

20<sup>th</sup>  
ANNUAL

# Telecom Negotiation CONFERENCE

May 3-4, 2012 | Westin Alexandria | Washington, D.C.

Understand and use the essentials of savvy contract negotiation to construct a sound network services deal that saves you money and delivers the quality service your enterprise users demand.

Register Early  
& **SAVE \$500**



*Strategies to Procure, Negotiate and Manage Network Services*



**Conference  
Chairman**

**Hank Levine**  
Partner – Levine, Blaszak,  
Block & Boothby LLP

The attorneys and procurement pros at LB3 and TC2 are at the bargaining table on behalf of enterprises like yours every day. Attend and take advantage of their experience to negotiate a great deal for your company!

**BONUS!**  
**FREE**  
**JUMPSTART**  
**WEBCAST &**  
**GLOSSARY**

[www.TelecomNegotiationConf.com](http://www.TelecomNegotiationConf.com)

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# From the desk of **Hank Levine**, *Telecom Negotiation Conference* Chairman ...

Dear Telecom and Procurement Professionals,

“Bad deals” have many fatal flaws ... unrealistic spend commitments, excessively long terms, above-market rates, technology dead ends, hidden circuit charges and useless SLAs ... to name a few. And when your deal has killer clauses like these, it's a bad – and expensive – position to be in.

That's why I urge you to attend CCMI's *20th Annual Telecom Negotiation Conference*. Over the course of two information-packed days, a seasoned team of telecom and IT procurement and contract pros give you the real-world advice and current best practices you need to secure a network services deal that doesn't wreck your budget or keep you awake at night.

Literally thousands of your peers have attended this industry-standard conference and returned to their offices armed with the strategies, tactics and information they need to deliver first-rate network services contracts for their companies. Come to Alexandria, Virginia, just outside of Washington, D.C., this May, and I guarantee you'll do the same.

Sincerely,

Hank Levine  
Conference Chairman  
Partner – Levine, Blaszak, Block & Boothby LLP

**P.S.** Take advantage of our special early bird discount and save **\$500** when you register early! Reserve space for your entire team – group discounts are available – by calling CCMI at 888-275-2264. Or simply register yourself online at [www.TelecomNegotiationConf.com](http://www.TelecomNegotiationConf.com).

## BONUS!

### Free Jumpstart Webcast & Glossary

New to network procurements? Need a quick refresher of terms and players? Our pre-conference webcast, “The ABCs of Telecom Contract Negotiation,” led by LB3's Laura McDonald, gives you a jumpstart on the essential concepts, terms, players, and buzzwords of telecom contracts. View it right now at [www.TelecomNegotiationConf.com/ABCs-of-Telecom-Negotiation-Webinar](http://www.TelecomNegotiationConf.com/ABCs-of-Telecom-Negotiation-Webinar) or simply scan the QR code below with your smartphone.



*“Without a doubt the best conference I have ever attended. Worth every penny!”*

– Telecom manager for a financial services enterprise

## Important Info

**Save \$500 with Early Registration ... It's like getting your hotel room for FREE!**

Register by March 15, 2012, and save \$500. That will cover the cost of the hotel room for two nights so be sure to register early!

### 100% Money-Back Promise

In the 20 years we've held the *Telecom Negotiation Conference*, we always make the same iron-clad money-back guarantee. We are so confident in the quality of our content, we promise to give you a full refund if you are not completely satisfied with your learning experience. But don't take our word for it, just read the testimonials throughout this brochure. These endorsements are from past attendees who applied the practical advice they learned from *Telecom Negotiation* to save thousands on their communications services.

### Hotel Reservations

The Westin Alexandria  
400 Courthouse Square  
Alexandria, VA 22314  
703-253-8600  
[www.westin.com/Alexandria](http://www.westin.com/Alexandria)

We reserved a limited number of rooms at The Westin Alexandria at a special discounted rate of \$209 per night. Just call 866-837-4210 to make your reservation. Reservations must be made by April 11, 2012, to obtain this special rate and space is limited. Thereafter, reservations will be taken on a space-available basis only and subject to current rates. Be sure to tell the reservation agent you are attending the *Telecom Negotiation Conference* to lock-in your discounted \$209 per night room rate.

