PCC Americas 2017 Spring Conference
Chaminade Resort & Spa
Santa Cruz, CA

Time	Monday, May 8th
12:00 - 6:00 pm	Registration Desk Open *Main Lobby near Seascape*
1:00 - 5:15 pm	Executive Round Table: Invitation Only *Seascape*
5:30 - 6:15 pm	Leadership Committee Welcome Meeting *Seascape*
6:30 - 8:30 pm	Welcome Reception *Seacliff Lounge & Terrace*

*This schedule is subject to change

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Tuesday, May 9th	

7:00 am - 8:00 am	*Breakfast* *Sunset Restaurant*

TIME	**Santa Cruz**
8:00 am - 10:15 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 Yogen Patel, VP & GM Engagement Solutions
10:15 am - 10:25 am	*Break - Sponsored by ScanSource Catalyst*
10:25 am - 12:15 pm	10:25 - 10:35 am ScanSource 10:35 - 11:10 am Steve Biondi, US West Area Sales Vice President 11:10 - 12:15 pm Mark Monday, VP & General Manager, Avaya Team Engagement Platforms: Product Roadmap/Evolution
12:15 pm - 1:15 pm	*Lunch* *Sunset Restaurant*
1:15 pm - 3:20 pm	1:15 - 2:15 pm Craig Iwata, Sr. Director Product Management, MidMarket Team Engagement Platforms 2:15 - 2:20 pm Chris Brady, Sr. Director, Strategic Alliances Plantronics/Avaya relationship, Equinox and compatibility with our devices 2:20 - 3:20 pm Jean Turgeon, VP and Chief Technologist: Software Defined Architecture
3:20 pm - 3:35 pm	*Break - Sponsored by ScanSource Catalyst*

	Natural Bridges	**Capitola**	**New Brighton**	**La Selva**	**Seascape**	**Rio Del Mar**
3:35 pm - 4:35 pm	SMEC TF - IP Office Backbone - How to Get the Best Support Experience: During this session Gord Galletti, Operations Leader of the IP Office Backbone team will discuss the following items: Performance of the IP Office Backbone team, Co-Delivery requirements when opening a Service Request, how to provide Avaya with the information required to help investigate issues, and importance of remote connectivity - Avaya SSL/VPN. *Gord Galetti, Avaya*	Contact Center: Breeze - What is it; functionality; how does this integration affect Elite, CMS, EMC, AACC, AAEP, POM, etc; Use Cases; Case Studies; Success Stories *Brian Baumgart*	This session will go over different aspects of the Avaya / Salesforce Alliance announced during Enterprise Connect 2017. We will first cover the goals of the Alliance, then outline new offers to support the partnership-starting with the CRM Connector R2.0 released in April 2017 and the additional offers planned through the end of 2017. We will provide an overview of how the Alliance modifies the go-to-market approach of the two companies. Finally, we will outline how Avaya Partners can use the Alliance and associated offers and go-to-market to meet the needs of their customers, and increase their sales of related Avaya solutions. *Val Matula, CTO and General Manager of Avaya Emerging Products and Technology* *John Hernandez, COO of Service Cloud for SalesForce*	Open	PETTF: Avaya's Business / Strategic approach for Tools: • Evolution of our partner engagement model for Opportunity to Order - A1S Roadmap Update *Paul Tucker*	Open
4:35 pm - 4:50 pm	*Swap Over Period*					
4:50 pm - 5:50 pm	SMEC TF: Maximizing the Value of your Support Services for IP Office and Cloud: In this session we will review Avaya support coverage for IP Office Premise and Cloud solutions, with an emphasis on ordering and Renewal best practices for your sales teams. *Stacey Gallanis, Avaya*	CC Elite and CMS Updates *Stephanie Long*	UC Core TF:The latest in Avaya IP Endpoints, including J129, the Vantage Family and OpenSIP Endpoints *Karen Hong*	Open	PETTF: Hands-on session for Designing & Quoting Avaya Breeze using A1S Configurator: • In this session, the students sill get a general understanding of Breeze components, get a basic understanding as to how to design and scale Breeze for stand-alone, N+1 & Geo-redundant architectures and learn the differences between a closed and General Purpose instance and related Snap-ins. The session will use case studies to show how to design and quote a basic Breeze solution. *Ty Kostan and Joy Sloan, Avaya*	Open
6:00 pm - 8:30 pm	*PCC Technology Demo Night* *Sunset Restaurant*					

