



ISRC Seminar

“Mobilizing Unified Communications and Collaboration”

Mike Coffin, Technical Marketing Engineer, Mobile UC Solutions, Cisco
Kyle York, US/Canada Advanced Technologies, Mobile UC Solutions, Cisco
John Cash, Mobility Sales Director, Nokia

8:30 am - noon, Wednesday, May 14, 2008

(Registration starts at 7:30 am with continental breakfast)

Gateway Center, University of North Texas, Denton, TX

Contact Andrea Black, ISRC Office Manager, at black@unt.edu or 940-565-3128 to register.

Visit www.unt.edu/isrc for more information about the seminar and the ISRC.

Seminar Overview:

Globally, businesses are expected to add mobile phones, unified communications applications, and social-networking to effectively compete in today's dynamic marketplace, attract outstanding talent, and provide business application access everywhere. Businesses face the challenge of delivering enhanced mobility and collaboration benefits of Enterprise 2.0 technologies while providing the rich, secure, and reliable communications experience they depend on in the office.

Agenda

Topics covered include several key concepts and themes:

- Shift from the Desktop to Mobile Workspaces, Mobility Trends and Futures
- Increase Productivity by Understanding End-User Needs – Benefits of Profiling Mobile Users
- Business Value of Mobile Unified Communications and Web 2.0 Applications
- Technical Considerations for Successful Mobile UC application and VoWLAN deployments

About the Speakers

Mike Coffin

Technical Marketing Engineer, Mobile UC Solutions, Cisco Systems, Inc.

Mike Coffin is a Technical Marketing Engineer focused on Cisco Mobile Unified Communications Solutions such as Cisco Unified Mobility, Cisco Unified Mobile Communicator, Mobile Business Solution from Cisco, and Cisco Unified Wireless IP Phones. Previously he worked in Cisco Advanced Services supporting large service providers core routing networks before moving into voice engineering. Mike holds CCIE's in Routing & Switching, Service Provider, and Voice technologies and works out of Cisco's Richardson Texas campus.

Kyle York

Business Dev. Advanced Technologies/Mobile Unified Communications Solutions, Cisco Systems, Inc.

Kyle leads the sales development efforts for Cisco's Mobile Unified Communications strategy and product lines. Kyle joined Cisco in 2006 with the acquisition of Orative Corporation. As the Regional Sales Director for Orative Corporation, Kyle led Western Region Sales and Business efforts for the venture backed company from product inception to the market leader in collaborative mobile telephony software. Orative was recognized with several awards including best product of the year and was a finalist in the global 3GSM awards.

John Cash

Mobility Sales Director, Nokia

Mr. Cash joined Nokia in 2005. His current role is Mobility Sales Director focusing on supporting field sales efforts for VOIP and mobility solutions. He is responsible for identifying and growing opportunities for Nokia's mobility solutions portfolio among major customers in the United States and Canada. His focus is on articulating Nokia's capabilities and industry-leading portfolio in the area of business mobility. Mr. Cash has dedicated experience in providing leadership for Enterprise mobility implementations.