### Special Travel Discounts

**United Airlines** is offering *Telecom Negotiation Conference* attendees a special discounted rate. To take advantage of savings as much as 10% off published domestic fares, call United Airlines at 800-521-4041 and refer to file #582PV.

**Avis Car Rental** is offering *Telecom Negotiation Conference* attendees discounted rates. To take advantage of these rates please call 800-331-1600 and mention AWD #T706699.

### About the Organizers

The *Telecom Negotiation Conference* is organized by **CCMI**, the industry's leading provider of telecom rate and data information and applications. We are dedicated to delivering highly specialized and strategically focused information that enables our clients to work more efficiently and cost-effectively. For a complete listing of our events, go to [www.ccmi.com/events](http://www.ccmi.com/events).

### Exhibit & Sponsorship Opportunities Available

Place your company, products and services in front of the forward-thinking and well qualified technology, communications and procurement specialists who attend the *Telecom Negotiation Conference* and are looking for your solutions. Specially created exhibit and sponsorship plans that help you make the most of your marketing efforts are available. Contact Ellen Crupi at [ecrupi@ccmi.com](mailto:ecrupi@ccmi.com) or 301-229-6745 for details.

# Agenda

## Thursday, May 3

8 – 9 a.m. Registration and Coffee & Pastries

9 – 9:30 a.m.

### Telecom Negotiations Gone Awry: Welcoming Remarks, Introductions ... and a Familiar Story

**Hank Levine** – *Levine, Blaszak, Block & Boothby LLP*

We start the conference with the sad tale of Widget Co. As their network services contract neared expiration, they faced a host of problems and dropped the ball on just about every one of them. With your help, Hank walks through Widget Co.'s story to pinpoint the laundry list of strategic and tactical errors they (and many other enterprises who haven't attended this conference) made. It's your roadmap for the next two days.

9:30 – 10:20 a.m.

### "My Hands Are Tied, the Government Made Me Do It!" How Carriers Spin Regulation to Control Your Deal

**Laura McDonald** – *Levine, Blaszak, Block & Boothby LLP*

Carrier myths on key issues like back-billing, regulatory fees and "similarly situated" customers litter the telecom negotiation landscape. Laura digs deep into the most common "spins" you hear from the account teams to uncover the real facts. Turns out a lot of what you are told is based on statutes and regulations left over from the last century! Learn what is real and what is just "spin" in this fast-moving presentation.

10:20 – 10:45 a.m. Refreshment Break & Exhibits

10:45 a.m. – Noon

### Leverage and the Path to a Successful Negotiation

**Mark Johnston** – *Levine, Blaszak, Block & Boothby LLP*  
**Jack Deal & Mark Sheard** – *TechCaliber Consulting LLC*

The key to a successful negotiation, whether you are conducting an RFP process or negotiating a contract extension, is the leverage you have and can create over the supplier(s) you are negotiating with. Carrier account teams live and breathe the negotiation process, and pull out all the stops to give themselves all the advantages. That translates into end runs to your C-levels, one-time signing bonuses that look attractive but are truly dangerous, unsubstantiated claims about prices correlating to volume, and a slew of other roadblocks or wrong turns. In this session we explore leverage factors and explain how to position yourself for a successful negotiation.

Noon – 1:15 p.m. Networking Lunch & Exhibits

“ This conference is at the top of my annual list for attendance. A premier event for networking with telecom subject matter experts. ”

– **Rosini Russell**

*IT Specialist, U.S. Department of the Interior, Bureau of Reclamation*

1:15 – 2:30 p.m.

### Blueprint for a Successful Procurement

**Ellen Block** – *Levine, Blaszak, Block & Boothby LLP*  
**Ben Fox & Joe Schmidt** – *TechCaliber Consulting LLC*

A well-planned RFP is the only way to deliver an optimum deal ... and an ill-conceived RFP is guaranteed to waste time, cost way too much, and produce a bewildering array of flawed and impossible-to-compare responses. Listen as your speakers detail a timeline you should plan for, key content for your RFP, essential steps you must take to elicit apples-to-apples RFP responses, and the vendor tricks you'll need to side step in the negotiations.