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Wednesday, May 10th					

TIME	Santa Cruz Ballroom				
7:00 - 8:00 am	*Breakfast* *Sunset Restaurant*				
8:00 - 10:15 am	General Session 8:00 - 8:15 am Dan Silverman, PCC President - Opening Remarks 8:15 - 9:15 am Morag Lucey, Avaya Chief Marketing Officer:Avaya's Digital Transformation: Avaya is shifting our Demand Generation activities to an always on Digital Platform. Come listen to Morag Lucey as she outlines how Avaya is enhancing our DemandGen engine by adding predictive analytics capabilities to help prioritize customers and prospects that have a higher propensity to buy; providing you our partners with a greater opportunity to convert your base and drive new logo sales. 9:15 - 10:15 am Jerry Glembocki, Senior Vice President and Quality Program Officer: Continued Services Evolution				
10:15 - 10:30 am	*Break - Sponsored by Jenne*				
10:30 am - 12:20 pm	General Session 10:30 - 11:15am Guy Gadnir - Discussion on Equinox 11:15 - 11:25am Jenne - David Overby, Design Specialist - Delivering Excellence in Distribution for Avaya Partners 11:25 - 12:10 pm Mike DoktorczykVP Global Finance and Marketing 12:10 - 12:20 pm Xima				
12:20 - 1:20 pm	*Lunch* *Sunset Restaurant*				
1:20 - 2:05 pm	General Session David Rolling, Avaya Professional Services				
2:05 - 2:20 pm	*Swap Over Period*				

	Natural Bridges	Capitola	New Brighton	La Selva	Seascape	Rio Del Mar
2:20 - 3:20 pm	SMEC TF: IP Office Pre-Sales Engineering - What's New with R10.0? During this session we will be discussing the features of IP Office Release 10, including One-X Resiliency, LDAP integration, Centralized Licensing/PLDS Licensing and more. Will also cover what to consider when selecting the best solution for your needs and key features to leverage. *Brian Becker & Matt Furrer, Avaya*	Contact Center: Oceana/Oceana Worspaces - Functionality; how does this integration affect Elite, CMS, EMC, AACC, AAEP, POM, etc; What migration credits will customers have to move away from EMC or AIC to Oceana Workspaces; Use Cases; Case Studies; Success Stories *Brian Baumgart*	Services: Retaining Your Customers With a Successful Renewals Practice. This session will focus on strategies to integrate service renewals into your sales process, with best practices for your playbook. This session is targeted to the partner leader and sales audiences. *Stacey Gallanis, Global Services Business Management*	UC Core TF: Demo of SAL and SLA Mon - Carl Knerr will demonstrate the features of Secure Access Link (SAL) and SLA Mon and the customer/partner value that they create. This will include remote connectivity, remote control and packet capture on 96xx phones, as well as monitoring of the customer's underlying data network. SAL is free to all Avaya customers and SLA Mon is free to all customers with SA Preferred on Aura CM. Thus they are features of the Aura 7.0 solution. *Carl Knerr, Avaya*	PETTF: Hands-on session for Designing & Quoting Avaya Oceana using A1S Configurator:• Focus on Subscription offer *Ty Kostan and Joy Sloan, Avaya*	Open
3:20 - 3:30 pm	*Break - Sponsored by Jenne*					

Wednesday, May 10th continued..

