

# Cloud Connections 2024



APRIL 17 - 19, 2024 | VINOY HOTEL | ST. PETERSBURG, FLORIDA

### Day One: April 17, 2024

- 6:00 PM | Opening Cocktail Reception

Location: The Vinoy / Tea Garden

### Day Two: April 18, 2024

- 7:30 AM | Breakfast & Check-In
- 8:30 AM | Welcome and Overview! | Clark Peterson
- 8:45 AM | 2023 - 2024 CCA Annual Service Provider Survey - Predictions and Forecasts for the Path Ahead! | Clark Peterson, Matt Townend
- 9:30 AM | How to Unleash AI in Your Business | Mike Tessler
- 10:15 AM | Harnessing Generative AI to Reinvent Customers' Communications Journeys | Robin Gareiss, Ross McWalter
- 11:00 AM | Break
- 11:15 AM | Changing Valuation Paradigms - The New Normal for Cloud and Collaboration Companies | Michael Quinn
- 12:00 PM | Unlocking Revenue Streams: Seizing the CPaaS Advantage | Robert Galop, Matt Siemens, Carlos Aragon, Jon Brinton
- 12:45 PM | Driving Change: The Trends that are Shaping our Industry | Janet Schijns
- 1:00 PM | Lunch
- 2:00pm | UCaaS, CCaaS, CPaaS, Security: Crafting the Ultimate Collaboration Suite for Revenue Growth | George Schoenstein, Nicholas Clapper, Ross Spero, Carlos Aragon, Elka Popova
- 2:45 PM | Top Cloud Platforms: Innovations Propelling Cloud Adoption into the Future | Anand Buch, Brian Beutler, Bryan Wilson, Matt Townend
- 3:30 PM | Mastering Marketing with AI: Cutting-Edge Strategies and Techniques | Angela Leavitt

Location: Mirror Lake A

- 3:30 PM | Best Practices Breakout: Charting Paths to Profit: Exploring Indirect, Direct, and Alternative Sales Strategies | Janet Schijns  
Location: Mirror Lake B
- 3:30 PM | Best Practices Breakout: Elevating Excellence: CEO Strategies for Cultivating Culture and Boosting Profitability | Alan Rihm, Dave Gilbert  
Location: Mirror Lake C
- 3:30 PM | Breakout Discussion: Establishing a Trust Framework - Best Practice Sharing for Business Identify Providers | Gerry Christensen, Rebekah Johnson  
Location: Mirror Lake D
- 4:30 PM | Cloud Mobility Revolution: Revealing the Power of Mobile Connectivity | Lee Essex, Vandana Thomas, Jamie Hill
- 5:15 PM | Day Summary | Clark Peterson, Joe Marion
- 7:00 PM | Dinner  
Location: Canopy at the Birchwood Hotel

### Day Three: April 19, 2024

- 7:30 AM | Breakfast
- 8:30 AM | Microsoft - Charting a Path to Innovation in Communications and AI | Shahab Syed
- 9:30 AM | Mastering the Microsoft Matrix: Exploring the Potential of the Ecosystem | Rick Garcia, William Rubio, Shahab Syed, George Schoenstein, Matt Townend
- 10:15 AM | Forecasting the Cloudscape: Navigating Present Realities and Future Horizons of Communications | Blair Pleasant, Dmitry Netis, Elka Popova, Matt Townend, Clark Peterson
- 11:15 AM | Know Your Customer: Unveiling CCA's Worldwide Best Practice Blueprint | Rebekah Johnson, Keith Buell, Joe Marion
- 11:45 AM | Spam, Scam, Robocalls - An Evolving Regulatory Landscape | Jonathan Marashlian, Mark Iannuzzi, Michael Pryor
- 12:15 PM | Event Wrap-Up | Clark Peterson, Joe Marion
- 12:30 PM | Lunch

# Speakers

Cloud Connections 2024



**Clark Peterson**  
Chairman  
CCA



**Joe Marion**  
President  
CCA



**Mike Tessler**  
Managing Partner  
True North Advisory



**Matt Siemens**  
CEO  
NUSO



**Dave Gilbert**  
Cloud Evangelist  
Caveman Investments LLC



**Brian Beutler**  
Founder & CEO  
Alianza



**Angela Leavitt**  
Founder/CEO  
Mojenta



**Michael Quinn**  
Founding Partner  
Q Advisors



**Anand Buch**  
Chief Strategy Officer and General Manager  
Crexendo



**Janet Schijns**  
CEO  
JS Group



**Alan Rihm**  
CEO & Co-Founder  
Fall Forward



**Gerry Christensen**  
Head of Partnerships and Regulatory Compliance  
Caller ID Reputation®



# Speakers

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**Matt Townend**  
Executive Director  
Cavell Group



