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Solution Innovation Center (Expo)

The WPC 2011 Solution Innovation Center is a cutting-edge approach to the traditional "expo hall." Instead of the customary row and booth format, the Solution Innovation Center has been designed to create an all-encompassing content delivery vehicle, seamlessly synching messages from the main-stage keynotes and breakout sessions with the Microsoft and Partner exhibitors.

- **Microsoft Partner Network (MPN) Booth** – Learn more about the benefits available from membership to subscription. Microsoft representatives from the worldwide partner team will be available to answer your questions through the event.
- **Explore the Hardware Showcase** – A hands on experience where you will see the best in class PCs across consumer and commercial categories. Be amazed with innovations across form factors, beautiful designs and the underlying technology that takes PCs to the next level.
- **Microsoft Pinpoint Profiling Center** – Microsoft Pinpoint editors will be on hand to help you create or enhance your profile to engage the most customers on Pinpoint and the Microsoft product marketplaces. Join a scheduled group training or get one-on-one help.

New This Year

WPC 2011 Solution Innovation Center Interactive Floor Plan – either go online and/or visit the touch screen monitors located in the Solution Innovation Center, to search for partners based on industry or product supported. Create your list of must-see partners here:
www.digitalwpc.com



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By completing WPC evaluations, you are automatically entered to win the daily grand prize drawing for the luxury vacation of a lifetime.

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Not to mention, you also have a chance to win a prize instantly!

To play, complete your Keynote, Breakout, Interactive Session, Solution Innovation Center or Connect evaluations at any CommNet station, the Microsoft Partner Network Booth, or from your own PC or mobile device. Just log onto www.digitalwpc.com and click on the WPC Contest logo.

Check out the WPC 2011 Mobile website, sponsored by Dell, which is available for your mobile phone at <http://mobile.digitalwpc.com>

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Solution Innovation Center Sponsors and Exhibitors



HOURS: Monday thru Thursday: 11:30am – 5:30pm **Reception:** Monday, 6:00pm – 7:30pm

Name	Booth
Aastra Frisco, TX USA www.aastra.com	339
Accusoft Pegasus Tampa, FL USA www.accusoft.com	1140
Acme Packet Bedford, MA USA www.acmepacket.com	1138
Adxstudio Inc. Regina, SK, CA www.adxstudio.com	147
AgilePoint, Inc. Mtn. View, CA USA www.agilepoint.com	436
Alchemy Solutions Bend, Oregon USA www.alchmysolutions.com	1226
AltiGen San Jose, CA, USA www.altigen.com	636
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ARGO Richardson, TX USA www.argodata.com	1137
ARX, Inc. San Francisco, CA USA www.arx.com	943
Assistance Software Chicago, Illinois, USA www.assistancesoftware.com	844
AssureSign LLC Altamonte Springs, FL USA www.assuresign.com	248
Astera Software Simi Valley, CA USA www.astera.com	1242
AudioCodes, Inc. Somerset, NJ USA www.audiocodes.com	327

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Binary Tree Newark, NJ USA www.binarytree.com	934
Bleum Inc. Shanghai, CN www.bleum.com	1051
Blue Horseshoe Carmel, IN USA www.bhsolutions.com	1101
BrainStorm, Inc Orem, UT USA www.brainstorminc.com	113
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CA Technologies Islandia, NY, USA www.arcsolve.com	825
Cbeyond Cloud Services Atlanta, GA USA www.cbeyond.net	1034
CEM Business Solutions Fz LLC Dubai, UAE, AE www.cembs.com	349
Cisco Systems Bellevue, WA USA www.cisco.com/go/microsoft	101
Citrix Systems, Inc. Santa Clara, CA, USA www.citrix.com	305
ClearOne Salt Lake City, UT USA www.clearone.com	1127
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Coyote Point Systems San Jose, CA USA www.coyotepoint.com/	1103
CRM-Project (itara GmbH) Wuerzburg, DE www.crm-project.net/en/index.htm	1152
Data Resolution Costa Mesa, CA USA www.dataresolution.net	1228
DataCore Software Fort Lauderdale, FL USA www.datacore.com	1122
Dell Round Rock, Texas USA www.dell.com/partner	415
DIALOGIC San Jose, CA USA www.dialogic.com	237
Digital Office [Japan] Inc. Chuo-ku, Tokyo, JP www.digital-office.co.jp/	1141
Diskeeper Corporation Burbank, CA, USA www.diskeeper.com	1248
DLJ La Porte, IN USA www.dataitd.com	211
EASTMAN KODAK COMPANY Rochester, NY USA www.kodak.com/go/docimaging	1214
Edgewater Fullscope Alpharetta, GA USA www.fullscope.com	109

