SOUC

Course Catalogue

2018

Table of Contents

Track A

SedonaOffice 101

AR Setup - Monday PM, Session 1 | Lisa Gambatese & Kaitlyn Denninger

In this session, we will review the Accounts Receivable Setup options to include AR Aging Methods, Item Types, Invoice Items, Invoice Descriptions, AR GL Default Accounts, and Credit Reasons. We will also demonstrate how to setup the Collection Queues.

Accounts Receivable - Monday PM, Session 2 | Lisa & Kaitlyn

The Accounts Receivable module contains all of the functionality necessary to operate the Accounts Receivable part of your business. In this session, we will cover the basic concepts and information pertaining to some areas of the Accounts Receivable module, to include Cycle Invoicing, Credits, Payment Processing, and Managing the Unapplied Payment Queue.

All about the Customer - Tuesday AM, Session 1 | Lisa & Kaitlyn

This session will focus on best practices when creating and maintaining Customer Accounts. We will go into further detail on the Customer Structure, review the Customer Tree, and demonstrate how to create a New Customer. Then, we will review the differences between Standard Customers and Master Accounts/Subaccounts.

RMR Management - Tuesday AM, Session 2 | Lisa & Kaitlyn

Many options are available for setting up and maintaining RMR for your customers' accounts in SedonaOffice. In this session, we will cover basic concepts and provide information on RMR Management to include RMR Reason Codes, Deferred and Non-Deferred Revenue, RMR Billing Methods (Day of Service Start vs. First of Month) Pro-rating, Recurring Line Creation (within a job or a customer), as well as increasing, decreasing, and canceling

Track A

SedonaOffice 101

Service Setup - Tuesday PM, Session 1 | Lisa Gambatese & Kaitlyn Denninger

In this session, we will focus on the Setup Tables of the Service Module, including setting up Service Levels, Service Companies, Problem and Resolution Codes, Service Setup Defaults, and Warranty Types. We will also review customizing the Ticket Queue, as well as the sorting and filtering features.

Service Management - Tuesday PM, Session 2 | Lisa & Kaitlyn

The Service Module is comprised of two areas: the Schedule Board and Ticket Queue. In this session, we will review the Schedule Board ribbon and the Ticket Queue. We will also demonstrate how to create new service tickets, schedule technician service appointments, adjust appointments, delete appointments, and generate inspection tickets. Finally, we will review how to add and replace parts to a service ticket, as well as create an invoice from a service ticket.

AP Setup - Wednesday AM, Session 1 | Lisa & Kaitlyn

In this session, we will focus on the Accounts Payable setup to include the GL Account Defaults, AP Terms to include Discounts, and Accounts Payable Setup Processing. We will also review setting up the Vendor Record in more detail.

Accounts Payable - Wednesday AM, Session 2 | Lisa & Kaitlyn

Our final session will review the basic components of processing Accounts Payable in SedonaOffice. We will look at the Vendors, demonstrate how to Create Bills from a Purchase Order/Receipt or without a Purchase Order, show how to Pay Bills by checks and credit cards, and finish with how to Print Checks.

Track B
SedonaOffice Operations

Inventory: Part 1 - Monday PM, Session 1 | Don Faybrick & Wayne O'Keefe

This course will help inventory managers and warehouse staff design their parts and establish the foundation for effective inventory control. We will review part setup and how to work with kits. Also, we'll discuss some common ways non-inventory parts are handled within SedonaOffice. Finally, we'll review the ins and outs of bringing parts into stock using purchase orders and receipts.

Inventory: Part 2 - Monday PM, Session 2 | Don & Wayne

This course will build on the concepts introduced in Inventory: Part1 by reviewing the daily processing functions of issues, returns, and transfers. We'll also cover how to process vendor repairs and returns. The course will finish with a review of the physical inventory process and how to perform on-the-fly stock corrections and adjustments.

