

# 2009 KASEYA USER CONFERENCE AGENDA

## Featured Conference Keynote: Guy Kawasaki



Guy Kawasaki is a managing director of Garage Technology Ventures, an early-stage venture capital firm and a columnist for *Entrepreneur Magazine*. Previously, he was an Apple Fellow at Apple Computer, Inc. Guy is the author of nine books including *Reality Check*, *The Art of the Start*, *Rules for Revolutionaries*, *How to Drive Your Competition Crazy*, *Selling the Dream*, and *The Macintosh Way*. He has a BA from Stanford University and an MBA from UCLA as well as an honorary doctorate from Babson College. Guy's blog is <http://blog.guykawasaki.com/>

## Featured General Session "Tonight Show" Host: Wayne Cotter



Wayne Cotter is a favorite of the talk shows, having appeared dozens of times with both David Letterman and Jay Leno. With Leno, he also appears in a recurring role as a roving reporter for *The Tonight Show*. A top nationally touring comedian, Wayne hosted the Fox Television Network series "Comic Strip Live" for many years, and was seen in the feature film "Spy Hard." He has also been nominated as "Best Standup Comedian" in the American Comedy Awards, and has appeared in numerous cable television specials. He also served as host of the long-running Discovery series "Amazing America," a light-hearted look at weird and wacky subcultures throughout the United States. Regularly appearing in nightclubs and casinos, he has also become a highly sought-after entertainer for corporate events. Wayne's website is <http://waynecotter.com/>

## Tuesday, May 26, 2009

12:00pm - 6:00pm      Conference Registration

1:00pm - 5:00pm      *Pre-Conference Training Sessions; Demo Lab Open*

Public & Private Sector Customer Sessions	Managed Services Provider Sessions
Best Practices Technical Training/Educational Session Hosted by Kaseya (Matt Warburton) 1:00pm - 2:50pm <b>15 Minute Break &amp; Snack</b>	How to Define and Deliver an IT Managed Service Offering (Bob Penland) 1:00pm - 2:50pm <b>15 Minute Break &amp; Snack</b>

<p>Best Practices Technical Training/Educational Session Hosted by Kaseya (Matt Warburton) 3:00pm – 4:20pm <b>10 Minute Break</b></p>	<p>Marketing IT Services (Robin Robins, CEO Technology Marketing Toolkit, Inc.) 3:00pm – 4:20pm <b>10 Minute Break</b></p>
<p>PPS Customer Networking Opportunity (Pete Coleman) 4:30pm – 6:00pm</p>	<p>Selling IT Services (Gary Pica, CEO TruMethods, LLC) 4:30pm – 6:00pm</p>
6:00pm – 7:30pm	Open
7:30 pm - 10:30 pm	Poolside Welcome Reception (Buffet & Cocktails) Sponsored by Xerox

### Wednesday, May 27, 2009

- 7:00am - 12:00pm Conference Registration
- 7:30am – 8:30am Group Breakfast  
Hosted Tables for Networking Around Key Topics
- 8:30am – 12:00pm General Sessions**
- 8:30am - 10:00am “Tonight Show Style Program” with Host Wayne Cotter  
Guests: Kaseya Vision - Gerald Blackie – CEO  
Kaseya’s Roadmap – Mark Sutherland  
Services—Unleashing the Kaseya Solution – Tim McMullen
- 10:00am - 10:45am The State of the Art: Doing Everything Possible with Kaseya Customers Plus Jim Alves
- 10:45am - 11:00am Morning Break & Snack
- 11:00am - 12:00pm Guy Kawasaki Keynote
- 12:00pm - 1:00pm Lunch Buffet Sponsored by Autotask
- 1:00pm – 4:00pm Informational Conference Sessions; Demo Lab Open**

<p><b>PPS Sessions</b></p> <p>IT Automation: Taking Systems Management to the Next Level in Your IT Environment (Elaina Stergiades, IDC) 1:00om – 1:50pm <b>10 Minute Break</b></p>	<p><b>MSP Sessions</b></p> <p>Platinum Sponsor 1 (Autotask) 1:00pm – 1:50pm <b>10 Minute Break</b></p>
<p>Customer Panel: Performance Monitoring (Philander Hopkins, GCCSA Drew Lane, Derby Country Schools) 2:00pm – 2:50pm <b>10 Minute Break</b></p>	<p>Platinum Sponsor 2 (Tigerpaw) 2:00pm to 2:50pm <b>10 Minute Break</b></p>

