

# The Bottom Line on IP PBX Maintenance:

The Telecom Manager's  
**Voice Report**

*How to Weigh the Risks, Rewards and Financial Case for IP Managed Services*

## Your Expert Speakers:



**Barry Marks** is a partner with IntelliCom Analytics, and the leader of the firm's research and

market intelligence programs. Mr. Marks has over 35 years of leadership experience in the IT and telecommunications industries, holding positions with manufacturers, service providers, as well as serving in executive advisory roles. Mr. Marks holds a B.S. in Electrical Engineering from the New Jersey College of Engineering (New Jersey Institute of Technology) and a Masters in Public Administration from American University.



**Mark Ricca** is a partner with IntelliCom where he focuses on the development of the firm's market intelligence

programs and on professional services for the communications and IT industries. Mr. Ricca has extensive leadership experience in the IT and services industries, and has also held key positions in the end-user provider and consulting segments of the industry. Mr. Ricca earned a B.S. degree in Business Administration at Rutgers University and currently serves on the boards of the Enterprise Communication Association and the Northern New Jersey Telecommunications Managers Association.

**Moving to IP?** Take out your wallets because the purchase is the least costly part of your convergence decision. Maintenance over the life cycle of your switch is the largest part of your total cost of ownership. But very few telecom professionals build this into their ROIs. CTOs and CIOs are use to software-related issues that can kill reliability. Are you?

Think about it: You now need to worry about software-based networks with diverse operating systems and multiple devices that are attached to the PBX. And these systems often come from third party suppliers that use proprietary software. An even bigger concern: escalating security and virus exposure. Just think about all of the supplier patches and changes that you now must keep current on every day. There is an urgent need to settle on the most cost-effective maintenance plan for your PBX. That's why we've developed "The Bottom Line on IP PBX Maintenance," an innovative audio-conference that will help you:

- **Uncover the tricky vendor contract clauses** that drive up the cost of your annual maintenance fees.
- **Slash unnecessary cost by reducing** the frequency of your system maintenance visits.
- **Identify the subtleties in supplier contracts to avoid being locked in a deal that favors the supplier.**
- **Uncover the essential differences** among maintenance contracts, managed services and pay as you go "T&M" deals.
- **Discover how to quantify supplier performance**, measure success and build a solid, win-win relationship with your supplier.
- **Weigh the risks of vendor software packages and other security-related issues.**
- **And much, much more!**

**Plus:** *Get a handy checklist of key considerations to use in your decision strategy.*

## Who Should Attend:

- Telecom Managers & Telecom Directors
- CIOs and CTOs
- Telecom Specialists
- Analysts and Coordinators
- Network Managers
- Operations Managers & Engineers
- Communications Directors & VPs of Telecom
- Telecom & IT Consultants
- Facilities Managers

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