Jobs: Setup - Tuesday AM, Session 1 | Carolyn Johnson & Laurie Salim

Learn to set up key tables that will affect the outcome at the GL level for WIP and Non-WIP conditions.

Job Case Studies: Part 1 - Tuesday AM, Session 2 | Carolyn & Laurie

Walk through example Jobs from start to finish, covering various billing methods and accounting for all Job expenses.

Job Case Studies: Part 2 -
Tuesday PM, Session 1 | Carolyn Johnson & Mellissa Robinson

A continuation of Part 1, above.

Job Case Studies: Part 3 - Tuesday PM, Session 2 | Carolyn & Mellissa

A review of the Job Costing Reports for the case studies used in Parts 1 & 2.

Track B

SedonaOffice Operations

Service: Part 1 -
Wednesday AM, Session 1 | Wayne O'Keefe & Carolyn Johnson

Our Service courses are here to help schedulers and service managers become more familiar with the concepts of running service using SedonaOffice. We will review aspects of the service ticket, including ideas on how to use custom fields, then look at some service tips from within the customer screens. This class will finish with a basic walk-through of the fundamentals of setting up and creating inspections.

Service: Part 2 - Wednesday AM, Session 2 | Wayne & Carolyn

Picking up where Service: Part 1 left off, we'll review the scheduling board and how to better organize and use the ticket queue. We will also discuss some usage concepts with fields, like problem codes and resolution codes. To wrap things up, we'll provide some insight on how to use service data for productivity reporting, service trending, and more!

Track C

General Ledger: A-Z

Accounting 101 - Monday PM, Session 1 | Bob Esquerra & Debbie Stephens

Everything you've learned about Accounting and forgot. We'll start this track off with a quick review of Accounting Principles and how to apply them in SedonaOffice.

General Ledger Setup - Monday PM, Session 2 | Bob & Debbie

What you need to know to setup your GL in SedonaOffice, from A-Z. Get ready to dive into Accounting Considerations, GL Structures, Deferrals, and Revenue Recognition.

Deferred Revenue - Tuesday AM, Session 1 | Bob & Debbie

What is Deferred Revenue? Why should we use it? You have great questions...and we have great answers to match! Learn how it's created, the best ways to manage it, how to recognize it in your Profit and Loss Statement, and how to audit its results using reports. In this class, Deferred Revenue will finally meet its match.

Month End Closing - Tuesday AM, Session 2 | Bob & Debbie

It's that time again...if you're ever a little fuzzy on what to do or when to do it, this class is for you. Learn necessary procedures, useful processes, and optional checklists to close your months like a champ.

Financial Reporting - Tuesday PM, Session 1 | Bob & Debbie

At the end of the day, it's all about Financials. We'll go over the right reports to use and how to structure them - PLUS - we'll take a quick look at what Vivid CPM has to offer.

Vivid CPM 1: Overview
Tuesday PM, Session 2 | Bob Esquerra, Jim Lee & James Briscoe

Should we be using Vivid CPM? Will its features do the trick? Could it help us close our months sooner? Yes, yes, and YES. Analysis happens, Vivid CPM makes it easy.

Track C

General Ledger: A-Z

Vivid CPM 2: Setup, Budget & Automation -
Wednesday AM, Session 1 | Bob, Jim & James

Learn to build reports with Vivid CPM. This class will demonstrate how Vivid CPM makes presenting Financials fluid and easy-to-update. ***Bonus lesson!*** you'll leave with a solid understanding of Report Building 101 with budget and automation.

Flex Reporting - Wednesday AM, Session 2 | Jim Lee

Operations and Metrics Reporting made easy! Leverage Excel to access and share information with complete flexibility and control. You don't know what you've been missing until you see this powerful reporting tool in action...and once you do, not to fear - it's never too late to elevate your business with Vivid Flex.

Track D

Executive Education

State of the Industry - Monday PM, Session 1 | Jeff Gruender, Capital Source

Examine current trends, best practices, and the future of our rapidly evolving industry with special guest, Jeff Gruender, of Capital Source.

