



THE UC SUMMIT FAQ FOR VENDORS

1. Why a UC Summit?

As the experts and consultants at UCStrategies.com talk and work with vendors and resellers in our industry, it's apparent that the reseller channel is still lagging far behind manufacturers and UC products. A significant number of resellers believe that by having an IP PBX product on their line card, they are already offering unified communications – end of story. Until these “convergence resellers” clearly understand the “who, why, what and how” of where technology is taking us, vendors are going to have a tough time getting their products/solutions to the end-user.

Added to the misunderstanding of the scope of UC, the cloud and virtualization today, resellers are being bombarded by vendors looking to build a successful VoIP/UC reseller channel. “Choose us, choose us!” has become a deafening roar for reseller decision makers. They want to talk to the thought leaders in the industry... the companies that are leading the movement.... and the emerging companies with innovative technology....to learn about their products and solutions. They are looking for relationships with vendors – not just to sign up as another partner. Hence The UC Summit.

2. Who are the constituents for this event?

UCStrategies is inviting a decision maker (President, Owner, General Manager, Sales Manager) from top organizations that have been identified as “solutions integrators” (the UCStrategies term), or as resellers currently offering VoIP/converged solutions to their customers and planning to move forward into unified communications and beyond.

In addition, we are inviting a select number of end-user consultants who have been identified as transitioning from their data or voice focus to working with customers on converged and UC solutions. We believe it is important for resellers (“solutions providers”) and consultants to learn from each other, as well as from the vendors who will be attending.

The Summit agenda is very tight and the venue is purposely selected to encourage networking and relationship building. This means we have physical limitations on the numbers of vendors that can participate in this conference.

Vendors will be limited to those who we believe are in a thought leadership role or represent innovative technology and collectively represent a cross section of the various products/technologies that go into a “UC solution” (i.e. mobility, security, IP PBX, network management, gateways, etc.).

3. What is the value to us of this relatively unique format, which appears intense and fast-paced?

Everyone’s time is tight these days, so the format packs numerous opportunities and experiences into very full days and evenings. Resellers in particular are looking for more effective means to network with their peers, build strong relationships with vendors, gain a competitive advantage, and build a stronger business. In addition, as former educators, we know that people can absorb more information when they are involved in a variety of activities at varying paces. For this reason, the agenda includes numerous activities:

- Focus sessions where each vendor has the opportunity to privately present to small groups of resellers or consultants. At Summit 2008, vendors all agreed that the focus sessions were the most valuable part of the event for them.
- Roundtable discussions and panel presentations with resellers and consultants as the audience
- Keynote presentations for vendors to share their vision and position themselves (or solidify their position) as industry leaders
- Informal exhibit area where resellers and consultants can view actual products and solutions
- A limited number of hospitality suites for meeting with selected UC integrators and consultants in a more private setting
- Social events for informal networking and relationship building

4. It seems as if we don’t see enough of the “right” resellers at industry events these days. How will UCStrategies bring them to the Summit?

The Summit format has been used very successfully in the past, and by invitation, brings together top reseller executives by providing them with:

- A rare opportunity to meet with and talk in depth to a number of high quality vendors over a period of 2.5 days
- An even rarer opportunity to network with their peers to discuss best business practices as well as “what’s hot and what’s not”
- An unusual opportunity to learn more about the industry from a number of industry experts – in a forum that offers dialog opportunities rather than just presentations
- An appealing resort setting that facilitates networking and education experiences

5. What is the profile of reseller attendees at this event?

- Invitations are sent to executives from the most successful companies in the data and telecom industries who have indicated that they are currently offering UC solutions or intend to do so within the year.
- The attendees come from both the VAR community (about 60% of the attendees) and the telecom community (about 40%). What they share is a

commitment to currently selling VoIP/convergence solutions or UC solutions.

- Attendees are selected to offer a broad representation of market coverage. Some focus on large and enterprise markets; some on government, education, healthcare, etc.; and the majority focuses on the small and medium market.
- The average annual revenue of the invited resellers is approximately \$20-\$25m, with some resellers doing considerably higher revenue overall.
- All attendees are there because they are looking for new products to either complete their solutions portfolio or to help them enter new markets, seeking more information to help in their strategic planning, and seeking to build relationships that are so critical in today's more complex environment.

6. In addition to the opportunity to recruit new dealers for our channel, what else do we gain by participating in this event?

The reseller channel is still pretty much “in the dark” about unified communications overall, the opportunities that are out there, and the various solutions that are available. This is an opportunity for vendors to both educate and learn from resellers and consultants – while rising above the babble that bombards resellers today. As a vendor, you'll have the opportunity to attend or participate in vendor/reseller roundtables and panel presentations that address such issues as:

- What do resellers believe they need from their vendors to succeed in making the transition from “converged” reseller?
- What are the key elements of a UC solution (voice, mobility, presence, security, network management, etc.) and where do applications and platforms fit in?
- What are resellers doing to succeed in this business? With marketing? Sales? Unique support programs? Business practices?

You may also have the opportunity to meet with industry analysts and experts to discuss the unified communications market.

7. We all know that we're in the middle of tough economic times. This is an expense that we haven't put into our budget. How do we justify the additional expense?

Consider what you currently spend on recruiting resellers and all too often discover that your field recruiting team has brought you resellers that don't really fit your “convergence/UC success” profile. The time and money spent in recruiting, training and supporting marginal resellers can be huge! Then consider the value of gathering information **from the reseller perspective** on a wide variety of topics, including:

- value propositions that resonate with potential partners
- channel program elements that are meaningful to resellers
- effective sales and technical training
- what customers are buying today
- what resellers need (and don't need) from vendors to increase their sales of UC products.

8. We're a small, emerging company just beginning to gain brand recognition. How can we be seen and heard among the "big players"?

The value of an event such as the Summit is that the number of vendors is limited to 25 overall with only a small number representing each product category, giving significance to each vendor's presence. And there is ample time for each vendor to network with the resellers and consultants who will be in attendance – providing a cost effective means to reach a significant number of qualified resellers in a short period of time.

9. Do we receive any feedback from the resellers and consultants on our presentations during the Focus Sessions, etc.?

Yes, each focus group fills out evaluation forms after each vendor completes their presentation. Not only will you receive feedback on your presentation itself, but you'll receive feedback on how relevant the product seems for each reseller's market.

The importance of this feedback cannot be minimized. All too often, we are hearing from resellers that every vendor's value proposition sounds like every other.... and presentations are almost cookie cutter. Take this opportunity to learn from resellers so that your future recruiting efforts are more effective!

For more information on The UC Summit sponsorships and participation, check the website (www.ucstrategies.com) or call 303-400-6383.