



Channel Partners™
CONFERENCE & EXPO

CO-LOCATED WITH



MSP Summit

EXPLORE OUR 2024 AGENDA

A GLIMPSE INTO THE POWER-PACKED CONTENT OF CHANNEL PARTNERS CONFERENCE & EXPO

Take a look back at the dynamic sessions, cutting-edge insights, and expert speakers that shaped the Channel Partners Conference & Expo in 2024!

Each year, we bring together top innovators, industry leaders, and thought pioneers across key areas like AI, cybersecurity, sales acceleration, and customer experience—designed to keep our attendees at the forefront of the evolving channel ecosystem.

The 2024 agenda featured a range of high-impact keynotes, actionable workshops, and peer-driven panels, each crafted to help partners thrive in a competitive market. We've covered emerging trends, from transformative tech to recurring revenue growth strategies, to help you elevate your business and meet your clients' needs head-on.

Get ready to experience the future of the channel at our 2025 event, where we'll build on this rich foundation with even more impactful sessions and fresh insights. Join us in taking the channel forward!



CONTENT BREAKDOWN BY TOPIC



CYBERSECURITY

Approximately **20%** of sessions focused on cybersecurity, covering topics like endpoint security, threat detection, and cybersecurity best practices.



ARTIFICIAL INTELLIGENCE

Roughly **25%** of sessions focused on AI, automation, and innovative tech solutions in areas such as customer experience and channel sales.



DIVERSITY, EQUITY & INCLUSION

About **10%** of specific sessions and panels were dedicated to diversity, equity, and inclusion, emphasizing the impact on business success.



BUSINESS GROWTH STRATEGIES

About **25%** of sessions offered insights into growing an MSP or channel business, including revenue optimization, operational efficiency, and leadership development.

SESSIONS

100+ sessions across three days

KEY TRACKS:

AI Symposium, Technology & Innovation, Cybersecurity, Business of the Channel

SPEAKERS

200+ industry leaders, CEOs, and subject matter experts

NOTABLE SPEAKERS:

Jay McBain, Cassandra Gholston, Leon Wright and Pam Diaz shared insights for AI, cybersecurity, channel strategies and more

NETWORKING OPPORTUNITIES

Over 10 dedicated **networking events**, including an opening Converge Networking Party and the Channel United party at Brooklyn Bowl.

1:1 Coaching Café – 30+ industry coaches offered private sessions for business development advice.

NEW!

AI Symposium: First-time focus on AI-driven solutions for business growth and customer engagement.

Converge Networking Party @ Rockhouse

Immerse yourself in networking excellence at the Converge Networking Party at ROCKHOUSE. Connect with industry peers, build valuable relationships, and relish the atmosphere with live music and a few surprises as we unite professionals for an evening of meaningful interactions.

The Real Deal with Kelly & Bobby D

Speaker(s): Kelly Danziger (Informa Tech), Robert DeMarzo (Informa Tech)

Big trends have always brought the channel closer together so that vendors, channel partners, distributors and developers can join forces to deliver solutions to small, midmarket and enterprise customers. With generative AI impacting nearly every solution set, the channel is uniting around this tech trend so partners can sell and market AI profitably and meet the needs of their customers. In this fast-paced opening keynote, the leaders of Channel Futures and the Channel Partners Conference and MSP Summit discuss the hottest trends, biggest news and future of the channel partner ecosystem. Find out why the future is so bright for all partners.

Hot Data: Channel Outlook & Opportunities

Speaker(s): Jay McBain (Canalys)

Fasten your seatbelts and sharpen your pencils. In this fast and furious session, attendees will hear insights into the latest trends affecting the future of the channel. Find out if 2024 will turn out to be a big year for growth; which products, sectors, and industries will have breakthroughs; and how the new, younger buyer will take center stage. Learn about the rise of platform companies and the changing economics of partnering going forward. New to the Channel Partners Conference & Expo/MSP Summit main stage this year is data that matters to channel leaders, delivered by industry experts who can read the tea leaves to point attendees in the right direction.

Channel Debate: Will AI Live Up to Its Hype or Fizzle?

Speaker(s): Ed Soo Hoo (Lenovo), Jay McBain (Canalys), Alex Pujols (Cisco), Greg Maxson (MongoDB), Tom Wall (HPE)

Join this friendly channel debate on whether generative AI will live up to its hype and be truly transformative. Has the disruptive potential of this technology and the hype around it gone too far? Channel leaders will delve into what the technology can and cannot do, then assess AI's impact on channel sales and customer engagements. Our panel of experts will discuss where the most compelling opportunities lie today for channel partners and also weigh in on the near-term risk and what leaders should most watch out for going forward. Hear from leading AI providers in software, infrastructure, cloud computing and security on how they're preparing their channel partners to take advantage of this build phase of AI. Our speakers will help attendees discern between AI marketing and AI reality amid all the current enthusiasm, no easy task.

Channel Futures Newsmakers: Making Waves in Cybersecurity

Speaker(s): Kevin McDonald (Alvaka), Bob Dougherty (Tartarus Intel LLC)

Meet today's newsmakers as handpicked by the editors of Channel Futures, who are looking for individuals and organizations broadly impacting the channel partner landscape. These newsmakers are featured in our online stories, topping the charts when it comes to reader interest and engagement. Find out which executives are moving the needle and why. In this session, we will feature a fast-paced interview with a thought leader in cybersecurity who isn't afraid to speak their mind. There is no other sector more important to today's channel partners than cybersecurity, so this newsmaker interview is a must-attend session. Stay tuned for breaking news and don't miss this deadline.

How to Create Malware and How a Zero Trust Approach Can Protect

Speaker(s): Danny Jenkins (ThreatLocker)

In a world where anyone can create successful malware or have AI generate it for them, there is still a way to protect your customers. Starting from a default-deny posture, learn how adopting Zero Trust principles can keep your data safe and operations running regardless of hacking attempts by man or machine.

Channel Futures Newsmaker: Leading the Way Forward

Speaker(s): Craig Galbraith (Channel Futures), Michelle Ragusa-McBain (SonicWall)

In this session, meet the executives who are among Channel Futures' list of the most influential and important people in the channel today. Each year, the editors of Channel Futures identify the senior-most channel executives who possess a vision for the future of the industry, are outpacing the competition and running enviable business models. These riveting individuals are the ones everyone wants to hear from because of their business savvy and track record.

Channel Debate: How Cloud Marketplaces Are Impacting the Channel

Speaker(s): Vince Menzione (Ultimate Partner), Ryan Walsh (Pax8), Dai Vu (Google), Laurent Mechain (Elastic)

Cloud marketplaces are continuing their rapid evolution in how today's technology buyers are consuming services and software. Leaders of channel organizations must not only leverage cloud marketplaces run by the hyperscalers but also understand the details of these transactions and what drives them or they will get left behind. Cloud marketplaces have clearly shifted from being transaction vehicles to becoming a leading revenue channel for software and services providers of all sizes and industries. Quality, convenience and security are driving this trend, along with simplified billing and other benefits. Industry estimates have some ISVs driving 20% of their revenue from marketplaces, with some high performers generating as much as 50% of their business in marketplaces. Channel partners must adapt to this new way of product and service consumption by and for their customers and exert influence as buyers increase their spending with cloud providers. In this session, attendees will hear from cloud marketplace leaders, experts, partners and others who will dissect the landscape and help partners future-proof their business models by taking advantage of the benefits of marketplaces.

Channel Futures Conversations with MSP 501 MSP of the Year Vinod Paul

Speaker(s): Vinod Paul (Align Managed Services), Craig Galbraith (Channel Futures)

Hear from high-energy, strategic-minded executives that include CEOs, Channel Futures Influencers of the Year, Channel Leaders of the Year, TA 101 and MSP 501 award winners and other senior leaders — all of whom will share best practices, practical advice and insight leaders can apply to their business. In this session, attendees will hear from Vinod Paul, COO of Align, a Channel Futures MSP 501 high-performance partner. As COO, Paul is responsible for spearheading the strategic development of Align's managed services offerings, including overseeing a comprehensive solution for cybersecurity risk management. Hear Paul's insight from his work nurturing senior client relationships within the alternative asset management community, offering ongoing guidance on industry best practices and emerging trends in managed services.

AI Symposium: Revolutionary AI Technology Transforms Tech Support for Faster, More Efficient Solutions for IT Departments

Speaker(s): Chris Carter (Approyo)

Learn how revolutionary AI technology enables tech support to offer faster, more efficient solutions for IT departments. AI advances offer IT departments a chance to gain real help alongside their staff, and help them use staff to leverage AI's capabilities, rather than replacing staff. Learn how AI is helping employees work smarter, and how AI is helping transform the IT department into a true partner in the business.

Best-In-Class Compensation Practices

Speaker(s): Peter Kujawa (Service Leadership Inc.®, A Connectwise Solution)

For every MSP, payroll is the single largest expense. Knowing what to pay your employees is critical to recruiting and retaining a team that will deliver great service to your customers. Peter Kujawa from Service Leadership, a ConnectWise solution, will present data from the just-released Service Leadership Annual Compensation report showing the differences in how the most profitable MSPs pay their people. Incentive pay, work-from-home models, benefits costs and more will be covered in this session you can't afford to miss.

