

# CHANGE THE GAME



## CCSE BUSINESS PARTNER CONFERENCE

Vienna, April 13<sup>th</sup> to 14<sup>th</sup> 2010

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VENUE: Radisson Blue Palais Hotel  
Parkring 16/ 1010 Vienna/ Austria



#### ■ TARGET GROUP

- Direct Business Partners EMG plus EMG Staff  
Enterprise Coop Rules- 50 % of Travel and Accommodation Cost  
Hotel- 3 days max. and 100 € per Night max.

#### ■ DAY 1 - Executive Day 12.00 to 18.00

- Target Audience: BP- Executives, Sales, Marketing, Pre-Sales, Press, Consultants  
Lunches: executive, press, consultant  
Evening Entertainment for all

#### ■ DAY 2 - Business Day 09.00 -17.30

- BUSINESS TRACK  
Target audience: BP Sales, Marketing & Parallel break out sessions
- Service Provider Track  
Target audience: Service Provider Sales, Marketing, Pre-Sales
- Technical Track  
Target audience: BP Pre Sales  
Track A: Genesys  
Track B: Enterprise

**CCSE Business Partner Conference Vienna  
Agenda, April 13<sup>th</sup> 2010 - Lunches**

Venue: Radisson Blue Hotel- Salon

- 12.00 -13.00 Executive Lunch  
hosted by Tom Eggemeier
  
- 12.00 - 13.00 Press Lunch  
hosted by Astrid Krupicka
  
- 12.00 - 13.00 Consulter Lunch  
hosted by Stefan Captjin

Followed by  
13.00 - 13.30 Guided Demo Tour

**CCSE Business Partner Conference Vienna  
Agenda, April 13<sup>th</sup> 2010 - Plenary**

- 13.00 - 13.30 Arrival
- 13.30 - 13.40 Welcome - Astrid Krupicka
- 13.40 - 14.10 Opening - Claudio Soland
- 14.10 - 14.40 EMG EMEA Strategy -Tom Eggemeier
- 14.40 - 15.25 ALU Vision and go to Market - Keith Pearce
- 15.25 - 16.00 Coffee Break
- 16.00 - 17.00 Alcatel-Lucent EMG positioning  
in a competitive environment- Lode Vande Sande
- 17.00 - 18.00 Customer Testimonial - Generali Insurance
- Followed by Dinner and Evening Entertainment

## CCSE Business Partner Conference Vienna Agenda, April 14<sup>th</sup> 2010 - Plenary

- 09.00 - 09.15 Arrival
- 09.15 - 10.20 Business Network Transformation - Stefan Captijn  
Customer Testimonial: Customer Service Meets the Back-Office
- 10.20 - 11.10 Complementing Partner Offers with Enterprise Services -Mikael Roue, Bernhard Hammerlindl
- 11.10 - 11.30 Customer Frustration Survey - how to transform customer needs into business opportunities - Martin Veselka
- 11.30 - 12.15 Going Mobile and Collaboration with UC - Antoine Schnuriger  
Customer Testimonial: Fachhochschule Wien
- 12.15 - 13.15 Lunch
- 13.15 - 14.00 Roadmap Genesys - Martin Troll
- 14.00 - 14.45 The future of large Enterprise - David Buckley  
& The new Communication Paradigm - Rachid Himmi
- 14.45 - 15.15 Coffee Break
- 15.15 - 16.00 The future of SMB - Discover the rich communication experience- Phillippe Jean
- 16.00 - 16.30 Improve Business efficiency through Genesys Quality Management  
Partner Testimonial: Zoom
- 16.30 - 17.15 Network Infrastructure solutions for buildings, campuses and remote workers. - Jaap de Goede  
Customer Testimonial Polytechnic University Poland
- 17.15 Closing of Conference

## CCSE Business Partner Conference Vienna Agenda, April 14<sup>th</sup> 2010 – Break Out Sessions

- 09.15 -10.20 The new Converged Partner Program - Floor Spranges
- 10.20 – 11.10 The Changing Face book of Customer Service - Keith Pearce
- 11.10– 12.15 Channel Marketing Programs - Daniel Beri
- 12.15 - 13.15 Lunch
- 13.15 – 14.00 How to sell EMG portfolio in changing and challenging environments - Presenting the Business Consulting Group - Stefan Captijn

**CCSE Business Partner Conference Vienna  
Agenda, April 14<sup>th</sup> 2010 - Pre Sales Track**

**For Presales Enterprise**

- 09.00 - 09.15 Welcome & Introduction - Markus Bucher
- 9.15 - 09:45 OXE 9.1 Release overview, Surviliability mode - Ralph Huerlimann
- 09.45 - 10:45 ICS New functions 6.1, Mobility - Harald Jung
- 10.45 - 11.15 Mobility VoWLAN - Alper Soyak
- 11.15 - 12.15 Contact Center Genesys Mid Market CC/ Premium, Omni Genesys - Octavian Papacica
- 12.15 - 13.15 Lunch
- 13.15 - 14.00 IP-Networking Part 1 - LAN Core OS9702E, Access OS6250 - Hans-Peter Berger
- 14.00 - 14.45 IP-Networking Part 2 - WLAN v3.4 new APs& Switches - Rolf Joos
- 14.45 - 15.15 Coffee Break
- 15.15 - 15.45 IP-Networking Part 3 WAN OA5xxx, 8950AAA/RADIUS - Rolf Joos

**CCSE Business Partner Conference Vienna  
Agenda, April 14<sup>th</sup> 2010 - Pre Sales Track**

**For Pre Sales Genesys**

- 14.00 - 14.45 IWD - Aly Galal
- 14.45 - 15. 30 iCFD - Richard McCrossan or David Curley
- 15.30 - 16.15 SIP/IP CC - Pawel Bublewicz
- 16.15 - 17.00 Performance Mgmt - Michieluurman

**CCSE Business Partner Conference Vienna  
Agenda, April 14<sup>th</sup> 2010 - Service Provider Track**

- 10.00 - 11.30  
Enabling Managed Communication Services for Service Providers and System integrators- Hanizan Massod  
Customer Testimonial: Deutsche Telekom
- 11.30 - 12.15 Hosting - Urs Schneebeili
- 12.15 - 13.15 Lunch
- 13.15 - 14.00 On Demand Technology - Kurt Glatz
- 14.00 - 14.45 Business & Residential Access for Service Providers-  
Jaap de Goede
- 14.45 - 15.15 Coffee Break
- 15.15 - 15.45 Hosted Contact Center Solutions - Peter Martis
- 15.45 - 16.30 On Demand Business Operations and Finance- Hanizan Massod
- 16.30 - 17.15 On Demand Services - Benoit Aleya

**CCSE Business Partner Conference Vienna  
April 13<sup>th</sup> and April 14<sup>th</sup> - Live Demos**

- April 13<sup>th</sup>  
Guided Tour 1: 12.00 - 12.30  
Guides Tour 2: 12.30 - 13.00
- April 14<sup>th</sup> - all day - on demand- in front of Plenary
- My IC Phones - Rachid Himmi
- Unified communication by ALU + Microsoft OCS integration - Harald Jung
- Homeworker, Remote Access Points - Markus Bucher
- Going mobile with UC (Black Berry, Nokia, iPhone, Winmobile)
- Genesys CC for Mid Market- Octavian Papacica
- iWD - Aly Galal

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