralis said. “Plus, when you peel back the layers, it’s clear that the company has a very strong financial record and an absolutely stellar customer retention rate. So it’s a great fit.”

Star2Star’s retention rate, it should be noted, is now hovering around 99.4 percent. The company is also entirely channel based. “Not a bit of our revenue flows outside of our partners,” Long added.

What’s more, Star2Star is now offering one of the most flexible and unique partner models in the industry.

“Most of the UC partners that I’m familiar with don’t need evangelizing on what UC is, or why it’s important,” Long said. “They know that in and out. They live it every day. But what they want are flexible models where they can participate in the service and support of their clients in the way that they choose.”

Star2Star will handle as much or as little as the partner wants them to.

“Some partners prefer to take on a deeper role in terms of implementation and support, and that’s a model that we embrace and celebrate and reward our partners for doing,” Long said. “Different partners have different ways of conducting their business and skill sets for supporting their clients, and that value is important to them. We respect what makes the partner ‘sticky’ to their clients. We let them participate in a modular way and then reward them accordingly.”

For Miralis, Star2Star’s willingness to provide a high level of engagement is one factor that led him to the company.

“We engage heavily with our partners,” Miralis said. “We don’t just transfer knowledge and leave the partner to start selling if they’re not in a position to do so. We’re fully embedding our sales team and our channel managers in the field within the business so they can collaborate at a practical level, day in and day out.”

Looking ahead to the rest of 2020, Star2Star is expecting to accelerate its growth further into the mid-market and enterprise space as it expands its strategic partnerships such as the one with Citrix. In addition, Blueface – which

merged with StarStar in 2018 – was recently acquired by Comcast, which will ultimately benefit Star2Star in the long run.

“I think we have a big opportunity ahead of us,” Miralis said. “The enterprise space has about a 2 percent penetration. Mid-market is about 12 percent. The SMB space is in the low thirties. But when you look at our differentiation, how we take that complexity out of the channel ecosystem and how we’re growing in the new markets that we’re developing, I think it’s going to be a fantastic year.”

Long mentioned how the company plans to capitalize on the continued shift to hosted and deployed models.

“We have an advantage with partner communities that are already deploying premises-based solutions, but also want to accelerate the adoption of their clients and prospects to hosted models,” Long said. “We provide them an opportunity to do that and participate in those service models and get those service streams. We think that’s unique, and because of our experience doing that over many years, there’s a trust level and there’s an operational efficiency that’s already in place.”

Star2Star also will be looking to tap into the demand for digital transformation and cloud migration.

“We are a cloud-based solution,” Miralis concluded. “Our goal is to further tap into the ‘SaaSification’ trend. We’re all about innovation and staying ahead of the curve. We know where the trends are. It’s all about SaaS, and the cloud is core to how we’re going to market.” □

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128 Technology	320	Geoverse	1122 CRES	SalvageData	635 MSP
888VoIP	312	GetWireless	1303 IoT	Sangoma Technologies	815 MSP
8x8	1320	GigTel	1402	Sansay	612
Acrobats & Voyant	713	Global Strategic Accountants, LLC	112	Shenzhen Dinstar Co., Ltd.	207
Adaptiv Networks	827 SD WAN	Grandstream	311	ShopVue	1217 IoT
Advantech	631	Granite Telecommunications	716 SD WAN	Singtel	820 SD WAN
AireSpring	512	Hanlong Technology(Nanjing) Co., Ltd.	101	Skyswitch	120
Algo Communication Products Ltd.	516	High Wire Networks	1409 MSP	Smith.ai	1016
Altaworx	116	HoduSoft Pvt, Ltd	426	Spectrum Partner Program	200
Amazon Business	1030 MSP	Hughes Network Systems	807 SD WAN	SpectrumVoIP	935
ANS	Sponsor	IBM	507 MSP	Speedcast	1411 IoT
Apex Technology Services	TBD	iconectiv	Mtg Room - MR-1	Spracht	217
Aryaka Networks	109 SD WAN	Ingate Systems	100	Sprint	Mtg Rm 213
AT&T	1421	Inseego	1101 SD WAN	Stellar Cyber	735 MSP
Avaya	1424	IntelePeer	1324	Streakwave Wireless	812
AXIS COMMUNICATIONS	1215 IoT	Intelisys inc.	1420	Subsentio LLC	835
Bandwidth	305	Intrado	1011	SureNET	1216 SD WAN
BEC Technologies, Inc.	911 CVx	IoT Marketing	1212 IoT	Synway	527
Bicom Systems	926 CVx	IPFone	526	TagoIO	1414 IoT
BlocWatch	1214	Itrinegy	830 SD WAN	Tallac Networks	726 SD WAN
BlueJeans	1309 FOW	itTrident LLC	834	TCG Telecom Consulting Group	900 CVx
Bocada	1210 MSP	JENNE INC	701	TEC-System	Sponsor
BOSS Commercial Capital	1220 IoT	JetWave	1431	Tech Data	1405 IoT
C3 Cloud Computing Concepts	300	Johnson Controls - Tyco	1000	TechLauderdale	539
Call48	321	Konftel	521	Telarus	920 CVx
CallCabinet	721 MSP	Lanner Electronics, Inc.	531 IoT	TelcoBridges	331
Canpango, Inc.	1417	Lead Forensics	328	TeleDynamics	420
CellAntenna	1029 CRES	Losant	1209 IoT	teli	110
ChannelPro Network	1026	LV Switch, Inc.	113	Telinta	517
China Broadband Communications	330 SD WAN	MACH Networks	728	Telispire	914 CVx
Clearly IP Inc	627	Martello Tech	1221 SD WAN	TelNet	1023
CloudGenix	736 SD WAN	MessagePro	317	Telstra	915 CVx
Comcast Business	200	MVIX Digital Signage	1020	Tender Software	720
CommPeak	535	netsapiens	107	TeraCode	1001
Compliance Solutions, Inc.	912 CVx	Nice International	1315	Tigerpaw Software	611 MSP
Computer Telephony Distributing (CTD)	821	Nimbelink	1308 IoT	TimelyBill	707
Contronex, Inc.	513	Nordata	934	TouchTone Communications	927 CVx
CoreDial, LLC	520 MSP	NTS Direct	605	TransNexus, Inc.	417
CrowdStorage	1121 MSP	Observables	816	TrainOurTroops	1034
CTS	1130	Ocean Breeze Communications	201 MSP	UCX	115 MSP
CVx - ChannelVision	931	OKI Data Americas	1002 MSP	Unified Office	1010 FOW
CyberData Corp	416	Ooma	MR223 & 203 MSP	US Cannabis Pharmaceutical Research and Development LLC	Sponsor
DCA Services Inc.	1328	OpenVox Communication Co., Ltd.	428	US Dedicated	1111 OSW
deepsense.ai	1104 AIOPS	OpsRamp	1012 AIOPS	Viirtue LLC	104
Dell Expert Network	212 MSP	Oracle	805 SD WAN	VIKING ELECTRONICS	427
Diamond Communications	1126	Palm Beach Tech	537	Virginia Coalfield Economic Development Authority	327
DIDX INC	1024	PCCW Global	929 CVx	VitalPBX	326 OSW
Digi International	616	PCLiquidations	717	VoIP Supply	621 MSP
E-MetroTel	1427	Peerless Networks	114	VoIP.ms	226
Ecosmob Technologies Pvt. Ltd.	813	Perspectium	220 MSP	Vonage	1317
Edify	1202 FOW	Phone.com	1006	Voxbone	809
End 2 End Technologies	1028 IoT	PhoneSentry	1408	WatchGuard Technologies	729 MSP
Entelegent	102	PNC Bank	329	Wave Wholesale	916 CVx
Eplexity	722 MSP	Poly	121	Wildix	710 MSP
Epygi Technologies	727	PortaOne	316	Windstream Enterprise	Mtg Rm 209
Expereo	1316	Powernet	917 CVx	WiredIQ	928 CVx
ExteNet	1027	Premio Inc.	634 IoT	WISER Systems, Inc.	629 IoT
FaxBack	617	Profitec Billing Services, Inc.	826	XCALLY (Xenialab srl)	Sponsor OSW
Fiber Mountain	1017	QuestBlue	801 MSP	Xiamen VBeT Electronics Co., Ltd.	628
Field Nation	221	Quobis	216	Xorcom Ltd.	413
Five9, Inc.	1417	RAD	1413 IoT	Yealink	407
Flexential	1416	Redstone Systems, Inc.	227	Yubox	1117 IoT
Fluree	1415	Rev.io	529	ZIP911	530
Flyingvoice Network Technology Co., Ltd.	228	RingByName	206 MSP	ZYCOO Co., Ltd.	1314
FreeSWITCH Solutions	1022	RingCentral	1425		
Frontier Business	1203	RIoT (Wireless Research Center of North Carolina)	1115 IoT		
Fujitsu Network Communications	213 SD WAN	RocketBroadband	828		
Fuze	1325	Room Alert - AVTECH	1225 MSP		
GadgEon Systems	1227 IoT	RTC Associates	639		
GAVS Technologies NA Inc.	1208 AIOPS				