**William Rubio**  
Chief Revenue Officer  
CallTower



**Blair Pleasant**  
President and Principal Analyst  
COMMFusion



**Dmitry Netis**  
Managing Director, Co-Head of  
Technology Investment Banking  
The Benchmark Company



**Elka Popova**  
Vice President and Senior Fellow,  
Connected Work Research  
Frost & Sullivan



**Rebekah Johnson**  
Founder and CEO  
Numeracle



**Mark Iannuzzi**  
President  
TelNet Worldwide



**Jamie Hill**  
Global Head of UCaaS  
Zoom



**Michael Pryor**  
Shareholder  
Brownstein Hyatt Farber Schreck, LLP



**Jonathan Marashlian**  
Managing Partner  
Marashlian & Donahue, PLLC



**Allister Quinteros**  
Sr. Director, Service Provider Sales  
Intermedia Cloud Communications



**George Schoenstein**  
CMO  
Fusion Connect



# Speakers

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**Lee Essex**

Head of Business Development  
and Strategic Partnerships  
Tango Networks



**Robin Gareiss**

CEO  
Metrigy



**Bryan Wilson**

Collaboration Partner Sales Leader  
Cisco



**Keith Buell**

General Counsel and Head of  
Global Public Policy  
Numeracle



**Ross Spero**

VP, Product Management  
& Portfolio Strategy  
TPx



**Nicholas Clapper**

VP, Product Management  
Clouddi



**Rick Garcia**

EVP of Modern Work and Marketing  
Momentum



**Robert Galop**

Partner & CMO  
CPaaSAA



**Ross McWalter**

Head – Telecom Applications  
– AI, Data & Cx - BD & GTM  
Amazon Web Services - Telecom Business Unit



**Vandana Thomas**

Principal Group Product Manager  
Microsoft



**Shahab Syed**

WW Managing Director  
Microsoft



**Carlos Aragon**

Senior Director of Product  
Marketing, Applications  
Vonage



# Sponsors and Exhibitors

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# Stay **Connected.** Stay **Ahead.**

CallTower delivers the world's most advanced unified communications, contact center and collaboration solutions

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# Reply Cloud

VoIP Monitoring & Service Assurance Platform



## Customized and White Labelled Desktop Application for Service Providers

Reply Cloud has launched an easy to deploy and simple to use white labeled desktop application for VoIP Network Assessment and monitoring that is powered by an innovative customization engine. The customization engine enables VoIP Service Providers to define which specific network settings like UDP & TCP ports are being tested. The desktop application test results will be immediately available to the end customer, but can also be remotely accessed by the Service Provider through the Reply Cloud partner portal.

### VoIP Network Assessment

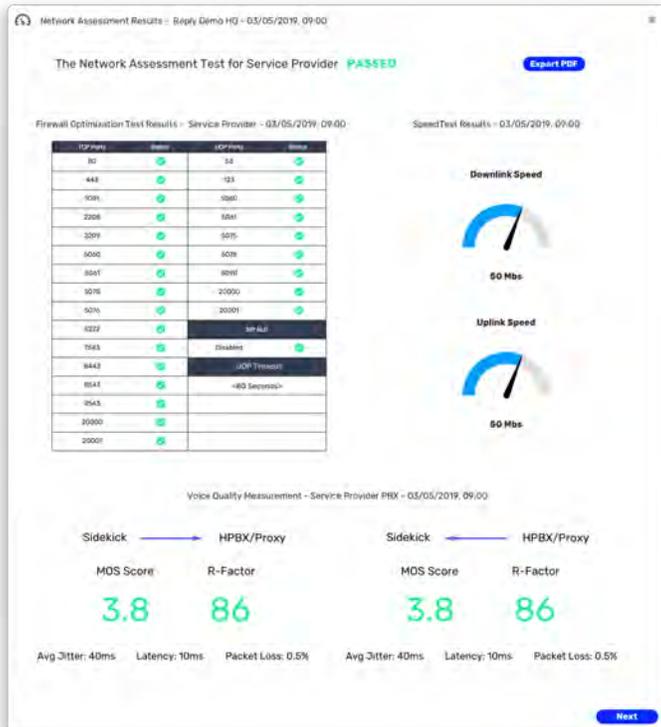
Make sure your customer's network is ready! The Desktop Application runs a customized initial VoIP Network Assessment to identify any issues or network settings that need to be changed **before** installation.

### Daily LAN and Performance Monitoring

After installation, Reply Cloud will continue to monitor the network to send alerts for setting changes and VoIP quality performance.

### White Labelled & Customized

The Desktop Application is able to be white labelled with the Solution Provider's logo/branding. Network testing is completely customizable to test for settings that are specifically relevant to your VoIP Service.



### VoIP Network Assessment

- Validates all required TCP & UDP ports are open on the Firewall
- Runs a Latency & Bandwidth test, SIP ALG, UDP Timeout, and Double NAT Discovery
- Makes real VoIP calls to validate performance

# It's not what you say - it's how you say it.

Tone-based AI software focused on customer  
and agent sentiment

## Engage AI by Jabra





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# Thank you for attending!

Have questions? Contact us here:



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