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Elva Baltic Ltd Riga, Riga, LV www.elvadms.com	208
Ensim Corporation Santa Clara, CA USA www.ensim.com	1024
Enterprise Ireland Mountain View, California, USA www.enterprise-ireland.com	328
Epicor Software Corporation Irvine, CA USA www.epicor.com/	235
EPIServer Inc. Oakbrook Terrace, IL USA www.episerver.com	1238
Equisys, Inc. Alpharetta, GA USA www.equisys.com	1124
Esri Redlands, CA USA www.esri.com	229
Eventix Newport Beach, CA USA www.eventix.com	151
EventBuilder.com Portland, OR USA www.eventbuilder.com	125
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Fujitsu Sunnyvale, CA USA www.solutions.us.fujitsu.com	607
Futurestate IT inc. Toronto, ON, CA www.futurestateit.com	1107
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i365, A Seagate Company Santa Clara, CA USA www.i365.com	1111
IHS www.ihs.com	439
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Intronis Boston, MA USA www.intronis.com	324
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IVO Networks San Mateo, CA USA www.IVOnetworks.com	1109
Jabra Nashua, NH USA www.jabra.com/CP-CP/Pages/Home.aspx	335
JENNE, Inc. Avon, Ohio USA www.jenne.com	202
Juniper Networks Sunnyvale, CA USA www.juniper.net	543
K2 Redmond, WA USA www.k2.com	304
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KnowledgeLake St Louis, MO USA www.knowledgelake.com	340
Kofax, Inc. Irvine, CA USA www.kofax.com	1020
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LANSA Downers Grove, IL USA www.LANSA.com	214
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MessageSolution, Inc. Milpitas, CA USA www.messagesolution.com	1048
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Nodus Technologies, Inc Anaheim, CA USA www.nodus.com	225
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OSISOFT San Leandro, CA, USA www.osisoft.com	323
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Plantronics, Inc. Santa Cruz, CA USA www.plantronics.com	448
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proMX GmbH Nuremberg, Bavaria, Germany www.prorom.net/en_proRM_Startseite.AxCMS	445

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Prosoft Systems Intl Fairfax, VA, US www.prosoft-sys.com	141
Quest Software Aliso Viejo, CA, USA www.quest.com	526
RADVISION Fair Lawn, NJ, USA www.radvision.com	546
Red Oxygen Pty Ltd Palo Alto, CA USA www.redoxygen.com/microsoft-wpc/	115
RF-SMART Jax, FL USA www.ax.rfsmart.com	121
Ricoh EWS San Jose, CA USA www.ricoh.com	1128
Rise Portland, Oregon USA www.rise.co	735
Rock Solid Technologies, Inc. San Juan, PR, PR www.rocksolid.com	1126
RoseASP/myGPcloud San Diego, CA USA www.mygpcloud.com	1150
SaaSPlaza Encinitas, CA USA www.saasplaza.com	222
SafeNet, Inc. Belcamp, MD USA www.safenet-inc.com	1117
Sagemcom Montreal, Quebec, CA www.xmediusfax.sagemcom.com/	1042
Sanbolic Watertown, MA USA www.sanbolic.com	1220
SAP Newtown Square, PA, USA www.sap.com	127
Scalable Data Systems Pty Ltd Spring Hill, QLD, AU www.dynamicsaxaddonmodules.com	203
Scribe Software Manchester, NH USA www.scribesoft.com	1234
Sennheiser Communications A/S Solrød Strand, Sjaelland, DK www.senncom.com	103
SITECORE Mill Valley, CA USA www.sitecore.net	727
snom technology, Inc. Woburn, MA USA www.snom.com	105
SoftwareServant Melbourne, Vic, AU www.softwareservant.net	1147
Solver Los Angeles, CA USA www.solverusa.com	209
SonicWALL Inc. San Jose, CA USA www.sonicwall.com	224
Strategy Companion Irvine, CA USA www.strategycompanion.com	220
Stratus Technologies Maynard, MA USA www.stratus.com	1224
Symantec Corporation Mountain View, CA USA www.symantec.com	517
Symbio Cupertino, CA USA www.symbio.com	1136
Symphony Services Palo Alto, CA USA www.symphonysv.com	1038
systems@work Limited London, London, GB www.systems@work.co.uk	1240
TARGET US, Inc. Hjerring, DENmark www.target.com	149
TD Cloud and StreamOne powered by Tech Data Clearwater, FL USA www.techdata.com	1206
TDCl Inc. Columbus, OH USA www.tdci.com	239
Telerik Waltham, MA, USA www.telerik.com	527

