



**TECHTOBER 2022**

**RED CARPET EVENT**  
BSB Technology Expo



## **BSB 2022 Techtobler Event - Educational Session Descriptions**

### **Session: Mitel Contact Center (MiCC) – Your Key to Improved Customer Relations**

**Description:** Support the digital transformation of your organization's customer interactions by leveraging the omnichannel capabilities of MiCC. Learn more about the WebRTC capabilities, the latest version MiCC and coming social media enhancements, AI-based voice bots, callback improvements and much more.

**Presenter:** LouAnn Jones, Mitel Customer Engagement Sales Specialist

### **Session: Mitel MiVoice Business Roadmap & Subscription**

**Description:** Mitel's flagship unified communications platform, MiVoice Business, continues to evolve and improve. Learn about recent and planned enhancements to this widely used solution. Also, find out more about the new subscription model that allows for an operating expense (OpEx) acquisition option.

**Presenter:** Steve Loeblich, VP, Subscription Sales

### **Session: Mitel's Commitment to Unified Communication**

**Description:** Learn about Mitel's decision to form a strategic alliance with RingCentral for UCaaS so they could focus on remaining a global leader in unified communication and collaboration solutions. Get updates regarding the MiVoice Office, MiVoice Connect and MiVoice Business, and the new U.S. Mitel One solution. The presenter will explain Mitel's emphasis on 5 key vertical markets and customer lifecycle management.

**Presenter:** Kurt Kruger, PLM Director, Mid-Market Solutions.

### **Session: Modernizing UC for Hospitality...Without Rip & Replace**

**Description:** If your legacy on-premise solutions still work, learn why your focus should be on modernizing your existing UC technology to better align with your business goals, staffing levels, and your customers' evolving expectations. Smart investments in your UC solution can open your doors to contactless check-in, voice AI integrations, and simplified staff training. All without having to rip and replace what you currently have. That means fewer disruptions, increased security, and cost savings.

**Presenter:** Ashley Williams, Mitel's Hospitality Lead

### **Session: Mitel SLED/ Sourcewell**

**Description:** Utilize Mitel's exclusive contract with Sourcewell to simplify your purchasing process and realize significant savings. All state and local units of government qualify, as do K-12 school systems, higher education institutions, nonprofit and tribal organizations, and credit unions.

**Presenter:** Sue Anders, RVP-Northeast, SLED Vertical Market Lead

### **Session: Mass Notification – When Communications are Time Sensitive!**

**Description:** Mitel's Revolution platform can facilitate the delivery of time-sensitive messages to pre-defined lists of recipients in response to incidents and triggers. Learn more about the message types and the variety of triggers; from manual intervention to IoT devices.

**Presenter:** Eric Knudson, Senior Solution Architect

### **Session: The CX Experience to Maximize your BSB Contact Center (CCaaS)**

**Description:** Differentiate from the competition where it matters most. By state of the art call queue, smart routing, connecting through multi-media and outstanding outreach to maximize customer experience.

**Presenter:** Coy Wright Sr. Sales Solution Specialist

### **Session: Phone Enabling Microsoft Teams**

**Description:** There are various ways to enable telephone calls from Microsoft Teams using your Mitel platform. Learn about the different options for your organization. Use Teams for collaboration and Mitel for your calls!

**Presenter:** Eric Knudson, Mitel Sales Engineer

### **Session: Planning Considerations for Legacy Toshiba, ShoreTel and Mitel Systems**

**Description:** This session will identify strategies to consider for legacy systems that are end of support/end of life. Understand the differences between premise-based versus hosted systems and the advantages and limitations of each.

**Presenter:** Peter Johnson, BSB President, and Brent Ouderkerk, BSB Solutions Engineer

**Session: Benefits of Moving your Communications to the Cloud**

**Description:** This presentation will look at the advantages of moving your premise PBX communications to the RingCentral unified communications platform. And will include a demonstration of the service.

