

UNIFIED COMMUNICATIONS FORUM

UCF
2011

УНИФИЦИРУЙТЕ СВОИ КОРПОРАТИВНЫЕ КОММУНИКАЦИИ

Conference and Expo

Международный Бизнес-Форум



UNIFIED COMMUNICATIONS FORUM 2011

*Optimize Your Business Processes by
Unifying Corporate Communications!*

March 22-23, 2011,
Radisson Slavyanskaya,
Moscow, Russia

UNIFIED COMMUNICATIONS FORUM

UCF
2011

УНИФИЦИРУЙТЕ СВОИ КОРПОРАТИВНЫЕ КОММУНИКАЦИИ

Conference and Expo

Международный Бизнес-Форум



Why UNIFIED COMMUNICATIONS FORUM?

We stand on the threshold of a new stage in development of information and communication technologies, which help drastically improve the effectiveness of business processes. Much hope has been vested into the new concept of **Unified Communications**, supported by Microsoft, Cisco, Avaya, HP, Siemens and other IT giants. This system will connect the traditional communications media with IP telephony and other modern communications channels, such as e-mail, instant messages, video calls, social networks, etc. Combining **IP telephony** and **Unified Communications** will help create a foundation for bringing together people and information to achieve new business objectives and create a convenient environment for effective teamwork.

THE UNIFIED COMMUNICATIONS FORUM 2011 is the only event in Eastern Europe to discuss comprehensive deployment of Unified Communications. Decision-makers in enterprise IT, telecom and networking and Representatives of state enterprises will get together to discuss their experiences and cases of successful implementation of Unified Communications Projects.

For Delegates:

UCF • 2011 will bring together leading international experts, consultants, vendors, systems integrators, and communications operators, and, most importantly, practitioners, who have introduced and successfully used the **Unified Communications** solution.

Forum participants will get experience and practice from business cases and reports, learn about tricks of various technologies and experience firsthand the advantages of Unified Communications.

UCF • 2011 has been organized to help you decide, when, how, and how much you would like to invest into the new technology, and how you can optimize your current communications platform.

For Sponsors:

If you have any Unified Communications products, solutions or services, then **UCF • 2011** will provide you:

- An opportunity to communicate with businesses and state companies, decision-makers in strategic IT solutions;
- Expert reports, discussion platforms and informal conversations with your new networking contacts;
- An opportunity to present your company, solutions or products for your target audience;
- Make your brand more recognizable among decision-makers;
- A chance to begin working with expert leaders in Unified Communications.

If you seek channels for expanding or developing your business, or strengthening your current position, taking part in **UNIFIED COMMUNICATIONS FORUM 2011** will help you with that.

UNIFIED COMMUNICATIONS FORUM 2011 is the place where IT directors and decision-makers in the sphere of corporate communications will get to know more about business advantages and benefits and technical peculiarities of Unified Communications.



Who Should Attend?

- 🌐 **Representatives of corporations, small and mid-sized business.** Decision-makers in the sphere of information technologies, corporate networks, communications engineers interested in cutting-edge state-of-the-art information on IP telephony, convergent networks and Unified Communications.
- 🌐 **Business Development professionals** who are looking for new ways and means to improve their level of service and effectiveness of their staff, bring down their costs and optimize their business processes.
- 🌐 **Software Developers** working for large companies and vendors, interested in modern Information and Communications Technologies and their integration in business processes, who want to know what their software will look like tomorrow.
- 🌐 **Equipment manufacturers and dealers,** who want to know what their clients want from Unified Communications solutions and how they get transferred to new technologies.
- 🌐 **Systems integrators and service providers** who seek to understand business processes of their customers, tailor their solutions to fit their customers' needs and adapt to changing conditions.
- 🌐 **Analysts, IT consultants, investors** and all other parties interested in developing and expanding the capabilities of Unified Communications.

The Forum is intended for top managers who are responsible for decision-making in the sphere of communications and general strategy issues, and represent various economy sectors.

Top Manager Positions:










- General Director
- IT Director
- Technical Director
- Business Development Director
- Financial Director
- Executive Director
- Communications Engineer
- IT Manager
- Network Manager
- Project Manager



About the Conference

The Conference will bring together representatives of the business community, who have successfully used **Unified Communications**: leading world experts, consultants, vendors, systems integrators and communications operators – leaders of the communications industry who will present the best solutions, practice and expertise in each area of **Unified Communications**.

Key Topics of the Forum:

-  **Main Trends of Unified Communications Development**
 - What is actually happening on the market?
 - What is the future of Unified Communications in Russia and abroad?
 - What role will Unified Communications play in various companies?
-  **How can Unified Communications Serve Marketing and Sales?**
 - Unified Communications as a tool to improve client orientation
 - Expanding sales channels, improving client service time
 - Unified Communications and CRM
 - How will Unified Communications help improve quality of customer service?
 - Video conferences and social networks as new sales channels.
-  **Improving Business Effectiveness**
 - Expanding opportunities and improving staff productiveness
 - Cutting expenses and optimizing business processes
 - How will Unified Communications assure work mobility?
 - Regional employment strategies and Unified Communications
 - Video conferences as a way of cutting costs and encouraging business communications
-  **Technologies. How Can We Combine What We Have Now and What We Want to Gain?**
 - Integrating ATS and cellular phones: Standards and interoperability
 - SIP Trunking as foundation for Unified Communications
 - How to select services and equipment for SIP Trunking
 - What wireless devices best fit the Unified Communications model? What have world leaders already selected?
 - Transferring from IP telephony to Unified Communications
-  **Price of the Issue**
 - What do we pay for when we introduce Unified Communications and IP telephony?
 - Installation and maintenance costs. What do we know of aggregate value?
 - Equipment, software and integration – how is the budget distributed?
 - What do you really need and how can we avoid paying too much?
-  **How do you train and motivate your staff when introducing Unified Communications?**
-  **Unified Communications at Contact Center service**
-  **What are the most profitable areas for vendors and integrators? Where is the money?**
-  **Practical experience of successful introduction or how to avoid mistakes?**

Conference speakers include those who have taken part in development and implementation of communications system projects, highly qualified specialists and business leaders who have obtained priceless practical experience. You will get a unique opportunity to meet them and ask them questions, learn more about the ideology and strategy of development, market trends, current and probable future problem areas, and ways of solving them.