RMR Attrition - Monday PM, Session 2 | John Brady, TRG Associates

Understand how your company's attrition experience compares to the market by company size and location. Explore the Reasons for Attrition and learn how to combat the controllable factors within your organization. Join special guest, John Brady, to take a look in the mirror of Attrition.

Marketing Ideas for Great Results - Tuesday AM, Session 1 | Boaz

- 9 profitable ideas that don't cost much money
- How to make customers feel important
- Giving customers the right experience
- Improving customer retention by sharing marketing ideas

Employee Engagement - Tuesday AM, Session 2 | Boaz

- How to create great relationships with employees using "The Five Questions"
- Making employees feel important
- Solving employee problems - quickly and easily
- Using the "Rules of Answers" to know what people are really saying

Track D

Executive Education

Rules for Powerful Meetings - Tuesday PM, Session 1 | Boaz

- A checklist for highly productive meetings
- How to engage employees at every meeting
- Running meetings like a television program

Setting & Achieving Goals - Tuesday PM, Session 2 | Boaz

- Setting personal goals and identifying action steps
- Helping employees set achievable goals
- Identifying company goals and getting employee buy-in

DIY Panel - Wednesday AM, Session 1 | Michael Marks & Guests

We have assembled a panel of industry leaders to discuss the impact of the DIY market on the traditional alarm industry. DIY is changing the landscape of the residential market; come see what you can do to compete.

Marketing (In-House!) for Security Companies
Wednesday AM, Session 2 | Sam Clyde

Learn simple, security-specific marketing secrets to boost business without breaking the bank. Leverage the resources you already have in-house to produce promotional materials, take advantage of partnerships, create impactful content, and optimize your web presence.

End SOUC 2018 on a high note with the industry's punniest (pun + funny = punny) marketing guru!

Track E

Advanced Users

Sales Automation - Monday PM, Session 1 | Michael Marks & Justin DeBaggis

You asked for it! Come see the all new sales automation feature for SedonaOffice. This new module will be officially released at the SOUC...get ready.

eForms - Monday PM, Session 2 | Michael & Justin

Need a signature? Witness the ease of delivering electronic documents to prospects and customers using eForms. By the way - eForms works with both SedonaOffice and our new sales automation software. How convenient!

SedonaFSU - Tuesday AM, Session 1 | Wayne O'Keefe & Justin DeBaggis

This course is designed to help schedulers and supervisors organize, coordinate, and evaluate the functions of their departments using the SedonaFSU. We'll cover some basic concepts, like more effectively utilizing technical resources using live data, and eliminating redundant data entry processes. We will also review how to use the SedonaFSU data in other areas, such as stock replacement and productivity reporting. Finally, we'll provide some alternative ideas on ways to take advantage of less explored fields, like Secondary Problem Codes and User Defined Fields.

(Designed for new and intermediate users. Advanced users looking for "users helping users" opportunities welcome!)

SedonaSync 101 - Tuesday AM, Session 2 | OPT Business Services

Learn the basics of creating a SedonaSync event and leverage the power of this reporting and notification utility.

Track E

Advanced Users

OPT Web Services - Tuesday PM, Session 1 | OPT Business Services

OPT Web Services is a powerful extension of SedonaOffice, and an amazing add-on to SedonaSync. Learn about custom reporting, robust dashboards, and how the OPT modules can extend the functionality of SedonaOffice. Check out how the new CRM components can track customer profitability, identify customers at risk, and so much more!

OPT Sync Events - Tuesday PM, Session 2 | OPT Business Services

Utilize your SedonaSync to send PDF Email Invoices and Statements, Robust Customer Notifications, Detailed Flash Reports, and more. OPT has prebuilt and custom SedonaSync events for virtually every aspect of your business.

