

Seizing Control of your Network Costs and Risks



November 2, 2017

New York City | Hyatt Times Square, 135 W 45th St

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Taking control of your network costs and risks may seem like an impossible task. New network technologies are rapidly proliferating, businesses are demanding continuously better performance from their network services and infrastructure, and IT budgets are subjected to relentless downward pressure. Enterprises that address these issues methodically with a clear and flexible strategy can more effectively maximize control of their network related spend and risks.

In this end-user focused conference — free of vendor pitches and marketing hype — we'll discuss ways for your enterprise to develop these strategies, including effective deployment of new technologies such as SD-WAN and Unified Communications, best practices for management of your VARs, mobility, and data security vendors, and focusing TEM procurement and implementation on achieving real cost savings. We'll also host a panel discussion where you'll hear about recent initiatives and lessons learned from companies like yours, and get you up to date on new regulations brewing in Washington, DC that might hit your bottom line.

Time	Session
8:00 - 8:30	<i>Registration and Continental Breakfast</i>
8:30 - 8:45	<i>Welcome and Introduction</i>
8:45 - 9:35	<i>SD-WAN Deployments: How to Lay the Foundation so that your Enterprise Can Realize the Promised Benefits</i> The transformative potential of SD-WAN has captured the attention of network engineers and sourcing professionals alike. While the story is a good one, successful deployment of SD-WAN is a complicated exercise that requires understanding the rapidly developing market and supplier landscape. It also requires development of a thoughtful strategy that takes into account your company's operational imperatives, legal issues, and security concerns. We will quickly review the basics of SD-WAN before diving into a consideration of the business cases driving SD-WAN adoption, the potential pitfalls toward realization of the clear economic advantages of SD-WAN, and actionable suggestions on next steps for your enterprise's consideration of this key networking technology.
9:45 - 10:35	<i>Taking Control of Your Company's Transition to Unified Communications</i> The path to unified communications (UC) rarely follows a straight line from the "old" to the "bleeding edge." Most enterprises have aging but still functional legacy TDM and older IP PBX systems which are often cheaper to support than to rip and replace. In this session, we'll review the best practices for sourcing and contracting the support you need for aging voice infrastructure then explain what you need to know before negotiating deals for the newest UC technologies.
10:35 - 10:50	<i>Break</i>
10:50 - 11:40	<i>Taking Control of your Relationship with Network OEMs and VARs</i> Historically, enterprise customers have rarely focused much attention on their agreements with manufacturers of network equipment and software and their value-added channel partners ("VARs"). That inattention is costly, and these supplier relationships are ripe for improvement. In this session, we will share insight into this rapidly evolving marketplace as well the best practices to deploy—and the pitfalls to avoid—when negotiating deals directly with OEMs and VARs.

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11:50 - 12:40	<p>Getting Control of Enterprise Mobility</p> <p>The rapid development of wireless technologies continues to create new opportunities for deployment of advanced mobile services throughout the enterprise. But new (and expensive) devices, unlimited everything plans, and increased enterprise reliance on wireless technologies and infrastructure imposes significant costs and potential risks. This session will discuss how to develop a solid mobility strategy that takes advantage of the latest technologies and carrier offerings and also incorporates effective policies and tools that protect your company from unexpected surprises.</p>
12:40 - 1:30	<p>Networking Lunch</p>
1:45 - 2:35	<p>Enterprise Panel: Recent Success Stories, Lessons Learned, and Future Plans</p> <p>The experiences of peer companies can provide unique insights and novel approaches to solving the ongoing challenges of controlling network costs and risks—the overall theme of this conference. Our panelists from a couple of large enterprises will share some recent initiatives and the factors that were critical for ensuring their success. Questions and further discussion from attendees regarding similar experiences will be welcome.</p>
2:45 - 3:35	<p>Securing Your Network and Data from External Threats</p> <p>Spending money to secure your network is expensive. Failing to secure your network against breaches is <i>really</i> expensive. This session will explore the differences between how suppliers treat the security of their networks and how they treat the security of your data and network. We'll also take a look at how suppliers meet – and where they often fail to meet – your security needs through managed security services and other security offerings. And with the significant interest in adopting SD-WAN, enterprises should understand the often overlooked security enhancements needed when implementing SD-WAN solutions.</p>
3:35 - 3:45	<p>Break</p>
3:45 - 4:15	<p>Incoming from DC: Regulations/Regulatory Fees that Hit Your Bottom Line</p> <p>The Universal Service contribution factor just hit an all-time high, the “net neutrality” rules that protect you from new carrier charges just disappeared, the FCC has proposed to make you buy new toll free numbers at auction, and there’s a new proceeding to impose costly E911 mandates on enterprise communications systems. Taking control of your network costs includes getting educated about (and maybe getting involved in) regulatory changes. This session will explain the costs that are actually imposed by the government, the ones that are just layered on by the carriers, and what you can do to reduce the amount your company has to pay.</p>
4:15 - 4:55	<p>TEM: Getting It All Under Control</p> <p>Telecom Expense Management (TEM) is the first stop for most enterprises seeking to control their network and infrastructure expenditures. But effective deployment of TEM requires active engagement by enterprise customers, not just outsourcing the responsibility to a third party. This session will explain how to get more from TEM—by effectively sourcing TEM providers, ensuring your incumbent provider is doing its job well, and using TEM to <i>really</i> reduce your network expenses.</p>
5:00 - 5:30	<p>Interactive Q&A</p> <p>If you had a question that wasn't answered earlier in the day, now's your chance to ask it.</p>
5:30	<p>Networking Reception</p> <p>Join us for a drink, some food, and relaxed conversation.</p>

