



Leadership



Teamwork



Commitment

emergent

GovMark Council Meeting
Telework in a Box Series Brief
April 20, 2010

The Difference is in the Results

360

Who is Emergent?

- Co-sponsor for Telework in a Box Series
- Focused on Public Sector Business
- Support Many Large Software Vendors
 - Adobe
 - Main Focus – Largest Partnership
 - Department of Homeland Security BPA Holder
 - VeriSign
 - #1 Government Partner
 - Redhat
 - “Public Sector Specialist”
 - Symantec, Oracle, amongst others...

Company Background

- Significant Industry Experience (sale and resale)
- Forte in Public Sector space
 - Civilian and Department of Defense (as well as S&L)
- Strong Industry Relationships (25 Years)
 - Former Government Employees on Staff as Well
- Services Organization to Assist with Technical Requirements
- Government Procurement Expertise

Adobe and Telework?

- Yes! Adobe provides an important piece to the “teleworker’s” toolset
- Adobe Connect Pro:
 - Dept of Defense Standard (NIPR/SIPR/JWICS Networks)
 - USPTO uses Adobe Connect for Telework
 - Flash Based, Single Port Solution (Port 443 SSL)
 - No Downloads or Installs Required
 - Supported on All Platforms, Including Your New iPhone
 - Persistent Meeting Rooms (Real-time Collaboration)
 - Used for Meetings, eLearning, COOP, DR, HR...



Campaign Overview

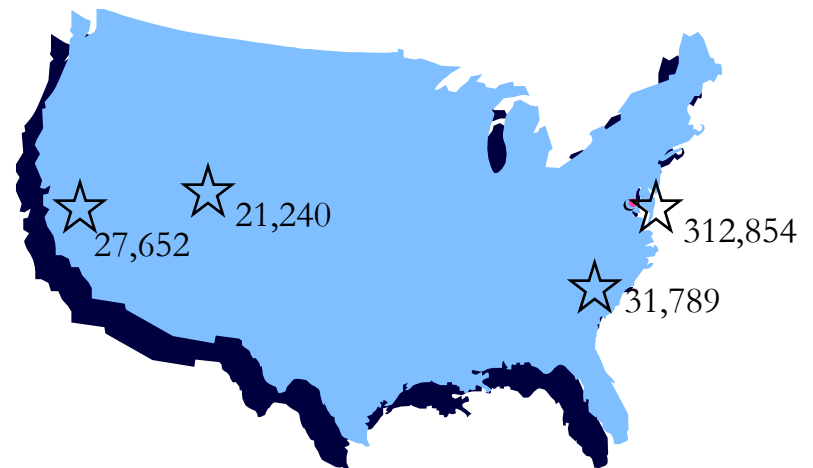
Telework in a Box Event Series Details:

*Telework Exchange and Adobe four regional half-day government Telework events in Washington, D.C., Atlanta, Denver, and San Francisco.

*These focused events each featured two panel sessions focusing on Telework best practices, training, and technology

*The events attracted government agency representatives, program managers, and government IT professionals responsible for enabling Telework in their agencies.

Telework in a Box Event Series Locations' Federal Employee Populations



Slide “borrowed” from the kind folks at the Telework Exchange

Campaign Results: Washington, D.C.

Goal: 150 registrants

Actual: 263 registrants,
180 attendees

**The Government Manager and
Telework: Learning from Early Adopters**
Washington, D.C.
JW Marriott
February 26, 2009

Speaker Faculty

- Danette Campbell, Senior Advisor, Telework, United States Patent and Trademark Office
- Bobby Caudill, Solution Architect, Global Government Solutions, Adobe
- Randee Cook, Director, Customer Service, Treasury Inspector General for Tax Administration
- Joe Hungate, Principal Deputy Inspector General, Treasury Inspector General for Tax Administration
- Andrew Krzmarzick, Senior Project Coordinator, Business Development Graduate School, U.S. Department of Agriculture
- Steve O'Keeffe, Executive Director, Telework Exchange
- Rob Pinkerton, Director of Government Solutions, Adobe

