



PCC Americas 2018 Spring Conference
Chaminade Resort & Spa
Santa Cruz, CA

Time	Monday, April 16
1:00 pm - 6:00 pm	Registration Desk Open <i>Main Lobby near Seascape</i>
1:00 - 5:15 pm	Executive Round Table: Invitation Only <i>Seascape</i>
5:30 - 6:15 pm	Leadership Committee Welcome Meeting <i>Seascape</i>
6:00 - 8:00 pm	Welcome Reception <i>Seacliff Lounge & Terrace</i>

**This schedule is subject to change*

Tuesday, April 17								
7:00 am - 8:00 am <i>Breakfast Sunset Restaurant</i>								
TIME								
8:00 am - 10:35 am Opening Session 8:00 - 8:15 am Dan Silverman, PCC President - Opening Remarks 8:15 - 9:15 am Gary Levy, Vice President Channel Sales Americas 9:15 - 10:15 am Mercer Rowe, New Cloud Business 10:15 - 10:35 am Inisoft								
10:50 am - 12:00 pm 10:50 - 11:50 am John Colvin - Edge Program review including MDF, cloud rebates, retail maintenance commission, Co-Delivery, etc 11:50 - 12:00pm Scansource								
12:00 pm - 1:00 pm <i>Lunch Sunset Restaurant</i>								
1:00 pm - 2:25 pm 1:00 - 2:00pm Michael Kuch, Seniro Director Product Management 2:00 - 2:10 pm Xima 2:10 - 2:25 pm Brian Baumgart, Demo Avaya								
2:25 pm - 2:40 pm <i>Break</i>								
Natural Bridges		Capitola		New Brighton	La Selva	Seascape	Rio Del Mar	Pebble
2:40 pm - 3:40 pm SMEC TF: IP Office Hosted <i>Matt Furrer, Brian Becker</i>		NPI TF: Avaya xCaaS <i>David Petramala</i>		Avaya Healthcare Vertical Solutions: Intelligent Patient Engagement Avaya seamlessly integrates existing communications devices and databases to provide a more holistic approach to patient access and services, e.g., improve patient-provider communication, medication adherence, patient experience, and revenue cycle management. Come discover how to engage your health systems and build solutions, including Avaya™ Patient Access. <i>Jean Turgeon</i>	DTC TF: NPI & Updates to Credentials/Curriculum Paths <i>Linda Thompson, Business Development Manager - Avaya Learning Tim Chapman, Sr. Product Marketing Manager - AT&T</i>	PETTF TF: Expert workshop: Equinox Features and Solution Design, including: Comparisons to old apps: OneX Attendant vs Equinox Attendant, AAC8 to Equinox and Scopia. SMB/Mid Market: Deep dive session for designing Equinox for IP Office R11 <i>Joy Sloan, Ty Koston</i>	Demo Avaya: What's new with Avaya Demo Learn live how partners can set up their own account and how to configure their own demo environment Part 1 of 2 Part 1 - Laptop set and testing <i>Brian Baumgart</i>	CS1K Deep Dive (seating for 16 only) <i>Michael Kuch</i>
3:40 pm - 3:55 pm <i>Swap Over Period</i>								
3:55 pm - 4:55 pm SMEC TF: IP Office R11 Overview <i>Gord Galletti</i>		NPI TF: Avaya Cloud CPaaS <i>Jeff Hodson</i>		OPEN	DTC TF: System enhancements & Documentation review <i>Linda Thompson, Business Development Manager - Avaya Learning Tim Chapman, Sr. Product Marketing Manager - AT&T</i>	PETTF TF: Expert Avaya Server & Applications Solution Design workshop Best methodologies to detect existing Servers, their installed Applications and their available capacity for expansion. Focus on capability of ACSBI to identify Applications that reside on each specific Avaya provided server. Estimated headroom for growth, per application, on existing Avaya servers. Identifying if servers provide Dedicated or Shared Apps support. Demonstrate use of ACS BI reports for Shared Server scenario and Dedicated Server environment <i>Joy Sloan, Ty Koston</i>	Demo Avaya: What's new with Avaya Demo Learn live how partners can set up their own account and how to configure their own demo environment Part 2 of 2 Part 2 - Practice live demos, Oceana, AAC8, Elite, Financial Elite + WEBRTC demo <i>Brian Baumgart</i>	CS1K Deep Dive (seating for 16 only) <i>Michael Kuch</i>
6:00 pm - 8:30 pm <i>PCC Technology Demo Night Sunset Restaurant</i>								