The MSP Mentor Workshop: Best Practices for Building Sales-Growth Plans

Speaker(s): Len DiCostanzo (MSP Toolkit), Jim Tarantino (Coro Cyber Security), Jason Rincker (Stronghold Data), Jeff Newton (REDiTECH), Amy Roman (AmplifyGTM)

To build a substantial business and continue to deliver solutions and outcomes to meet evolving client needs, MSPs must always be planning to grow, or they will die. Key to that mission is to build a sales-growth plan that will serve as the foundation of MSP success. To help partners succeed, we have designed the MSP Mentor Workshop series led by MSP Toolkit founder Len DiCostanzo to help partners advance their business by leveraging best practices. Attendees will hear from a select group of invited sales and growth experts who will share their experiences building sales-growth plans, executing on those strategies and making adjustments along the way. This is must-attend content for anyone entering or expanding the managed services market. Key topics in the workshop include: • How company goals should drive your sales growth plan • How to define sales compensation plans that drive the right behavior • Activities your sales team needs to execute to deliver on the plan • Key metrics to monitor and how to course correct • How your tech stack impacts sales success

A Taste of DE&I

Speaker(s): Kelli McMillan (Five9), Brandon Knight (Zoom), Devan Adams (Informa), Mobolaji Sokunbi (Dell Technologies)

Network, nosh and gain insights to DE&I in the channel from the Xposure Inclusion & Diversity Council. This pre-luncheon session will be filled with good things for the mind and body. Enjoy sweet and savory treats and a panel on the true business impact of DE&I. That will be followed by quick roundtables on a variety of DE&I topics hosted by members of Xposure. Choose the topic of most interest to you.

The MSP ABC Playbook: Adopt New Business Models, Boost Customer Acquisition, Close Skills Gaps

Speaker(s): Brett Arnott (RF Code), Matt Wren (Moser Consulting), David Jooste (Managed Service Providers Association of America), Troy McCawley (The BOSS Company)

What do all MSPs have in common? The need for a winning strategy to grow in 2024. Join a roundtable of industry experts and MSP leaders as they break down the ABCs of success in today's MSP world. In this MVP Session, the expert panel will discuss the ABC playbook and provide you with actionable insights to: A) Adopt new business models that position you for profitable growth, B) Boost new customer acquisition by standing out in a crowded space and C) Close skills gaps by training your team and tuning your tech stack.

The Shared Responsibility Matrix: The Next Big Thing in Service Delivery

Speaker(s): Joy Beland (Summit 7)

The MSP industry is just beginning to understand a concept that will be sweeping the channel in 2024: the shared responsibility matrix (SRM). Common sense tells us there has always been a shared responsibility between end-user organizations, service providers and the vendors who supply the technology or the professional services to support them. But now, as we see increasing liability with cyber insurance, cyber regulations and compliance requirements, we're faced with transitioning from our stated capabilities in marketing materials or conversation to a documented delineation of responsibility for all players in our industry. Starting with Cybersecurity Maturity Model Certification (CMMC) and soon trickling through the veins of our ecosystem, we must learn what is involved in the documentation of where one's MSP/MSSP responsibility starts and another's ends. Layer in the vendor capabilities for each area of security and you have a multilayer SRM. So, what does an SRM document look like? How does it impact your service delivery, selection of tools in your security stack and vendor selection, and how does it create value in your client relationships? Based on her experience as a Certified CMMC Assessor and CMMC Provisional Instructor, and one who has taught 300 students in the Certified CMMC Professional bootcamp, Joy Beland will leverage the CMMC program guidelines as an example for how these important questions are answered and, more importantly, how our channel ecosystem will prepare.

Vendors Are from Mars, MSPs Are from Venus

Speaker(s): Rich Freeman (Channel Mastered), Erick Simpson (Channel Mastered)

Vendors and MSPs can't grow without each other, but too often end up talking past each other due to miscommunication, misaligned needs, and misplaced expectations. This session will explore how different goals and priorities on sales strategy, sales process, sales enablement, and more can cost both communities money, and offer practical, specific advice on eliminating that friction to drive greater revenue and profit for all.

The MSP Mentor Workshop: The Crucial Role of EBITDA in the MSP Landscape

Speaker(s): Len DiCostanzo (MSP Toolkit), Peter Kujawa (Service Leadership Inc.®, A Connectwise Solution), Mark Sadler (Freeman Logan M&A Advisors), Kevin Damghani (ITPartners), Chris Claudio (Growth Axis)

This MSP Mentor Workshop session will focus on MSP finance best practices to maximize success. In the dynamic landscape of IT services, understanding and optimizing EBITDA (earnings before interest, taxes, depreciation and amortization) is essential for long-term success and sustainability. Led by MSP Toolkit founder Len DiCostanzo, an esteemed panel of industry experts will explore the significance of EBITDA as a key financial metric, shedding light on its role in assessing profitability, operational efficiency and overall business performance for MSPs. From uncovering the nuances of financial health to navigating the complexities of cost structures, the MSP Mentor's handpicked expert panelists will provide valuable insights into why EBITDA should be at the forefront of every MSP's strategic consideration. Whether you're a seasoned MSP professional or new to the field, this panel discussion promises to provide actionable insights and best practices for leveraging EBITDA to drive success in the competitive world of managed services.

Cybersecurity Roulette: Why Gambling with Endpoint Security Is a Bad Idea

Speaker(s): Michael Reeves (Bitdefender)

Take a deeper dive into the three critical areas of security with Mike as he shows you how to avoid epic fails and why Bitdefender's GravityZone Cloud MSP Security solution has you covered.

MSP Insights: Exploring Challenges and Opportunities Ahead

Speaker(s): Arsalan Eizadirad (Lenovo), Cassie Jeppson (Lenovo), Chris Black (Jolera), Jeffrey Taylor (Lenovo), Ron Lovern (Triton Networks, LLC)

This session gathers industry experts to delve into the dynamic landscape of MSPs. From navigating evolving technologies to adapting to shifting client demands, this panel discussion sheds light on the multifaceted challenges faced by MSPs today. Moreover, it explores emerging opportunities in the ever-expanding realm of managed services, offering strategic insights and actionable advice for MSPs aiming to thrive in a rapidly changing market. Join us as we uncover key trends, share best practices, and chart a course for success in the dynamic world of MSP business.

Channel Futures Conversations with Microsoft Teams Practice Lead For Partners Leon Wright

Speaker(s): Leon Wright (Microsoft), Robert DeMarzo (Informa Tech)

Stimulating conversations with the most interesting people in the channel in an intimate and authentic one-on-one. Hear from high-energy, strategic-minded executives - Microsoft Senior Product Marketing Manager, Teams Phone, Leon Wright - who will share best practices, practical advice and insight leaders can apply to their business.

Hot Data: More Profit Through AI — Don't Mess it Up

Speaker(s): Peter Kujawa (Service Leadership Inc.®, A Connectwise Solution)

Peter Kujawa of Service Leadership, Inc. has his finger on the pulse of the MSP market. He carefully monitors MSP revenue and profit trends along with other key metrics that measure the health of the managed services industry. Partners, vendors and distributors wait anxiously for Kujawa's latest data disclosures which are based on actual financials reported by today's top-performing partners and those looking to become the best. When Kujawa speaks, the industry listens. Don't miss this discussion on how AI can increase MSP profits when done right, but actually lower profits when done wrong.

IT Complete

Speaker(s): Miles Walker (Kaseya)

Learn how integration innovation has changed our world and allowed businesses to be more efficient with their production and execution. This includes vision, a turned loose collection of products and a turned fully integrated and efficient platform, IT Complete. MSPs now have a one-stop option to manage the many functions of the IT professional, giving them back their most precious commodity; time.

Channel Futures Newsmaker with Google Cloud Vice President Channels & Partner Programs, Colleen Kapase

Speaker(s): Craig Galbraith (Channel Futures), Colleen Kapase (Google Cloud)

Executives and companies making headlines in Channel Futures will be featured in these keynote sessions hosted by our editorial leaders. Our editors will engage in lively conversations with these individuals who are making headlines with breakthrough innovations in technology, channel programs, marketing and sales. They will answer the questions one everyone's mind.

Channel Debate: AWS, Microsoft Azure, Google Cloud: Deciphering the Channel Friendliness of the Hyperscalers

Speaker(s): Chance Weaver (New Charter Technologies), Ezequiel Carson (IFX Networks), David Markley (Stronghold Data), Carrie Steyer (66degrees), Paul Cronin (Apogee IT Services)

With cloud at the center of nearly every channel partner sale, understanding whether today's hyperscalers fall as friends, foes or somewhere in between is critical. There may be no definitive answer, but the moves of the Big Three in recent months – including the rising use of marketplaces where customers can bypass the channel – have partners on edge. Microsoft has made numerous adjustments to its partner program that have raised eyebrows, AWS has partners questioning how well it works with MSPs, especially those serving SMB customers. And Google Cloud's Gemini AI platform has partners wondering if it can leapfrog the front runners. Artificial intelligence will play a huge role from now on in the hyperscalers' channel programs. They claim it creates a massive opportunity for partners. This keynote panel will attempt to define the size and scope of the AI partner opportunity and identify where partners might run into conflicts with cloud providers. Panelists will share their experiences and insights on the hyperscalers' direct sales efforts and how they navigate, cooperate or co-sell. A panel of cloud experts – MSPs from the 2023 Channel Futures MSP 501 – will answer those questions and more in this quick, informative session.