Avaya, RingCentral Introduce 'Avaya Cloud Office'

Avaya Holdings Corp. and RingCentral Inc. recently introduced Avaya Cloud Office by RingCentral. Together, Avaya and RingCentral are looking to “redefine business communications” by offering a solution delivering seamless communication and collaboration through multiple channels.

The unified communications offering is based on the recent strategic partnership with RingCentral announced in October 2019. Originally previewed at the annual Avaya ENGAGE user conference last week, Avaya Cloud Office combines RingCentral's UCaaS platform with Avaya phones, services and migration capabilities. Avaya Cloud Office will be generally available for customers and partners this spring.

According to the companies, Avaya Cloud Office enables users to realize how easy it is to communicate using an all-in-one solution that delivers calling, team messaging, video conferencing, file sharing and collaboration. Avaya predicts that this solution will be the answer to growing demand for an evolving unified communications environment that captures cloud innovation while leveraging existing investments. Built on RingCentral's open platform with more than 200 pre-built business solution integrations, users can keep the tools they love and will be able to integrate them with Avaya Cloud Office. Overall, this allows users to benefit from Avaya enterprise-grade features and services with the ease and speed of a leading cloud unified communications platform to meet their unique requirements and budgets.

“With Avaya Cloud Office, users can transform business communications and collaboration via the cloud at a pace that is right for them, simplify communications, easily scale as needed, and receive industry-leading security and support from a trusted partner,” said Dennis Kozak, senior vice president of business transformation at Avaya.

“By bringing RingCentral's industry-leading unified communications platform together with Avaya, our aim is to help businesses empower employees to communicate, collab-

orate and work better together and best serve their customers and partners,” said Anand Eswaran, president and chief operating officer for RingCentral. “We look forward to the ongoing collaboration with Avaya that will continue to enhance and strengthen our partnership and bring industry-leading solutions to customers.”

With Avaya Cloud Office, users get popular features such as video, chat and collaboration, along with calling; more than 200 ready-to-use integrations with business cloud apps, including Microsoft Office 365, Salesforce, ServiceNow, Zendesk and Google G-Suite; leading security and reliability features to keep businesses secure and operational, while also providing compliance for cloud providers; and compatibility with Avaya phones and devices, including J139, J169 and J179 series phones, with additional devices to be added.

“The initial feedback we are hearing from our customers is very positive, and we have every expectation that they will embrace this new cloud offer as they seek communication solutions that more effectively address their evolving business needs,” said Jeff Gardner, CEO of Carousel, a top technology integrator, managed services and cloud solution provider, and a key Avaya partner.

Avaya Cloud Office adds UCaaS solutions to the company's portfolio, which includes a full suite of communications software and hardware solutions to a global customer base that includes more than 120,000 customers, over 100 million UC seats and 5 million contact center users in over 180 countries.

“Businesses currently using premises-based or cloud solutions now have a new, compelling public cloud option available to them with Avaya Cloud Office, providing integrated and intuitive unified communications and collaboration,” said Elka Popova, vice president of connected work research, Frost & Sullivan. “Avaya customers now have a smoother, more cost-effective migration path to a public cloud solution that makes it easier to realize enhanced workforce productivity and business agility.” □

SkySwitch Launches Appointment Reminder App

SkySwitch, a leading channel-exclusive white label UCaaS provider, has released its Appointment Reminder, a new application designed to make appointment scheduling and management easier for service-based businesses.

Consumer-centric engagement applications are in high demand for service-based companies, say SkySwitch executives, and now SkySwitch resellers are equipped with a solution that works seamlessly with the cloud voice, business SMS and other UCaaS products that their customers use.