Wednesday, April 18

TIME							Santa Cruz Ballroom								
7:00 am - 8:00 am							Breakfast Sunset Restaurant								
8:00 am - 10:00 am							General Session 8:00 - 8:15 am Dan Silverman, PCC President - Opening Remarks 8:15 - 9:15 am Yogen Patel, Vice President & General Manager, Solutions & Technology 9:15 - 10:00 am Craig Iwata, Sr. Director Product Management, IP Office and Cloud Offers								
6:00 - 8:00 pm							Break								
10:15 am - 12:15 pm							General Session 10:15 - 10:45 am Gord Webster, Avaya New telset offers 10:45 - 11:45 am Jean Turgeon, VP & Chief Technologist, SDx, Digital Transformation & Evangelist								
12:15 pm - 1:15 pm							Lunch Sunset Restaurant								
Natural Bridges		Capitola		New Brighton		La Selva		Seascape		Rio Del Mar		Pebble			
1:15 pm - 2:15 pm		SMEC TF: Remote Client Installation Dan Lollo		Avaya Healthcare Vertical Solutions: Intelligent Patient Engagement Avaya seamlessly integrates existing communications devices and databases to provide a more holistic approach to patient access and services, e.g., improve patient-provider communication, medication adherence, patient experience, and revenue cycle management. Come discover how to engage your health systems and build solutions, including Avaya Patient Access Jean Turgeon		A1S Deployment workshop Susan Taylor		UC CORE: Using SMGR for certificates Overall security best practices will also be reviewed Jerome Joanny		PETTF TF: Expert Oceana Solution Design Workshop Discuss the key considerations for greenfield solution design Joy Sloan, Ty Kostan		Canadian Distributor Alliance TF This session is focused on topics and discussion unique to those partners located in Canada. We will hear from Avaya Learning on training and certification topics unique to the Canadian market space. We will also have a look at Avaya One Source, Marketing promotions and events, Professional Services and Support Services highlights, and NPI and Lifecycle activities, each with a focus on perspectives unique to the Canadian Partners and Customers.		Telstat Breakout (seating for 16 only)	
2:15 pm - 2:25 pm							Break								
2:25 pm - 3:25 pm		SMEC TF: Remote Client Installation (Continuation) Dan Lollo		Contact Center TF: AACC Digital, desktop enhancements and options for graceful migration to Oceana-AACC and its IP Office brother remain powerful omnichannel offers in the Avaya portfolio for their respective markets. AACC continues its integration with Breeze and offers additional integration. Feature pack 3 desktop enhancements allow customers to enjoy added deployment and user flexibility. We will cover how AACC customers can continue to use AACC, how additional Breeze integration can provide powerful new capabilities, and also offer AACC customers the option to gracefully migrate to Oceana if needed. Brian Baumgart		A1S Renewals Workshop Part 1 Holly Wade		UC CORE: Upgrade to Aura 7 Top reasons why you should upgrade now. This session will also include details on using SDM to facilitate the upgrade Jerome Joanny		PETTF TF: Expert Breeze Solution Design Workshop Discuss the key considerations for greenfield design Joy Sloan, Ty Kostan		Avaya in the Cloud			
3:25 pm - 3:35 pm							Swap Over Period								
3:35 pm - 4:35 pm		SMEC TF: Remote Client Installation (Continuation) Dan Lollo		Contact Center TF: Elite stack enhancements/Oceana elements to be available Elite continues to move forward with enhancements and updates with a new Release 8 as well as new CMS release 19. As part of the Release 8 enhancements, which include further interoperability with Breeze and Breeze Snap-Ins, additional Oceana desktop elements are being considered as well as the ability to integrate Elite voice agents with Oceana digital channels. Brian Baumgart		A1S Renewals Workshop Part 2 Holly Wade		UC CORE: SBC configurations for Equinox Jerome Joanny		Best Practices for successfully upselling customers from legacy SMB to IPO. How Avaya has successfully upgraded 5,000 Legacy SMB customers to IPO/Cloud Chris Peterson		NPI TF: Avaya Cloud MPaaS David Petramala			
6:00 pm - 10:00 pm							PCC Awards Dinner & Flower Fund Hosted by Scansource Page 3 of 8 Courtyard Terrace								