The One Best Thing You're Not Doing

Speaker(s): Charlene Ignacio (Fornix Marketing), Cody Mafatu Easterbrook

What if there was one thing you could do right now that didn't cost you a single dollar, but gave you everything you've ever wanted for your business and from your business? After surveying thousands of MSPs, MSSPs and cybersecurity professionals globally, we identified one thing that separates the successful businesses from all the rest. We will share what this is and so much more at this session. We've got such big news we have American Idol joining us on stage to kick it off! It will be the biggest 2024 announcement of the year; it will turn your business around, accelerate your revenue and help you become who you've always wanted to be. Powered by Fornix Marketing & DEDA Group

Expert Panel: Automate, Scale and Manage Your MSP Business for Today and Tomorrow

Speaker(s): Len DiCostanzo (MSP Toolkit), Juan Fernandez (SuperOps.ai), Jake Varghese (ConnectWise), Kevin Sequeira (Datto & Kaseya)

Managing a fast-growing MSP business is increasingly more complex. Just a few years ago all you needed was some basic building blocks such as professional service automation (PSA) software and remote monitoring and management solutions. Today's layered platforms offer a wide range of solutions for MSPs, VARs and other partner models to automate, scale and securely manage their businesses. These platforms have a big impact on an MSP's efficiency, profitability and ability to provide an outstanding customer experience and increase offerings. Needless to say, these platforms are crucial to an MSP's success. Major players are investing millions into their platforms while bolting on new features acquired through acquisitions or organic initiatives. In this session, partners will hear from leading players and innovators on the future of PSA-RMM market and what these companies see as the big trends that will dominate the partner landscape in the coming year.

Channel Futures Conversations with MSP 501 Lifetime Achievement Winner Chance Weaver

Speaker(s): Chance Weaver (New Charter Technologies), Debbie Kane (Omdia Channel Research & Consulting Practice)

Stimulating conversations with the most interesting people in the channel in an intimate and authentic one-on-one. Hear from high- energy, strategic-minded executives-- CEO, Channel Futures Influencer of the Year, Channel Leader of the Year, TA 101, MSP 501 Award Winner and senior leaders – who will share best practices, practical advice and insight leaders can apply to their business.

A Closer Look...How Cloud Marketplaces Are Impacting the Channel

Speaker(s): Vince Menzione (Ultimate Partner), Marc Harpster (Google), Joseph Landes (Nerdio), Laurent Mechain (Elastic)

Cloud marketplaces are continuing the rapid evolution of how today's technology buyers are consuming services and software. Leaders of channel organizations must not only leverage cloud marketplaces run by the hyperscalers but also understand the details of these transactions and what drives them, or they will get left behind. Cloud marketplaces have clearly shifted from being transaction vehicles to becoming a leading revenue channel for software and services providers of all sizes and industries. Quality, convenience and security are driving this trend, along with simplified billing and other benefits. Industry estimates have some ISVs driving 20% of their revenue from marketplaces, with some high performers generating as much as 50%. Channel partners must adapt to this new method of product and service consumption by and for their customers and exert influence as buyers increase their spending with cloud providers. In this session, attendees will hear from cloud marketplace leaders, experts, partners and others who will dissect the landscape and help partners future-proof their business models by taking advantage of the benefits of marketplaces.

AI Symposium: How Will AI Change the Cybersecurity Landscape?

Speaker(s): Sam Ruggeri (Lincoln IT), Juan Fernandez (SuperOps.ai), Kevin McDonald (Alvaka), Pam Diaz (Entara)

While AI can provide many benefits, it's not a replacement for a comprehensive cybersecurity strategy. With that in mind, here are some ways the technology could affect cybersecurity. **Efficiency and scalability:** AI can help automate security-related tasks such as detecting anomalies, identifying potential threats and responding to incidents. This reduces the need for large security teams and allows SMBs to scale security efforts as they grow. **Proactive threat detection:** AI and machine learning can analyze large amounts of data to identify patterns that may indicate a cybersecurity threat. This can help to detect potential threats early, before they can cause significant harm. **Reduced downtime:** By rapidly identifying and responding to threats, AI can help to reduce the potential downtime caused by cybersecurity incidents. This is particularly important for SMBs, as even short periods of downtime can have a significant impact on their business. **Better decision-making:** AI can provide insights and recommendations to help SMB decision-makers better understand the security landscape and make informed decisions about where to focus their efforts. **Cost-effective:** Implementing AI for cybersecurity can be more cost-effective than hiring a large team of security professionals. There's an upfront cost to these solutions, but long-term savings can be substantial. **Adaptive learning:** AI is capable of learning and improving over time, helping the security systems to stay current as new threats emerge. **24/7 monitoring:** AI solutions can monitor for threats continuously, providing round-the-clock protection. **Incident response:** AI can also assist with incident response, helping to minimize the impact of any security breaches that do occur.

Future-Proofing Your MSP Business: Maximizing Profitability and Differentiation

Speaker(s): Christina Klein (Lansweeper)

Explore key strategies for growing your MSP revenue. Learn actionable insights to optimize operations, shorten your sales cycle, build credibility, expand service offerings and capitalize on market trends. Discover innovative approaches to drive sustainable growth and success in the dynamic MSP industry.

The MSP Mentor Workshop: Navigating the AI Landscape

Speaker(s): Len DiCostanzo (MSP Toolkit), Chance Weaver (New Charter Technologies), Jay McBain (Canalys), Evan Leonard (CrushBank Technology)

In this MSP Mentor Workshop, MSPs will learn how to empower their managed service practices through innovation of artificial intelligence (AI). The workshop will help leaders look ahead to the future of AI in MSP models and identify emerging trends and opportunities that could reshape the industry landscape. Attendees will learn how to elevate their businesses through the transformative power of AI and why it is having a profound impact on the MSP business model. In this workshop led by MSP Toolkit founder Len DiCostanzo, industry experts, tech visionaries and MSP leaders will explore the intersection of AI and managed services, uncovering the opportunities and challenges that lie ahead. The workshop features a panel discussion that is a must-attend for MSP leaders and IT professionals looking to harness the full potential of AI in the dynamic landscape of managed services. Gain valuable insights, exchange ideas and be part of the conversation shaping the future of AI-powered MSPs.

Automation in the SOC: A Winning Recipe

Speaker(s): Joe Morin (CyFlare)

Join us for an insightful exploration of 'Automation in the SOC: A Winning Recipe' as we navigate the realm of SOC automation, its challenges and its transformative potential. Our presentation will pivot around the supremacy of automation within the SOC environment, applicable across diverse scenarios. Focusing on proactive threat detection, rapid incident response and seamless collaboration, we will unveil cutting-edge solutions that redefine the trajectory to SOC success.

Real-World Cloud Repatriation

Speaker(s): Dany Bouché (COLOTRAQ)

After years of rapidly shifting resources to the cloud, organizations are realizing they may have made some mistakes. Big cloud, it turns out, is not the best fit for every use case and application and often comes with downsides in terms of cost, performance, security and availability. The upshot has been an accelerating trend toward workloads being repatriated from the cloud back to on-premises, physical architecture or hybrid systems. Through actual use cases and partner experiences on cloud repatriation deals, the session will offer insight into the growing opportunities, help partners identify markets and prospects and understand the sales process of cloud repatriation.

Reimagine a Better, More Secure, More Profitable Future Together

Speaker(s): Michelle Ragusa-McBain (SonicWall)

The threat landscape is evolving and partners' needs are enhancing. Old strategies and tactics simply won't work. We need to evolve and grow together. Our partners have spoken, and SonicWall has listened and taken action. We have reimaged our people, our program and our technology road map to help accelerate the business, security and profitability of our new and future partners. Join us as we reimagine infinite possibilities for a better and more secure future together.

MSP Mentor Workshop Open Mike: Speed Riff on the Hottest Topics for MSPs

Speaker(s): Len DiCostanzo (MSP Toolkit)

After the last of the three expert MSP Mentor Panels, stick around for MSP Mentor's Open Mike Speed Riff on the Hottest Topics for MSPs, a fast-paced live session where audience members can dive into the most pressing issues facing MSPs today. Audience members ask questions and fellow audience members participate in a two-minute riff and response. Don't miss this dynamic exchange of insights and strategies you need to stay ahead in the game! #MSP #IndustryInsights #Innovation
Riff topics: • AI • Cyber stack consolidation (SASE, Coro) • Business Management stack consolidation (PSA/RMM)

ACWConnect Live! – An Alliance of Channel Women Event

Alliance of Channel Women is a not-for-profit organization of women and their allies in leadership, ownership, revenue-generating, marketing, operations and technical roles in the indirect sales channel of the telecom and IT industry. The organization brings attendees together to empower and advance women's careers and leadership roles in technology. ACWConnect Live! is a biannual get-together with more than 300 members and prospective members. This unique event will take place at Channel Partners Conference & Expo with a two-hour event that's part reunion and pep rally, part networking and part education.

The Channel United Party @ Brooklyn Bowl

Step into the excitement at the Brooklyn Bowl for the Channel United Party! Join us for an unforgettable night of bowling, live entertainment, and a vibrant atmosphere, as we come together to connect, have fun, and make lasting memories at #CPEXPO. Open to all pass types. First come, first served. Pre-registration does not guarantee entry.

The Real Deal with Kelly & Bobby D

Speaker(s): Kelly Danziger (Informa Tech), Robert DeMarzo (Informa Tech)

Big trends have always brought the channel closer together so that vendors, channel partners, distributors and developers can join forces to deliver solutions to small, midmarket and enterprise customers. With generative AI impacting nearly every solution set, the channel is uniting around this tech trend so partners can sell and market AI profitably and meet the needs of their customers. In this fast-paced opening keynote, the leaders of Channel Futures and the Channel Partners Conference and MSP Summit discuss the hottest trends, biggest news and future of the channel partner ecosystem. Find out why the future is so bright for all partners.

