

TOPIC: Legacy Iron PBXs Learn SIP (tutorial and case study)

SYNOPSIS: Your enterprise has an enormous investment in legacy PRI or analog-based PBXs and phones; your monthly bills are becoming cost-prohibitive. Most likely, you have little automated insight into your call traffic or what you pay for every month. Do you rip and replace or teach your legacy iron PBX a new language?

- How a \$458M social services agency leverages SIP trunking with Avaya Definity to eliminate PRI
- Increasing business intelligence and reducing overhead, without replacing expensive systems
- Learn how to provision services, improve disaster preparedness posture
- Failing over commodity services for reliability and availability
- Implement effective, automated and inexpensive Mean Opinion Score monitoring and alerting with COTS hardware

TOPIC: Applied VoIP Security & Reliability on Commodity Hardware & Services™

PRESENTED: **AstriCon 2012, Asterisk World 2013**

SYNOPSIS: The case study of a 3year old, \$15M lodging startup using high availability Asterisk to connect offices in four states securely and reliably, using commodity internet connections.

Participants will learn about the hardware, software (Vyatta, FreePBX, DRBD) service providers and design considerations that make this cost-effective system a precious and reliable asset.

TOPIC: VoIP Security from a Dept. of Defense Perspective

SYNOPSIS: Attendees will come to be familiar with the vast array of free, unclassified tools and guidance available to assist Asterisk integrators with securing systems from the physical security, operating system and real-time communications perspectives. A brief introduction to:

- Department of Defense processes for developing guidance and how the community can become involved
- STIG (Security Technical Implementation Guide) availability and how to find guidance
- Free automated security evaluation tools
- Understanding the acronyms: DoD, DISA, FSO, STIG, VVoIP, VoSIP, NIPRnet, SIPRnet, etc.

TOPIC: Business ROI Tracking with Asterisk

SYNOPSIS: Attendees will learn how businesses can easily leverage Asterisk to measure return on investment (ROI) and more effectively market their services in a changing, highly competitive and tough economic climate. Specifically:

- Using DIDs to measure specific ad campaign response
- Staffing justification based on call volumes
- Making marketing adjustments based on inquiry origination
- Customizing multiple marketing messages for diverse prospects and clients
- Evaluating Asterisk CDR data with Google Analytics to improve effectiveness and reduce budgets

TOPIC: **Disaster Recovery Planning: the Asterisk Advantage**

PRESENTED: **7th Annual Atlanta Asterisk Users Group VoIP Conference**

SYNOPSIS: Discover how Asterisk can be a key part of any business' disaster readiness and recovery plan and why VoIP makes the most sense in this theater. Attendees will explore:

- Business & engineering questions to ask before building an Asterisk solution
- How VoIP beats traditional telecom in disaster planning
- Disaster-tested VoIP solutions that work for competitive businesses today
- Example configurations, tip and tricks that can be put to use immediately following the talk

TOPIC: **Selling Asterisk to the Skeptics**

SYNOPSIS: Learn how to address and overcome the typical questions, concerns and objections that business stakeholders raise when evaluating Asterisk solutions and the solutions providers that implement them.

- Addressing reliability factors
- How can an affordable system be this good?
- Translating “key system” thinking into VoIP terms
- Why x86 sometimes loses points to proprietary solutions
- Demonstrating true value through measured results
- Why Bring Your Own Device is so confusing and how to address it
- Smooth transition tips and tricks
- Addressing security in real terms

TOPIC: **Right-sizing Asterisk for Business**

SYNOPSIS: When building an Asterisk solution, careful consideration needs to be given to the architecture design and hardware selected. Where does one start?

- Identifying and evaluating budget or using the solution to drive budget
- Available, free resources to assist in right-sizing
- Geography and disaster recovery planning
- Measured ROI and cost justification
- Identifying and evaluating the right hardware fit
- Ensuring security of the system
- The \$4,000 purse that justifies the \$400 purse

Speaker Bio

Dennis Little – Enterprise Infrastructure Architect / Business Development

Technology Translator Dennis Little (KeyCruncher.com) is fascinated with all things engineering and has found a niche empowering business stakeholders and IT engineers towards collaborative innovation. During his career, he has driven multiple and diverse IT projects to quantifiable success with Fortune 500, non-profit and SMB companies alike.

Dennis travels worldwide for technical and non-technical audiences, educating them on emerging threats and communications security; his past presentations include Astricon 2012 (Atlanta), Asterisk World @ IT EXPO 2013 (Miami), and classroom instruction in Hawaii (U.S. military @ Pearl Harbor), Pennsylvania, Maryland, D.C. and Virginia.

Mr. Little authored the industry's first week-long Security Content Automation Protocol (SCAP) course, now being delivered to the U.S. Dept. of Defense and affiliated community worldwide.

Honorarium engagements are available to the Free and Open Source Software and Asterisk communities.



For booking availability, pricing, copyright requests and press information, please contact:

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