Data Analysis & Reporting Using Excel - Wednesday AM, Session 1 | Matt Howe & Jim Mayes

Learn ways to pull data quickly into Excel for analysis and reporting. Two methods will be taught: one quick and easy, and the other more involved...but much more powerful.

SedonaAPI - Wednesday AM, Session 2 | Travis Papay

Join us for a hands-on exploration of SedonaAPI with lead architect, Travis Papay. This class will feature a high level overview of the API's functionality, an interactive lesson on its setup and use, and an open discussion about currently available endpoints. We also look forward to hearing participants' recommendations on additional endpoints to consider for future development.

Track F

New Modules & Features

SedonaEmail - Monday PM, Session 1 | Jim Mayes & Carolyn Johnson

Introducing SedonaEmail! Learn how you can:

- Send invoices to customers using email - individually or by batch
- Track delivery, receipt, and open statistics
- Include notes and redirect invoices as needed

This class covers everything from setup and implementation to everyday usage and cycle invoicing. Join us!

SedonaOffice Advanced EFT Processor - Monday PM, Session 2 | Jim & Carolyn

Advanced EFT Processor: streamlined processes, greater functionality, higher efficiency. Explore features like support for level 2 processing, automated reconciliation, and more!

SedonaDashboard 2.0 - Tuesday AM, Session 1 | Matt Howe & Jim Mayes

SedonaDashboard 2.0 is a robust display of your company's metrics. With this intranet or internet web-based collection of graphs and charts, understanding your data has never been easier.

New features include:

- Revamped interface design
- Expanded library of Visualizations and reports
- Granular security settings
- Integrated SedonaAnalytics
- Ability to share your designs with other employees

Come witness the power of Dashboard & Analytics 2.0!

Time & Attendance - Tuesday AM, Session 2 | Michael Marks & Justin Debaggis

Forget the hassle! With Time & Attendance, tracking every aspect of employees' time is a breeze. Job Costing data is captured on the fly using real-time integration with SedonaOffice, making Time & Attendance your business' new best friend.

Track F

New Modules & Features

Query Builders -
Tuesday PM, Session 1 | Matt Howe, Wayne O'Keefe & Jim Mayes

Learn to create your own queries and simple reports without learning SQL. Enjoy over 2,400 fields mapped for Customers and Accounts Receivable, Accounts Payable, General Ledger, Parts and Inventory, and Sales Tax. Then, export your results for analysis in Microsoft Excel and save your queries for later use.

Manitou Integration - Tuesday PM, Session 2 | Matt Howe & Bold Technologies

Need to integrate SedonaOffice with Bold Manitou? Learn the steps and witness the benefits right here! We'll answer all your integration questions and help you understand SedonaOffice and Manitou in the cloud.

Tips & Tricks - Wednesday AM, Session 1 | Don Faybrick & Mellissa Robinson

Looking for insider information on how to master SedonaOffice? This class has you covered. We'll share some ideas to help you navigate tricky situations in the software and shine a light on a few useful SedonaOffice features that we bet you aren't making the most of…yet.

Best Practices Q&A - Wednesday AM, Session 2 | Don & Mellissa

If you've got questions, we've got answers. Just pull up a chair and ask the experts during this informal Q&A session – with a little help from Don and Mellissa, you'll be a SedonaOffice wiz in no time!

Guest Track

WeSuite Sales

Join our Friends at WeSuite -

Offering Sessions Monday - Wednesday!

The WeSuite 2018 Sales Track focus is on alignment of the sales process in WeSuite. Sessions will provide specific learning points and take-home strategies to help boost individual and company sales performance. Collaborate with fellow Users and WeSuite sales experts to get the most from your WeSuite sales system. Deep dives will be featured in WeOpportunity, the WeSuite GO! app, WeEstimate, and its powerful Modules.