With this new application, customers of SkySwitch resellers can easily schedule and record appointments and configure automated reminder campaigns for those appointments. Reminder campaigns can be set up as voice or SMS reminders or a combination of the two. These campaigns can be either scheduled as one-time events or as recurring reminders. In addition, the new solution can be integrated with hundreds of CRM applications and other online scheduling services using popular workflow automation tools such as Zapier and IFTTT, so reminders can be scheduled automatically when an appointment is created.

“This new application gives SkySwitch resellers a leg-up when it comes to pursuing their clientele in service-based industries, such as the healthcare, personal care, hospitality verticals or anything that requires follow-up activity,” said SkySwitch president and founder, Eric Hernaez. “As business SMS continues to grow in popularity, specialized tools, like our Appointment Reminder app, become pivotal to the success of service-based companies that utilize SMS and cloud voice in very specific, recurring ways. Now, SkySwitch resellers have a significant new feature that brings real value across a wide range of industries and allows them to differentiate their services from other vanilla business voice offerings.”

The Appointment Reminder app also includes an Appointment Reminder Report feature that makes it easy to filter and drill down on important details, including recipient phone number or reminder delivery status. The application also can detect pre-configured keywords so recipients can easily opt-in or opt-out of appointment reminders. □

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High Wire Networks Launches SOC as-a-Service

Cybersecurity services company High Wire Networks utilized its presence in Ft. Lauderdale to introduce Overwatch 24/7, the cornerstone of its Overwatch Managed Security Platform as a Service.

Overwatch 24/7 combines X Detection & Response (XDR) technology with the Overwatch 24/7 security operation center (SOC) to cut through the noise and drill down on real threats.

Unlike traditional security information and event management (SIEM) solutions, Overwatch 24/7 relies on comprehensive, pervasive data collection, big-data processing and artificial intelligence to uncover relevant, actionable data for effective threat detection and response, said the company.

"On one hand SIEM is great for centralizing security management, but on the other

it generates a crushing volume of alarms — many of them false — for analysts to sift through," said Phil Burnett, chief security information officer for High Wire Networks. "Overwatch 24/7 goes beyond SIEM, collecting data from all sources and using AI tools to return only high fidelity, scored attacks and anomalies that need attention."

"Overwatch 24/7 is the heart of the Overwatch Managed Security Platform, which we developed in response to requests from our longstanding MSP clients who were looking for help to simplify and scale delivery of enterprise-level cybersecurity to their valued customers," said High Wire president Mark Porter. "We're excited to share the advantages of Overwatch 24/7 and our as-a-service platform with MSPs that are ready for cybersecurity simplified." □

AireSpring Names Young SVP of Channel Sales

AireSpring announced that Melvin Frederick has joined the team as its newest senior solutions engineer, based in Atlanta, Ga. The addition further expands the reach and power of the solutions engineering team led by Mike Chase, senior vice president of solutions engineering.

Frederick has deep telecom and IT experience, including 18 years with Windstream Enterprise where he achieved President's Club status and helped to close many of its largest multi-location customer accounts. He transitioned from an early career on Wall Street to become a technical recruiter and contracts manager for Aerotek (later renamed TEKSystems), which led him to work with Teleport Communication Group (TCG) during the time it was acquired by AT&T. He went on to work with AT&T as an account executive before joining Windstream.

Fredrick's background includes designing, building and implementing

cost-efficient and high-performing network solutions, with special expertise in SD-WAN, MPLS, UCaaS, hosted VoIP and managed services. He possesses wide-ranging experience providing network design and ongoing technical support to enterprise customers, said AireSpring. He has also helped many channel partners build multi-million-dollar businesses from the ground up.

"Melvin is a driven, creative and resourceful business and technology professional. A consummate team player with a proven track record of consistently exceeding performance goals in challenging and fast-paced environments," stated Chase. "His deep experience and proven expertise in high-performing network solutions make him an outstanding addition and a great complement to the AireSpring solutions engineering team. We look forward to his contributions to the future success of our partners and their customers." □

OITVOIP Brings TrainOurTroops to ITEXPO

OITVOIP, an OIT brand and partner-first VoIP provider, is continuing its ongoing partnership with a leading veteran job training organization with its sponsorship of the TrainOurTroops booth (#1034) at ITEXPO. TrainOurTroops (ToT) is a not-for-profit organization that uses an online training model to help veterans and their spouses transition quickly into rewarding positions in the civilian workforce, improve skill sets needed to advance in their current careers and establish and grow veteran-owned startup business ventures.

"ITEXPO is a fantastic chance for TrainOurTroops and OITVOIP to interface with a very significant market sector, as well as to increase awareness about the availability of veterans who are receiving cutting edge, job-specific training programs designed by TrainOurTroops and its corporate sponsors," said Ray Orsini, CEO of OIT.

OITVOIP's involvement with ToT began with the hiring of nine-year Army veteran Sean Lardo as its vice president of partner development.

"Through that process and working with ToT, we decided that OITVOIP wanted to become involved beyond just staffing; we wanted to make a larger impact," said Orsini. "OITVOIP stands out in the industry because we ensure partner success — most OITVOIP resellers make a sale within the first month, which is far beyond the industry norm of up to a year. We view ToT as the ideal partner to help offer a similarly accelerated path to success for veterans and their families."

Orsini said that, too often, veterans and their families are stalled in low-paying jobs that underutilize their potential. Even worse, vets find themselves unemployed for extended periods with out-of-date skill sets.

"ITEXPO represents the future of IT, and the dynamic nature of the communications and technology sector," he said. "It is a sector that offers exciting career opportunities. ToT is there to help veterans quickly develop the skills to succeed in fast-growing sectors such as ours."

"OITVOIP has been a great partner, and we are really appreciative of their commitment to help with our efforts in supporting veterans," said Glen Brynteson, founder and president of ToT, a 501(c)3 non-profit organization. "Technology firms like OITVOIP are exactly the types of companies that help provide education, networking, skills to get veterans on the glidepath to career success." □

“AireSpring’s White Glove Service is Second to None...”

Steve Paratore

President/CEO

Networking Negotiators, Inc.



**Networking
Negotiators, Inc.**

“No vendor supports me like AireSpring. The concierge service from my channel manager is phenomenal. The solutions engineering team is exceptional, and AireSpring’s project management team is awesome!

My clients like AireSpring because they can offer nearly every carrier on a single bill and so many solutions under one umbrella. From MPLS, to Hosted Voice, to SD-WAN, and Security, AireSpring is the One Stop Shop for all their managed connectivity and communications needs.