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The Training Associates Westborough, MA USA www.thetrainingassociates.com	449
Transcender La Crosse, WI, US www.kaplanprofessional.com	204
Trend Micro Cupertino, CA, USA www.trendmicro.com	1251
uptime ITechnologies GmbH Vienna, Austria, AT www.pipelinersales.com	1236
Veem Software Dublin, OH, USA www.veeam.com	427
Vidyo Hackensack, NJ USA www.vidyo.com	1255
Vision Solutions, Inc. Irvine, CA, USA www.visionsolutions.com	1023
VKernel Andover, Massachusetts USA www.vkernel.com	1222
WennSoft New Berlin, WI USA www.wennsoft.com	227
Wyse Technology, Inc. San Jose, CA USA www.wyse.com	835
Xiotech Colorado Springs, CO USA www.xiootech.com	847
YouSendIt Campbell, CA USA www.yousendit.com	1003
Zeacom, Inc. Irvine, CA USA www.zeacom.com	540
Zenith Infotech Ltd Warrendale, PA, USA www.zenithinfotech.com	1102
ZSL, Inc Edison, New Jersey USA www.zsl.com	242
Microsoft	Booth
Bing and Microsoft Advertising www.bing.com	CC-2
IAMCP www.iamcp.org	CORE-IAMCP
Microsoft BizSpark Partner Pavilion www.microsoft.com/bizspark	1207
Microsoft Business Productivity http://microsoft.com/businessproductivity	136
Microsoft Dynamics http://www.microsoft.com/dynamics	150
Microsoft Hardware for Business www.microsoft.com/hardware/business	CORE-HL
Microsoft Hosting Partners Cloud Pavilion www.microsoft.com/hosting	1213
Microsoft Partner Network (MPN) https://partner.microsoft.com/global/	MPN
Microsoft Pinpoint Profiling Center www.pinpoint.com	CORE-PIN
Microsoft Surface www.surface.com	104
Open Solutions Group www.moreinterop.com	1245
Partner Cloud Services - Desktop as a Service (DaaS) www.microsoft.com/hosting	1203
Private Cloud & Platform Servers https://partner.microsoft.com/serverandcloud	1221
Voices For Innovation www.voicesforinnovation.org	CORE-VFI
Windows www.microsoft.com/windows	124
Windows Azure www.windowsazure.com	1235
Windows Embedded www.WindowsEmbedded.com	110
Windows Phone www.windowsphone.com	116
Voices For Innovation www.voicesforinnovation.org	CORE-VFI
Worldwide Commercial Sector Lounge http://microsoft.com/industry/wpc	CORE-SL
Solution Innovation Center Core	Booth
Hardware Showcase	CORE-HS
SIC Partner Solution Theater	CORE-THTR
SIC Press Area	CORE-PRESS
Xbox & Kinect Gaming Lounges	CORE-Xbox

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Thank you to all of our Sponsors and Exhibitors. Sponsors are listed in **BOLD**. All sponsors and exhibitors as of June 22, 2011 are listed.

