Thursday, September 27, 2012

7:15 am - 8:15 am	**Registration and Continental Breakfast**
8:15 am - 8:30 am	**Welcome and Opening Remarks** Andrea D'Amato, Publisher, Network World
8:30 am - 9:15 am	**Embracing the Mobile Imperative** Joanie Wexler, Contributing Writer, Network World Challenge Series; Technology Analyst and Editorial Director, Webtorials TechNotes

Mobility in the enterprise -- and our daily lives -- is here to stay, and its footprint and influence is expanding. What does the broader mobile environment look like? What are the drivers, benefits and challenges of the BYOD/COPE craze?

There are numerous enterprise mobility management approaches available (and still emerging!) for handling BYOD, COPE and other challenges. All, of course, have their advantages and tradeoffs. Generally, how do they stack up against one another? Join us for this session to gain insight into proactive steps you can take to embrace the mobile future, secure your environment and adapt to future growth.

9:15 am - 10:00 am	**Bring Your Own Design: Implementing BYOD Without Going Broke or Crazy** Eric Stresen-Reuter, Technical Director, Ruckus Wireless

When it comes to BYOD, few companies want to implement every bell and whistle because (a) they don't have time, (b) they don't have the skilled staff, (c) they don't have the budget, (d) they don't see the need, or more likely, (e) all of the above. Since Wi-Fi takes center stage in any BYOD initiative, the good news is most organizations already have the right network components to address their BYOD basics without having to purchase more network equipment. This session will focus on how to simply address BYOD issues without a lot of pain and anguish. Topics will include identifying and managing devices, providing simple device security and access, role-based access, and visibility.

10:00 am - 10:30 am	**Refreshments and Networking Break**
10:30 am - 11:00 am	**Enabling and Protecting the Brave New World of Mobility** Joshua Hinkle, CIO, Lutheran Social Services

With a focus on providing top-notch nursing, personal care, rehabilitation and other healthcare and support services wherever they are needed, Lutheran Social Services relies on the reach mobile computing affords. The healthcare company is embarking on numerous mobility initiatives that include smart phones and tablets equipped with applications, while protection of privacy and data underscore each. In this session, learn more about the strategy behind Lutheran Social Services' mobile push, and hear more about the policies and security tactics it leverages to mitigate risk while still empowering users to successfully work anywhere, anytime.

11:00 am - 11:45 am	**How You Can Achieve BYOD Without Compromise** Paul Durzan, Director of Business Development, Cisco

As smartphones become smarter, tablets become the norm, and wireless Internet access becomes ubiquitous, the practice of BYOD is gaining traction. Companies big and small across many different industries are turning to these technologies to create innovative new business offerings to attract customers and enable greater flexibility and productivity in the workforce. These innovations used to come with compromise, often forcing IT to relinquish control or loosen security standards. But today, new wireless technologies enable IT to truly embrace BYOD without compromise. Join us for this session as we explore mobility and security advancements that will dramatically shape the enterprise and drive further growth and innovation.

11:45 am - 12:20 pm	**Enterprise Mobility Management Done Right: A Panel Discussion** Param Bedi, VP & CIO, Bucknell University Owen Barton, Director, Information Security, SunGard Data Systems Jessica Carroll, Managing Director, Information Technologies & Digital Media, United States Golf Association Joanie Wexler, Contributing Writer, Network World Challenge Series; Technology Analyst and Editorial Director, Webtorials TechNotes

Sometimes the best enterprise advice comes from those who've aggressively adopted diverse mobile device management policies, or those who haven't for important reasons, or those who've bumped into a few walls along the way — and especially those who can share what went right and wrong that can benefit others. Don't miss this revealing discussion chock full of inside stories and critical tips.

12:20 pm - 1:30 pm	**Lunch with Hosted Table Discussions**

- Who's Really in Charge? - Absolute Software

- BYOD without Compromise - Cisco

- Managing The BYOD Chaos from the Cloud - Fiberlink Communications

- Secure Hotspots & BYOD - Motorola Solutions

- Optimizing RF Performance - Ruckus Wireless

- Mobile App Strategies in a BYOD World - SAP

1:30 pm - 2:15 pm	**Is BYOD The Panacea For All Enterprise Network Access?** Tajinder Mann, Director of Marketing for Enterprise Networking & Communications, Motorola Solutions

BYOD is like a tsunami across many enterprises in many verticals, with expectations of easy, secure on-boarding that improves employee responsiveness and increases productivity. But many IT departments are finding complexities in implementation and deployment, rising security concerns and challenges with integration into existing systems. They are also finding that BYOD may not be one size fits all. Is BYOD over-hyped? Is BYOD the right tool for the problem you're trying to solve? Join Motorola Solutions to learn where BYOD applies and how secured guest access not only augments BYOD, but improves network security and guest/customer experience.

2:15 pm - 2:45 pm	**Best Practices with MDM in a BYOD World** Tim Williams, Director of Product Management, Absolute Software	**Managing The BYOD Chaos from the Cloud** Endre Walls, CTO, Resource for Human Development

When organizations choose client management tools for desktops and laptops, they don't typically need to re-evaluate them for three or four years. So why is it that the MDM solution you chose six months ago already seems outdated? Is it even possible to choose a tool that can keep up with all the changes? Join us for this session as we explore best practices in this fast-moving area.

The growing trend of BYOD programs opens the door to new Mobile Device Management (MDM) platforms, bringing with it an expanding pool of "must-haves" and "nice-to-have" attributes all claiming to be suited best for your environment. Learn why a true cloud-based solution is the fastest way to securely manage your devices, apps and docs. Walk away with a comprehensive yet simple approach to BYOD for both IT and employees. Presented by Fiberlink Communications.

2:45 pm - 3:15 pm	**Refreshments and Networking Break**

3:15 pm - 3:45 pm	**BYOD and Enabling Mobility for All** Josh Bentley, Mobility Solutions Engineer, SAP	**Mobile Apps: Deploying, and Managing Them**

Organizations are permitting, and even encouraging employees to bring their own mobile devices into the workplace to be used for work purposes. This trend is shifting how devices are procured, paid for, managed and supported. While many organization may look to BYOD

With new mobile form factors come the cries for corporate apps that are mobile-friendly. But how do you securely provision and maintain them?

Join this session to understand the notion of enterprise app stores and how to tackle a few important deployment decisions up front that will save pain and aggravation down the road.

as a way to lower the cost of enterprise mobility, the true value should be placed on bringing productivity and communications advantages to a much broader group of employees, thereby enabling 'mobility for all'. Join us for this session to learn how SAP, a global company with over 40,000 mobile devices in use, has realized significant business benefit from mobilizing employees around the globe and embracing BYOD policies in over 10 countries. Driven by the consumerization of IT and the company's mobile-solution focus, SAP offers all employees the option to use either a corporate-owned or personally owned mobile device for work. Learn from SAP's firsthand expertise, and explore the importance of mobile applications when defining your BYOD strategy.

3:45 pm - 4:15 pm	**Corporate Policies on Mobile Devices: A Legal Perspective** Scott P. Seder, Attorney at Law, Roberts McGivney Zagotta LLC

Many companies are still in the early stages of determining their mobile device strategies. Crucial to a successful implementation is understanding how mobile devices will impact day-to-day operations, external and internal communications, privacy, access and more – and then establishing policies that provide the right balance of governance and flexibility to establish a successful mobile initiative. In this session, learn about the ramifications of BYOD, and learn how you can implement a framework to identify the right policies for your organization.

4:15 pm	**Closing Remarks and Conference Concludes** Andrea D'Amato, Publisher, Network World