

## SECOND PHASE USERS GROUP 2019

## TAKE YOUR WEBSTORE TO THE NEXT LEVEL

### THURSDAY, SEPTEMBER 19 AND FRIDAY, SEPTEMBER 20, 2019

- Continental breakfast and lunch will be provided both days
- Happy Hour and light dinner will be served one block from the St. Julien on Thursday
- Breakout sessions will run concurrently in separate rooms; Rooms assignments forthcoming

### THURSDAY, SEPTEMBER 19, 2019

7:30 to 8:50 AM	<b>Continental Breakfast</b>
9:00 to 10:00 AM	<b>State of Second Phase -- New Features and Road Map Highlights</b> Mark Kostovny, Second Phase Group President, Billtrust
10:00 to 10:30 AM	<b>Billtrust and the Order to Cash Opportunity</b> Steve Pinado, President, Billtrust
10:30 to 10:50 AM	Coffee Break
11:00 to 11:50 AM Breakouts	<b>A Discussion on How to Boost Webstore Logins, Orders and Revenue</b> Joshua Thompson, Director of Marketing and Stephanie Kuntz, Marketing Specialist, Palmer-Donavin <b>Digital Asset Management Solution Overview</b> Drew Twietmeyer and Prabhu Velayutham, Cloud LSI Team, Second Phase <b>Harness the Power of Data Cleansing Rules in CloudLSI</b> Carrie Sutton, Corporate Trainer, Second Phase <b>Eclipse Tips and Tricks (1)</b> Ellen Thick, Eclipse and ERP Support Specialist, Second Phase
12:00 to 1:00 PM	<b>Lunch</b>
1:00 - 1:50 PM Breakouts	<b>Utilizing Google Analytics, Search Console and Tag Manager (1)</b> Dean Mueller, Real Results Marketing <b>Improve Search Results with Cloud LSI (1)</b> Carrie Sutton, Corporate Trainer, Second Phase <b>Trade Services Content Group Solutions (1)</b> Bob Stone, Trade Service <b>Containerized Architecture of Cloud LSI</b> Prabhu Velayutham, Second Phase
2:00 - 2:50 PM Breakouts	<b>Effective Product Detail Pages with Cloud LSI (1)</b> Carrie Sutton, Corporate Trainer, Second Phase <b>Enhancing Your Customers' Experience Across Order to Cash</b> Mitch Rose, Sr. Vice President, Sales, Billtrust <b>Automated Merchandising Groups Solution Overview (1)</b> Tyler Tworek and Prabhu Velayutham, Second Phase <b>Storefront Management</b> Scot Schaffer, VP of Technology, Second Phase
3:00 - 4:30 PM	<b>Meet the Team -- Speed Dating Style 15-Min Round Table Discussions</b> VP of Development: Scot Schaffer <b>Cloud LSI Team:</b> Prabhu Velayutham, Marcela Toledo, Michael Dolbear

	<b>Customer Support:</b> Beau Yoder and Chris Campbell <b>Backend Developers (integrations, credit cards, admin):</b> Steve Lanaghen and Artley Goodhart <b>Front End Developers (website graphics, UI) :</b> Russ Bertollette and Steve Gotham <b>Project Coordinators:</b> Dave lallegio and Zana Darwish
5:30-7:30pm	<b>Happy Hour and Dinner -- Rio Grande Rooftop</b> 1101 Walnut St. Boulder

## FRIDAY, SEPTEMBER 20, 2019

7:30 - 8:50 AM	<b>Continental Breakfast</b>
9:00 to 9:50 AM Breakouts	<b>Attributing Your Product Catalog with CloudLSI</b> Marcela Toledo and Carrie Sutton, Second Phase <b>Utilizing Google Analytics, Search Console and Tag Manager (2)</b> Dean Mueller, Real Results Marketing <b>Automated Merchandising Groups Solution Overview (2)</b> Tyler Tworek and Prabhu Velayutham, Second Phase <b>Batch and non-eclipse ERP integrations</b> Scot Schaffer, CTO, Second Phase
9:50 to 10:00 AM	Coffee Break
10:00 to 10:50 AM Breakouts	<b>SEO: Increase Website Traffic and Reach your Target Customers</b> Rachel Savering, Ecommerce Manager, Vamac <b>Effective Product Detail Pages with Cloud LSI (2)</b> Carrie Sutton, Corporate Trainer, Second Phase <b>Content Management Updates and Overview</b> Russ Bertollette, Senior Front End Developer, Second Phase <b>Trade Services Content Group Solutions (2)</b> Bob Stone, Trade Service
11:00 to 11:50 AM Breakouts	<b>Data Feed Management Use Cases</b> Tom Lyford, Kendall Electric <b>Improve Search Results with Cloud LSI (2)</b> Carrie Sutton, Corporate Trainer, Second Phase <b>Real Results Marketing Solutions Overview</b> Dean Mueller, Senior at Real Results Marketing <b>Eclipse Tips and Tricks (2)</b> Ellen Thicke, Eclipse and ERP Support Specialist, Second Phase
12:00 to 1:00 PM	<b>Lunch</b>
1 to 1:50 PM All Users	<b>Second Phase Led Roadmap Discussion</b> Mark Kostovny, Second Phase Group President, Billtrust
2 to 2:30 PM All users	<b>All Users - Open Forum</b> Mark Kostovny, Phase Group President, Billtrust; Tyler Tworek, Client Success Manager, Second Phase
3:00 – 5:00 PM	<b>Second Phase Office Open House / Happy Hour (Optional)</b> Meet the Second Phase team!

\* Agenda is preliminary and subject to change.

We need your feedback: [ttworek@billtrust.com](mailto:ttworek@billtrust.com)