Delivering Innovation and Cost Savings Through Network Services Deals

November 7, 2019
New York City | Renaissance Midtown

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Taking control of your network costs and risks while delivering best-in-class service to your enterprise presents significant challenges. 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 with clear, flexible strategies can more effectively control their network spend and risks when transforming their network without sacrificing the quality of service they deliver to their end-users.

Our conference focuses on how enterprises effectively solve these challenges, starting with a review of the latest market developments, and how vendors are behaving at the negotiation table. We will provide a deep dive on the latest technologies, including IoT deals, the latest on SD-WAN strategies, sourcing internet transport aggregation services and deploying SIP trunking on a global basis. We'll discuss IT-as-a-Service and, in a new session added to address end-user challenges when enterprises expand their use of cloud applications, TC2 and LB3 will provide insights and strategies for optimizing the end-user experience through cloud-exchange providers and deploying infrastructure management solutions. We'll also provide the latest TEM best practices and share a range of tips to help you maximize the results of your sourcing initiatives, cost reduction projects and deal negotiations.

Time	Session
8:00 - 8:30	*Registration and Continental Breakfast*
8:30 - 8:45	*Welcome and Introduction*
8:50 - 9:30	*Market Developments, Market View* The network services that you are buying, and the service providers that you are buying them from, are evolving and changing faster than ever. New and non-traditional providers are offering compelling propositions for the latest technologies and services while the traditional incumbent vendors deploy defensive tactics to lock-in your business. In this first session of the day we'll provide our unique viewpoint on the current network services market, share the different vendor behaviors we're seeing at the negotiation table and discuss how you should position your company for maximum flexibility.
9:35 - 10:15	*Next Generation Wireless Deals: IoT and What it Means for Enterprise Customers* The Internet of Things (IoT) is transforming the way enterprises do business. If your company hasn't explored how to leverage IoT in your network, chances are it will soon. Analysts have predicted that spending on IoT technologies will reach almost a trillion dollars annually, connecting a vast spectrum of devices in the march toward an "always on, always connected" future. In this session, we will share valuable lessons about contracting practices, rates, and deployment hurdles that we have learned from our extensive work on IoT deals.
10:20 - 10:35	*Break*

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10:40 - 11:20	***The Time is Now—SD-WAN*** Enterprise customers are increasingly embracing SD-WAN solutions to deliver improved performance and flexibility and to enable the use of lower cost, internet based network transport technologies. This session, will provide an overview of the benefits of SD-WAN and present successful strategies for effective sourcing and deployment of SD-WAN solutions, including an update on the latest market developments in this space as well as lessons learned from the front line of SD-WAN procurements and deal negotiations.
11:25 - 12:05	***Realizing Your Investment in SD-WAN with Internet Transport Aggregation*** An effective SD-WAN transformation business case relies upon determining and deploying the "best-fit" internet transport technologies. Immediately following our SD-WAN strategy session, we'll walk through how to procure and negotiate internet transport deals, reviewing the strengths and weaknesses of the various providers in this market and explaining how these projects differ from traditional network sourcing. Critically, we'll also reveal our powerful portfolio-based methodology for internet transport services which can deliver step change reductions in your network costs.
12:10 - 12:35	***Update from Washington, DC: Why USF Keeps Going Up and Major New 911 Obligations for Enterprise Customers*** In this quick regulatory update, we will explain two major issues that affect how much you spend on network services and how you operate your network. Universal Service Fund assessments on transport services continue to rise, hitting an astounding 25% this quarter. And, for the first time ever, the FCC has adopted federal regulations imposing significant 911 obligations on enterprise customers. We'll explain the details of both and what enterprise customers need to do in the coming year.
12:35 - 1:30	***Lunch***
1:30 - 2:10	***The Search for IT-as-a-Service (ITaaS)*** Consumerization of IT and the relentless pursuit to simplify IT costs and budgeting sends IT executives in search of ITaaS solutions and services in a wide variety of areas. And what executives want, vendors will try to sell. But peel away the marketing, and vendors' "as-a-service" propositions rarely deliver simple commercial solutions. In this session we'll examine examples of ITaaS propositions, discuss the realities of buying complex, multifaceted services and technologies "as-a-service", and share some of the commercial and contractual pitfalls and challenges that you'll need to navigate if you start down the road of ITaaS.