**Presenter:** Jeff Carroll, RingCentral Solutions Engineer

**Session: The Importance of Software Assurance & Power of Mitel Performance Analytics**

**Description:** Gain an appreciation for the importance of maintaining software assurance to protect your investment in Mitel solutions. Find out more about Mitel's Performance Analytics and the positive impact it can have on your system administration and management efforts.

**Presenter:** Bill Matson, Mitel Global Services & Support

**Session: BSB Elevate...Cloud Communications at a Higher Level**

**Description:** Learn how the Elevate API platform allows you to integrate the features of our voice, video, contact center, and analytics services into business applications (CRMs, ERPs, Ticketing Systems, etc.). Developers can leverage Elevate APIs to build custom solutions to meet your specific business needs.

**Presenter:** Chris Athanson, BSB Solutions Engineer and Don Kellar, Intermedia Senior Sales Solution Architect

**Session: Leveraging Call Recordings and Speech Recognition to Improve Quality Management**

**Description:** Artificial Intelligence and speech recognition capabilities can "listen" to call recordings and dramatically reduce the time and effort associated with coaching and quality management efforts. Explore the benefits of screen recording and how historical contact center activity levels can improve workforce management and scheduling.

**Presenter:** Kate Fechik, Director of Sales & Channels for DVS Analytics

**Session: Understanding Your E911/ Kari's Law/ RAY BAUM Act Compliance Obligations**

**Description:** Get an overview of E911 regulations, Kari's Law, and the RAY BAUM Act and the associated obligations they place on your organization. Learn how third-party 911 service providers can facilitate your compliance.

**Presenter:** Shannon Reidy, RedSky Channel Manager

**Session: Name: The Analytics You Need to Make Informed Decisions**

**Description:** UC and Contact Center systems are a sizable investment and big piece of the ROI is the data they collect. When leveraged correctly, this data can help you optimize your teams to better serve customers and operate at peak efficiency. Come hear about the metrics you should be looking at and how to best unlock the insights within them.

**Presenter:** Peter Hornberger, Brightmetrics VP Sales

**Session: Name: Let's get back to the Basics**

**Description:** Throughout this how-to course, you will learn everything from the different types of licensing, different versions of software, cell presence, and cell twinning to how to create an auto attendant, as well as how to obtain various contact center reports.

**Presenter:** Beth Baumia and Gary Miller, BSB Systems Engineers

**Session: Engaging Today's Independent Consultants**

**Description:** Today, the world of unified communications (UC), IT infrastructure, and customer experience CX is changing rapidly. Independent industry consultants can assist you in navigating these ever-changing landscapes. As part of this session, you will gain an understanding of the services and support offered by independent industry consultants, ranging from RFP needs assessments to expense management to operational support services.

**Presenter:** Dave Clardy, Mitel Director-Global Consultant Relations

**Session: From Chat Bots to Video Chat, what's New with Digital Customer Service**

**Description:** We will discuss industry trends around digital customer engagement and managing omnichannel interactions in an existing contact center / CRM environment. You will learn how you can quickly and easily offer digital customer channels for immediate business benefit and how this is tied into your existing technology stack for maximum efficiency. Get a personalized live demo at the stand!

**Presenter:** Felix Winstone is the CEO and Co-Founder at Talkative

**Session: How to Use Security Assessments to Guide the Customer Journey**

**Description:** In this session the Entara team, including Pamela Diaz, CEO and President, Michael Brunetti, Director of Professional Services, will dive into several of our cyber security assessments and discuss how they can be used to guide your cyber security journey. Join us to learn more about how you can qualify for cyber insurance, meet industry compliance standards, develop a roadmap that matches your IT budget and more.

**Presenters:** Pamela Diaz, Entara President and Michael Brunetti, Entara Director of Professional Services

**Session: Mitel Product Consultant User Group**

**Description:** There will be an in-person session specifically designed for consultants to learn about Mitel's current product designs and the roadmap for 2023

**Presenter:** Dave Clardy, Mitel Director-Global Consultant Relations