	Natural Bridges	Capitola	New Brighton	La Selva	Seascape	Rio Del Mar
3:30 - 4:30 pm	SMEC TF: IP Office Pre-Sales Engineering - Best Practices When Upgrading to IP Office 10.0 - Session 1 During this session we will provide best practices when upgrading to IP Office R10. With IP Office R10, Avaya Migrates from ADI to PLDS. Will review what hardware can be migrated and what release you must be on to retrieve the license file. How to handle IP400 modules, software older than R6, etc. We will also go through the entire process from retrieving the license file, to ordering in Avaya 1 Source. *Brian Becker & Matt Furrer, Avaya*	Contact Center:Oceanalytics - Functionality; Does it replace CMS now, eventually, ever; how does this integration affect Elite, CMS, EMC, AACC, AAEP, POM, etc; Use Cases; Case Studies; Success Stories *Cynthia Loosley*	Data Network TF: Secure Everywhere Perimeter, The transformation of digital technology with cloud, mobility and IoT is driving organizations to deliver scalable and robust underlying infrastructure in an agile manner. The Securing the Everywhere-Perimeter program formalizes a series of capabilities that seek to address both traditional and emergent networking requirements with an innovative approach to protecting critical applications and confidential data. *Timothy O'Connell, Channel Networking Specialist, Avaya*	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. *David Chessie, Bell Aliant*	PETTF: Hands-on session for Designing & Quoting Avaya Officelinx using A1S Configurator:• This session will build on a general understanding of the Officelinx solution. During the session, students will get a general understanding of Officelinx components, learn how to design and scale Officelinx architectures and learn how to quote Officelinx to migrate and/or coexisting with AAM & CallPilot. This session will use a case study, demonstrate how to quote an Officelinx solution *Ty Kostan and Joy Sloan, Avaya*	Open
4:30 - 4:40 pm			*Swap Over Period*			
4:40 - 5:40 pm	SMEC TF: IP Office Pre-Sales Engineering - Best Practices When Upgrading to IP Office 10.0 - Continued During this session we will provide best practices when upgrading to IP Office R10. With IP Office R10, Avaya Migrates from ADI to PLDS. Will review what hardware can be migrated and what release you must be on to retrieve the license file. How to handle IP400 modules, software older than R6, etc. We will also go through the entire process from retrieving the license file, to ordering in Avaya 1 Source. *Brian Becker & Matt Furrer, Avaya*	Contact Center: Redefining the Customer Experience Battleground for Mobile Customer Service - covers topics around communication enabling mobile web applications, maintaining the continuity of the dialog as customer's transition from one communication modality to another and eventually to assisted server via an agent. These topics are on the minds of most LOB and marketing organizations in the companies that I interact with. I also have live demos that show these capabilities in action. *Steve Feldman*	Open	Open	PETTF:Designing & Quoting NPI & Best Practises using A1S Configurator: • New Endpoints (J129, Vantage, DECT) • Avaya Aura Media Services (inc. Location Configuring & the AAMS Deployment methods) • Avaya Multimedia Messaging • Session Manager & Avaya Aura Device Services (SM Profiles for SM and Branch SM and A1S considerations when upgrading from R6 to R7 in a CS1000 environment) • Upgrading Session Manager to R7 for Heritage Nortel solutions using A1SC • If you are creating an order where SM R7 is needed for a CS 1000 customer, follow the instructions below to upgrade your SM to R7. This assumes the Session Manager already exists with the CS 1000 system and needs to be upgraded to Session Manager R7. • AAC 8-9 Upgrades (moving to Equinox conferencing) *Ty Kostan and Joy Sloan, Avaya*	Open