As president of Network Negotiators, and a seasoned executive with 29 years of experience, I find AireSpring has the best products and services for overall telecommunications and data network requirements of any supplier in the industry.”

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Telinta Updates Its Brandable Softphones

Telinta, a global provider of white label cloud-based switching and billing solutions for VoIP service providers, has added several new capabilities to its brandable solutions for mobile and desktop softphones. Telinta customers and their resellers can offer VoIP services to end users by customizing Telinta's brandable mobile softphone and desktop softphone applications with their own logo, brand name, clickable website URL, language options and other details. The app can present an optional menu of capabilities that promotes the Telinta customer's business, while enhancing the end user's experience.

These new features include:

- **Brandable Prepaid Balance Indicator** - Telinta customers can show their brand name alongside a field displaying the user's prepaid balance throughout the mobile app. This highly flexible option lets Telinta customers decide to show just the brand name, just the balance or both the brand name and the balance.
- **Rate Calculator** - This option enables Telinta customers to display their own per-minute prices within the app via an intuitive end user interface. Users select the country they wish to call or enter the prefix they wish to dial in order to see the Telinta customer's per-minute rate for that call.
- **Invite Friends and Family** - Users can email their friends and family, via a pre-scripted invitation to download the free app and sign up for the Telinta customer's service. The default email text can be customized by the Telinta customer and edited by the user before sending.
- **About Us Screen** - Telinta customers can display their logo, brand name, describe their business, offer promotions and show a clickable URL. This screen is designed to be easily customized.
- **Contact Us Screen** - Telinta customers have the option to include an email form, contact information and phone number to better serve their users.

The apps enable Telinta customers to offer their own VoIP services for both inbound and outbound over-the-top (OTT) calling, and like all of Telinta's hosted solutions, Telinta customer can use their own providers for DIDs and VoIP termination. These brandable softphone apps also can be used for free peer-to-peer on-net calling via

Telinta's softswitch and billing platform.

The brandable mobile softphone app is available for both Android and Apple iOS devices, with free download from the App Store. It includes automatic configuration via QR code, audio and video calling, call recording and SMS, among other features.

"Brandable softphones enable Telinta customers to offer their end users and resellers a way to use VoIP from multiple devices and operating systems," said Alex Ferdman, CEO of Telinta. "We offer a comprehensive cloud-based solution, with the brandable tools VoIP service providers need to succeed." □

Pax8, Novacoast Partner to Offer novaSOC

Cloud solutions provider Pax8 announced a strategic partnership with IT solutions company Novacoast to offer novaSOC, a comprehensive monitoring and alerting security service that consolidates input from multiple threat intelligence sources to validate indicators of network compromise.

"Hackers are now using new and diverse techniques to launch multiple forms of cyberattacks, making it more important than ever for MSPs to protect their clients with multi-layered security solutions," said Ryan Walsh, chief channel officer at Pax8. "novaSOC will help our partners detect security vulnerabilities and suspicious activity."

The enterprise-grade security solution enables MSPs to manage customers with high demands for security and uptime – particularly in the healthcare and financial industries – while identifying potential weaknesses, improving response times and optimizing workflows, said Walsh.

novaSOC provides security monitoring that detects known security vulnerabilities and suspicious activity, instantly offering alerts and reporting to the cloud to enable rapid support and resolution. novaSOC features a multi-tenant portal that provides a single location for security and user management. The portal enables detailed alerting and a reporting dashboard that allows partners to drill down into individual customers. To ensure the highest level of security, the portal is enhanced through multi-factor authentication, and MSPs can choose their

preferred ticket integration option.

"We've combined our technology teams – development, security advisory, engineering and our global SOC network – to bring together this impressive new technology," said Adam Gray, chief technology officer at Novacoast and novaSOC co-architect. "Everything we've learned running SOC services for large global enterprises and highly regulated industries helped us build novaSOC, which provides comprehensive, enterprise-grade SOC services, vulnerability management and threat hunting – empowering MSPs to provide greater security to their end customers, supported by directed security guidance on all our findings."

"Since we have been trialing novaSOC, the product has alerted us to important vulnerabilities existing in our managed systems," said Justin Dews, chief information officer at Techvera and a Pax8 partner. "These vulnerabilities may have otherwise gone unnoticed. The service itself is easy to deploy and easy to monitor; we've received great customer services, and we are impressed with the quality of the service and the value it provides."

"We have been using novaSOC since launch and are impressed with its capabilities and the increased security checks," said Chad Grahek, owner at Grahek Technology and a Pax8 partner. "Novacoast's view on security takes into account the issues most of our customers are not thinking about. novaSOC offers our customers a significant amount of security and value, and together, we will continue to re-enforce that message." □



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Domestic revenue-sharing fraud attacks are on the rise. Bad actors are blocking telephone service at businesses with Telephony Denial of Service (TDoS) attacks. Are you protected?

The TRACED Act has passed, with mandates for robocall prevention and call authentication. Are you ready?

Visit TransNexus at the ITEXPO, **booth 417**, to learn about our world-class solutions on February 12-14 in the Fort Lauderdale Convention Center. We can help you meet these challenges, and more.

Don't miss our webinar, hosted by the NTCA, *Get Ready for the STIR/SHAKEN Call Authentication Mandate*, on Thursday, February 27, 2020 at 2pm EST. For more info and to register, visit <https://transnexus.com> and click the button in this webinar banner:



Webinar: Get Ready for the
STIR/SHAKEN Call Authentication
Mandate. Feb 27, 2:00 p.m. EST

More info

Robocalls and TDoS Threats and Protection

By Donald St. Denis

Bad actors pose threats to telecommunications. Their attacks are getting more sophisticated and disruptive. They can cripple or take down essential telephone communications with far-reaching consequences and generate considerable financial losses.

Among these attacks and disruptions are robocalls and TDoS (telephony denial of service). Fortunately, there are ways to protect telephone communications. Let's look at these threats and effective means of protection.

ROBOCALL THREATS & SOLUTIONS

Robocalls aren't all bad. Auto dialers are used for many legitimate purposes, such as payment reminders, school closing notifications and debt collection.

But a considerable number of robocalls are illegal and potentially harmful. Combine the nuisance factor with the risk of being scammed, and telephone subscribers hesitate to answer calls from unknown numbers.