Hot Data: The Future of Distribution in an Ecosystem-Led World with Canalys Chief Analyst Alastair Edwards

Speaker(s): Alastair Edwards (Canalys)

Distributors play a critical role in a hardware-led channel. But as the industry pivots to SaaS, software, cloud and services, channel leaders need to understand the changing value proposition of distribution. Competition to traditional distribution continues to rise, particularly from hyperscaler marketplaces, specialists and non-legacy players. This Hot Data session will analyze the latest financial data from the world's top technology distributors and assess how business models are being re-architected around marketplaces, data and analytics, integrated solutions, ecosystem orchestration, professional and managed services, and sustainability. Gain insight into what next-generation distributors can bring to channel partners, MSPs and vendors, and who will win out in this paradigm shift.

Channel Partners Expert Panel: Unlock the Power of Co-Selling: Meet Today's Champions

Speaker(s): Bob Moore (Crossbeam), Cassandra Gholston (PartnerTap), Amit Sinha (WorkSpan), Jay McBain (Canalys)

There's a lot of buzz about the power of co-selling in the channel today, but there remains mystery surrounding how to capitalize on this trend so partners can drive sales to new heights. Leading channel market researcher Canalys recently published a groundbreaking report assessing which software vendors are considered the champions and contenders of co-selling. Channel members talk about these companies and the work they're doing with leading vendors and tech providers to drive sales in an ecosystem-led world. Consider this the next-gen of selling. In this session, attendees will hear from the leaders of some of the providers who are changing the way IT and connectivity solutions are sold. Gain an understanding of how co-selling works while exploring the concepts of influence/marketing, transaction assist, marketplaces and customer retention, among others. Channel leaders today need to understand the ins and outs of co-selling to succeed, especially when it comes to working with their vendor partners. Hear case studies from these co-selling leaders, their investments in new functionalities, how they're leveraging generative AI models and marketing to a new, ecosystem-led buyer. Learn why co-selling is one of the biggest trends of 2024.

Setting the Pace of Innovation: Dialpad's 12 Months of AI

Speaker(s): Dan O'Connell (Dialpad)

Last April, Dialpad announced the '12 Months of AI,' releasing new AI-powered features every month designed to revolutionize communications. To support this initiative, we committed \$50 million to the research and development of AI. Join us in this recap of the key lessons learned, innovations and achievements that have defined our path.

How Regal.io's Contact Center Revolutionizes Customer Engagement to Drive Revenue

Speaker(s): Mandi Jarman (Regal.io)

Join us to discover why Regal.io is the #1 cloud contact center for customer engagement. Learn how our innovative platform enables personalized interactions throughout the customer journey, leveraging AI and data-driven insights. Discover how Regal.io revolutionizes outbound contact centers, driving 25% more revenue through cross-channel orchestration and tailored lead-management strategies.

The Future of Connectivity and Security

Speaker(s): Paul Spencer (T-Mobile for Business), Debbie Wishart (T-Mobile for Business), Chris Melus (T-Mobile for Business)

Join T-Mobile for Business as we provide insight into the transformative power of 5G, Secure Access Service Edge (SASE) and the connected laptop. We highlight their collective impact on connectivity and security, particularly in the constantly evolving world of emerging technologies. The discussion delves into the intersection of ultra-fast 5G networks, SASE's security model and the secure technology embedded in the connected laptop. Paul Spencer will emphasize the pivotal role of security in this convergence, highlighting innovative approaches to safeguard networks, data and transactions while providing strategic insights for establishing a resilient and secure foundation as we grow beyond the digital era.

Channel Partners Expert Panel: Beyond the Hype: Talking Reality with Today's Channel Leaders

Speaker(s): Danny Jenkins (ThreatLocker), Robert DeMarzo (Informa Tech), Kelly Danziger (Informa Tech), Brett Harrison (Cisco), Danny Benedetti (Lumen), Gary Sorrentino (Zoom)

In today's channel it's easy to get distracted by the latest predictions and trends making headlines. But let's face it, many of them may not produce much in the way of revenue in the short term. In this session, attendees will hear from senior executives of today's leading technology suppliers and vendors on the real growth opportunities for 2024. These leaders will discuss where they are investing today to produce real results, examples of partner success, best practices, partner program innovations and why they believe partners can accelerate success.

Channel Futures Newsmaker: A Bridge to the Future: How Bridgepointe Is Building a National Advisory Firm

Speaker(s): James Anderson (Channel Futures), Scott Kinka (Bridgepointe Technologies)

Leaders of technology advisory and agent businesses are an ambitious lot – some more than others. In this 'Channel Futures Newsmaker. . .' attendees will hear from Bridgepointe strategist Scott Kinka. In an agent channel dominated by small or midsized regional players, Bridgepointe claims it is now the nation's leading technology advisory firm, a groundbreaking achievement. Bridgepointe, backed by \$100 million from Charlesbank Capital Partners, is adding to its portfolio, acquiring new customers and supplier partners while solidifying its position in the midmarket. It is riding a wave of momentum in the enterprise space where demand for outsourced procurement services continues to rise. Find out more about the Bridgepointe strategy that Kinka is helping drive, their goals, and plans for 2024. It promises to be a one-of-a-kind conversation.

A New Era of Growth: How Zoom Is Prioritizing the Channel in 2024

Speaker(s): Mike Conlon (Zoom), Patrick Kelley (Zoom)

Explore endless partner growth opportunities with Zoom, including Zoom's 10X Partner Spiff! Join Patrick Kelley, distinguished architect, and Mike Conlon, head of Americas channels, to see how Zoom's innovations and 2024 partnership strategy are setting new standards. Attendees will receive a special gift. Don't miss out!

Advancing the Evolution of the Next-Gen Workforce

Speaker(s): Parvin Mahajan (T-Mobile for Business)

This session is only open to partner businesses (Agents, VARs, Consultants, MSPs) and is not open to supplier organizations. Are you ready to take a journey toward workforce evolution? Join T-Mobile for Business as we blend the theme of 'Growing Beyond Boundaries' with transformative solutions. In this session, we will explore the intricate landscape of secure technology, unveiling the tools and strategies that help employees connect securely from any virtual location. From adaptive authentication to seamless connectivity solutions, we will examine how connected laptops can become catalysts for growth, redefining the way we work. By fostering productivity, connectivity and security, we will discuss ways to cultivate a resilient and expansive work environment that transcends physical limitations. Don't miss out on this insightful discussion that will equip you with the knowledge and tools you need to create a successful and secure work environment in the era of growth.

AI Symposium: Navigating the Future: Customer-Centric AI Strategies for Business Success

Speaker(s): Jason Lowe (Telarus), Greg Weber (Eventus Solutions Group), Jerry Goldman (Select Communications), Rick Corbett (ADVODA Technology Solutions)

Join us for an engaging panel discussion that unveils the transformative impact of artificial intelligence on customer experiences. This session brings together experts to explore how AI-driven insights reshape interactions between businesses and customers. Discover how personalized recommendations, rapid issue resolution and anticipatory service redefine satisfaction and loyalty, paving the way for a new era of customer engagement. This panel discussion will include technology advisors who have implemented AI solutions and seen measurable, positive outcomes.

Maintaining Security in the Age of Mobile Everything

Speaker(s): Neil Farquharson (ConectUS Wireless), Greg Tiedeman (ConectUS Wireless), Jason Smith (OpenText), Michael Lane (Samsung), Jude Fils-Aimé (Verizon)

As we expand our use of mobile technology, we increase the number of endpoints that can be attacked. Security becomes further complicated as we leverage the efficiencies of enabling work to be done on any device at any location. More than ever, we need better device management and security. Our panel of experts will articulate the challenges of enhancing the security of mobile devices and the data they store or access, of enabling centralized management of mobile devices regardless of their location or operating system, and of supporting the user experience with seamless troubleshooting. We'll also discuss the benefits of enhanced productivity and cost optimizations that are enabled by the typical MDM and EDM solutions that are available today. Without pitching any particular commercial solution, we'll focus on how SMBs and enterprise businesses can gain value from these solutions and what functionalities buyers and selling agents should focus on.

Sales Training for Agents & Tech Advisors: Master Today's New Selling Techniques: Mastering Prospecting for New Business

Speaker(s): Kim Staro (Avant)

Channel Partners Conference & Expo is launching a new workshop designed for sales and business leaders at agent and technology advisors who want to drive organic growth and demand generation. At the Channel Partners Sales Workshop, executives will gain actionable insights, practical tools and innovative guidance to help drive their organizations to new heights. Channel partners need to stay abreast of the latest sales techniques and best practices to maintain high-performance sales teams that deliver customer-led growth. Today's channel partner sales leaders and managers must broaden the scope of their skill sets to help customers understand the benefits of game-changing new technologies such as AI as well as the myriad innovations in contact center, UCaaS and business-class connectivity from today's telco and cable companies. Gain access to the latest thinking on how to meet the demands of the future. Avant is collaborating with Channel Partners Conference & Expo to help partners build future-ready sales skills.