Evening at Leisure

AVAYA | PARTNER COMMUNITY COUNCIL
Voice of the Partner

Thursday, May 11th

	Breakfast *Sunset Restaurant*
7:00 - 8:00 am	

TIME	Natural Bridges	Capitola	New Brighton	La Selva	Seascape	Rio Del Mar
8:00 - 9:00 am	SMEC TF: IP Office Boot Camp - Part 1 During this session, Dan Lollo from the IP Office Backbone team will be doing a deep dive into the installation, configuration and troubleshooting of a IP Office using SIP trunks, One-X mobile, ACW and Certificates with and without the use of an ASBCE. This will be a highly technical and informative session. *Dan Lollo, Avaya*	Contact Center:Learn about what APS offers in Value added software (EPT), customization, Optimization, architectural and implementation services of contact centers including Oceana *Sanjeev Gupta - APS Offers*	Services TF: Comparing Third Party Monitoring Tools (Nectar, Prognosis, Alarmtraq, etc.) to Avaya offers - Carl Knerr will discuss differences between popular third party monitoring tools capabilities with Avaya's SAL, EXPERT Systems, and SLA Mon. Comparisons were performed by a contracted 3rd party. *Carl Knerr, Avaya*	Messaging TF-Roadmap : We will cover whats new in AAM 7.0 as well as where we are headed with other Messaging solutions from Avaya such as: CallPilot, Modular Messaging, CMM and Officelinx *Michael Wasserburger, Avaya*	PETTF: A1S Configurator Roadmap: • Partner-requested functionality update inc. performance & Quote Centre screen • Checkpoint on outstanding Partner-Prioritized functionality & feedback discussion *Paul Tucker*	Open
9:00 - 9:15 am			*Swap Over Period*			
9:15 - 10:15 am	SMEC TF: IP Office Boot Camp - Part 2 During this session, Dan Lollo from the IP Office Backbone team will continue the deep dive into the installation, configuration and troubleshooting of a IP Office using SIP trunks, One-X mobile, ACW and Certificates with and without the use of an ASBCE. This will be a highly technical and informative session. *Dan Lollo, Avaya*	UC Core TF: Deep Dive on Avaya Aura 7.1 (GA May 2017) *Jeff Ridley*	Services TF: Co-Delivery Connectivity KPI Update - Carl Knerr will review the Co-Delivery Connectivity KPI, including its history, what Avaya is hoping to accomplish, how the metric is calculated, how to use the report, FAQs, and best practices. This session will also cover topics related to getting customer systems probably registered, onboarded, connected, and alarming. This session will be focused on how to come into compliance with the report, not an overall education on onboarding, connectivity, or alarming. *Carl Knerr, Avaya*	Message TF -CallPilot Migration Options - Design examples; feature parity; migration tools, promos *Mike Seeley*	PETTF:A1S Renewals Roadmap for increased Automation & On-Time Renewals • Americas migration to A1S Renewals including: • Migrating from MSQT • Multi-Site Contract Consolidation • Best practice for running renewal quotes through A1S Renewals • Contract Renewals - Administration • Knowledge Transfer to support new & updated offers • New Renewals ATAC service *Dan Evans*	Open

	Thursday, May 11th continued...					
10:15 - 10:30 am	*Break - Sponsored by Westcon*					
	Natural Bridges	**Capitola**	**New Brighton**	**La Selva**	**Seascape**	**Rio Del Mar**
10:30 - 11:30 am	SMEC TF: IP Office Boot Camp - Part 3 During this session, Dan Lollo from the IP Office Backbone team will continue the deep dive into the installation, configuration and troubleshooting of a IP Office using SIP trunks, One-X mobile, ACW and Certificates with and without the use of an ASBCE. This will be a highly technical and informative session. *Dan Lollo, Avaya*	UC Core TF: Best Practices for Equinox and 7.1 Implementations; Lessons Learned from Equinox and 7.1 Beta Trials *Jeff Ridley*	Services TF: What's new in Avaya Diagnostics Server (SAL Gateway and SLA Mon) 3.0 - Carl Knerr will review the new features in the March 2017 release of SAL and SLA Mon as well as the upcoming roadmap. Remaining time will be an overview and open Q&A on SAL, EXPERT Systems, Heathcheck, and SLA Mon applications from Avaya. *Carl Knerr, Avaya*	Message TF- Avaya Equinox™ Conferencing: An Administrator/IT View of Avaya's Newest Conferencing Solution *Michael Wasserburger, Avaya*	PETTF:Utilizing Install Base Tools (A1S, SMT, PLDS, ACSBI & GRT) to ensure accurate Install Records for on-time Contract renewals • Role of Avaya Tools to identify install record cleanup • Interpreting SMT, A1SR & ACSBI reports to drive record clean-up • Recommended record correction process • Avaya Support processes for Record correction • Bulk Records Correction strategy *Paul Tucker*	Open
11:30 am - 12:00 pm	Election & Bylaw Changes - *Santa Cruz Room* Dan Silverman, PCC President					
12:00 - 1:00 pm	*Lunch Sunset Restaurant*					
1:00 - 1:15 pm	*Swap Over Period*					
	Natural Bridges	**Capitola**	**New Brighton**	**La Selva**	**Seascape**	**Rio Del Mar**
1:15 - 2:15 pm	SMEC TF: IP Office Boot Camp - continued During this session, Dan Lollo from the IP Office Backbone team will be doing a deep dive into the installation, configuration and troubleshooting of IP Office Contact Recorder. This will be a highly technical and informative session. *Dan Lollo, Avaya*	UC Core TF:Best Practices to prepare your Aura core for Equinox Clients *Tyson Kostan, Avaya*	Open	Data Network TF: (Repeat) Secure Everywhere Perimeter, The transformation of digital technology with cloud, mobility and IoT is driving organizations to deliver scalable and robust underlying infrastructure in an agile manner. The Securing the Everywhere-Perimeter program formalizes a series of capabilities that seek to address both traditional and emergent networking requirements with an innovative approach to protecting critical applications and confidential data. *Bryan Marklin- Director Office of the CTO*	PETTF: Accelerating Discount Approvals Using Deal Manager • Best practice for getting a Discount (Promos, Deal Manager interface, Special Bids iterations) • Focus on Retail Service discounts vs Wholesale Product and Service Discounts • Edge Demo & Lab program *Dan Evansand Ty Kostan*	Open
2:15 - 2:30 pm	*Swap Over Period*					