Several years ago, several robocall prevention solutions came on the market. These call analytics applications enabled subscribers to report robocallers. The applications generated databases of these calling numbers with reputation scores based upon crowdsourced reports.

Another type of robocall solution involves dynamic traffic analysis: software monitors and scores by calling/called number, trunk, location and other such attributes. When scores cross critical thresholds, the software identifies a potential robocall pattern and can act. When robocalls are identified, responses can be either to block the calls or divert them to voicemail or an interactive voice response system, such as a voice CAPTCHA, for example.

Robocallers responded to these methods with neighbor spoofing, using fake caller IDs including the telephone number of their target victims. Reputation service applications don't work very well when the perpetrator spoofs a legitimate phone number with an otherwise good reputation.

The telecommunications industry proposed a solution: caller authentication. The framework is called STIR/SHAKEN, and it enables service providers to vouch for the caller ID using digital

signatures that robocallers cannot spoof. Call authentication does not stop robocalls, but by verifying caller ID, it makes call analytics much more effective.

Effective robocall prevention uses both caller authentication and call analytics working together.

TDoS THREATS & SOLUTIONS

At TransNexus, we've noticed an uptick in calls from businesses looking for protection from TDoS attacks. Organizations get so many incoming calls that they can't get to legitimate customer calls. It's shutting down their business.

Some of these calls are robocalls. A perpetrator has programmed his auto-

dialer to make lots of calls through sequential blocks of numbers. When they hit a block of numbers used by a business, or a hospital, for example, the impact can be disruptive. Such organizations try to answer every call, and the volume of robocalls is overwhelming them.

We call these robocalls "inadvertent TDoS." The perpetrator hopes that people will answer the calls so he can scam them out of something.

There are also "deliberate TDoS attacks." The perpetrator isn't trying to scam his victims. He's trying to shut down their telephone service. We've helped several businesses that suspect TDoS attacks have been carried out by their competitors.

The robocall solutions discussed above are also effective against inadvertent TDoS. Dynamic traffic analysis is effective against

deliberate TDoS. The volume of calls and thresholds might be different, but the techniques work well for both robocalls and TDoS.

NEIGHBOR SPOOFING SOLUTIONS


The best solution to combat neighbor spoofing will be widespread adoption of call authentication using STIR/SHAKEN.

Again, it does not prevent either robocalls or TDoS attacks, but it does make other prevention methods more effective.

In the meantime, TransNexus has developed another technique that has successfully thwarted neighbor spoofing in certain situations. It involves flexible blacklisting based upon the SPID or OCN of the inbound calling number. Here's how it works:

When a service provider originates a call from one of its customers who is calling another one of its customers, that's an on-net call. The service provider will route that call within its network. It will not leave that network, transit external networks, then come back into the service provider's network.

With flexible blacklisting, the service provider examines calls entering its network from external networks. If it sees a call where the calling number is one of its own, the service provider knows it must be neighbor spoofing. It then can either block the call or divert it to voicemail or an IVR. This method has been very effective in preventing robocalls and TDoS attacks.

TransNexus offers a complete range of solutions to protect telecommunications networks from disruptive robocalls and TDoS attacks. These solutions have achieved remarkable results with our customers, transforming unhappy, frantic subscribers into happy users. 

Donald St. Denis is product marketing manager at TransNexus. He can be reached at donald.stdenis@transnexus.com.





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Grandstream Becomes a SkySwitch Approved Supplier

White label UCaaS provider SkySwitch announced at ITEXPO that Grandstream, a provider of SIP unified communication solutions, has become an approved supplier to its North American network of resellers and their customers. SkySwitch and Grandstream will deliver, through the reseller-exclusive SkySwitch online store, unified communication endpoint solutions to customers of SkySwitch's reseller community.

SkySwitch has certified a wide range of Grandstream's VoIP endpoint solutions, including their GRP series phones as fully interoperable with the SkySwitch telephony platform, making the line of devices available to over 500 resellers in the USA and Canada. The certified Grandstream solutions are available for purchase directly from the SkySwitch online store, as well as Grandstream's certified channel partners. SkySwitch resellers can now utilize Grandstream's easy-to-use and cost-effective

endpoint solutions while taking advantage of seamless purchasing, provisioning, warranty support and shipping.

"The GRP series from Grandstream is a carrier-grade solution that promises to fill the need for modern desktop devices that can be mass deployed and managed by cloud voice providers," said SkySwitch president and founder, Eric Hernaez. "We are very happy to add this new line to the list of fully supported devices available to our community of resellers."

By bringing Grandstream into the online SkySwitch store, its resellers now have the convenience of purchasing directly through their reseller dashboards, "which they use day-to-day, and have the ease of mind that provisioning and shipping will always be a smooth process," Hernaez continued.

Founded in Boston, Mass., as one of the first VoIP manufacturers, Grandstream's solutions are relied on in more than 150 countries around the

world. It offers all the endpoints that SkySwitch resellers need to build state-of-the-art voice, video, data and mobility solutions, complete with industry-leading pricing and feature sets, said the company. In addition to being one of the leading manufacturers of IP phones, Grandstream provides conferencing, mobility, facility access, physical security, intercom/paging, Wi-Fi and analog-to-VoIP solutions.

"The relationship between Grandstream and SkySwitch is a natural one, as we are both focused on building customizable and easy-to-use solutions for the rapidly growing service provider marketplace," said CEO of Grandstream, David Li. "By joining forces with SkySwitch, we can offer service providers and resellers throughout North America a solution that thrives in flexibility, features, affordability and ease-of-deployment. We look forward to a long and successful partnership with SkySwitch and to working with them to educate, train and engage their reseller community." □



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Quobis Showcases UC for the Front Line

Quobis, a European provider of real-time communication apps for the web, is utilizing ITEXPO to highlight its new collaboration solution for deskless workers, such as those on a retail sales floor.

"For us, [ITEXPO] is a great opportunity to explain how Quobis is changing the communications for the retail industry, dealing with the last frontier of the digital transformation challenge: deskless workers," said Elías Pérez, Quobis CEO.

At its booth on the expo floor (#216) Quobis will showcase a demo of Collaborator re-designed for retail workers. Quobis' Collaborator lets first-line workers be permanently connected with their in-shop peers (in the same shop or in other places) or with other functional areas such as logistics, human resources or customer care.

