

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 a block away from the St. Julien on Thursday
- Breakout sessions will run concurrently in separate rooms; Rooms assignments forthcoming

THURSDAY, SEPTEMBER 19, 2019

8:00 - 8:50 AM	Continental Breakfast
9:00 - 10:00 AM Everyone	State of Second Phase -- New Features and Road Map Highlights Mark Kostovny, Second Phase Group President, Billtrust
10:00 - 10:30 AM Everyone	Digitization of Order-to-Cash, Billtrust Steve Pinado, President, Billtrust
10:30 - 10:50 AM	Coffee Break
11:00 - 11:50 AM Breakouts	A Discussion on How to Boost Webstore Logins, Orders and Revenue Joshua Thompson, Director of Marketing and Stephanie Kuntz, Marketing Specialist, Palmer-Donavin Digital Asset Management Solution Overview Drew Bacca and Prabhu, Cloud LSI Team, Second Phase Cloud LSI Data Cleansing Use Cases (1st) Carrie Sutton, Corporate Trainer, Second Phase Eclipse Tips and Tricks (1st) Ellen Thick, Eclipse and ERP Support Specialist, Second Phase
12:00 - 1:00 PM	Lunch
1:00 - 1:50 PM Breakouts	Utilizing Google Analytics, Search Console and Tag Manager (1st) Dean Mueller, Real Results Marketing Using CloudLSI to Configure Data and Improve Search Results (1st) Carrie Sutton, Corporate Trainer, Second Phase Trade Services Content Group Solutions (1st) Bob Stone, Trade Service Containerized Architecture of Cloud LSI Prabhu Velayutham, Second Phase
2:00 - 2:50 PM Breakouts	Using CloudLSI to Configure Search Profiles and Merchandising Groups (1st) Carrie Sutton, Corporate Trainer, Second Phase Billtrust Order to Cash Q&A Steve Pinado, President, Billtrust, Mitch Rose, Sr. Vice President, Sales, Billtrust Automated Merchandising Groups Solution Overview (1st) Tyler Tworek and Prabhu Velayutham, Second Phase Storefront Management Scot Schaffer, VP of Technology

3:00 - 4:30 PM	Meet the Team -- Speed Dating Style 15-Min Round Table Discussions VP of Development: Scot Schaffer Cloud LSI Team: Prabhu Velayutham, Marcela Toledo, Michael Dolbear Customer Support: Beau Yoder and Chris Campbell Backend Developers (integrations, credit cards, admin): Steve Lanaghen and Artley Goodhart Front End Developers (website graphics, UI): Russ Bertolette and Steve Gotham Product Managers: Dave Ialegio and Zana Darwish
5:30 - 7:30 PM	Happy Hour and Dinner at the Rio Grande on the Rooftop 1101 Walnut St. Boulder

FRIDAY, SEPTEMBER 20, 2019

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

*Agenda is preliminary and subject to change.

We need your feedback: ttworek@billtrust.com