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SIP Forum SIPconnect Compliance Workshop Schedule, Speakers and Topics

DATE: WEDNESDAY, SEPTEMBER 17, 2008 -- 3:00pm-6:00pm

Co-located with TMC's [Internet Telephony Conference & EXPO WEST 2008](#)
Los Angeles Convention Center, Room 507
Los Angeles, CA

The SIP Forum is a leading IP communications industry association that engages in numerous activities that advance and promote SIP technology, such as the development of industry recommendations, the SIPit interoperability and testing events, special interoperability workshops, and general promotion of SIP in the industry.

One of the Forum's most important technical activities is the development of the **SIPconnect Technical Recommendation** -- a standards-based recommendation that provides detailed guidelines for direct IP peering and interoperability (SIP Trunking) between IP PBXs and VoIP service provider networks, and the **SIPconnect Compliant Certification Program** through which eligible companies can license the use of the SIP Forum's 'SIPconnect Compliant' certification mark -- the official brand of the leading standard for SIP Trunking products and services.

This special educational workshop will provide a full review of the SIPconnect Technical Recommendation, including an overview of the work regarding version 1.1; real-world insights into current SIP Trunking deployments; and a full understanding of the process and requirements of the SIPconnect Compliant Certification Program.

Detailed Schedule:

3:00pm-3:20pm – Opening Remarks and Introduction: The Why and What of SIPconnect – Presenter: Marc Robins, Managing Director, SIP Forum; CEO of RCG; and Partner, IP Communications Insights

3:20pm-3:40pm -- The SIPconnect Value Proposition – Presenter: Marc Robins

3:45pm-4:15pm -- SIPconnect Compliance Process Overview – Presenter: Richard Shockey, Director, NeuStar, Inc.

Topics include:

- A Discussion of the Application Process
- The Compliance Survey
- License Agreement Overview
- Discussion of the Certification Committee

4:15pm-4:45pm -- Lessons Learned – Presenter: Mark Enstrom, Broadsoft.

Get real-world feedback from actual SIP Trunking/SIPconnect deployments. Topics include:

- How to use SIPconnect in your existing interoperability program to significantly reduce resource requirements
- How real-world service providers improved the economics of SIP Trunking services
- NAT/Firewall Issues
- The additional requirements needed to provide a successful SIPconnect Trunking service.

4:45pm-5:00pm – Break

5:00pm-5:45pm -- SIPconnect Deep Dive – Presenter: Richard Shockey, Director, NeuStar, Inc..

This session will provide a section-by-section review of the SIPconnect Technical Recommendation, with identification of key areas of interoperability and review of the latest SIPconnect Compliance survey results.

5:45pm-6:00pm—Closing Remarks and Q&A

PRESENTER BIOS

Mark Enstrom

Mark Enstrom is a telecommunications professional with almost 14 years of experience in the industry, including roles in Systems Engineering, Product Line Management and Product/Field Marketing. In these roles, Mark has been instrumental in many product introductions. As a member of the Field Marketing team at [BroadSoft](#), he works with service providers on their go-to-market efforts for Hosted PBX, Business Trunking and SIP trunking solutions.

Before joining the Marketing team, he led the effort to define and document the SIP trunking solution, which is now BroadSoft's fastest growing application. As BroadSoft's representative to the SIP Forum, Mark was active with the SIPconnect Certification Committee and helped launch the SIPconnect Compliance Trademark. Prior to BroadSoft, Mark was with TTC/Acterna (now JDSU) and sentitO Networks (now Verso). Mark holds a bachelor's degree in Electrical Engineering from MIT and an MBA from the R. H. Smith School of Business at the University of Maryland.

Marc Robins

Marc Robins currently serves as president of SIP Forum LLC (the operating U.S. subsidiary of the SIP Forum) and as the consulting managing director of the [SIP Forum](#).

Marc recently launched the new IP communications industry information portal [IP Communications Insights](#), with partner and leading industry analyst Jon Arnold. IP Communications Insights is a portal for independent thought leadership and market intelligence not readily available elsewhere. IP Communications Insights hosts an IP communications industry newsletter, blogs, podcasts, and newsfeeds. The portal is also a new source for industry reports that are independent, authoritative, strategic and affordable.

Marc is also the founder and Chief Technology Evangelism Officer of [Robins Consulting Group \(RCG\)](#), an IP Communications industry consultancy founded in 2003 that offers advisory, market intelligence and strategy development; and comprehensive marketing and communications and services for companies in the IP communications industry. RCG has also served as a producer of a number of special workshops and industry conferences.

Prior to RCG, Marc served five years as Vice President of Publications and Trade Shows, Associate Group Publisher and Group Editorial Director at [TMC \(Technology Marketing Corporation\)](#). He was the co-founder, conference architect and co-chairman of TMC conferences, such as the Internet Telephony Conference & EXPO, and Communications Solutions EXPO, and also managed the operations of a number of leading industry publications -- including Internet Telephony® magazine, Customer Inter@ction Solutions®, Communications Solutions®, and Communications ASP®.

Richard Shockey

Richard Shockey is a Director and Member of the Technical Staff for [NeuStar, Inc.](#) based in Suburban Washington DC. NeuStar provides a number of critical services to the communications industry including the administration of all telephone numbers in North America, management of the wireline and wireless Number Portability Administration, number pooling and OSS products for carriers. NeuStar also operates the .BIZ. Internet Top Level Domain and manages the United States Country Code domain .US for the U.S. Dept of Commerce.

Mr. Shockey is a founder and has been Co-Chair of the IETF ENUM Work Group for many years and is an author of several IETF RFCs and numerous articles on Next Generation Network technologies for various publications. Mr. Shockey has lost count of how many times he has given a speech on ENUM. Educated at Washington University in St. Louis, Mr. Shockey and his wife live in Reston, Virginia.