

# **DRAFT Conference Agenda**

*(Current As Of 6/21/10)*

**BASED ON FEEDBACK RECEIVED BEFORE AND AT PARTNER SUMMIT THIS WILL BE UPDATED.**

**(Subject To Change Based On Input From Attendees)**

## **Partner Utilities:**

Based on partner feedback, the following partner utilities have been compiled with the assistance of SBBS, Precision Pros, Net-Flow Corporation, & Verio.

1. vRoot utility which allows partner to easily login to any Verio server using the domain name. No need to know IP addresses, server name, etc. vRoot utility is updated automatically using the Verio API.
2. mySQL Database Backup utility which backs up all tables into 1 compressed file, send the file via ftp to another server, and emails confirmation log.
3. Basic website that links to Verio backroom via API to activate and terminate servers. For internal use only, website is not meant to be used by customer's, but Partner can modify.
4. Support Desk/CRM/Quickbooks Solution which provides a full helpdesk solution with ticket and time tracking. Integrates with Quickbooks. Tickets can be SHARED with other Partners to allow for private labeled sub-contractor projects. Includes knowledge base options which can be shared with other Partners.

**BONUS** – For those attending the conference, a Verio technical representative will be on-site to install options 1-3 for you at NO CHARGE. Scott and Mark will be demonstrating how these utilities work during the conference.

Scheduling of services will be based on the order in which the partner registers for the conference. Register is defined as faxing in the Registration Form. Installations will begin on Monday at 9AM and will continue throughout the conference. Some restrictions apply relating to specific server requirements for each utility. Details will be explained at the conference and may require additional server(s) to be ordered.

## **Travel Information:**

- Airport is PHX (Skyharbor International Airport)
- Hotel is Hilton Garden Inn in Scottsdale on Perimeter Drive.
- A list will be published prior to the conference with everyones travel information so that car pooling can be coordinated.
- It is best to use the car service to the hotel, and get a car locally by the hotel to avoid airport taxes (52%). Avis will deliver vehicles to the hotel Sunday or Monday for us. We will need a few volunteers to rent cars for evening transportation. Speak to Scott BEFORE booking a vehicle to ensure you receive the SBBS negotiated discounts and preferred service.

## **Sunday, July 18<sup>th</sup>, 2010**

7PM Informal meet and greet for those available.  
Review Utilities and register for FREE installation services.  
Location: Oreganos (Pizza, Pasta, & Salads)

## **Monday July 19<sup>th</sup>, 2010**

7:30AM – 8:00AM Breakfast Buffet – Hotel Restaurant

8:00AM – 11:30AM Brief Introductions  
Home vs Office Locations  
Employees vs Sub-Contractors  
Phone Systems/Phone Trees/Follow Me Service  
Support – Where does free support end, and paid support begin to the customer?

12PM – 1PM Lunch – Sponsored by Verio  
For those who were not at Meet & Greet, Review Utilities and register for FREE installation services.

1:00PM – 2:30PM Recurring Revenue – Creating Sticky Customers

How Do Most Partners Bill?

- How Quickbooks Can Automate Billing and Time Tracking?
- Credit Cards, ACH, and Checks
- Monthly, Quarterly or Annual Billing?

Support Desk / Ticketing

- What Do Partners Use?
- How Do You Track Employees/Contractors Time?

Collections

3:00PM – 4:00PM

Vroot Solution (How To VRoot Into Your Servers) – Live Demo  
SQL Database & Data Backup Solution – Live Demo  
Virus & Spam Filtering Services – Live Demo  
Server Monitoring Services

4:00PM – 6:00PM

Support Helpdesk/Quickbooks Integration – Autotask - LIVE DEMO

- Setting Up Customers
- Custom Fields To Track Verio Server Information, User Information, Passwords
- Setting Up Contracts (i.e. Monthly Plans, Blocks of Hours, Retainers)
- Opening Tickets/Viewing Tickets/Working Tickets
- Logging Time To Ticket (Billable, Non-Billable, Time Against Contracts)
- Custom E-Mail Notifications
- Contact Management E-Mails Based On Services
- Self Knowledge Base for Customers & Technicians
- How To Share Tickets With Other Verio Partners (i.e. This system will allow Partners to share tickets between their companies and private label all notes and billing).
- Web Based - Client Access Portal for Customer
- Review Of Bundle Pricing For Verio Partners

6:30PM – 8PM

Dinner

8:30PM – 9:30PM

TBD

## **Tuesday, July 20<sup>th</sup>, 2010**

7:30AM – 8:00AM

Breakfast Buffet – Hotel Restaurant

8:00AM – 11:30AM

Marketing Discussion  
How Do You Market? What Works and Does NOT Work?  
Customer Loyalty Programs  
Staying In Touch With Customers  
Camera Ready Ads Produced by viaVerio

12PM – 1PM

Lunch - Sponsored by Verio

1:30PM – 3:30PM

Advertising Outlets/Venues  
Bartering Services – Is It Worth It?  
Local Chambers - Networking Receptions  
How Can I Grow My Business?  
Asking For Referrals – Referral Program

4PM – 6PM

DDOS Attacks – How To Identify & Handle  
VPS v Signature – What Applications Work Best On Each Platform?  
Q & A with Verio Partner Manager

6:30PM - 8PM

Dinner

8:30PM

Pool Volley Ball