Thursday, April 19th						
7:00 am - 8:00 am <i>Breakfast Sunset Restaurant</i>						
TIME	Natural Bridges	Capitola	New Brighton	La Selva	Seascape	Rio Del Mar
8:00 am - 9:00 am	SMEC TF: Remote Client Installation (Continuation) <i>Dan Lollo</i>	UC CORE: SIP Endpoints Learn about the new endpoints as well as configuration tools to ease deployment. <i>Gord Webster</i>	Public Safety Track This session with cover E-911 - NG911 opportunities <i>Mark Fletcher</i>	Escape Room - Avaya Gamification Sponsored by Westcon Solve the puzzle of Healthcare (10-12 persons per session) Sign up available on-site	PETTF TF: Quote to Cash Simplification Deep Dive into Strategy and Roadmap <i>Paul Tucker</i>	NPI TF: Equinox Online <i>Brad Black</i>
6:00 - 8:00 pm <i>Swap Over Period</i>						
9:15 am - 10:15 am	SMEC TF: Remote Client Installation (Continuation) <i>Dan Lollo</i>	UC CORE: CS1K Migration to Aura Join us for a dep dive into the process to migrate entitlements and endpoints to Aura <i>Jeff Ridley</i>	Public Safety Track This session will cover Services enablement opportunities for APS resell of Public Safety <i>Mark Fletcher</i>	Escape Room - Reset	PTTF TF: Cloud Simplification Roadmap <i>Paul Tucker</i>	Contact Center TF: What is new with Avaya Workforce Solutions Overview and update of Avaya Aura WorkForce Optimization Our premier offer and primary platform for Elite customers and available for AACC customers. We will also overview Avaya Workforce Optimization Select for Avaya Enterprise and Midmarket (aka Knoahsoft Harmony on non Avaya platforms) which will have exciting new cloud-based delivery and offers <i>Brian Baumgart</i>
10:15 am - 10:30 am <i>Break</i>						
10:30 - 11:30 am	SMEC TF: COM overview and COM Installation and Configuration workshop <i>Gord Galletti, Dan Lollo</i>	UC CORE: Reliability and Scale across multiple product lines UC Core will be reviewed as well as many of the Equinox components <i>Jeff Ridley</i>	Public Safety Track This session will have a live demonstration of services including iLoc8 / Sentry / Beta 80 <i>Mark Fletcher</i>	Escape Room - Avaya Gamification Sponsored by Westcon Solve the puzzle of Healthcare (10-12 persons per session) Sign up available on-site	PETTF TF: A1SC - Enterprise Simplification Offer simplification A1SC enhancements APS Attach <i>Paul Tucker</i>	Contact Center TF: Experience Portal - Value Today and Value Tomorrow In this session we will describe how Experience Portal can deliver value today by enhancing self service with voice and digital, integrate Elite and AACC with Context Store, front end AACC for CS1000 to replace CallPilot. We will also overview the power and ease of Orchestration Designer and if you have PLDS how you can download it to build and test flows on your PC. <i>Brian Baumgart</i>
11:30 am - 12:00 pm	Election & Bylaw Changes - <i>Santa Cruz Room</i> Dan Silverman, PCC President					
12:00 pm - 1:00 pm <i>Lunch Sunset Restaurant</i>						
1:00 pm - 2:00 pm	SMEC TF: Equinox for IP Office Overview <i>Gord Galletti, Dan Lollo</i>	UC CORE: PodFx refresher Explore the new PodFx offers and hear some lessons learned about recent deployments <i>Phill James</i>	OPEN	Escape Room - Reset	PETTF TF: A1SR - Renewals Simplification: Roadmap for increased Automation & On-Time Renewals Status and next steps on Self Service Renewals Adoption New initiatives <i>Paul Tucker, Holly Wade</i>	Messaging and Collaboration task force MCTF Provides details on latest messaging product introductions. Focus will be on Avaya Aura Messaging and Officelinx solutions. Detailed review of the newest features added and where we are headed with our roadmap <i>Mike Wasserburger</i>
2:00 pm - 2:15 pm <i>Break</i>						

TIME	Natural Bridges	Capitola	New Brighton	La Selva	Seascope	Rio Del Mar
2:15 pm - 3:15 pm	<p>SMEC TF: Equinox for IP Office Installation and Configuration workshop Followed by 30 minute IP Office roundtable</p> <p><i>Gord Galletti, Dan Lollo</i></p>	<p>NPI TF: Avaya Cloud UCaaS</p> <p>Jeff Hodson</p>	<p>How to Dynamically Engage Guests Today's travelers expect an experience that is both immersive and personalized using familiar tools and technology. (Vantage)</p> <p>The ability to push personalized information in real time (Avaya Analytics). Interact with customers via multichannel solutions (connect with customers via video, social media, phone and mobile apps) before, during and after their visits.</p> <p><i>Charles Robinson</i></p>	<p>Escape Room - Avaya Gamification Solve the puzzle of Healthcare Sponsored by Westcon (10-12 persons per session) Sign up available at onsite</p>	<p>PETTF TF: Discounting with Ease Best practice for getting a discount (promotions, programs, deal manager interface, special bids iterations) update on FY18 Promotions</p> <p><i>Paul Tucker, Con Griffin</i></p>	<p>Messaging and Collaboration task force MCTF: Conferencing</p> <p>A detailed explanation of the latest features introduced in the newest Equinox Conferencing release, 9.1. In addition, we will discuss the upcoming plans for the 9.1.2 release and an update on where we are with legacy conferencing solutions for Avaya</p> <p><i>Mike Wasserburger</i></p>
Santa Cruz Ballroom						
3:15 pm - 3:30 pm	<p>Avaya BoD Executive Panel - Homework, Q & A Alethea Stern Terry O'Dowd - Tom Jencz</p>					
3:30 pm - 4:00 pm	<p>Leadership Committee Wrap-up Meeting - <i>Seascope</i></p>					