The platform allows network managers to easily on-board new or eventual workers without effort, said Pérez, even within BYOD strategies. Collaborator provides powerful administration tools to manage user's roles; create groups; and assign features as inbound/outbound PSTN calls, chat or voice IP communications. Monitoring activity can be done on any element in the network.

In addition, Iago Soto, chief marketing officer of Quobis, will be speaking today at 10 a.m. at the session "New Communications Tools to Impress Your Customers" in the Expo Floor Theatre. □

Intrado Adds to Executive Team

Intrado Corporation recently added Jeff Robertson to its executive management team as president of the company's Life & Safety segment.

An expert in the safety industry, Robertson comes to Intrado from RapidSOS, where he served as senior vice president and general manager of public safety and was responsible for leading public safety strategies. Prior to joining RapidSOS, he was the CEO of Airbus DS Communications, a provider of command center software for emergency call-handling. Robertson also has held leadership roles for 911 solutions and software consulting firms and was the founder of the 9-1-1 Industry Alliance (now the Industry Council for Emergency Response Technologies).

"We are excited to welcome Jeff to the Intrado leadership team. His nearly 25-year career has been centered

around public safety, and he provides a unique perspective on the business as a former first responder," said John Shlonsky, Intrado CEO and president. "Jeff joins Intrado during a time of significant opportunity, given the expected growth from next generation 911 technology and Intrado's expansion into new adjacencies, including integrated solutions within smart home technologies and notification capabilities that leverage our access to the PSAP infrastructure."

Ron Beaumont, current president of the company's Life & Safety segment, announced his intention to retire next year. Due to the complexity and critical nature of the services that Life & Safety provides, Beaumont and Robertson will have an extended transition period, and Beaumont will continue as an advisor to Intrado for the foreseeable future. □

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Fonative Supplies Ontario Systems with Trusted Entity Calling Powered by Numeracle


Fonative has announced a live customer deployment of its Trusted Entity Calling solution by a Fonative customer, Ontario Systems, a provider of receivables management software to healthcare providers, ARM agencies and government collections departments. This solution is powered by Numeracle, a pioneer of robocall blocking and labeling visibility in the calling ecosystem.

Fonative's Trusted Entity Calling provides customers such as Ontario Systems with phone number registration to increase the connect rate on outbound calls, resulting in more and more effective customer conversations. To accomplish this, Fonative deployed Numeracle's Numera-Cert and NumeraList solutions to vet and verify trust in the calling party's identity and register phone numbers across the wireless ecosystem.

The cloud-based process is enabling call centers utilizing Ontario Systems' Omni Voice service to register phone numbers associated

with verified entities, laying the groundwork for STIR/SHAKEN call attestation. By validating the numbers with NumeraList, the legitimate calls are identified to the network. As a result, outbound calls to consumers originating from the Ontario Systems' customer call centers will not be mislabeled and incorrectly displayed as FRAUD or SCAM calls.

Fonative's carrier-grade CPaaS platform

supports leading North American call centers that focus on healthcare-related and financial activities. Calls placed often surround payment and collection matters which involve the sharing or collecting of protected health information and payment data. As an intelligent solution, Numera-Cert and NumeraList complement Fonative's best in class, HIPAA and PCI-compliant communications cloud-based API. 

Speedcast Announces Mexican Mobile Operator Win

Speedcast comes to Ft. Lauderdale fresh off a huge customer win. The provider of satellite-based remote communications and IT services recently announced that it has been awarded a 12-month contract with the second-largest mobile operator in Mexico. Speedcast's fully managed, end-to-end cellular backhaul solution will help the mobile operator expand its network and provide connectivity to sites where other types of communications are unavailable, said the company.

(Continued on page 21)

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Peerless, Telarus Enter Channel Partnership

TEXPO exhibitor Peerless Network, a provider of voice solutions for enterprise customers worldwide, recently announced that it has expanded its global partner program through the addition of Telarus, a master distributor and CVx exhibitor. As a Peerless partner, Telarus' extensive channel of more than 4,000 sales agents and advisors can now offer their enterprise customers immediate access to Peerless Network's portfolio of voice products, services and platforms. Peerless Network is connected to every major carrier and caters to enterprises with multinational locations utilizing voice, SIP trunking and UCaaS services.

"Peerless Network is proud to partner with Telarus and its network of trusted technology experts to promote our robust portfolio of voice solutions to enterprises throughout the U.S. and Europe," stated Rick Knight, executive vice president of sales and marketing at Peerless Network.

Peerless Network's automated platforms Cloud PBX (UCaaS), Peerless Portal (self-provisioning SIP trunking platform) and ANimate (number management system) enable enterprises and channel partners to easily provision and manage SIP trunking channels, telephone numbers, local and domestic/international long-distance and toll-free services for multiple locations and from one advanced system. Peerless' Application to Enterprise Messaging (A2P) provides SMS/MMS

messaging support for long-codes and toll-free numbers, said the company, and Peerless CallTrue offers industry-leading SHAKEN/STIR technology to give businesses advanced protection against unwanted robo and nuisance calls.

"Telarus is thrilled to partner with Peerless

Network. Our partners will enjoy the excellent services they offer," said Patrick Oborn, Telarus co-founder. "Peerless Network simplifies how enterprises connect with the highest quality of service and delivers best-in-market commissions for our channel agent partners." □

(Continued from page 19)

"We are extending a long-standing partnership with one of the top U.S. mobile operators into this new market," said Erwan Emilian, executive vice president of enterprise and emerging markets at Speedcast. "Cellular service is an excellent way to reach remote and rural populations, and we look forward to empowering one of the leading operators in the Mexican market with our highly reliable backhaul service."

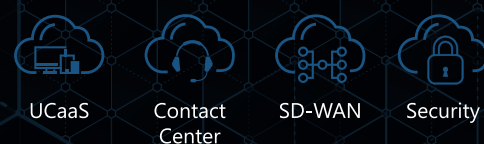
Using Speedcast's cellular backhaul service, the operator will have access to an extensive network of networks that includes terrestrial MPLS, LTE, 5G and the largest portfolio of satellite capacity in the world. Offering a flexible pay-as-you-grow business model, Speedcast's backhaul service will help the operator cost-effectively expand its mobile coverage into new markets, said Emilian. Speedcast said its 24/7 design, installation and engineering support will ensure a smooth deployment. □

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Q&A with Ingate GM Steven Johnson

Ingate Systems has unveiled three new midrange session border controllers (SBCs) this week at ITEXPO: the SIParator/Firewall 22 (the S22), the SIParator/Firewall 42 (S42) and the SIParator/Firewall 82 (S82).