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Campaign Results: Atlanta

Goal: 50 registrants

Actual: 87 registrants,
55 attendees

Learning from Telework Adopters

Atlanta, Georgia

Atlanta Marriott Downtown

May 7, 2009

Speaker Faculty

- Cindy Auten, General Manager, Telework Exchange
- Jean Bell, Senior Auditor, Treasury Inspector General for Tax Administration
- Randee Cook, Director, Customer Service, Treasury Inspector General for Tax Administration
- Dorothy Gordon, State Telework Coordinator, Georgia State Personnel Administration
- Joe Jackson, Chief, Customer Services Branch, Information Technology Services Office, Centers for Disease Control
- Andrew Krzmarzick, Senior Project Coordinator, Business Development, Graduate School, U.S. Department of Agriculture
- Dean Pianta, Senior Systems Engineer, Adobe
- Allison Tanner, Executive Officer, Centers for Disease Control

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Campaign Results: Denver

Goal: 50 registrants

Actual: 97 registrants,
70 attendees

Learning from Telework Adopters

Denver, Colorado
The Oxford Hotel
August 11, 2009

Speaker Faculty

- Cindy Auten, General Manager, Telework Exchange
- Mary Burton, Regional Telework Coordinator, Public Building Service, U.S. General Services Administration
- Donna Dailey, Telework Coordinator, Denver Regional Council of Governments
- Mike Dawson, Employee Relations Manager, Colorado Department of Labor and Employment
- Joe Hungate, Principal Deputy Inspector General, Treasury Inspector General for Tax Administration
- Mark Krone, Director of Organizational Resources, Rocky Mountain Region, U.S. General Services Administration
- Bill Lafferty, Manager of Telephony Operations, Colorado Department of Labor and Employment
- Chad Smith-Collingwood, Senior Systems Engineer, Adobe
- Mark Sparacino, Trademark Attorney, U.S. Patent and Trademark Office

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Campaign Results: San Francisco

Goal: 50 registrants

Actual: 57 registrants,
34 attendees

Learning from Telework Adopters

San Francisco, California

The Westin St. Francis

October 8, 2009

Speaker Faculty

- Rick Albiero, The Telecommuting Advantage Group
- Cindy Auten, General Manager, Telework Exchange
- Monica Babine, Senior Associate for Telework, Division of Governmental Studies and Services, Washington State University Extension and College of Liberal Arts
- Joe Hungate, Principal Deputy Inspector General, Treasury Inspector General for Tax Administration
- Patrick McGuire, Deputy Chief Information Security Officer, California Office of Information Security
- Peter Ryce, Connect Evangelist, Business Professional Business Unit, Adobe Systems

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Attendee Profile



Total Attendee Demographics (68% Attendance):

- 504 registrants
- 339 attendees

Representing 80+ Agencies:

- 79 percent Federal
- 21 percent State and Local

Agencies Included:

- U.S. Air Force
- U.S. Coast Guard
- U.S. Department of Agriculture
- U.S. Department of Commerce
- U.S. Department of Defense
- U.S. Department of Energy
- U.S. Department of Justice
- U.S. Department of Labor
- U.S. Department of State
- U.S. Department of Transportation
- U.S. Department of Treasury
- U.S. Environmental Protection Agency
- U.S. General Services Administration
- U.S. Navy
- U.S. Office of Personnel Management
- U.S. Social Security Administration

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Takeaways

- Telework is Something People Care About Across the Country
- Consistent Messaging Will Resonate – Examples are Key (So is a Good Reference!)
- Marketing is Critical – Early and Often (Leverage Your Existing Database)
- Persistence Will Pay Off
- Handshakes Count: Properly Targeted Events Outside of DC Draw Qualified Leads

Questions?

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