

# Education Session Agenda



## 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.

## Thursday, August 13<sup>th</sup> – General Education Sessions

1:30 PM - 2:00 PM

### Beginner • Room: Texas Ballroom 3 • Whiteboarding

#### Network + Cloud + Voice: Designing Integrated Solutions That Win Bigger Deals

*Supplier: Airespring*

Clients rarely need a single solution, they need integrated infrastructure. This session dives into how to architect bundled connectivity, cloud onramps, and communications strategies that increase deal size and reduce churn. You'll gain insight into sequencing conversations, structuring phased rollouts, and positioning resiliency as a competitive advantage. Designed for advisors ready to move beyond single-product sales into strategic-customer-centric solutions.

### Advanced • Room: Texas Ballroom 1 • Case Study

#### Cloud Done Right: Building Scalable, Secure Infrastructure Roadmaps

*Supplier: Quest Technology*

Cloud conversations stall when they focus only on migration. This session explores how to lead with modernization strategy, aligning infrastructure to scalability, compliance, readiness, and long-term cost optimization. You'll learn how to attach security, backup, and managed services to create complete cloud roadmaps. Designed for advisors ready to deepen technical positioning and increase total contract value.

### **Beginner • Room: Texas Ballroom 2 • Facilitated Panel**

#### **Modern Workforce Communication - Beyond Basic UCaaS**

*Suppliers: Intermedia, Zultys, Crexendo, RingCentral, SIPPIO*

Workplace communication is no longer just about making calls—it's about enabling productivity, flexibility, and a better employee experience. In this session, you'll learn how to position modern communications as part of a broader business strategy that supports how teams actually work today. Discover how to move beyond basic deployments and identify opportunities to expand into collaboration, mobility, and long-term workforce enablement.

### **Advanced • Room: Texas Ballroom 6 • Case Study Deconstruction**

#### **CMMC Level 2: Identifying In-Scope Clients and Turning Compliance into Opportunity**

*Supplier: C3*

CMMC Level 2 is quickly becoming a requirement for organizations within the Defense Industrial Base—and missing it can mean lost contracts and revenue. In this session, you'll learn how to identify which clients are in scope, understand key timeline considerations, and confidently guide conversations around compliance without needing to be a regulatory expert. Walk away with a practical framework to uncover opportunities and position CMMC as both a risk mitigation and growth strategy.

### **Beginner • Room: Texas Ballroom 4 • Case Study**

#### **The End of POTS: Modernizing Legacy Infrastructure Before it Becomes a Business Risk**

*Suppliers: BCN, Ooma, For2Fi, Spectrotel*

The retirement of traditional copper lines is actively impacting business operations across industries today. In this session, advisors will learn how to identify clients at risk from aging plain old telephone service (POTS) infrastructure and confidently guide modernization conversations around reliability, compliance, and operational continuity. Through real-world examples, discover how POTS replacement opens the door to broader opportunities across connectivity, voice, failover, and infrastructure modernization.

### **Advanced • Room: Texas Ballroom 5 • Demo + Case Study**

#### **Beyond Terrestrial: How Amazon LEO Connectivity is Reshaping the Edge**

*Supplier: Amazon LEO*

As businesses push deeper into edge computing, AI-driven operations, remote environments, and globally distributed workloads, low Earth orbit (LEO) connectivity is emerging as a powerful new layer of the modern network. In this session, explore how Amazon LEO is enabling high-performance, low-latency connectivity for organizations operating beyond the reach of traditional terrestrial networks. Through real-world use cases and platform demonstrations, discover how LEO is opening new opportunities across resiliency, IoT, edge AI, cloud connectivity, mobility, and operational modernization.

**Beginner • Room: Texas Ballroom 4 • Workshop**

**AI for Advisors: How to Use LLMs to Work Smarter, Faster, and More Strategically**

*Sam Nelson, VP of CX + AI, Telarus*

AI is everywhere but knowing how to actually use it in your day-to-day as an advisor is what matters. In this session, you'll learn how to leverage tools like ChatGPT and other large language models to improve prospecting, discovery, messaging, and client communication. Walk away with practical use cases, simple prompts, and best practices you can apply immediately to save time and elevate your conversations.

**Advanced • Room: Texas Ballroom 5 • Workshop**

**Inside the War Room: How Threats from AI Attacks Drive Security Decisions**

*Sumera Riaz, VP of Cybersecurity, Telarus*

When a security incident hits, executives do not ask about tools. They ask if operations are down, how much revenue is at risk, and when recovery starts. This session takes you inside a real war room so you see the pressure, the decisions, and the business impact that drives security spending. You will learn how to turn that understanding into stronger, non technical security conversations that resonate with leadership. Disruption drives decisions, that is where security wins.

**Advanced • Room: Texas Ballroom 6 • Case Study**

**From Connectivity to Automation: How AI, Mobility, and IoT Are Reshaping Infrastructure**

*Graeme Scott, VP of Advanced Networking + Mobility, Telarus*

Infrastructure is no longer just about connecting users, it's about enabling automation, real-time decision-making, and new business models. In this session, you'll explore how AI, mobility, and IoT are coming together to power everything from smart facilities to robotics and autonomous operations. Learn how to identify real-world use cases, position the right infrastructure, and uncover new opportunities across networking, wireless, and edge environments.

**Advanced • Room: Texas Ballroom 2 • Case Study Deconstruction**

**Where Workloads Belong: Positioning Data Center, Private, Public, and Hybrid Cloud**

*Chad Muckenfuss, VP of Cloud, Telarus*

Not every workload belongs in the cloud, and knowing where it should live is where advisors win bigger deals. In this session, you'll learn how to position data center, private cloud, hybrid, and public cloud environments based on performance, cost, compliance, and business needs. Walk away with a practical framework for guiding clients to the right architecture while uncovering expansion opportunities across infrastructure, connectivity, and managed services.

## Advanced • Room: Texas Ballroom 3 • Case Study + Whiteboarding

### **Selling AI Without the Hype: How to Find, Position, and Win Real AI Opportunities**

*Jason Kaufman, Principal Solution Architect, Telarus*

AI is in every conversation—but not every opportunity is real. In this session, you'll learn how to identify where AI actually fits, how to position it in a way that resonates with business leaders, and how it connects to customer experience, cloud, security, and infrastructure decisions. Walk away with a clear understanding of how to turn AI interest into real opportunities—and avoid chasing deals that go nowhere.

## Beginner • Room: Texas Ballroom 1 • Workshop

### **MEDDPICC + Outcomes: A Practical Framework for Winning Bigger Deals**

*Tim Basa, SVP of Sales, Telarus*

Winning bigger deals requires more than great relationships—it requires structure. In this fast-paced session, you'll learn how to combine MEDDPICC with outcome-based selling to better qualify opportunities, align to business priorities, and avoid late-stage surprises. Walk away with a simple, practical framework you can apply immediately to increase deal size and close with more confidence.

*\*Attendees should have foundational knowledge of MEDDPICC and outcome-based selling. Courses are available in Telarus University, we encourage you to complete these before registering.*