

## **Unified Communication Resellers And Consultants The Focus Of First Annual UC Summit**

May 9, 2008

Industry leaders will gather in Scottsdale, AZ for a two and a half day forum, bringing together thought leaders and channel leaders in the emerging Unified Communications (UC) market. A select group of resellers, consultants, vendors, and analysts will convene on May 12-14 to address the needs of the channel community and the role that resellers and consultants play in this dynamic industry.

According to Pam Avila of UCStrategies.com, "It's become apparent that the channel is still working to understand Unified Communications – what it is, who the leading vendors are, and how customers can and should implement these solutions." She added, "Until you clearly understand the 'who, why, what and how,' it is going to be difficult to make strategic decisions about your business direction and how best to manage your customers in the future."

Decision makers from reseller organizations that are moving forward into Unified Communications will have a unique opportunity at the Summit to hear from a cross section of vendors representing the various products that go into a UC solution. In addition, a select number of consultants will be in attendance to learn from each other, the resellers, and the vendors.

Providing an opportunity for networking and education, the UC Summit features industry luminaries, including members of the UCStrategies.com team, such as Jim Burton, Blair Pleasant, Marty Parker, Don Van Doren, Pam Avila, Michael Finneran, and David Yedwab, as well as leading vendors and visionaries, such as Mark Straton of Siemens, IBM's Bruce Morse, Microsoft's Eric Swift, Comunicado's Kerry Shih, and many others.

Combining roundtables, panel discussions, workshops, and presentations, the UC Summit will provide a rare opportunity for participants to meet with and learn from vendors, resellers, consultants, and industry experts in an informal setting, offering a unique opportunity for dialog and discussion.

The UC Summit is presented by UCStrategies.com and sponsored by Siemens Communications, Comunicado, Motorola, AVST, Interactive Intelligence, NEC, Iwatsu, Altigen, Excel, NET, IBM, Voice Mobility, Oaisys, and Microsoft.

For more information about the UC Summit, contact Pam Avila at [pavila@ucstrategies.com](mailto:pavila@ucstrategies.com).

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