State of the Tech & Telco Channel: Industry Outlook, Trends, & Opportunities

Speaker(s): Jay McBain (Canalys)

We are in the middle of a major transformation of how companies in all industries go to market. This is being driven from the top, as 82% of CEOs plan to invest more in partnerships in 2024, given a backdrop of market uncertainties, structural changes in the economics of partnering, new customer buying journeys and a surge in subscription/consumption models. Complicating matters is the rapid shift in vendor strategies driving most MSPs and agents to now consider partnership ecosystems as the key ingredient to survival and their success. Scaling your services business requires a re-examination of the people, processes, programs, and technology that got you this far. In this session, attendees will learn what an ecosystem-friendly strategy looks like and how the fastest growing partners in the world are taking advantage of one. Join Jay McBain from Canalys as he unpacks these future trends and gain away with actionable advice on the changing tech market and how to thrive in broader channel ecosystems.

The Road to Partner Independence

Speaker(s): Brandon Thomas (RingCentral)

For years, successful partners have trended toward owning more of the customer relationship, evolving past a resale model to provide trusted, end-to-end support. Many, though, still submit leads and let the vendor take it from there. In an era of economic uncertainty, however, equipping partners to operate independently has become a necessity. By fully owning the customer life cycle, partners can establish themselves as the sole point of contact, building expertise and rapport for a deeper relationship and further revenue generation. Join this session to learn more about how to take control and earn more in the process.

Doubling Revenues Through New CX Solutions

Speaker(s): Robert Galop (CPaaS Acceleration Alliance), Kevin Nethercott (CPaaS Acceleration Alliance), Shane Speakman (Southfork Technology Advisors), Adam Hiatt (Telarus)

Your customers are investing real money to improve their customer experience, employee experience and operations, and this is fueling sales of services and products in the communications platform-as-a-service sector. The customer opportunity is huge, driving sales to record levels. Some partners have grown their CPaaS revenue by more than 200% over the past two years. But now it's time to plan for the future. Channel partners need to focus on more than the next license upgrade or sales of additional seats to maintain the rapid growth rates. In this session, attendees will hear from four industry pros who have been there and done that. They will share their industry insider experience on how they doubled and tripled their revenue. Whether you are in the channel selling solutions or the provider implementing them, pick up information critical to advancing your business. Speakers will break down cases studies that opened the doors to this investment and will help everyone accelerate growth in 2024 and beyond.

Drive Profitable, Recurring Revenue at the Edge with Managed Power

Speaker(s): Larry Hann (Schneider Electric)

Differentiate your business and drive profitable, recurring revenue at the edge. Discover how to address the increasing demand for reliable power and remote management by offering managed power services of critical physical infrastructure across your customers' networks. Learn how to start and resources available to help you build your practice.

Help Your Business Thrive with the Right Capital Approach

Speaker(s): Jeremy Jones (AppDirect)

Jeremy Jones will guide participants through the capital options available to shape their destiny, the top considerations in selecting an investor and how AppDirect Capital can help companies optimize their business value. He will also facilitate a panel with participants who successfully partnered with AppDirect in securing capital to fuel their growth.

How to S.E.C.U.R.E.™ Your Customers in the Modern AI Era

Speaker(s): TJ Houske (Otava)

Feels like we're legally mandated to talk about AI in 2024, so here we go... As technology decision-makers and trusted advisors for midsized businesses, you hold the key to navigating these complexities. This session aims to guide you through OTAVA's S.E.C.U.R.E Framework to protect your customers in the modern AI era.

MSPs and NaaS: Fueling Growth in Branch and Campus Networks

Speaker(s): Karl May (Join Digital)

Help your clients unlock growth with network-as-a-service (NaaS). NaaS transforms branch and campus networks seamlessly, streamlining operations, enhancing security and achieving predictable financial outcomes. Your clients will thrive with turnkey services, from design to support, ensuring advanced network benefits without daily management. Expand your portfolio with strategic insights for unparalleled network transformation success.

Next-Gen DX: AI and the Convergence of Communications

Speaker(s): Ryan Belcher (EP-PRO), Matthew Grandi (Vonage)

In this fireside chat, Ryan Belcher, tech advisor for EP-Pro will be joined by Matthew Grandi, Regional Channel Manager, Vonage, to detail their shared experience in successfully implementing an integrated UCaaS and CCaaS environment and embedding AI capabilities into these solutions to create seamless communications and harmony across the organization's various departments, with the ability to scale up or down as needed. The session will also uncover how organizations of all sizes are reaping the benefits when it comes to the convergence of unified communications and contact center solutions.

Sales Training for Agents & Tech Advisors: Master Today's New Selling Techniques: Understanding Today's CCaaS Sales Cycle

Speaker(s): Brent Wilford (Sr. Director of CX & UC)

Agents and technology advisors have countless choices when it comes to new connectivity solutions to add to their sales portfolio. Every day brings new opportunities, service and product introductions from new and established players. When looking for adjacencies to your existing business, CCaaS stands out as an opportunity worth exploring more deeply. The first step is understanding the customer's journey when it comes to CCaaS and your role in guiding them along the way. No two customer journeys are the same, but there are some basic building blocks for every channel partner to master when it comes to building a proven, repeatable process. Attendees will gain insight on the CCaaS sales cycle and customer journey from an industry expert who can help everyone understand what they need to learn, the prospecting phase, qualifying leads and closing deals based on demonstrating CCaaS insight your rivals cannot match.

Channel Futures Conversations with T-Mobile for Business SVP George Fischer

Speaker(s): George Fischer (T-Mobile for Business), Craig Galbraith (Channel Futures)

Stimulating conversations with the most interesting people in the channel in an intimate and authentic one-on-one. Hear from high-energy, strategic-minded executives - T-Mobile for Business SVP, George Fischer - who will share best practices, practical advice and insight leaders can apply to their business.

Pioneering Excellence in AI-Powered Solutions with Unisys

Speaker(s): Hope Davo (Unisys), Jacqueline Duffy (Unisys)

Learn how Unisys is dominating the industry, spearheading cloud, applications, data center transformation, zero trust, and GenAI solutions. In an era where artificial intelligence reigns supreme, Unisys stands as the trusted driver for organizations. Choose excellence, choose Unisys.

The Power of Connection and Community

Speaker(s): Mark Tina (Verizon Business)

Communities are the driving force of real-life impact, and they have a profound influence on the connections we make, both technologically and personally. Discover how creating a shared vision through world-class technology and transparency amplifies opportunities, catalyzes growth and drives innovation.

The Consequences of AI on Enterprise Relationships

Speaker(s): David Nour (The Nour Group)

The integration of AI into every organization has significant consequences for business relationships, including those with employees, customers, partners, investors, and the business community at large. Whether positive or negative, these consequences require a steadfast stewardship of the desired outcomes to ensure the benefits of AI also mitigate the potential drawbacks. From enhanced customer experiences to operational efficiency, data-driven insights and improved communication to job displacements, over-reliance on technology, privacy, trust, ethical and bias concerns, the skills gap throughout the company will accelerate. So, what's the answer? Relationship economics expert David Nour (with help from some key partners) conducted extensive research by way of executive interviews to collect case studies of AI's scary potential and delightful learning moments. In this interactive and engaging keynote, Nour will share what was discovered about the power and promise of AI in business and provide practical and actionable insights for every type of leader who is excited about what's possible with AI.

AI Symposium: Channel Perspectives: How AI Is Changing Today's Channel

Speaker(s): Moorthy Karthikeyan (Vonage), Alex Pujols (Cisco), Kevin Peters (Microsoft), Greg Maxson (MongoDB), Craig Galbraith (Channel Futures)

Never has the channel witnessed a radical new technology move from experimental phase to consumer and business adoption as quickly and on such scale as AI. Everyone in the industry is trying to make sense of it all and understand AI's impact on the future direction of their businesses. And channel partners are in the middle of all this AI action, helping customers sort through the benefits, accurately representing the capabilities of tech suppliers and vendors, and separating fact from fiction for users. We've assembled a panel of experts who will offer their views on just how AI is creating opportunities for their partner networks across a wide spectrum of tech solutions. They'll also discuss how their organizations are supporting AI. Attendees will learn about best practices and gain insights on how vendors are changing partner programs to support AI and using it themselves to better serve their channel partners. Gain an understanding of the difference between embedded AI solutions and stand-alone software offerings. Find out what our panel of experts is hearing from their customers who are using, testing or evaluating AI and large language models.

Creating a Robust Network of Independent IT Experts

Speaker(s): Anirudh Srinivasraghavan (WorkMarket by ADP)

Finding and retaining qualified independent contractors, especially to perform in-person technical tasks, has never been more challenging. Join WorkMarket by ADP to see how you can find and engage IT contractors, while managing them efficiently and compliantly. Learn what contractors want and how technology can help build a scalable, agile workforce

Expo Hall Opening + Vegas Golden Knights Dance Team Performance

Speaker(s): No speakers found for this session

You're invited to join us as we kick off our Channel Partners Expo Hall with an energetic performance by the Vegas Golden Knights Hockey Dance Team – the Vegas Vivas. Don't miss this dazzling start to a day filled with networking, innovation and collaborative opportunities.

Maximizing Sales Revenue Through Predictive AI

Speaker(s): Darcee Nelan (IQ Wired), Bill Power (TCSP), Bob Stitt (AuctusIQ), Dr. Courtney McCashland (AuctusIQ)

This session will discuss an agency-specific talent assessment provided by TCSP and AuctusIQ to compare and contrast the key skills and attributes of top enterprise sales professionals to a median group of their peers to illustrate AI's capabilities in predicting top sales performance and in its use as a development tool to predict potential skills gaps. The potential impact that sourcing and developing top sales talent can have on organizations in improving their hiring success rates, reducing turnover, shrinking time to production and – most importantly – quota attainment will be explored.

