

Competency Levels

Beginner

Building Core Knowledge

Designed for advisors who are building foundational knowledge of the topic and want to start confidently applying core concepts in client conversations.

Advanced

Deepening Expertise

Designed for experienced advisors looking to deepen expertise and apply concepts to more complex, strategic, and higher-value scenarios.

Wednesday, August 12th – General Education Sessions

12:15 PM - 1:00 PM

Beginner • Room: Texas Ballroom 6 • Case Study + Whiteboarding

Customer & Employee Experience: Bridging UCaaS and CX Strategy

Supplier: Nextiva

Communications platforms increasingly sit at the center of both customer and employee experience. This session shows you how to position UCaaS as part of a broader engagement strategy tied to retention and productivity. You'll explore cross-sell pathways into contact center, analytics, and automation. Perfect for advisors looking to deepen relationships within collaboration accounts.

Advanced • Room: Texas Ballroom 3 • Whiteboarding

APIs, Automation & CX: Expanding the Conversation Beyond the Phone System

Supplier: Vonage

The contact center has evolved far beyond call routing and queues, but many organizations are still stuck in the past. This session challenges technology advisors to rethink what a modern contact center actually requires: not just a better phone system, but a connected, data-driven ecosystem where APIs, automation, and AI work together to deliver measurable business outcomes.

Beginner • Room: Texas Ballroom 4 • Workshop

5G, Mobility & Beyond: Unlocking Expansion in a Wireless-First World

Suppliers: Verizon

Next-generation mobility is reshaping distributed work and branch connectivity. This session dives into how to position 5G and wireless solutions as part of a larger infrastructure modernization strategy. You'll explore cross-sell paths into backup connectivity, IoT, security, and edge computing. Designed for advisors ready to turn wireless conversations into integrated infrastructure plays.

Advanced • Room: Texas Ballroom 1 • Case Study Deconstruction

The Resiliency Stack: Designing Always-On Infrastructure from Core to Cloud

Suppliers: Tierpoint, Flexential, OTAVA, Summit Hosting

Downtime is expensive, and clients know it. This session explores how to build true resiliency by combining colocation, disaster recovery, cloud backup, and high-availability network design into a single business continuity roadmap. Instead of selling isolated solutions, you'll learn how to position a layered "resiliency stack" that increases deal size and long-term account stickiness. Ideal for advisors targeting mid-market and enterprise organizations where uptime equals revenue protection.

Advanced • Room: Texas Ballroom 2 • Facilitated Panel

Designing Connectivity for a Zero-Trust World

Suppliers: Graphiant, Fusion Connect, Telesystem, EPIC iO

Connectivity and security can no longer be treated as separate decisions. In this session, you'll learn how modern businesses are rethinking their network strategy to support both performance and protection. Discover how to identify gaps in traditional environments and position more secure, resilient solutions that align with today's distributed workforce and evolving threat landscape.

Beginner • Room: Texas Ballroom 5 • Case Study

Winning Cybersecurity Conversations in an AI-Driven Threat Landscape

Supplier: Intelligent Technical Solutions

Cybersecurity has become one of the most urgent and complex conversations facing businesses today, especially as AI accelerates both innovation and threat activity. In this session, advisors will learn how to confidently lead cybersecurity discussions, identify business risks, and position layered security strategies without needing deep technical expertise. Through real-world examples and market insights, discover how to connect cybersecurity to business continuity and operational resiliency while uncovering new opportunities across managed services and compliance.

Advanced • Room: Texas Ballroom 1 • Case Study

Programmable Voice & API-Led Communications: Monetizing Embedded Engagement

Suppliers: Telnyx, Broadvoice, Sinch, Sangoma

Communications is becoming programmable, and that creates expansion opportunity far beyond traditional UCaaS. This session explores how APIs, SIP, CPaaS, and embedded communications can power automation, customer notifications, IoT connectivity, and workflow integration. You'll learn how to identify use cases where programmable voice drives revenue growth and operational efficiency. Ideal for advisors ready to differentiate through innovation-led conversations.

Advanced • Room: Texas Ballroom 3 • Whiteboarding

Network Visibility to Revenue Stability: Turning Infrastructure into a Business Continuity Strategy

Supplier: Meter

Your client's network is more than connectivity, it's the foundation of their operations. This session shows you how to position network visibility and performance as critical to uptime, user experience, and cost control. Learn how to uncover expansion opportunities by connecting infrastructure conversations to broader strategies around resiliency, security, and long-term scalability.

Advanced • Room: Texas Ballroom 4 • Workshop

Managed Detection & Response: Turning Cyber Risk into Recurring Revenue

Supplier: eSentire

Cybersecurity is no longer optional, and reactive approaches are no longer enough. This session focuses on positioning managed detection and response as part of a layered risk management strategy tied to compliance, insurance, and operational continuity. You'll learn how to build ongoing security roadmaps that support recurring revenue growth. Ideal for advisors expanding into higher-value security engagements.

