

Today's Virtual Workplace and the Role of Unified Communications

Recommended Practices and Observations from Decision to Deployment

A panel of experts present the advantages of UC and share strategies for successful implementation

SPEAKERS

Tom Gill - Vice President, CIO at Plantronics

John Antanaitis - Vice President, Solution Marketing at Polycom, Inc.

Michael Laurin - Director of Solutions Architecture at GBH Communications

In our increasingly mobile world, communication must be effective, global, and available through multiple technologies seamlessly. Unified Communications (UC) blends previously separate services, making communication possible by any means, with anyone, using any of your devices.

Recent advances in Unified Communications are being driven largely by the need to enable a remote and mobile workforce to be as connected as those in the office. As a result, communications platforms are evolving into truly unified, personal solutions to meet the needs of a changing mobile workplace.

A corporate UC strategy that embraces both office and mobile workers is critical for increasing productivity and engagement with employees, customers and partners.

In this session our panelists will introduce you to the advantages and challenges of UC technology. They will discuss the ever-increasing demand on IT to deploy systems that connect an "old school" office environment to the mobile worker. You will walk away with

real-life examples of UC deployment as well as learn about the most cutting-edge UC technologies – those which enable IT leaders maintain a competitive edge

SPEAKER BIOS

Tom Gill, Vice President and CIO at Plantronics

As Plantronics' Vice President of Information Technology and CIO, Tom has responsibility for global IT. During his more than ten year's+ tenure as CIO, revenues have grown from \$200M to approximately \$875M and offices have expanded to thirty countries. Gill leads an IT team that is focused on business results with a passion for partnering and customer service.

Tom joined Plantronics in 1998 as Director of Network Services. Prior to Plantronics, Tom held senior IT management positions at Bay Networks, Tandem Computers and TRW. Gill is a member of the Microsoft High Tech Customer Advisory Board, a Salesforce.com Customer Security Advisory Board member, a frequent lecturer in the Information Systems Management Program at UCSC, a Cabrillo CIS Advisory Committee member and serves on the board at the Santa Cruz County Business Council. Gill holds a BS in Business Information Systems from San Diego State University.

John Antanaitis - Vice President, Solution Marketing at Polycom, Inc.

John Antanaitis is the Vice President of Solution Marketing at Polycom. With 20+ years in high-tech communications, he leads a marketing team responsible for Polycom's global solution positioning, messaging and launches as well as directly supporting Polycom roadmap and portfolio planning.

John is a regular speaker at industry events including InfoComm, Enterprise Connect, and ITEXPO and has keynoted or presented at events in Asia, Europe, Africa and across the Americas.

John joined Polycom in 2002 after spending five years in marketing and general management functions for Stanley Tool Works and Fortune Brands. Prior to that, John spent ten years with Motorola, working in various functional disciplines including Engineering, Operations, and Marketing in the rapid-growth mobile phone industry.

John has a Masters of Management (MBA) with majors in Marketing and Operations Management from the J.L. Kellogg Graduate School of Management in Evanston, Illinois and a Bachelors of Science degree in Mechanical Engineering from the University of Illinois in Champaign, Illinois. A native of Chicago, John now resides in Austin, Texas staying very active with his wife and their four children.

Michael Laurin - Director of Solutions Architecture at GBH Communications

Mr. Laurin is responsible for all pre-sales and post-sales engineering processes as well as developing new technology strategies within GBH and for our Fortune 500 clients. Mr. Laurin works closely with customers to understand the business use cases around UC&C, and then works with GBH Manufacturing Partners to design a solution which achieves these business use cases, while maintaining as simplistic work flows as possible for an organizations end users/employees. He has achieved numerous industry certifications including becoming a Polycom Collaboration ACE, one of fifteen in North America.

Mr. Laurin comes to GBH with over 15 years combined experience in all aspects of product management including new product launches, product marketing and research and development. As Category Manager with West Marine Products, Mr. Laurin focused on managing relationships with multiple vendors, analyzing product trends to create yearly business strategies and identifying new product opportunities. While at GN Netcom/Jabra, Mr. Laurin was an active member working with the product teams for new collaboration solutions. In this position, he was responsible for product road map generation, competitive analysis and life cycle management for multiple product lines. Mr. Laurin holds a Bachelors Degree from St. Mary's College of California.

SPECIAL PRE-MEETING PRESENTATION by Communiqué Sales, Inc.

Bob Fudurich, President of Communiqué Sales, Inc. will present a brief technical overview of what Communiqué does for their clients (telephone systems, VOIP, PBX, structured cabling, Data LAN/WAN, Paging and more). With over 30 years in the telecom industry, including seven years as VP and General Manager at Digital Telecommunications Corp. he is a wealth of technical wisdom. Bob holds a Bachelors of Science from Cal Poly Pomona.

TO REGISTER: \$28 members, \$35 non-members paid in advance

Registration link: <https://www.eventbrite.com/e/todays-virtual-workplace-and-the-role-of-unified-communications-tickets-15990979450>

LOCATION: Courtyard by Marriott – LA Westside - 6333 Bristol Parkway, Culver City, CA 90230 -- [310-484-7000](tel:310-484-7000). Self-Parking at hotel (\$6)

DIRECTIONS: <http://www.marriott.com/hotels/maps/travel/laxcv-courtyard-los-angeles-westside/>

FUTURE MEETINGS:

- **April 23rd - Cyber Security:** A panel of cyber-security experts share cutting-edge strategies, and speak about issues they deal with, what they do to keep their companies off the 11PM News.
- **May 28th - K.C. Choi, the VP of Hewlett Packard, will discuss The New Style of IT: The “perfect storm” implications of cloud, big data, mobility and security on next generation computing technologies and software defined data centers. How will these trends and innovations inform our next generation of IT talent and careers? HP’s innovation to “The Machine” will describe HP’s rethinking and reinvention of the computer. There will also be an update on HP’s separation into two firms, and “what’s in it for customers”.**

NEWS:

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For verified current AITP-LA members, annual subscription to the weekly LA Business Journal is only \$59.95, compared to the regular price of \$129.99, a \$70 discount, and includes the Book of Lists. Contact Membership@AITP-LA.org for details and signup.

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