WPC 2011 Award Winners

Award Category Winners

Citrix Systems, Inc.	Alliance Partner of the Year – Advanced Infrastructure
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Logica	Alliance Partner of the Year – Innovation
Invensys Operations Management	Alliance Partner of the Year – ISV Industry
Solidsoft	Application Integration Partner of the Year
Imaginet	Application Lifecycle Management Partner of the Year
Ingram Micro India Limited	Authorized Distributor Partner of the Year
StorSimple	BizSpark Partner of the Year
Nagnoi, Inc.	Business Intelligence Partner of the Year
Tech Mahindra Ltd.	Communications Sector Partner of the Year
KnowledgeLake	Content Management Partner of the Year
HP	Data Platform Partner of the Year
Accenture/Avanade	Desktop Partner of the Year
Catapult Systems	Digital Marketing Partner of the Year
Zero2Ten, Inc.	Dynamics Cloud Business Excellence Partner of the Year
proMX GmbH	Dynamics CRM 2011 Solution of the Year
Hitachi Consulting	Dynamics CRM Partner of the Year
Accenture/Avanade	Dynamics Distribution Partner of the Year
Schouw Informatisering BV	Dynamics ERP ISV Solution of the Year
XAPT	Dynamics ERP Partner of the Year
VeriPark	Dynamics Financial Services Partner of the Year
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InsideView	Dynamics Marketplace Solution Excellence Partner of the Year
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Rock Solid Technologies, Inc.	Dynamics Public Sector Partner of the Year
IGNIFY	Dynamics Retail Partner of the Year
BlueGranite	Exceptional Sales Management Partner of the Year
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PERIFEL	Innovative Customer Advocacy Partner of the Year
Global 360, Inc.	ISV/Software Industry Partner of the Year
Tagetik	ISV/Software Line of Business Partner of the Year
Buffa Sistemas	Learning Competency Innovation Partner of the Year
Global Knowledge	Learning Competency Marketing Acceleration Partner of the Year
CONZULTEK	Mid-Market Solution Provider Partner of the Year
CWR Mobility	Mobility Business-to-Business Application Partner of the Year
Neudesic	Mobility Business-to-Consumer Application Partner of the Year
iLink Systems	Mobility Partner of the Year
NCI Technologies	OEM Hardware Reseller Partner of the Year
THIRDWAVE CORPORATION	OEM Hardware System Building Partner of the Year
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Wipro Technologies	Software Development Partner of the Year
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infoWAN Datenkommunikation GmbH	Unified Communications Market Acceleration Partner of the Year
M7 Global Partners	Virtualization Partner of the Year
Global 360, Inc.	Visio Partner of the Year
CDW	Volume Licensing Partner of the Year
Infusion	Web Development Partner of the Year
GreenButton™	Windows Azure Platform ISV Partner of the Year
Logica Business Consulting	Windows Azure Platform SI Partner of the Year

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Algeria	ORSIMA	Lithuania	Softera Baltic, UAB
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Kuwait	Expit	United States	NewsGator
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Lebanon	Anzima	Venezuela	RKM Suministros S.A.

Theater Schedule

Live Stage @ WPC Solution Innovation Center Theater Booth #CORE-THTR

Time	Session Title & Speakers	Presented By
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Monday, July 11

12:00pm - 12:30pm EX01	Only Together Will We Win More <i>IAMCP Winners, US, LATAM, EMEA, APAC, CAN</i>	IAMCP
12:45pm - 1:15pm EX02	Help Define the Future of Device Development with Microsoft <i>Alexa Barron and Steven Hegenderfer</i>	Windows Embedded
1:30pm - 2:00pm EX03	Desktop as a Service <i>Deniz Tortop, Wendy Corley</i>	Partner Cloud Services Desktop as a Service (DaaS)
2:15pm - 2:45pm EX04	Monetizing Hosted Exchange and SharePoint: Practical Approaches to Capturing the SMB Market <i>John Zanni, Parallels Vice President</i>	Parallels
3:00pm - 3:30pm EX05	Hosting Solutions: Helping Partners Be the One-Stop-Shop for Customers	Microsoft Hosting Partners Cloud Pavilion
3:45pm - 4:15pm EX06	Microsoft Windows Phone "Mango" Overview	Windows Phone
4:30pm - 5:00pm EX07	Cross Platform Integration Solutions for Mixed Source Private Cloud	Microsoft Open Solutions Group