Beginner • Room: Texas Ballroom 2 • Facilitated Panel

Connectivity Without Limits: Blending Fiber, Fixed Wireless & Global Reach

Suppliers: GTT, Zayo, Astound, T-Mobile

Clients want flexibility, redundancy, and performance, not just "a circuit." This session explores how to combine fiber, fixed wireless, and global transport into resilient connectivity strategies. You'll learn how to position wireless backup, private networking, and edge access as part of a larger infrastructure roadmap. Designed for advisors seeking creative ways to expand beyond single-carrier deals.

Advanced • Room: Texas Ballroom 6 • Whiteboarding

Architecting the Digital Backbone: Building an AI-Ready Network

Supplier: Lumen

As applications move to the edge and workloads shift to hybrid environments, network strategy becomes mission-critical. This session helps you position connectivity, edge infrastructure, and security as enablers of digital transformation. You'll learn how to connect performance, latency, and resilience to measurable business impact. Ideal for advisors targeting mid-market and enterprise clients.

Beginner • Room: Texas Ballroom 5 • Workshop

AI in Every Conversation: Creating Smarter, More Actionable Customer Experiences

Supplier: Dialpad

AI-powered communications are changing how businesses measure productivity and customer engagement. This session focuses on how to position UCaaS, CX, and AI capabilities around coaching insights, call intelligence, and workflow automation. You'll explore how to connect collaboration tools to measurable business outcomes and uncover expansion paths into contact center and analytics. Perfect for advisors looking to modernize their holistic CX messaging.

2:00 PM - 2:45 PM

Advanced • Room: Texas Ballroom 2 • Facilitated Panel

CX Beyond the Contact Center: Orchestrating Human + AI Engagement

Suppliers: Genesys, Content Guru, PolyAI, Front

Customer experience now spans voice, chat, AI agents, and digital engagement platforms. This session explores how to design a modern CX ecosystem that blends automation with human interaction to improve retention and revenue per customer. You'll uncover cross-sell paths between CCaaS, AI automation, workflow tools, and workforce optimization. Ideal for advisors ready to elevate CX from platform replacement to revenue-driving strategy.

Beginner • Room: Texas Ballroom 4 • Workshop

Enterprise Mobility as Strategy: Expanding Wireless into Full-Solution Engagements

Supplier: AT&T

Wireless is often viewed as transactional, but it can be a strategic entry point. This session explores how to position mobility within a broader workforce productivity and security framework. You'll learn how to attach collaboration and IoT opportunities to expand deal scope. Walk away with messaging that elevates mobility conversations beyond rate plans.

Beginner • Room: Texas Ballroom 5 • Workshop

The Managed IT Growth Engine: Turning IT Outsourcing into Expansion Strategy

Suppliers: Thrive, Dataprise, Netrio, Netrix

Managed IT is often the most overlooked expansion opportunity in existing accounts. This session focuses on identifying when clients are ready to offload IT operations and how to position co-managed and fully managed models strategically. You'll learn how to attach cybersecurity, cloud optimization, and infrastructure modernization to create long-term recurring revenue. Perfect for advisors looking to deepen wallet share within SMB and mid-market clients.

Advanced • Room: Texas Ballroom 3 • Whiteboarding

Security as a Service: Building a Layered Defense Model Clients Can Understand

Suppliers: SilverSky, Cybermaxx, LevelBlue, Agile Blue

Security conversations can overwhelm buyers when they're too technical. This session teaches you how to simplify cybersecurity into a layered, outcome-based roadmap tied to compliance, insurance requirements, and operational continuity. You'll explore how to combine MDR, threat detection, and managed security services into recurring revenue models. Designed for advisors ready to move beyond one-off security sales.

Advanced • Room: Texas Ballroom 1 • Case Study

Healthcare Connectivity & Compliance: Positioning Infrastructure in Regulated Environments

Supplier: NHC

Healthcare organizations demand reliability, security, and compliance, creating significant advisory opportunity. This session explores how to frame connectivity, redundancy, and infrastructure design in terms of patient experience, regulatory risk, and operational uptime. You'll learn how to identify cross-sell opportunities in backup, cybersecurity, and cloud solutions within healthcare accounts. Ideal, but not limited to, for advisors targeting regulated industries.

Advanced • Room: Texas Ballroom 6 • Facilitated Panel

The Rise of Intelligent Agents: How AI is Transforming Customer Engagement

Suppliers: SoundHound Amelia, Quiq, Atlas AI, 8x8

AI is rapidly evolving from simple automation into intelligent agents capable of transforming how businesses engage customers, support employees, and streamline operations. In this session, advisors will explore how organizations are leveraging conversational AI, automation, and intelligent engagement tools to create more connected customer experiences. Through practical business scenarios and expert discussion, discover where intelligent agents are creating measurable impact and how to identify emerging opportunities within your client base.