Meet the Masters of Managed Services — The Channel Futures MSP 501

Speaker(s): Debbie Kane (Omdia Channel Research & Consulting Practice), Ron Lovern (Triton Networks, LLC), Jason Rincker (Stronghold Data), Sam Ruggeri (Lincoln IT)

It takes grit, insight, wisdom and a whole lot more to lead a managed service provider (MSP) in today's evolving and incredibly competitive technology market. During this high-energy session, we'll talk to the leaders of top-performing MSPs about navigating their companies through challenging times and the strategies they've executed to reach the pinnacle of the IT channel. Hear from Channel Futures MSP 501 members about how they are building out their managed services portfolios with new services, upgrading skill sets and adding new partners. Speakers will address what managed services they are investing in to fuel new growth opportunities along with how they are acquiring new customers. Find out how they are upselling their existing clients on the services they need to efficiently and cost-effectively secure and scale their operations.

Sales Training for Agents & Tech Advisors: Master Today's New Selling Techniques: Complex Security Sales: Hacking Sales to Land Whales

Speaker(s): Stephen Semmelroth (AVANT)

Today's channel partner sales leaders and managers must broaden the scope of their skill sets to help customers understand the benefits of game-changing new technologies such as AI as well as the myriad innovations in contact center, UCaaS and business-class connectivity from today's telco and cable companies. Gain access to the latest thinking on how to meet the demands of the future. Avant is collaborating with Channel Partners Conference & Expo to help partners build future-ready sales skills. **2:15PM – 2:45 PM** **Complex Security Sales: Hacking Sales to Land Whales** Today's mainstream agents and technology advisors focus much of their sales activity on large corporations or enterprise accounts. It's truly the land of tech and connectivity opportunity, where customers need to consult with experts, outsource services and seek those who can help them become more efficient and secure. Let's face it, the world of enterprises sales, which really means complex sales, is a good place to be in terms of bigger revenue opportunities and challenges. But it can be hard to know where to begin, especially when it comes to security sales. Agents and tech advisors who sell to the enterprise or want to sell to large corporations must understand that it's not about selling products but delivering outcomes. This requires agents to understand where the customer wants to go and who to work with at the company to get them there safely and securely with multiyear contracts.

Speak Locally, Globally, with Accent Translation from Sanas

Speaker(s): Anant Singh (Sanas)

Imagine a technology that allows for a personal choice around the voices you hear. Imagine increasing foreign language fluency, addressing communication challenges between global teams and customers, and providing a more pleasant, concise and comprehensive experience for the caller and the agent. Sanas.ai is doing exactly this. Sanas is the world's first accent translation technology and the only one available in the channel. By using Sanas, single words or phrases can be altered for clarity and accent preference at the users' discretion. Make sure to attend the Sanas session to hear how they are creating a more connected, friendly, and empathetic world by revolutionizing how we all communicate. Sanas is breaking down barriers one conversation at a time and now you can bring this technology to your customers.

UCXM: Redefining the Possible

Speaker(s): Olen Scott (Nextiva), Ken McMahon (Nextiva)

The CX landscape continues to evolve, and the emergence of new technologies (like AI) brings with it a wealth of possibilities for enhancing the customer journey. Join us as we walk through how the latest evolution into the world of unified customer experience management (UCXM) can offer partners and their customers next-gen solutions with the speed and simplicity they desire.

AI Symposium: Customer AI Demands and the Infrastructure Urgency for Partners

Speaker(s): Jason W. Gallo (Cisco Systems), Tony Olzak (Trace3)

AI is the hottest topic in the industry. While there's cause for this excitement, there's an equal need to understand how partners will be ready to cope with the explosive customer demand and deliver the data and infrastructure capabilities that AI-powered systems will require. AI-powered systems give partners a great pathway to build and grow an AI infrastructure business as the industry focuses on generative/predictive AI affecting all corporate, branch and remote business functions. Partner participants will leave this session with a realistic knowledge of how to deliver outcomes supporting the expanded use of predictive and generative AI. This session will provide an industry perspective on supporting partner journeys, architectures, use cases, solutions and platforms that will create successful partner practices.

Master Your Domain: using Special Operations and Intelligence Practices into the Private Sector

Speaker(s): Bob Dougherty (Tartarus Intel LLC), Kevin McDonald (Alvaka)

The world has never been more prosperous, yet at the same time, filled with a diverse spectrum of hybrid threats, challenges and obstacles to private sector business. Join Alvaka's COO Kevin McDonald and retired CIA operations officer and strategic thinker Bob Dougherty as they illuminate the current set of cyber, physical, extremist and nation-state threats to American businesses and our free market economy. They will then present a unique and innovative way to mitigate, attenuate and overcome these multiple challenges to your company through the implementation of specialized tactics and techniques developed and utilized by U.S. Special Operations Forces and CIA operational teams.

Navigating the River of Prosperity for Inclusive Growth and Success

Speaker(s): Marcial Velez (Xperteks), Russell Logan (Freeman Logan M&A Advisors), Duane Jackson (Author Capital Partners)

The world is overflowing with talent and ambition. As a result, channel leaders looking to grow their businesses need to understand the complexities of financial sources available to them including private equity, other investor types and strategic sell-side M&A. This panel discussion will help attendees with not just knowledge sharing but a playbook to dismantle obstacles and cultivate environments where every entrepreneur, irrespective of their background, is equipped and inspired to realize their dreams. Speakers will shed light on the journey to success through strategic alliances and enlightened investments while gaining a comprehensive grasp of the influential power of diverse financial resources. By prioritizing inclusivity, senior leaders can leverage a variety of financial resources that can act as the driving forces for growth, creativity and sustained success for everyone, particularly those historically underrepresented in the business domain. This session is for aspiring tech executives, innovative entrepreneurs and motivated business owners looking to acquire the insights, resources and support required to ascend to new heights. Learn how to maximize growth with investments targeting MSPs, especially those that are minority and women owned. This panel will offer a deep dive into how these complementary strategies can create a transformative trajectory for businesses, from growth and expansion to lucrative exit.

Sales Training for Agents & Tech Advisors: Master Today's New Selling Techniques: How to Sell to the Enterprise & Midmarket: Best Practices & Tips for Agent, Technology Advisors

Speaker(s): Stephen Semmelroth (AVANT), Eric Ludwig (RISE Technology Advisors), Joe Rice (CXponent), Jake Jansen (LAVA Technology Services)

In this special session, part of the Channel Partners Conference & Expo Sales Workshop produced in collaboration with Avant Communications, attendees will hear peer perspectives on the changing nature of selling into enterprise. Experts will speak about how engagement with these customers is changing. Gain best practices for how to engage with buyers that are younger than ever and tips for guiding those buyers while demonstrating your value. Workshop leaders will also discuss opportunities outside the Fortune 500 for midmarket or midsize enterprises — a rich and untapped market that is reliant on channel partners to deploy and maintain technology and communications services.

Empowering Innovation: Unleashing the Potential of Data-Driven Decisions & ROI

Speaker(s): Fred Whipp (mpro5)

Join Fred Whipp, vice president of business development at mpro5, as he discusses the way data is shaping strategic initiatives in today's business landscape. Learn how to identify the challenges of traditional decision-making, how data is quickly becoming the new currency and how to unleash the potential of data-driven decision to maximize ROI.

Monetizing Expense Management Opportunities

Speaker(s): Warren Reyburn (SIB Fixed Cost Reduction), Pawel Gieniec (CloudAdmin.io), Andrew Hartwyk (brightfn)

Expense management is evolving. Today's suppliers position themselves as strategic business partners offering both financial and operational value. Learn how data centralization and automation are providing enriched inventory, workflow management, improved security and compliance, and environmental visibility, all while delivering the savings at the core of expense management ethos.

Anatomy of the CX Conversation

Speaker(s): Scott Forbush (Nextiva), Lauren Jackson (Nextiva), Cathryn Valladares (Nextiva), Jamaal Savwoir (BridgepointeCX), Kristy Thomas(E78 Partners)

The advancement of technology has expanded the customer experience (CX) conversation far beyond the typical UC and contact center conversations. Join us as we collaborate with some of the industry's best on how partners can advance the conversation with their customers while also creating increased revenue streams for their business.

The Channel Futures Technology Advisor 101 Awards Reception

The TA 101 reception is an invite-only evening celebrating the trailblazers propelling the agent model into the future. Invited guests only.

Channel Futures Newsmaker with Channel Influencer of the Year

Speaker(s): Craig Galbraith (Channel Futures), Chris Jones (AT&T)

Channel Futures editorial director Craig Galbraith will talk to one of the biggest influencers in the industry, Chris Jones, AVP at AT&T Partner Solutions, who was named Channel Influencer of the Year. Jones shares what makes him passionate about the channel and offered an update on how the carrier's partner program adjustments will benefit its partner community.