Tuesday, July 12

12:00pm - 12:30pm EX08	In an Age of Unified Communications, Unified Computing Systems, and Unified Networks, What Does the IT Industry Need Most? <i>Tiffany Ingargiola</i>	New Horizons
12:45pm - 1:15pm EX09	Microsoft Webcams & Headsets Optimized for Microsoft Lync <i>Michael Fry, Mihir Somaiya</i>	Microsoft Hardware for Business
1:30pm - 2:00pm EX10	Increase Your Windows Server Opportunities with Embedded <i>Venu Subramanyam, Senior Product Manager</i>	Windows Embedded
2:15pm - 2:45pm EX11	Adding Agile ECM: Streamlined Data Governance for SharePoint Portals in the Virginia Port Authority <i>Brian LaPointe, Vice President of Strategic Solutions; Alex Wilson, Partner Manager</i>	Laserfiche
3:00pm - 3:30pm EX12	Help Define the Future of Device Development with Microsoft Windows Embedded <i>Steve Hegenderfer, Alexa Barron</i>	Windows Embedded
3:45pm - 4:15pm EX13	Session Border Controller Solutions for Microsoft Lync Server <i>Jim Donovan / Melissa Waltz</i>	Acme Packet
4:30pm - 5:00pm EX14	Supercharge Real World Mission-Critical Applications with Intel Xeon Based Hardware Running Microsoft SQL Server <i>Nitasha Chopra (Intel), Jason Powell (Intel)</i>	Intel

Wednesday, July 13

12:00pm - 12:30pm EX15	Solutions in Action at WWPC: Powering Up the Solutions Center's Hands-on Lab, while Powering Down Costs & Equipment <i>Dean Paron, Grp Prgm, Mgr, Windows MultiPoint Server; Arnold Bogaards, Microsoft PinPoint; Amy Pederson, HP</i>	Windows MultiPoint Server 2011
12:45pm - 1:15pm EX16	Enterprise Mobility—When to Target Windows Embedded Handheld 6.5 versus Windows Phone 7.0 <i>Kunjai Raheja, Technical Product Manager</i>	Windows Embedded
1:30pm - 2:00pm EX17	Virtual Desktop Infrastructure—Ready for Prime Time <i>Margaret Lewis, Director Software Product Marketing</i>	AMD
2:15pm - 2:45pm EX18	Dynamic Infrastructures and Hyper-V Cloud Fast Track <i>Jeff Stucker, Wolfgang Foitor, Alfons Michels</i>	Fujitsu
3:00pm - 3:30pm EX19	Unlock Your Workstation to Power HPC <i>Chris McCoy, Parallels National Channel Manager, OEM Sales</i>	Parallels
3:45pm - 4:15pm EX20	Driving Social Intelligence in Microsoft SharePoint and Microsoft SQL Server <i>Mike Delgado, Panorama Software</i>	Panorama Software
4:30pm - 5:00pm EX21	Microsoft Webcams and Headsets Optimized for Microsoft Lync <i>Danica Aitken, Troy Nelson</i>	Microsoft Hardware for Business

Thursday, July 14

12:00pm - 12:30pm EX22	Serving Education Customers, Expanding Business Opportunities with Windows MultiPoint Server 2011 <i>Dean Paron, Grp Prgm Mgr, Windows MultiPoint Server; Connie Arentson, CEO Heartland Technologies</i>	Windows MultiPoint Server 2011
12:45pm - 1:15pm EX23	The Six Principals of Partner Profitability in the Cloud <i>George Brown</i>	Microsoft Dynamics
1:30pm - 2:00pm EX25	Invensys Accelerates Solution Development Using Microsoft Technologies <i>Niels Andersen</i>	Invensys
2:15pm - 2:45pm EX24	Increase Your Windows Server Opportunities with Embedded <i>Venu Subramanyam, Senior Product Manager</i>	Windows Embedded
3:00pm - 3:30pm EX26	Take Control of Your Business – with Microsoft Partner Business Systems <i>Aditya Mohan and Tony Banks</i>	Worldwide Partner Group
3:45pm - 4:15pm EX27	Case Study: Amazon.com SharePoint Migration to Amazon Web Services <i>Jinesh Varia, Evangelist, Amazon Web Services</i>	Amazon Web Services

Be Sure to Stop By!

Please visit these additional theaters. Pick up the schedule at the concierge desk or check the session scheduler on www.digitalwpc.com for theater times.

Hands-on Lab in the Solution Innovation Center:

Microsoft Pinpoint Profiling Center CORE-PIN

Theaters in the Solution Innovation Center:

Windows Azure Theater	Booth #1235
Windows Phone Theater	Booth #116
Microsoft Dynamics Theater	Booth #150
Microsoft Business Productivity Theater	Booth #136

Regional Lounge Theater:

US Sub Theater RL-5