The S22 replaces the SIParator/Firewall 21, with a smaller footprint and twice the capacity. It can handle up to 800 simultaneous VoIP sessions. The 19" rack mount kit is now also a tray where two S22 units can be mounted side-by-side, occupying only 1U of space.

The new S42 model replaces Ingate's S52 model, at the same price, with the same or better performance and features, while the S82 has about twice the performance and close to Ingate's S95 server-based SBC, specified at handling 4,000 concurrent sessions with voice media.

Ingate's SIParator/Firewall SBC is available as one of six hardware models, as various software variants for virtualized x86 hardware for your own virtual machine or for a public cloud platform: Amazon Web Services (AWS), Microsoft Azure, OpenStack and Google Cloud Platform.

All SBC features of the 6.2.x – 6.3.x releases are available in all variants of the Ingate SIParator/Firewall SBCs.

High-performance voice transcoding (125 to 3,000 sessions for G.729 and G.722) is now included as standard, and Opus and Silk have been added.

We caught up with Ingate general manager Steven Johnson at ITEXPO to learn more about the company and these exciting developments.

CV: Tell us about Ingate, and how you fit into the ITEXPO community.

SJ: We're the people who provide the SIParator SBC for VoIP networks. We have been doing this successfully now for about 20 years, solving problems for our customers ranging from SMBs to very large call center applications.

CV: What challenges do you solve for customers?

SJ: We solve a variety of problems—basic issues that SBCs were designed to solve, which basically are NAT traversal, security and routing and several other features that support those kinds of requirements.

We have also expanded our products to accommodate road warriors who need access to the PBX functionality that may reside in their

home offices. We do that using both hardware, software (on premises installation or as a virtual machine) and finally in the cloud itself through AWS, Azure, Google, etc. – almost any cloud environment you can think of.

CV: Tell us about the latest iteration of the SIParator.

SJ: Last year we reached the end of the lifecycle for our previous product in the mid-range category for 2,000 to 4,000 sessions. We had been working with our vendors to come up with a new product to take its place. In fact, we came up with two products. They're both built around the same chassis but with different processors.

One can achieve 2,000 simultaneous sessions and the other 4,000 simultaneous sessions. These products are much smaller in size than the previous SIParator S52. In fact, we have to sell a kit to fit them into a rack. We also have a kit that allows them to be placed on a wall.

CV: So you're ultimately saving space for customers in their racks and colos, while increasing the amount of simultaneous calls that they can manage.

SJ: That's exactly right. Our mid-range products also have connections or ports for fiber now. So not only can you use Ethernet, but if you're in an environment where there is fiber, you can connect directly with our product without an intermediary device.




CV: What are some key takeaways that you want to share with our readers?

SJ: We have a product that satisfies the requirements of 95 percent of the population—small businesses to large ones. We can support up to 20,000 sessions on our biggest hardware. We can provide you the software for virtual machine installation. And we can get you as many calls as that hardware would support.

In addition, all our products have the same software. We have a startup tool which makes it easy to configure basic communications. And we have facilities that help not only the small business with basic requirements but also very large call centers. We have call centers that are doing call setups at 100 per second, which is a lot of calls. We're one of the few companies in the industry that's been able to do that.

In addition, we now have some REST APIs that we have incorporated that make it even more interesting for call centers that want to design specific campaigns and use our APIs to create those campaigns in the SIParator without having to go in and do a lot of programming.

We're making a lot of great strides. Our customers are extremely happy, and one of the accolades we often get is our ability to support them. We pride ourselves on being customer oriented, and it shows. 

You can find Steven and the Ingate team at booth #100 this week during ITEXPO.

STICK AROUND FOR THE GRAND PRIZE

A \$10,000 Grand Prize will be given away as the final drawing today on the expo floor at 12:45 p.m., but you must be present to win all prizes.



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PCCW Global to Extend PEACE Cable to Southern Africa

PCCW Global and PEACE Cable International Network are working together to extend the Pakistan East Africa Connecting Europe (PEACE) submarine cable system to southern Africa. The PEACE South extension will boost bandwidth and have an important impact on connectivity from its current African landing point in Mombasa, Kenya, all the way to South Africa, opening new Southern African Development Community (SADC) and east African markets to cable partners.

In addition, PEACE South will provide alternative routes for existing systems, connecting southern Africa to Europe and Asia with newer, faster high-bandwidth technology and assisting the region to improve internet usage and reduce the cost of connectivity.

"The construction of PEACE East and PEACE Med are both expected to be completed

on time, on budget and within the originally specified plan of work," explained PCCW Global chief commercial officer Frederick Chui.


The southern Africa extension follows the overall success of the cable development project and the smooth implementation of operations, from survey activities and the issuing of the relevant country permits through to manufacturing and factory acceptance, said PCCW Global.

In September it was announced that PEACE, along with Liquid Telecom and Africa Data Centre, signed a landing party agreement for a landing point in Kenya, and it respectively, with PCCW Global and Orange, signed a deal to deploy the new PEACE Med subsea cable at a landing station in Marseille.

New technologies deployed in the construction phase of the project will enable each country's bandwidth allocation to be modified during

the lifetime of the cable. Once the cable is live, individual cable stakeholders will have the ability to independently structure the network according to their own specifications, without affecting others using the same cable system.

When completed, the high-speed PEACE cable system will offer very low-latency routes from China to both Europe and Africa, interconnecting three of the world's most populous continents.

Once complete, PEACE will link France to Pakistan using the Europe-Asia route, and Mombasa in Kenya, via an Indian Ocean route that will ensure optimum latency. With plans to extend toward South Africa and eastward toward Southeast Asia, the cable will total 15,000km in length and is set to be ready for service in 2021. 

Stop by CVx @ ITEXPO booth #929 to meet the PCCW Global team.