Sessions are designed to help you take advantage of features and workflows, as your business launches in WeSuite and grows and changes with time. Check out the new web-based SiteSurvey for WeEstimate! It's slick, easy to use and automates the estimating process while providing visual reference for Operations and Customers. The WeSuite Innovation Zone is back by popular demand, providing interactive learning for all WeSuite products and User levels. Learn, earn swag and have fun with fellow Users! The WeSuite Sales Track closes with Tech Talks, highlighting product direction, the latest technologies WeSuite is using to create WeSuite Cloud and how these will affect your business. Executives, Sales Leaders and Sales People are all invited to participate in this high-energy, hard-hitting track!

****See Page 17 of the Course Catalogue *or***

Click HERE to download WeSuite class descriptions & instructors!**

Monday	Guest Track: WeSuite Sales
1:30 PM - 2:40 PM	Manage Pre-Sales & Turn Pipeline into Revenue Samantha Perry & Tracy Larson
3:00 PM - 4:15 PM	Reinventing System ROI Arturo Bravo & Michael Fazio

Tuesday	Guest Track: WeSuite Sales
9:15 AM - 10:30 AM	Beyond WeEstimate Core Samantha Perry & Arturo Bravo
10:50 AM - 12:00 PM	*NEW!* Web-based Site Survey Powered by WeEstimate Tracy Larson & Arturo Bravo
1:30 PM - 2:40 PM	Innovation Zone Interactive Session
3:00 PM - 4:15 PM	Innovation Zone Interactive Session

Wednesday	Guest Track: WeSuite Sales
9:15 AM - 10:30 AM	Tech Talks 1 & 2 Various Speakers
10:50 AM - 12:00 PM	Tech Talks 3 & 4 Various Speakers

Appendix

Course & Instructor Schedule

Tracks A - C

Monday	Track A	Track B	Track C
	SedonaOffice 101	SedonaOffice Operations	General Ledger: A-Z
1:30 PM - 2:40 PM	AR Setup	Inventory: Part 1	Accounting 101
	Lisa & Kaitlyn	Wayne, Mellissa & Matt	Bob & Debbie
3:00 PM - 4:15 PM	Accounts Receivable	Inventory: Part 2	General Ledger Setup
	Lisa & Kaitlyn	Wayne, Mellissa & Matt	Bob & Debbie

Tuesday	Track A	Track B	Track C
	SedonaOffice 101	SedonaOffice Operations	General Ledger: A-Z
9:15 AM - 10:30 AM	All about the Customer	Jobs: Setup	Deferred Revenue
	Lisa & Kaitlyn	Carolyn & Laurie	Bob & Debbie
10:50 AM - 12:00 PM	RMR Management	Job Case Studies: Part 1	Month End Closing
	Lisa & Kaitlyn	Carolyn & Laurie	Bob & Debbie
1:30 PM - 2:40 PM	Service Setup	Job Case Studies: Part 2	Financial Reporting
	Lisa & Kaitlyn	Carolyn & Mellissa	Bob & Debbie
3:00 PM - 4:15 PM	Service Management	Job Case Studies: Part 3	Vivid CPM 1: Overview
	Lisa & Kaitlyn	Carolyn & Mellissa	Bob, Jim Lee & James Briscoe

Wednesday	Track A	Track B	Track C
	SedonaOffice 101	SedonaOffice Operations	General Ledger: A-Z
9:15 AM - 10:30 AM	AP Setup	Service: Part 1	Vivid CPM 2: Setup, Budget & Automation
	Lisa & Kaitlyn	Wayne & Carolyn	Bob, Jim Lee & James Briscoe
10:50 AM - 12:00 PM	Accounts Payable	Service: Part 2	Flex Reporting
	Lisa & Kaitlyn	Wayne & Carolyn	Jim Lee

Appendix

Course & Instructor Schedule

Tracks D - F

Monday	Track D	Track E	Track F
	Executive Education	Advanced Users	New Modules & Features
1:30 PM - 2:40 PM	State of the Industry	Sales Automation	SedonaEmail
	Jeff Gruender	Michael & Justin	Jim & Carolyn
3:00 PM - 4:15 PM	RMR Attrition	eForms	SedonaOffice Advanced EFT Processor
	John Brady	Michael & Justin	Jim & Carolyn