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Time	Session
2:15 - 2:55	**The Latest Telecom Expense Management (TEM) Best Practices** Access to accurate data regarding the consumption and inventory of IT services with corresponding cost information, seems like a pretty basic requirement for a sophisticated, large enterprise. Yet effective management of IT expenses continues to challenge many companies even as traditional telecom TEM services are expanded to areas such as cloud services, hardware and software maintenance and managed services. This session will cover the latest in effective IT expense management, such as implementing a single source of truth, leveraging (but not solely relying upon) TEM suppliers and expense management system integration advancements. We'll also review current TEM industry rankings and share some particularly complex billing errors you may encounter.
3:00 - 3:40	**How to Optimize the End-user Experience – Cloud-Exchange and Infrastructure Management Solutions to Support Cloud Applications** Providing a stable and low latency end-user experience can be challenging given the variety of application hosting models — end-users' access applications hosted in the public cloud (e.g., O365, AWS, UCaaS), private data centers and colocation facilities, just to name a few. With the hundreds of applications that are highly distributed and often accessed over the public internet, many enterprises do not have a clear infrastructure management and cloud access strategy to support this new application architecture reality. This session will discuss how to optimize the end-user experience using cloud-exchange service providers as well as infrastructure management solutions.
3:45 - 4:00	**Break**
4:05 - 4:45	**Global SIP Trunking Services** For years, SIP trunking has presented significant savings opportunities as enterprises develop their corporate voice services. Outside the U.S., the added complexity has previously made implementations more challenging and, often, restricted to certain types of traffic or kept at a country level. Things have now changed. Improvements in the ability to provide robust centralized, full-PSTN replacement services on a regional level has reinvigorated the SIP services space, which now presents other benefits and even bigger savings opportunities than in the past. But as things have grown simpler, legal and regulatory challenges remain an issue. This session will consider the global opportunities and risks, what to consider in developing your strategy and, particularly, where and how to focus your efforts for the best results.
4:50 - 5:30	**TC2's and LB3's Top Hacks for Better Network Sourcing Results** Over more years and deals than we like to admit, the TC2 and LB3 team have developed a variety of battle-hardened negotiation strategies and well-trod tactics for managing challenging vendors. In this last session of the day, our team will share some of their top tips to help you maximize the results of your sourcing initiatives, cost reduction projects and deal negotiations.
5:30	**Networking Reception** — Join us for a drink, some food, and relaxed conversation.

Registration Information

☐ **Yes**, I would like to attend. I will submit my payment of $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.
* Please note that second and subsequent registrations are entitled to an additional $50 discount off the $299 individual rate.

_____
Name   Company & Title   E-mail

_____
Name   Company & Title   E-mail

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Name   Company & Title   E-mail

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Name   Company & Title   E-mail

☐ **No**, I can't attend, but I would like you to send information to the following individual who may 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 can be sent via email and will be processed through PayPal

The seminar will be held at the Renaissance New York Midtown, 218 West 35th St., New York, NY on **Thursday, November 7, 2019.** the Renaissance is located between 6th & 7th Aves. and 1 block from Penn Station.

If you are unable to attend, you are welcome to send a substitute. If you cancel __in writing by October 25, 2019__, we will refund all but $100 of your registration fee. After that, we regretfully will be unable to make refunds.

LB3 LevineBlaszak Block&Boothby LLP

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 always representing large users, never vendors. LB3 has advised enterprise customers in connection with over 1,000 network services agreements and related transactions. Beyond negotiation of commercial deals, 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.

TC2 TechCaliber Consulting LLC

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.