2:30 – 2:45 p.m. Refreshment Break & Exhibits

2:45 – 4:05 p.m.

### Contract Ts & Cs: Payment Terms & Commitments

**Hank Levine & Ellen Block** – *Levine, Blaszak, Block & Boothby LLP*  
**Joe Schmidt** – *TechCaliber Consulting LLC*

Vendors love complex – and convoluted – contract language that looks like it meets your needs, but is actually written to meet *their* needs. Enterprises need straightforward, specific language with clearly defined solutions to issues that invariably arise during the term of a deal. Join our presenters for an enlightened explanation of what your contract language should, and should not, say in a dozen key areas.

4:05 - 5:15 p.m.

### Wireless Deals 101: An Intro to Mobile Services Agreements

**Kevin DiLallo** – *Levine, Blaszak, Block & Boothby LLP*  
**Ben Fox** – *TechCaliber Consulting LLC*

The key parts of mobile deals – from rate plans and feature add-ons to equipment funding and ETFs – have little in common with the key parts of wireline deals. Add in a unique set of contract issues such as fixed pricing, discount tiers, rolling month-to-month contract terms, optimization requirements and links to employee wireless spend, and wireless deals have become an industry unto themselves. Mobility veterans Kevin and Ben give you the answers you need in this fast-moving session.

5:15 – 6:30 p.m. Networking Reception & Exhibits

“ This conference is a very valuable tool to familiarize and provide confidence during negotiations. ”

– **Catherine Wallace,**

*Manager, Network Operations, Graybar Electric Co., Inc.*

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# Friday, May 4

8 – 8:45 a.m.

*Bonus Breakfast Session (Coffee & Pastries Provided)*

## What's Happening at the FCC – and How it Will Save (or Cost) You Money

**Colleen Boothby** – *Levine, Blaszak, Block & Boothby LLP*

The FCC recently made sweeping changes to the regulatory landscape that affect enterprise customers directly and will have a dramatic impact on the carriers' costs, increasing some and shrinking others. You can count on the carriers to pass through cost increases. But do you know how to get the reductions too? What should your negotiation strategy be? Turn on your regulatory headlights and learn how to take advantage of the deal (and price) changes being wrought by the FCC.

8:45 – 10 a.m.

## Contract Ts & Cs: Implementation, Service & Operational Issues

**Hank Levine & Janine Goodman** – *Levine, Blaszak, Block & Boothby LLP*

**Julie Gardner** – *TechCaliber Consulting LLC*

Yes, price is important, but don't let dollar signs get in the way of the other building blocks of your deal. If your services don't perform ... or your account team lets you down ... or your ramp-up and ramp-off periods are inadequate ... or your hands are tied when you want to engage a TEM provider ... or any of a score of other issues ... you have problems. Find out how to fix them with this on-target advice.

10 – 10:15 a.m. Refreshment Break and Exhibits

10:15 – 11 a.m. **NEW SESSION!**

## Beyond the Big Two: Alternative Suppliers That You Should Give More Than a Second Thought

**David Rohde** – *TechCaliber Consulting LLC*

Alternatives to AT&T and Verizon are crucial in the battle for lower costs and are known for giving great deals. It is not about suddenly moving all of your services to a tier 2 supplier, but about using alternative suppliers for services where it makes sense. In this session we'll examine a range of alternative suppliers, provide advice on the services that you should and should not consider them for, and give you an up-to-the-minute scorecard to guide your decisions on who should get your RFPs and who should be allowed to win a piece of your business.

11 – 11:45 a.m.

## SIP Trunking 101

**Deb Boehling** – *Levine, Blaszak, Block & Boothby LLP*

**Jack Deal & David Lee** – *TechCaliber Consulting LLC*

SIP trunking is a legitimate "game changer." Done right, it saves serious money and frees you from the (expensive) grip of legacy ILEC POTS and PRIs. But the move to SIP trunking is tricky ... the technology must be understood, there is a new

pricing model to evaluate, vendor capabilities and coverage need to be fully assessed, and your contract must give you the flexibility to move what you need to when you want to. Find out how to get it right the first time at this must-attend session.