Channel Partners Expert Panel: Inside the Evolving TSD Business Model

Speaker(s): David Wright (Disruptive Innovations), Mike Baur (ScanSource), Adam Edwards (Telarus), Emanuel Bertolin (AppDirect), Ian Kieninger (Avant)

Technology services distributors (TSDs) are at the intersection of partners and suppliers who are all looking for growth opportunities across the product and connectivity services spectrum. They are the modern-day middlemen, offering value while attracting large sums of investment dollars. Today's TSDs are bulking up on resources, platforms and portfolios in hopes of moving faster, smarter and more effectively. But as the technology advisor (TA) channel expands, the partner community is growing increasingly diverse. And this presents challenges for TSDs when it comes to driving partner satisfaction. Listen in as a panel of TSD leaders discuss how they are evolving their business models and seeking to uplift the channel. Learn about their strategies for developing more stickiness with partners, how they are using data and how supplier relationships and agreements are changing. Find out how their technology portfolios are changing and what next-gen areas TSD are looking toward in the upcoming years.

Hot Data with Matthew Toth, Founder, Lead Consultant, C3 Technology Advisors

Speaker(s): Matthew Toth (C3 Technology Advisors)

Data comes in all forms — raw numbers, statistics, analytics and market intelligence. But what's important is the interpretation of all forms of hot data that can be converted into actionable insights. In this session, attendees will hear about just that from one of the industry's leading technology advisors Matthew Toth, founder and lead consultant of C3 Technology Advisors. Hear why today's technology advisors are not selling products but selling 'you'—which means their brand and value proposition. Most channel partners, agents and tech advisors think they're selling products. They're not. They're selling their time, resources and expertise as a. Toth has put this into practice at C3, his fast-growing technology consulting firm and distributor for midsize to enterprise customers with a global IT ecosystem of solutions and providers.

Vonage Keynote Address: The Power of AI-driven Innovation and Personalization to Drive Customer Success

Speaker(s): Reggie Scales (Vonage)

This presentation outlines the importance of embracing artificial intelligence (AI) to enhance innovation and customization for customer success. Reggie Scales discusses how Vonage — being globally located, having 120,000+ enterprise customers and a large developer community — is not just riding the waves of digital transformation and connectivity but creating them. The talk also emphasizes two aspects: Vonage's strengths in the marketplace and the company's unwavering commitment to the channel.

Reimagine the Future of Cybersecurity with SonicWall

Speaker(s): Michelle Ragusa-McBain (SonicWall)

It's time we reimagine infinite possibilities for a better, more secure, more profitable 'together.' Join us to learn what SonicWall has been reimagining in our program and technology, and how we can drive success and security together.

Connex One: AI Recommendations to Increase Customer Experience

Speaker(s): Joe Giammanco (Connex One)

You need to know how to mitigate the risks of adding AI to a customer service team and meet their expectations. We'll describe what to look for in an AI solution to enhance agent capabilities, provide an exceptional omnichannel experience, and stay out of negative news headlines.

No Limits: Growing Business with Agile Intelligence

Speaker(s): Sanjib Sahoo (Ingram Micro)

In an industry where buzzwords abound, AI (artificial intelligence) isn't mere tech jargon. It's a pivotal force with massive potential. Today's channel ecosystem must think differently about AI and its impact — seeing it not merely as artificial, but more so agile intelligence. In this disruptive keynote, Ingram Micro Chief Digital Officer Sanjib Sahoo challenges the headlines, expands your perspective, and shows you what it takes to accelerate your growth strategy and recurring revenues by capitalizing on continued tech innovation and talent. Our industry is moving at breakneck speeds. The time is now to cheer AI and position your organization, as well as your customers', for limitless possibilities and profitable growth. This is one keynote you can't afford to miss!

Channel Debate: Are Aggregators Changing the Value Prop of Connectivity?

Speaker(s): Charlie Pagliazzo (Granite), Margi Shaw (Nitel), Alastair Edwards (Canalys), Max Silber (MetTel)

Many partners cringe at the name 'telecom agent.' But as commoditization continues to hit the circuit world and some technology advisors eye solutions for contact center, cloud and cybersecurity, connectivity is still growing in its strategic importance. Agents and technology advisors must understand how the strength of connectivity for their customers' solutions can make or break their businesses. And a connectivity strategy must be more than just broadband and LTE. Some partners continue to make telecom brokering their bread and butter, even if that means leaning toward the transactional side. With copper-line price hikes and shutoffs rocking customers, partners be their guides. Some are offloading the blocking and tackling to aggregators. Others want to enhance their carrier strategy, leaning in to secure access service edge (SASE), managed network services and mobility. Join a panel of channel leaders who will talk about how partners are thinking about connectivity and where aggregators – many who call themselves communications solution providers – fit into those plays.

Channel Futures Conversations with ScanSource Chairman and CEO Mike Baur

Speaker(s): James Anderson (Channel Futures), Mike Baur (ScanSource)

ScanSource Chairman and CEO Mike Baur is a key figure in channel convergence. His company has grown from a point-of-sale and barcode distributor to an award-winning distributor providing solutions from the industry's leading suppliers across multiple technologies and vertical markets. ScanSource entered the technology advisor/agent space with the acquisition of Intelisys, creating the only publicly traded technology services distributor (TSD) in the world. Join a conversation with Baur where he'll talk about the future of distribution, insights on VARs and agents, and his search for a new 'Mercury Moment.'

AI Symposium: Harness the Power of AI to Supercharge Sales and Accelerate Revenue Growth

Speaker(s): Allison Bergamo (Bergamo Marketing Group)

AI is transforming the channel, providing sales and marketing organizations with unprecedented opportunities to drive engagement, efficiency and revenue. ChatGPT may have grabbed headlines, but it's just a preview of how AI can optimize operations, free up selling time and accelerate growth. AI advisor Allison Bergamo will demonstrate how you can tap into AI's potential to help your sales teams sell more.

Artificial Intelligence and the Mandate for Technology Advisors

Speaker(s): Dan Foster (Telarus), Jeff DeVerter (Rackspace), Kyle Johnson (SmartAction), Theresa Lanowitz (AT&T), Kristy Thomas (E78 Partners)

Join us to explore the integration of AI in tech advisory services. Our panel of experts will discuss successful use cases and sales strategies in AI, empowering technology advisors to enhance their offerings in this rapidly evolving field.

Catalysts of Change: Leadership in the Age of Artificial Intelligence

Speaker(s): Ed Soo Hoo (Lenovo)

This compelling presentation explores the pivotal role of leadership in navigating the transformative landscape shaped by artificial intelligence. Delving into the intersection of technology and leadership, this session examines how AI is reshaping industries, redefining business models, and revolutionizing workforce dynamics. Attendees will gain insights into the key leadership qualities and strategies needed to harness the power of AI, drive innovation and steer organizations toward success in the rapidly evolving digital era.

Meet The Disruptors: The Next Gen of Agents & Technology Advisors

Speaker(s): Eric Ludwig (RISE Technology Advisors), Marie Rourke (WhiteFox Marketing), Gina Solomon (TGS Partners - Telecom Global Support), Jake Jansen (LAVA Technology Services)

The next generation of tech-savvy agents is rising in the channel today. These individuals are building their brands and businesses in new and exciting ways that break from the models of the past while building on a foundation of best practices that made technology advisory firms successful. Everyone is looking around the industry to identify these fresh faces who serve as new-age thought leaders. Vendors, distributors and peers want to meet these individuals to understand their views on how they approach customers, what they want from technology suppliers and how they are building next-gen sales and services organizations that sell connectivity, communications and collaboration solutions. In this session, attendees will meet the next generation committed to building high-performance businesses backed by energy, new ideas, and a thirst to bring customers the most innovative solutions that offer strong ROI.

Relationship Economics: Account-Based Relationships and the Role of AI

Speaker(s): David Nour (The Nour Group)

Channel leaders looking to deepen their business relationships to advance their business need to master the economics of relationships – and that's the focus of this special in-depth session. Join this highly interactive, hands-on workshop focused on the intersection of design thinking, systems thinking and account-based relationships. It builds upon David Nour's Channel Partners Conference keynote on the Consequences of AI on Enterprise Relationships. Using individual and small group exercises, Nour will focus on the fundamentals and how AI can accelerate much of the mundane – often heavy lifting – in the process. Join us for a highly practical, pragmatic and actionable session that you can learn today and apply tomorrow.

The Next Wave in Wireless Spells Opportunity for Channel Partners

Speaker(s): Alastair Edwards (Canalys), Tony Eigen (Baicells Technologies), David McCarthy (Trendset), Andy Germano (BEC Technologies), Mike Bradley (CELLocity)

We are at a pivotal point in history. The next wave of wireless connectivity will no longer be sold and serviced by ISPs and cellular carriers but, instead, by channel partners. Private Wireless is an emerging technology that delivers high-performance connectivity for enterprises that's reliable and secure. More importantly, it's a disruptive technology that democratizes both access to and the cost of cellular spectrum to empower virtually any organization to deploy and benefit from one of these networks. Best of all, Private Wireless is projected to be a huge growth market with a revenue projection of \$96 billion by 2030. This growth is propelled by myriad use cases that include digital divide connectivity for low density areas, smart city initiatives, campus and building connectivity in education and fan experience at sports venues, as well as untethering to achieve operational efficiency in manufacturing plants, warehouses, railyards and more. This session will demonstrate why Private Wireless is the most compelling wave to catch among other emerging and disruptive technologies and unpack what's in it for channel partners.

Keynote Entertainment with Comedian Jeff Civillico

Speaker(s): Jeff Civillico

Jeff Civillico is a multifaceted entertainer known for his skills as a juggler and comedian. With a knack for captivating audiences, he brings a unique blend of humor and precision to his performances. Get ready for a memorable and lively performance that will be a highlight of your Channel Partners Conference & Expo experience.