Registration Information

Yes, I would like to attend. Enclosed is a check for \$299 which covers the conference, continental breakfast, lunch, and the networking reception on Thursday evening.

Name

Company & Title

Address

Phone

E-mail

Yes, I would like to attend and I am bringing the following individuals with me. I have enclosed a check for \$ _____ to cover their registration(s).
** Please note that second and subsequent registrations are entitled to a discounted rate of \$200 each.*

Name

Company & Title

E-mail

No, I can't attend, but I would like you to send information to the following individual who would like to attend.

Name

Company

E-mail

Ways to register:

E-mail your registration to: NYConference@lb3law.com

Fax your registration to 202-223-0833

Mail your registration to:

Levine, Blaszak, Block & Boothby, LLP
2001 L Street, NW
Suite 900
Washington, DC 20036
Attn: Michaeleen Terrana

Ways to process payment:

Check — Payable to: Levine, Blaszak, Block & Boothby, LLP

Credit card — Invoices will be sent via email and processed through PayPal

The seminar will be held at Hyatt Times Square, 135 W 45th St., New York, NY on **Thursday, November 2, 2017**. The Hyatt is located between 5th and 6th Avenues, 2.5 blocks west of Grand Central Station.

*If you are unable to attend, you are welcome to send a substitute. If you cancel **in writing by October 20, 2017**, we will refund all but \$100 of your registration fee. After that, we regretfully will be unable to make refunds.*



Levine, Blaszak, Block & Boothby, LLP ("LB3") focuses on telecommunications and technology law, with particular emphasis on the representation of large users, including almost one-half of the Fortune 100. LB3 has extensive experience in negotiating custom network service agreements, network outsourcings, and related transactions on behalf of large users. Together, LB3's 9 partners have assisted enterprise customers in connection with over 1,000 network services agreements and related transactions and have more than 250 years of experience in the field. Beyond transactions, LB3 is the leading representative of large end users and IT companies before the FCC and other regulators, and is the first choice of large end users whose relationships with their communications providers have broken down. LB3 also advises clients in connection with software licenses and telecom-related acquisitions.



TechCaliber Consulting, LLC ("TC2") helps major businesses get the most out of their voice services, data networks and managed services at the lowest possible cost. TC2 cuts through carrier efforts to obscure prices by establishing target prices before negotiations begin using a wealth of hands-on experience in the market for corporate voice and data services and managed network operations. TC2 works with clients to support and/or lead the proposal process and negotiations, enhanced by its affiliation with LB3. Most importantly, TC2 helps clients structure their obligations to maximize each client's permanent, ongoing leverage as real prices decline, new technologies emerge, and telecom industry upheaval reshapes both domestic and international procurement options. TC2 works primarily for large multi-national companies, supporting over 100 deals each year that range in value from a few million dollars to over \$1 billion.