	Natural Bridges	Capitola	New Brighton	La Selva	Seascape	Rio Del Mar
2:30 - 3:30 pm	SMEC TF: IP Office Boot Camp - continued During this session, Dan Lollo from the IP Office Backbone team will be doing a deep dive into the installation, configuration and troubleshooting of IP Office using VMPro EWS (UMS). This will be a highly technical and informative session. *Dan Lollo, Avaya*	Advanced Service Offers Advanced Services: Your virtual employee inside Avaya to meet the unique needs of your business 12 different Advanced service offers, a few service offers I thought would be of interest to the partners Release Management: Save time with software and firmware patches and minor releases Local Advantage: Designated team of American Citizens, English Speaking resources managing your service request from beginning to end Global Advantage: Simplify operations with a single service agreement to span products & sites *Terry O'Dowd*	DTC TF: NPI & Updates to Credentials/Curriculum Paths *Linda Thompson, Business Development Manager - Avaya*	Open	PETTF:Mid-Market Tools & Process Roadmap: • New design & order paths for IPO R10 Upgrades • Hands-on session for Merchandise BOM for IPO Hybrid Cloud including Ignite program • Update on MMPP Automated Order flow - LAC, License Activation & Download and IPOSS contract create Paul Tucker	Open
3:30 - 3:45 pm			*Break - Sponsored by Westcon*			
3:45 - 4:45 pm	SMEC TF: IP Office Wrap Up Join your SMEC Primes for a discussion on task force and conference action items. *Stacey Gallanis & Gord Galletti, Avaya; Chuck Rogers, AT&T*	NPI TF : Avaya UC Core Roadmap ; a. The UC Roadmap session will provide you with an update on the key strategic directions in store for the Avaya Aura Platform. You will learn about the factors that are driving the evolution, our longer term goals, and also get an update on the features that are just around the corner. During the session, you will get the information needed to determine how your customers can leverage the new capabilities and build your engagement plans to bring the message to them. *Jeff Ridley*	DTC TF: Demo of Avaya Learning Center Features & Training Manager Functionality Updates/Review *Linda Thompson, Business Development Manager - Avaya;* *Tim Chapman, Sr. Product Marketing Manager - AT&T*	Open	Open	Open
			Santa Cruz Ballroom			
5:00 - 5:30 pm			Avaya BoD Executive Panel - Homework, Q & A Alethea Stern - Stacey Gallanis Terry O'Dowd - Tom Jencz			
5:30 - 6:00 pm			Leadership Committee Wrapup Meeting - *Seascape*			
6:30 - 9:30 pm			*PCC Closing Event* *Courtyard Terrace*			

Friday, May 12th

Hotel Departures at Leisure