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Today's Conference Program

<div>9:00-9:55am</div> <div>Friday - 2/14/20</div>	<div>AIOps Solutions (Room 222)</div> <div>Getting Your IT Team Ready for AIOps</div> <div>Ciaran Byrne</div> <div>Product Strategy OpsRamp</div> <div>Mathi Ganesan</div> <div>VP, Sales GAVS</div>	<div>Business Communications Solutions (Expo Floor Theatre)</div> <div>Why Cybersecurity Needs AI to Challenge Hackers and Thieves</div> <div>Lenny Chesal</div> <div>Evangelist Cybrics</div> <div>Steve Garrison</div> <div>VP Marketing Stellar Cyber</div> <div>Richard Gray</div> <div>Director, Business Development IBM Max360 Plus Watson Contronex</div> <div>Gerry Purdy (Moderator)</div> <div>Principal Analyst Mobility LLC</div>	<div>Open Source Solutions (Room 317)</div> <div>Multi-Tenant or Multi-Instance</div> <div>Jose Antonio Montes</div> <div>Networking Engineer VitalPBX</div> <div>Rodrigo Cuadra</div> <div>CEO VitalPBX</div>	<div>SD-WAN Solutions (Room 315)</div> <div>20 Questions...Go!</div> <div>Bernard Breton</div> <div>CEO Adaptive Networks</div> <div>Dr. Ritesh Mukherjee</div> <div>Vice President of Product Management 128 Technology</div> <div>Moe Nagle (Moderator)</div> <div>Managing Editor & SD-WAN Conference Chair TMC</div> <div>Brian O'Connor</div> <div>Director of Solutions Engineering Granite Telecommunications</div> <div>Frank Puranik</div> <div>Product Director iTrinity</div>		
<div>9:00-9:25am</div> <div>Friday - 2/14/20</div>	<div>MSP Solutions (Room 316)</div> <div>How Should I Price My Managed Services?</div> <div>Doug Green (Moderator)</div> <div>Publisher Telecom Reseller</div> <div>Erich Kaiser</div> <div>Director of Sales TechMail</div>	<div>9:30-9:55am</div> <div>Friday - 2/14/20</div> <div>Future of Work (Room 221)</div>	<div>MSP Solutions (Room 316)</div> <div>UC Endpoint Solutions for MSPs</div> <div>Jeff Kubick</div> <div>Head of Global Voice Service Provider Marketing Poly</div>			
<div>10:00-10:55am</div> <div>Friday - 2/14/20</div>	<div>Business Communications Solutions (Expo Floor Theatre)</div> <div>New Communications Tools to Impress Your Customers</div> <div>Robert Cooper</div> <div>Managing Director for North America Wildix</div> <div>Phil Edholm (Moderator)</div> <div>President and Principal PKE Consulting LLC & UC Strategies.com</div> <div>Tom Martin</div> <div>CEO Glance Networks</div> <div>Iago Soto Mata</div> <div>Founder QUOBIS</div> <div>Erin Wilson</div> <div>Dir, Solution Consulting Five9</div>					
<div>10:00-10:25am</div> <div>Friday - 2/14/20</div>	<div>Future of Work (Room 221)</div> <div>The Dark Side of AI</div> <div>Steve Hoeg</div> <div>Director of Engineering Adobe Digital Voice & Video</div>	<div>MSP Solutions (Room 316)</div> <div>How to Thrive in Today's Open, Hybrid, Multi-cloud World</div> <div>Jorge Ros</div> <div>Director, Global Platform Sales, IBM Cloud and Cognitive Software AG</div>	<div>Open Source Solutions (Room 317)</div> <div>The Role of Open Source in Bringing Complex Technology to the Masses</div> <div>Anthony Minessale II</div> <div>Founder and CEO SIGNALWARE INC</div>	<div>SD-WAN Solutions (Room 315)</div> <div>Lessons Learned: Deploying Edge Computing Solutions</div> <div>Arshad Khan</div> <div>Manager, Solution Architecture & Software Integration Fujitsu</div>		
<div>10:30-10:55am</div> <div>Friday - 2/14/20</div>	<div>AIOps Solutions (Room 222)</div>	<div>Future of Work (Room 221)</div> <div>Programmable Communications Power Greater Productivity for the Workforce</div> <div>Sanjay Srinivasan</div> <div>Vice President & Chief Architect Yonage</div>	<div>MSP Solutions (Room 316)</div> <div>How To Grow Your Business With a Mixed Labor Model in 2020</div> <div>Steve Salmon</div> <div>VP of Enterprise and Channel Sales Field Nation</div>	<div>Open Source Solutions (Room 317)</div> <div>Panel: What's Next in VoIP/RTC?</div> <div>Anthony Minessale II</div> <div>Founder and CEO SIGNALWARE INC</div> <div>Alan Percy</div> <div>CMO TelcoBridges</div> <div>Fred Posner</div> <div>Consultant LOD.com</div> <div>Jared Smith</div> <div>Vice President of Open Source Community Development Sangoma</div>	<div>SD-WAN Solutions (Room 315)</div> <div>Industry Perspective</div>	
<div>11:00-11:55am</div> <div>Friday - 2/14/20</div>	<div>AIOps Solutions (Room 222)</div>	<div>Future of Work (Room 221)</div> <div>AI and the Sales & Marketing Cycle</div> <div>Jon Arnold (Moderator)</div> <div>Principal J Arnold & Associates</div> <div>Jeff Dworkin</div> <div>Principal Ghostpoint</div> <div>Angela Leavitt</div> <div>CEO Mojo Marketing</div>	<div>Business Communications Solutions (Expo Floor Theatre)</div> <div>Can You Hear Me Now? Transforming How Businesses Think about their Communications Providers</div> <div>Nate Reynolds</div> <div>Co-Founder PhoneSentry</div>	<div>MSP Solutions (Room 316)</div> <div>Modern Marketing for MSPs</div> <div>Andy Abramson</div> <div>CMO SkySwitch</div> <div>Maddy Martin</div> <div>Head of Growth and Education Smith.ai</div> <div>Peter Radizeski (Moderator)</div> <div>President RAD-INFO, Inc.</div>	<div>Open Source Solutions (Room 317)</div> <div>Dangerous Demos!</div> <div>James Body</div> <div>CEO Telet Research</div> <div>David Duffett</div> <div>Chair and MC of Open Source World 2020 TeleSpeak Ltd.</div>	<div>SD-WAN Solutions (Room 315)</div> <div>Through the SD-WAN Looking Glass</div> <div>Narayana Indukuri</div> <div>Architect Northforge Innovations Inc.</div> <div>Glenn Longley</div> <div>VP IoT Product Management Inseego</div> <div>Moe Nagle (Moderator)</div> <div>Managing Editor & SD-WAN Conference Chair TMC</div> <div>Mark Palmer</div> <div>Director Strategic Development Granite Telecommunications</div> <div>Sanjay Srinivasan</div> <div>Vice President & Chief Architect Yonage</div>

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