

## Unified Communications at Enterprise Connect 2018

BCStrategies (formerly UCStrategies) **Experts** at Enterprise Connect deliver valuable insight and information about UC solutions, vendors, and implementation options.

Schedule also available online at [www.BCStrategies.com](http://www.BCStrategies.com)

Monday, March 12, 2018			
Time	Enterprise Connect Session	Location	BCStrategies Expert
8:00 – 8:45	Implementing & Managing SD-WAN	Osceola A	Phil Edholm
8:00 – 8:45	Tech Tutorial: Speech Technologies for the Enterprise	Sun D	Jon Arnold
9:00 – 9:45	Innovation Showcase: Speech Technologies	Osceola B	Dave Michels
10:15 – 11:00	Is Team Collaboration the Future of Enterprise Communications?	Osceola C	Jim Burton
2:15 – 5:00	Planning the Lifecycle of a UCaaS Project	Sun D	Dave Stein
3:15 – 4:00	Mobility 2021: Preparing for the (Even More) Mobile Enterprise	Sun A	Michael Finneran
3:15 – 4:00	Team Collaboration App Decision Factors: Enterprise Adopters Share Their Experiences	Sun B	Blair Pleasant
Tuesday, March 13, 2018			
Time	Enterprise Connect Session	Location	BCStrategies Expert
8:00 – 8:45	Is Apple Really Ready for the Enterprise?	Sun C	Michael Finneran
1:30 – 2:45	Cisco vs. Microsoft: Taking the Battle Beyond UC	Sun A	Phil Edholm
1:45 – 2:45	IOT: Market, Players & Opportunities	Osceola B	Michael Finneran
3:00 – 4:00	How Cost Factors Affect Your Cloud Migration	Osceola A	Marty Parker
3:00 – 4:00	Skype for Business and Teams: Navigating the Twisty Road Ahead	Sun A	Kevin Kieller
Wednesday, March 14, 2018			
Time	Enterprise Connect Session	Location	BCStrategies Expert
8:00 – 8:45	Avoiding the “Gotchas” in a Cloud Migration	Sun A	Melissa Swartz
1:30 – 2:45	Ask the Expert: An Interactive Session on Network and Systems Management	Sun B	Michael Finneran, Phil Edholm, Melissa Swartz
1:30 – 2:45	Building Your Holistic UC/CC Business Case & Plan	Osceola B	Steve Leaden
3:00 – 3:45	Cloud Tradeoffs: Customization vs. Off-The-Shelf, Cost vs. Agility	Sun A	J.R. Simmons
4:00 – 4:45	Making Mobile Messaging Work for Your Enterprise	Sun D	Michael Finneran
4:00 – 4:45	Real-World Enterprise Speech Tech Use Cases	Osceola A	Dave Michels
Thursday, March 15, 2018			
Time	Enterprise Connect Session	Location	BCStrategies Expert
9:00 – 10:00	New Options (and Challenges) for Indoor Wireless Coverage	Sun D	Michael Finneran
11:15 – 12:00	Locknote/Town Hall	Sun A	Kevin Kieller, Dave Michels, Marty Parker, Melissa Swartz



**BUSINESS  
COMMUNICATIONS  
STRATEGIES**  
An Essential Buyer's Resource

















## BCStrategies – Your complete resource for UC, Collaboration, Social & More

*BCStrategies is an industry resource for enterprises, vendors, systems integrators, value added resellers and anyone interested in the growing Unified Communications, Collaboration, and Social Business market. As a supplier of objective information and dialog about UC, Collaboration and Social Business, BCStrategies comprises a community of leading communication industry Advisors, Analysts, and Consultants who have worked in various segments of Unified Communications since the inception of these new business tools.*

Visit [www.BCStrategies.com](http://www.BCStrategies.com) frequently and sign up for UC Alerts to get the latest news and insight including:

- Newsroom
- News Analysis
- Industry Buzz
- Annual UC Summit
- Channel Updates
- Executive Interviews
- Weekly Podcasts
- In the Spotlight
- White Papers
- Case Studies
- UC Resources
- Buyer's Journey

Follow us on Twitter @ucstrategies and on Facebook: UCStrategies. Meet these Experts at #EC18:

	Jim Burton is Founder and CEO of CT Link, LLC. Burton founded the consulting firm in 1989 to help clients in the converging voice, data and networking industries with strategic planning, mergers and acquisitions, strategic alliances and distribution issues.		Blair Pleasant is President & Principal Analyst of COMmfusion LLC. She provides consulting and market research analysis on voice/data convergence markets, applications, and technologies, aimed at helping end-user and vendor clients both strategically and tactically.
	Marty Parker focuses on helping enterprises improve business results with planning, road-mapping, & budgeting for UC, Collaboration, and Social business. Marty co-founded UniComm Consulting, the industry's premier Unified Communications consulting firm.		Michael Finneran is an independent consultant, industry analyst, and writer specializing in wireless technologies. He covers the full range of wireless technologies (Wi-Fi, Cellular, WiMAX, and RFID), as well as mobile UC and fixed-mobile convergence.
	Dave Michels is the Principal Analyst of TalkingPointz.com and focuses on enterprise communications including cloud telephony, collaboration, and emerging technologies. Dave's irreverent views on communications are sometimes relevant.		Phil Edholm is the President and Founder of PKE Consulting. PKE consults to end users and vendors in the communications and networking markets. Phil builds on his 9 years as CTO/CSO for Nortel Enterprise and 3 years as VP Technology Strategy for Avaya.
	Steve Leaden is founder and President of Leaden Associates, Inc., an independent Communications and IT consulting firm in business 25 years. Leaden Associates provides specialized enterprise support in Unified Communications, VoIP, Contact Centers, converged networks, and Cloud-based architectures.		Kevin Kieller is a founder of EnableUC.com, providing Collaboration technology advisory services to organizations and vendors. Read his posts at BCStrategies.com & NoJitter.com: "Success with Skype" or "Taming Teams", or find him at #EC18 to get answers to your Skype or Teams questions.
	J.R. Simmons is President and Principal Consultant for COMgroup, Inc., the leading independent consulting firm in the Pacific Northwest focusing on strategic planning, business cases, data networking design, systems analysis, IP telephony, and contact centers.		Swartz Consulting, LLC guides enterprise business clients through the complex process of finding the right communications technology solutions for their business, and getting the solution implemented properly.
	Dave Stein is a principal of Stein Consulting Group. He has more than 30 years of consulting, information systems and telecommunications experience, with a primary emphasis on IP communications and technology infrastructure projects.		Jon Arnold is Principal of J Arnold & Associates, an independent analyst and marketing consultancy based in Toronto, Ont. His focus is on the impact of digital transformation for both collaboration and the contact center, with an emphasis on the business value of technology.
	Don Van Doren is a principal of UniComm Consulting, an independent UC consulting firm that helps clients understand the business potential of UC and then develop ROI-based strategies and implementations. Don is also president of Vanguard Communications, an independent contact center consulting firm.		Evan Kirstel has 20 years of sales & Biz Dev experience in UC (Sonus, Oracle/Acme Packet, AudioCodes...). He brings a unique perspective on Cloud/Enterprise opportunities in UC, including the social, mobile, and voice/video/web collaboration technologies. Evan is a UC social media leader.