11:45 a.m. – 12:15 p.m.

## What to Do When You're Out of Time and Money

**Justin Castillo** – *Levine, Blaszak, Block & Boothby LLP*

**Joe Schmidt** – *TechCaliber Consulting LLC*

Yes, the RFP route is the best, but in the real world you don't always have the time or money (and sometimes both) to go that way. That's where this must-attend session comes in as your speakers tell you what is realistic – and achievable – when you are under a tight deadline or a tight budget. The good news? Follow their winning advice and you don't need to throw yourself at the mercy of your vendor.

12:15 – 1:30 p.m. Networking Lunch & Exhibits

1:30 – 5 p.m.

## Breakout Sessions at a Glance

	Track A	Track B
1:30 – 2:30 p.m.	Wireless Deals 201	Microsoft Lync & Exchange 2010: A Managed and Hosted UC Use Case
2:45 – 3:45 p.m.	SIP Trunking 201	An Intelligent Approach to the Public Cloud
3:45 – 4 p.m.	Refreshment Break and Exhibits	
4 – 5 p.m.	After the Deal Is Done: Contract Compliance & TEM	Doing Global Deals

1:30 – 2:30 p.m.

## Track A – Wireless Deals 201

**Kevin DiLallo** – *Levine, Blaszak, Block & Boothby LLP*

**Ben Fox** – *TechCaliber Consulting LLC*

Building on Wireless Deals 101, this session addresses the latest trends and best practices in wireless services. Topics covered will range from optimal approaches to optimizing wireless services, the top areas of wasteful spend and how to target them, mobile policy best practices, dealing with Bring Your Own Device (BYOD) trends, smartphone/tablet platforms/strategies and how companies are increasingly using mobile device management (MDM) solutions to manage security issues and to implement and monitor the cost reducing wireless policies their companies need.

**NEW SESSION!**

## Track B – Microsoft Lync & Exchange 2010: A Managed and Hosted UC Use Case

**Deb Boehling & Andrew Brown** – *Levine, Blaszak, Block & Boothby LLP*

**David Lee** – *TechCaliber Consulting LLC*

With a Microsoft Lync and Exchange 2010 deployment as a point of departure, this experienced team outlines the key steps to build a business case for hosted or managed Unified

Communications platforms, identify the business and legal risks you need to address before you move forward with a global deployment and tell you how to avoid or mitigate those risks.

2:45 – 3:45 p.m.

## Track A – SIP Trunking 201

**Laura McDonald** – *Levine, Blaszak, Block & Boothby LLP*  
**Jack Deal & David Lee** – *TechCaliber Consulting LLC*

Take your knowledge of SIP trunking services to the next level. This breakout session expands on SIP Trunking 101 and dives deep into SIP trunking's features, SLAs, SBCs (call control devices, not the former ILEC), service provisioning and management and CPE certification. Plus, a candid look at the current and future technical and legal aspects of the service, and how SIP has upended the market for local services.

## Track B – An Intelligent Approach to the Public Cloud

**NEW SESSION!**

**Joaquin Gamboa & Marc Lindsey** – *Levine, Blaszak, Block & Boothby LLP*

Moving corporate Web servers, email, or application development and testing environments to public clouds is now on the to-do list of many enterprise CIOs and CTOs. Public cloud services offer compelling benefits for the right use case but migrating key resources or processes to public clouds can still be risky. Join Joaquin and Marc to explore the key business, technology and legal issues you must understand before you move functions to the cloud, and get a foolproof road map to deal with them.

3:45 – 4 p.m.

Refreshment Break and Exhibits

4 – 5 p.m.

## Track A – After the Deal Is Done: Contract Compliance, TEM and Carrier Disputes

**Justin Castillo & Hank Levine** – *Levine, Blaszak, Block & Boothby LLP*

**Julie Gardner** – *TechCaliber Consulting LLC*

Communications deals require constant monitoring to make sure you pay the rates you negotiated, the vendor applies credits and discounts correctly, and your services are implemented properly. Join Justin, Hank and Julie as they highlight the key data points and show you how to save time through contract compliance programs and tools, including the right telecom expense management system. They'll even throw in some useful pointers on how to handle disputes with your favorite carriers.