<p align="center"><b>Customer Panel: Business Continuity</b>  (Masoud Sadjadi, Florida International University  Contrial Davis, PlanIT Solutions)  3:00pm – 3:50pm</p>	<p align="center"><b>Kaseya Tips &amp; Tricks for MSPs</b>  (Matt Warburton, Bob Penland)    3:00pm to 3:50 pm</p>
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- 2:30pm-3:00pm      **Afternoon Snack sponsored by TBD**
- 4:00pm – 4:45pm      **Kaseya IT Services – Bob Penland and Neal Lauther, Kaseya**
- 5:00pm – 6:30pm      **Open**
- 6:30pm – 9:30pm      **Cocktail Reception and Partner Pavilion Sponsored by Tigerpaw**
- 7:45pm – 11:00pm      **Evening Event Sponsored by ConnectWise**

**Thursday, May 28, 2009**

- 7:30am – 8:30am      **Group Breakfast**
- 8:30am – 2:00pm      *General Sessions***
- 8:30am – 9:15am      **Kaseya 6; Platform Changes, Live Connect, Peer2Peer Connectivity, Service Desk, Server-side IT Business Procedures – Mark Sutherland, President**
- 9:15am – 9:35am      **Linux Agent and Mobile Agent (iPhone) – Paul Wong, CTO**
- 9:35am – 9:45am      **Kaseya Customer Portal – Gabriel Albano and Jim Alves**

*Interactive Input Sessions with the Kaseya Development Heads*  
*(Choose from 3 Concurrent Tracks)*

- 9:45am – 10:45am      **Track A: Service Desk 1.0, Kevin Franck Jim Schenck, Kaseya**  
**Track B: KES 2.1 and 3.0, Jeff Keyes, Kaseya and Paul Burke, AVG**  
**Track C: Live connect, Kaseya Online Backup, Matthew Warne and Mike Sheffey, Kaseya**
- 10:45am – 11:00am      **Break**
- 11:00am – 12:00pm      **Track A: Asset Management, CMDB, Financial Management for IT, Kevin Franck and Jim Schenck, Kaseya**  
**Track B: Monitoring, Jeff Keyes and Corey Mandell, Kaseya**  
**Track C: KUSM 2.0, BUDR 3.0, Matthew Warne and Mike Sheffey, Kaseya**

- 12:00pm – 1:00pm      **Lunch Buffet with Hosted Tables**
- 1:00pm – 1:30pm      **Kaseya Support & Professional Services – Alan Davis**
- 1:30pm – 2:00pm      **Q&A with the Executives**  
**Gerald Blackie, Mark Sutherland, Tim McMullen, Bill Falk, Jim Alves**

**2:00pm – 5:00pm      Informational Conference Sessions; Demo Lab Open**

<b>PPS Sessions</b>	<b>MSP Sessions</b>
Customer Panel: Compliance (Ziya Gunay, People's Bank & Trust Charles Giordano, Mental Health Associates) 2:00pm – 2:50pm <b>10 Minute Break</b>	Platinum Sponsor #3 (ConnectWise) 2:00pm – 2:50pm <b>10 Minute Break</b>
Gartner on Provisioning & Automation for IT (Bill Malik, Gartner Inc.) 3:00pm – 3:50pm <b>10 Minute Break</b>	Growing Your Business in a Shrinking Economy (Barry Goldstein, CT Networks) 3:00pm to 3:50pm <b>10 Minute Break</b>
Kaseya Tips & Tricks for Enterprise IT (Matt Warburton/Bob Penland) 4:00pm – 4:50pm	Platinum Sponsor #4 (Xerox) 4:00pm to 4:50 pm

2:30pm - 3:00pm      Afternoon Snack

5:00pm                  Conference closes

**Preliminary agenda – presenters, topics and times subject to change**