Tuesday	Track D	Track E	Track F
	Executive Education	Advanced Users	New Modules & Features
9:15 AM - 10:30 AM	Marketing Ideas for Great Results	SedonaFSU	SedonaDashboard 2.0
	Boaz	Wayne & Justin	Matt & Jim
10:50 AM - 12:00 PM	Employee Engagement	SedonaSync 101	Time & Attendance
	Boaz	OPT Business Services	Michael & Justin
1:30 PM - 2:40 PM	Rules for Powerful Meetings	OPT Web Services	Query Builders
	Boaz	OPT Business Services	Matt, Jim & Wayne
3:00 PM - 4:15 PM	Setting & Achieving Goals	OPT Sync Events	Manitou Integration
	Boaz	OPT Business Services	Matt & Bold Technologies

Wednesday	Track D	Track E	Track F
	Executive Education	Advanced Users	New Modules & Features
9:15 AM - 10:30 AM	DIY Panel Discussion	Data Analysis & Reporting Using Excel	Tips & Tricks
	Michael & Guests	Matt & Jim	Don & Mellissa
10:50 AM - 12:00 PM	Marketing (In-House!) for Security Companies	SedonaAPI	Best Practices Q&A
	Sam	Travis	Don & Mellissa

Appendix

WeSuite

growing business strong

Overview

The WeSuite 2018 Sales Track focus is on alignment of the sales process in WeSuite. Sessions will provide specific learning points and take-home strategies to help boost individual and company sales performance. Collaborate with fellow Users and WeSuite sales experts to get the most from your WeSuite sales system. Deep dives will be featured in WeOpportunity, the WeSuite GO! app, WeEstimate, and its powerful Modules. Sessions are designed to help you take advantage of features and workflows, as your business launches in WeSuite and grows and changes with time. Check out the new web-based SiteSurvey for WeEstimate! It's slick, easy to use and automates the estimating process while providing visual reference for Operations and Customers. The WeSuite Innovation Zone is back by popular demand, providing interactive learning for all WeSuite products and User levels. Learn, earn swag and have fun with fellow Users! The WeSuite Sales Track closes with Tech Talks, highlighting product direction, the latest technologies WeSuite is using to create WeSuite Cloud and how these will affect your business. Executives, Sales Leaders and Sales People are all invited to participate in this high-energy, hard-hitting track!

Sessions

Monday
January 22
Sales Session 1
1:30PM - 2:40PM

3 Strategies to Manage Pre-Sales and Turn Pipeline into Revenue.

Looking for easy to deploy strategies to turn Prospects into Revenue? Take WeOpportunity and WeSuite GO! to the next level with your sales team. See how the latest release of WeSuite GO!, the mobile app for iOS and Android phones, eliminates excuses and makes it easy for lead, opportunity and contact management. This session goes beyond basic lead entry and management, to strategic targeting and account management techniques supported by the software. The Account Dashboard will be featured, from creation of customized account centric data points, to automated delivery of critical information to your sales team, including real-time data from SedonaOffice! Finally, this session will focus on using real-time sales data to quickly and accurately analyze the sales Pipeline, better qualify leads and focus on money-making sales activities.

Instructors: Samantha Perry, Account Executive & Tracy Larson, President & Partner

Monday
January 22
Sales Session 2
3:00PM - 4:15PM

Reinventing System ROI:
WeEstimate Configuration Gems for Improved Workflow.

This session provides insight into specific configuration features in WeEstimate, targeting increased ROI as your company grows and changes with the software. Specific features and latest enhancements will be discussed for improvement of sales workflow in WeEstimate. Discussion points include: a 12-18-36 month system checklist to assist in identifying features and areas of the software that may need realignment. By the end of this session, you will identify at least 3 WeEstimate feature sets to improve ROI and strengthen your use of WeEstimate today and into the future. Don't miss this sales system checkup!

