

ENTERPRISE MOBILITY SEMINAR:

How Mobile Apps and Tablets Will Transform Your Business

4th October 2011 | Glaziers Hall, 9 Montague Close, London Bridge, SE1 9DD



PRELIMINARY AGENDA

TIME	
09:30 – 10:00	Registration
10:00 – 10:30	Keynote Speaker: Enterprise Mobility - Evolution or Revolution <i>Nick McQuire – IDC Research</i> Research Director, Enterprise Mobility Smartphones, now surpassing PC shipments worldwide, grew 83% in Europe in 2010. With mobile working growing 7% each year in the UK and close to half of Europe's workforce classified as mobile, IT departments are recognizing that mobility, including the use of personal devices and applications such as smartphones and tablets, is becoming strategic. While strategic enterprise mobility may exacerbate complexity and risk for some, for most, it will be a huge force of competitive advantage over the next 5 years due to the improved collaboration and business agility, process improvement, innovation and employee satisfaction it drives. This session will overview the enterprise mobility landscape today and provide insight regarding its evolution in the future, covering important pillars of the market from a customer perspective including mobile management and security, consumerisation of IT and enterprise mobile applications.
10:30 – 11:30	Embracing Strategic Mobility for the True Commercial Advantage <i>Ian Thain - Sybase</i> Senior Technical Evangelist Advances and the widespread adoption of mobile computing has driven enterprises to automate more and more business processes. As enterprise mobility matures, adopting a strategic approach to creating applications and connecting to multiple devices and corporate data-stores is delivering a measurable advantage.
11:30 – 12:00	Refreshment Break and Networking
12:00 – 12:30	Managing the Mobile Lifecycle <i>Tim Roberts - Sybase</i> Technical Services Manager From initial connection and provisioning, through software distribution, asset control and the automation of processes, we demonstrate how enterprises can retain centralised control over their mobile data, devices and applications whilst reducing costs and complexity - either on-premise or through a cloud based portal.
12:30 – 13:00	Security Challenges of the Mobilising Enterprise <i>Tim Roberts - Sybase</i> Technical Services Manager Security is always the top concern for CIO's the world over but the unrelenting pace of mobile adoption means corporate data is spreading unsecured. We demonstrate how easy it is to keep tight control over corporate data, even on personally owned devices, without relying on, or burdening the mobile worker.
13:00 – 13:30	Managing, Analysing and Mobilising the world <i>Nick Staples – Sybase South Africa</i> Practice Manager We will show that utilising the proven solutions from Sybase, enterprises can manage the high volumes and variety of data, analyse this vital information and mobilise it so people can conduct business, regardless of where they are located or what devices they are using.
13:30 – 13:40	Close and Q & A..... the next steps
13:40	LUNCH