Channel Futures Conversations with Verizon Channel Leader & VP Mark Tina

Speaker(s): Robert DeMarzo (Informa Tech), Mark Tina (Verizon Business)

Stimulating conversations with the most interesting people in the channel in an intimate and authentic one-on-one. Hear from high-energy, strategic-minded executives - Verizon Channel Leader & VP Mark Tina - who will share best practices, practical advice and insight leaders can apply to their business.

You, Your Suppliers & Cisco-Ready to Serve!

Speaker(s): Brian Marks (Cisco)

Your suppliers select Cisco because of our extensive cloud-based offerings that meet the diverse needs of your clients. In turn, you carefully select these suppliers for their proven capabilities, enabling you to remain the reliable consultant your customers need. Together, you, your suppliers and Cisco are ready to serve

Accelerating MSP Growth by Anticipating the Direction of Technology

Speaker(s): Ed Morales (TD Synnex)

From the center of the ecosystem, TD Synnex has a unique vantage point to see where opportunities and challenges are emerging. The company recently launched its second annual Direction of Technology report based on a survey of more than 550 technology solution providers around the world, including a broad selection of MSP respondents. In this session, Ed Morales, TD SYNnex's global vice president of security and high-growth business development, will reveal MSP-specific findings and highlight how TD Synnex helps MSPs to accelerate growth.

Channel Partners Expert Panel: The Market Makers Driving Partner Value in Communications and Connectivity

Speaker(s): Robert DeMarzo (Informa Tech), Kelly Danziger (Informa Tech), Matt Fassnacht (Comcast Business), Paul Spencer (T-Mobile for Business), Chris Jones (AT&T), Michael Caralis (Verizon Business)

Voice and data are cornerstones of the agent channel that have helped technology advisors build massive books of monthly recurring commissions. But these two broad categories are undergoing massive change as partners adopt a wide range of offerings beyond UCaaS, delving into the contact center and customer experience solutions areas. The big service providers – the leading telcos and cable companies – are also broadening their portfolios as they dive more deeply into managed security and other tech and connectivity services as they evolve their brand identities and value. But everyone in the channel has to face today's reality that the market revolves (and will evolve) around the big service providers who are growing more dependent on partners every day. As a result, the entire partner community and ecosystem needs to understand where the big players see their channel going, what they want from partners and how they can penetrate more deeply into the small, medium and enterprise markets. It is also critical to understand the new services they want partners to bring to customers. In this session, attendees will hear from the leaders who are in charge of channel programs and the partner strategies of today's dominant service provider organizations.

Channel Futures Conversations with Microsoft Teams Phone Director of Business Strategy Kevin Peters

Speaker(s): Kevin Peters (Microsoft), James Anderson (Channel Futures), Moshe Beauford (Channel Futures)

Stimulating conversations with the most interesting people in the channel in an intimate and authentic one-on-one. Hear from high-energy, strategic-minded executives - Microsoft Teams Director of Business Strategy Kevin Peters - who will share best practices, practical advice and insight leaders can apply to their business.

The 2024 Channel Futures Technology Advisor/Agent 101 Awards

Speaker(s): James Anderson (Channel Futures), Robert DeMarzo (Informa Tech), Craig Galbraith (Channel Futures), Darcee Nelan (IQ Wired), Diane Smith (ChoiceTel)

The spotlight is shining on agent leaders who are making a difference for their customers and community. The 2024 Channel Futures Technology Advisor 101 (TA 101), honoring individuals who are leading the technology advisory channel forward, is the first vendor and distributor-agnostic listing of top agents. It recognizes 101 outstanding individuals who are defining what it means to be a technology advisor and who have proven themselves as the best ambassadors for the channel. They've excelled at delivering communications, connectivity, customer experience and security solutions to businesses and have served as trusted advisors to their customers and as worthy partners to their technology suppliers. The charter members of the Channel Futures Technology Advisor 101 met for the first time at Channel Partners last year. Now, they and other members of the community have helped select the class of 2024. Join this celebration of the best of the best in the connectivity channel partner community, along with a special presentation of the Channel Futures TA 101 Lifetime Achievement and the 2024 Rising Star award. Get to know the TA 101 and why it matters for the agent channel.

AI Unleashed – Differentiating Your Gen AI Strategy

Speaker(s): Dwayne Allen (Unisys)

Unisys embraces an all-encompassing approach to artificial intelligence (AI) that brings forth the power of generative AI (Gen AI). This presentation delves into Unisys' Gen AI strategy, spanning client solutions, new opportunities, and marketing and communications initiatives. The emphasis on training, development and practical use cases showcases our dedication to innovation.

Cybersecurity Deep Dive

Speaker(s): Kevin McDonald (Alvaka), Scott Barlow (Sophos), Melton Littlepage (1Password), Ozzie Saeed (IntelliGRC)

****Navigating the Evolving Threat Landscape: Expert Insights & Cutting-Edge Solutions**** The cyberthreat landscape is constantly evolving, demanding a proactive approach to security. This panel discussion brings together leading cybersecurity technology vendors to unpack the latest threats, analyze key security statistics and showcase cutting-edge solutions designed to combat them. ****Key Discussion Points:**** • ****Emerging Threats:**** A discussion of the most concerning cyberthreats facing businesses today including ransomware, supply chain attacks and deep fakes. • ****Security Statistics Deep Dive:**** Hear the latest security statistics on the current state of cyber risk. Experts will discuss data breach costs, attack frequency. • ****Technology Showcase:**** How can the latest security solutions help organizations mitigate evolving threats such as zero trust architecture, AI-powered threat detection, and endpoint security. • ****Audience Q&A:**** This session will be dedicated to addressing specific cybersecurity concerns and exploring the most effective solutions for your organization.

Motus Mobilize: Harmonizing BYOD & Corporate Devices in the Modern Workplace

Speaker(s): Chuck Serapilio (Motus), Sriram Kakarala (ProMobi Technologies), Steven Gohl (Scalefusion)

In the ever-evolving landscape of business technology, the traditional boundaries between personal and corporate devices have blurred. Employees now seek flexibility and convenience in using their own devices for work. Simultaneously, organizations recognize the need for efficient device management. Learn about seamlessly managing the convergence of BYOD and corporate devices.

MSPs Tell All: Secrets to Revenue Expansion with Cybersecurity Services

Speaker(s): Jason Fenoglio (High Touch Technologies), Corey Ayers (ArmorPoint), Donovan Farrow (Alias Cybersecurity), Ashley Capps (ArmorPoint), James Melchor (DYOPATH)

Adding cybersecurity services to your portfolio can be easier than you might think. Learn how three MSPs expanded their service offering with comprehensive cybersecurity program management solutions. Go behind the scenes to hear candid insights on the go-to-market strategies, success stories and lessons learned each organization experienced throughout their journey.

Unleashing Synergy: Partnering with Sales for Seamless AI Solutions Success

Speaker(s): Jim Tennant (Observe.AI), Luke Richardson (Observe.AI)

Sales teams are driven by revenue targets. By aligning with sales, partners increase their potential for revenue growth as sales professionals actively work to close deals and expand the customer base for the AI solution. Join this partner breakout session with the team from Observe.AI to learn the best ways you can put these partnerships to work for your own success.

Future Focused: Navigating the Next Wave of Managed Services Innovation

Speaker(s): Juan Fernandez (SuperOps.ai), Marcial Velez (Xperteks), Nancy Henriquez (SuperOps.ai), Paco Lebron (ProdigyTek), Rob Rae (Pax8), Michelle Accardi (Liongard)

Join us for an insightful discussion on the future and transformative journey of managed services in 2024! Managed service providers are challenged to step out of their comfort zones, redefine the digital customer experience and usher in a new era of modern managed services. In the midst of disruption, security concerns and the prevalence of remote work, embracing innovative technologies is paramount. Commonplace are questions surrounding the future of managed services and the strategic moves to make. This discussion brings together industry thought leaders, vendors and MSPs. Together, we'll unravel the future of managed services, hear from these thought leaders on their strategic moves, initiatives and trends shaping the industry and discover where these leaders are placing their bets for the next era of innovation in managed services.

Beyond Routine Management & Maintenance

Speaker(s): Ozzie Saeed (IntelliGRC)

Why are traditional MSP solutions insufficient in the face of cyber regulatory trends? What are the opportunities to adapt and capture new revenue? We have the answers.

Amplify and Ascend: Empowering Women in Tech with Strategies for Visibility, Promotion and Financial Recognition

Speaker(s): MeiLee Langley, Tamara Prazak (Trustwave), Kathy Flick (Nextiva), Khali Henderson (BuzzTheory)

This session will kick off with the naming of our 2024 Cloud Girls Rising Award winners. Following that we will have our panel of female leaders dive into the heart of the challenges and opportunities facing women in the technology sector. We plan to uncover practical, actionable strategies that can help women not only get noticed but also achieve significant advancements in their careers.

Circle of Excellence Awards Dinner

The distinguished Circle of Excellence is an invite-only awards dinner celebrating the outstanding achievements of industry leaders for their vision and advocacy of the indirect channel. By invitation only.

READY TO TAKE THE NEXT STEP?

Don't miss your chance to be part of the action in 2025 as we continue to push the boundaries of innovation and collaboration in the channel ecosystem.

Join us in Las Vegas, March 24-27, 2025, for another unforgettable event featuring cutting-edge sessions, dynamic speakers, and unparalleled networking opportunities.

[Register now](#) to secure your spot and be part of the momentum driving the channel forward!