Instructors: Arturo Bravo, Director of Deployment & Michael Fazio, CTO & Partner

Tuesday
January 23
Sales Session 3
9:15AM - 10:30AM

Beyond WeEstimate Core:
Additional Features for Enhanced Performance.

Discover Add-On Modules available in WeEstimate, with specific focus on the following: Test & Inspection (Subscription Services), Finance/Lease and the Recurring Revenue Modules. We often hear of Clients and Prospects looking for ways to include managed services and service agreements in the sales process. This session will focus on how WeEstimate supports subscription (license, inspection) based sales; automates calculation of recurring revenue offerings at various levels within Estimates; calculates and presents company financed vs outright sale options for customers; rate creation evident as the Estimate is created. Tying sales to commission automation and proposal output, to drive sales and make selling and signing easier. Handouts include: Module Summary Matrix illustrating workflow drivers and those that relate to specific sales job types. A great session for those looking to grow recurring sales and improve growth oriented workflow.

Instructors: Samantha Perry, Account Executive & Arturo Bravo, Director of Deployment

WeSuite
growing business strong

TUESDAY
JANUARY 23
SALES SESSION 4
10:50AM - 12:00PM

NEW! Web-based Site Survey Powered by WeEstimate.

The Site Survey for WeEstimate is here! Web-based, the WeEstimate SiteSurvey enables Users to define simple to complex systems on an iPad, tablet or laptop before starting an Estimate, or after. Work as you like, in the field or at the desktop. Import plan images, photos or sketch it yourself. The WeEstimate Site Survey takes full advantage of WeEstimate Folder levels, live parts search in WeSuite or integrated accounting platforms. Insert Packages, locate all devices or only those you select. Add notes, print, highlight equipment. Associate Site Surveys to Estimates or, start the Estimate and then create the Site Survey. Total flexibility to work with you. Come play with us to experience the benefits the WeEstimate Site Survey adds to your sales process.

INSTRUCTORS: TRACY LARSON, PRESIDENT & PARTNER & ARTURO BRAVO DIRECTOR OF DEPLOYMENT

INNOVATION ZONE

TUESDAY
JANUARY 23
SALES SESSIONS 5&6
1:30PM - 4:15PM

BACK BY POPULAR DEMAND!	ALL USER LEVELS WELCOME!
INTERACTIVE LEARNING STATIONS	CHALLENGES & PRIZES

Featuring hands-on learning challenge stations for: WeOpportunity, WeSuite GO!, WeEstimate, Proposal Document Editor, Site Survey Module and WeSuite University. Laptops and mobile devices provided, just come, learn and have fun! User Conference Guests are welcome at any time throughout the Innovation Zone.

TECH TALKS

WEDNESDAY
JANUARY 24
SALES SESSIONS 7&8
9:00AM - 11:40AM

WeSuite product evangelists share insight into new products, technologies, features and product direction for sales success in today's changing marketplace. Get the scoop during these intimate 35 minute innovation discussions.

9:00AM - 9:35AM	**Latest Enhancements for the WeSuite and SedonaOffice Integration** Michael Fazio, CTO & Partner, WeSuite | Laurie Salim, Sales Director, SedonaOffice
9:35AM - 10:10AM	**What's Changing in Sales? Profitable Growth Drivers in 2018** Tracy Larson, President & Partner, WeSuite | Special Guest
10:10AM - 10:30AM	————————————————BREAK————————————————
10:30AM - 11:05AM	**Ideas Become Features: Your Role in Development** Arturo Bravo, Director Deployment, WeSuite | Michael Fazio, CTO & Partner, WeSuite
11:05AM - 11:40AM	**Pairing Technology & Innovation: WeSuite Cloud & Sales of the Future** Michael Fazio, CTO & Partner, WeSuite | Tracy Larson, President & Partner, WeSuite