

Connecting, Communicating Collaborating

"building a future-ready, efficient and collaborative business"
9th July 2009, BCS, London

Connecting, communicating and collaborating is all about exploiting dynamic interactive communications applications which allow businesses, their customers and stakeholders to work together more efficiently, more productively and more sustainably than before. This focus day will examine the extent to which unified communications has already been deployed and discuss how it is being used, it will consider the real benefits as well as the possible pitfalls, and look at what your organisation needs to do to implement it. In addition the day will look forward to the key technology trends and upcoming services and discuss the implications for your business.

09.00	Registration & Coffee		
09.30	CMA	Welcome	Julian Harriott CMA Business Development Manager
09.40	CMA Survey	Communications in Business: Unified Communications - Survey Results	CMA Will Roebuck
10.00	Session 1	Getting your business ready for 'real time communications' <ul style="list-style-type: none"> - Assessing the technology impact - Overcoming organisational hurdles - Identifying & selecting the best applications 	Ipanema Technologies John Dixon
10.30	Session 2	Unified communications - an investment in a sustainable future? <ul style="list-style-type: none"> - Increase productivity, reduce costs & enhance your green credentials - Using real time communications to positively impact your carbon footprint 	Cisco Andy Brocklehurst
11.00	Coffee Break		
11.20	Session 3	Context aware communications <ul style="list-style-type: none"> - The role of presence in communications enabled business processes - What difference does full context make - Linking collaboration and communication tools to offer full context 	Nortel Chris Tolmie
11.50	Session 4	Solutions to meet the communications needs of an increasingly mobile workforce <ul style="list-style-type: none"> - Providing ubiquitous access to enterprise applications and communication tools - Key considerations when investing in mobile unified communications solutions 	Azzurri Communications Jason Curtis
12.20	Session 5	Ensuring a first-class integration with existing systems <ul style="list-style-type: none"> - How to leverage existing infrastructure - How to make integration simple for IT and seamless to the end-user 	Avaya UK Chris Barrow
12.50	Summary		
13.00	Networking Buffet Lunch & Exhibition		