## Track B – Doing Global Deals

**Deb Boehling** – *Levine, Blaszak, Block & Boothby LLP*  
**Mark Sheard** – *TechCaliber Consulting LLC*

Global telecom deals present additional issues and considerations compared to U.S. deals. Challenges include: balancing global suppliers against national and regional suppliers, working in markets that are more and less competitive than the U.S., different approaches to commitments, dealing with local access costs and issues and the complexity of multiple currencies, all of which make global deals tricky. Attend this session to understand these differences and to develop a realistic view of what works and what won't work when you negotiate a global deal.

5 p.m.

Conference Adjourns

## Sign Me Up for the Telecom Negotiation Conference

## Registration & Payment Options

**YES!** Sign me up for the 20th Annual Telecom Negotiation Conference, May 3-4, 2012 | Westin Alexandria | Washington, D.C.

### Attendees

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	Phone _____ E-mail _____
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	Phone _____ E-mail _____

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 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
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## 5 Easy Ways to Register

- Web:**  
[www.TelecomNegotiationConf.com](http://www.TelecomNegotiationConf.com)
- Call:** 888-275-2264

- Fax:** 301-287-2535
- E-mail:** [registrar@ccmi.com](mailto:registrar@ccmi.com)
- Mail:** *Telecom Negotiation* – C1327  
 9737 Washingtonian Blvd., Suite 200  
 Gaithersburg, MD 20878-7364

Register By	March 15	May 3
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# of Attendees	x _____	x _____
Total	\$ _____	\$ _____

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 (Payment is required before conference)

**CANCELLATION POLICY:** Cancellations must be received in writing by April 3, 2012, in order to receive a full refund. After this date, any cancellation will be subject to a \$250 cancellation charge, which may be applied to any future CCMI conference. Transfers and/or substitutions are permitted at any time. Please notify the conference registrar at 888-275-2264 or [registrar@ccmi.com](mailto:registrar@ccmi.com) as soon as transfers and substitutions are made. Registrants who do not cancel or do not attend are liable for the full registration fee.

### *Strategies to Procure, Negotiate and Manage Network Services*

*“The Telecom Negotiation Conference is a must for all IT/telecom department heads. The material is on target with growing technologies.”*

– **Scott Breaux**

Communications Director  
Mid-South Technologies

### *Guaranteed with CCMI's* **100% Money-Back Promise**

**Stabilized, cutting-edge market rates ... reasonable commitments that don't crimp your flexibility ... leverage after your deal is signed ... technology migration and business downturn clauses with real teeth ... SLAs that hold carriers to their commitments, with workable remedies if they do not.** That's just a sample of the “shopping list” you must have when you sit down to hammer out a network services agreement. Carrier reps on the other side of the bargaining table will tell you it's an “impossible dream.” They're wrong.

#### **Attend CCMI's 20th Annual Telecom Negotiation Conference and learn how to:**

- Craft an efficient and effective RFP that delivers strong bids from viable vendors
- Avoid killer contract clauses and make Ts & Cs work to your advantage
- Build flexibility into your contract – critical in this economy and with fast-moving technologies
- Assess the new technologies that radically alter your service mix and the scope of your contracts
- Gauge the real impact of recent, market-altering orders issued by the FCC
- Address the “consumerization” of mobile services in the workplace

**Look inside for more real-world tactics** that will save you time and result in big savings on your next negotiation or contract restructure ...

**[www.TelecomNegotiationConf.com](http://www.TelecomNegotiationConf.com)**

### **WHO SHOULD ATTEND? YOU!**

Thousands of your peers have benefited from the *Telecom Negotiation Conference*. Here are just a few of the titles of the people who have attended:

- CIO / CFO / CPO
- Comptroller
- Corporate Counsel
- Telecom Manager / Director
- Procurement Director
- Strategic Sourcing Manager / Director
- IT Manager / Director
- Contracting Specialist