CITE conference + expo
consumerization of IT in the enterprise
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Sunday, March 4, 2012

9:00 am - 11:00 am — **Give Back @CITE: Community Service Activity**

CITE is excited to host a pre-conference charitable activity on Sunday morning. Hospital Art (hospitalart.com), an organization dedicated to softening the hospital environment, will provide participants pre-drawn, color-coded mural pieces to paint (artistic ability is not required). This networking opportunity affords you the chance to meet industry peers early in the program while creating a beautiful mural for a care center in critical need. Please indicate your interest in participating during the registration process or call 800-883-9090.

1:00 pm - 5:00 pm — **Workshop: Transformation for the Next Generation of Business**
Dion Hinchliffe, Executive Vice President, Strategy , Dachis Group

Next-generation businesses are agile, innovative, collaborative, fluid -- from their IT environment to their corporate culture. They have the people, processes and technology to harness new ideas and make them work; to crowdsource effectively, inside and out; to thrive on change, yet control the chaos. How can organizations embrace the latest changes in the IT and business landscape? It's not an easy journey, and requires vision and skill sets not always found in conventional organizations, let alone IT. Yet there are now compelling case examples and precedents that point the way to more effective, productive, and high impact applications of IT to business needs and challenges.

Drawn from hundreds of customer engagements, next-generation enterprise IT thought leader Dion Hinchcliffe will share his game-changing playbook for transforming the enterprise to position it for today and beyond. Packed with dozens of strategies and best practices, this informative session prepares IT and business managers and staff with an array of useful techniques: Quick wins to get you started. Ways to socialize and implement larger scale change. Tactics for convincing old-school colleagues. Designed for audiences in IT or line-of-business, Dion will use his well-known visual thinking approach to walk attendees through concepts and techniques to help all organizations raise their game – wherever they are on their journey to the next generation of business.

| 5:00 pm - 6:00 pm | **Spanish Tapas and Wine Reception** |
| | Mingle with your peers as you enjoy Spanish tapas, wine and live music. |

Monday, March 5, 2012

7:30 am - 8:30 am	**Registration and Breakfast**
8:30 am - 8:40 am	**Welcome and Opening Remarks**
	Jon Fortt, Technology Correspondent, CNBC
8:40 am - 9:20 am	**The Consumerization of IT: Driving The Next Generation of Business**
	Dion Hinchliffe, Executive Vice President, Strategy , Dachis Group

Employees' have begun driving the use of consumer technology in the workplace -- bringing their mobile devices, Web apps, and social networking experience with them from home -- but the trend goes even deeper than that. It's a fundamental shift away from IT creating and managing the organization's IT assets to accepting that employees now own significant swaths of technology and will lead the enterprise march to the future. Noted IT thought leader and enterprise strategist Dion Hinchcliffe has watched organizations large and small struggle with this convergence of mobile, social, cloud and big data, and has helped them prevail in their quest to harness it for innovation to transform the way the enterprise does business. Dion will explore the new IT landscape and share his consumerization experiences in the field to set the stage for the CITE 2012 program by showcasing real-world companies that represent the new generation of IT and business.

| 9:20 am - 9:35 am | **TabletTalk: Customer On-Boarding in Financial Services** |
| | Don Stockslager, VP of Boarding Tools, Strategy and Support, First Data Corp. |

Credit card processor First Data Corp. addressed a pain point with its first mobile development effort for tablet computers: that of on-boarding new customers from the field. Join Don Stockslager as he demonstrates the new user experience for First Data's sales team and describes the work that went into getting customers up and running 60% faster than before.

| 9:35 am - 10:05 am | **The Era of Engagement: IT as Business Strategist** |
| | Karen Walker, Vice President, Segment & Services Portfolio Marketing, Cisco Systems, Inc. |

The Era of Engagement is here—and the opportunity for IT to drive business strategy and set the agenda is greater than ever. Your customers, employees, suppliers and partners are demanding rich, secure, consistent experiences on any device. At the same time, you need to deliver innovative business solutions to drive competitive differentiation. In this new era, what is the role of the IT strategist—and what are the components of a foundational technology strategy that will deliver business value today—and scale for the future?

This session will explore key business and technology considerations for IT strategists and business advisors.

| 10:05 am - 10:25 am | **Social Networking Break** |

Time				
	Join us for a quick mid-morning break and while you're at it, make a new face-to-face connection that you can later add as a friend, link to or tweet.			
10:25 am - 10:40 am	**TabletTalk: A Beverage Distributor's Story of Transformation** Steve Fleming, VP of Administration, Ben E. Keith			
	Beer distributor Ben E. Keith's tablet deployment isn't just about sales reps conducting store inventory and placing new orders for the dozens of items available. It's about turning the company into a next-generation business. See the tablet technology that's driving impressive sales growth and allowing the company to keep up with changing consumer tastes – and retail expectations.			
10:40 am - 11:10 am	**Quintiles: Meet the Next Generation of Business** Joe Donnici, Vice President, Core IT, Quintiles			
	Next-generation businesses are agile, mobile and innovative. They empower employees with technology and drive competitive advantage by innovating with IT. This case study will showcase a company that embodies all that "next generation" means. If you aren't heading down this path yet, beware – your competitors might be.			
11:20 am - 12:20 pm	**Corporate Tablet Devices Track** Moderator: Julia King, Executive Editor, Events and National Correspondent, Computerworld	**Mobile Application Strategies Track** Moderator: Maryfran Johnson, Editor in Chief, CIO magazine & Events	**Infrastructure in the Consumerized Enterprise Track** Moderator: John Gallant, SVP and Chief Content Officer, IDG Enterprise	**Bring Your Own Technology (BYOT) Track** Moderator: Galen Gruman, Executive Editor, Infoworld
11:20 am - 11:50 am	**Lessons Learned in a Tablet Launch** Don Stockslager, VP of Boarding Tools, Strategy and Support, First Data Corp.	**Steps to Creating A Mobile Enterprise Application Strategy** Philippe Winthrop, Managing Director, The Enterprise Mobility Foundation	**How Consumerization is Driving a Shift in Storage Strategies** Terri McClure, Senior Analyst, Enterprise Strategy Group	**Mobile Device Management: A Bank's Due Diligence Revealed** Tony Lalli, Infrastructure Architect, Bank of New York Mellon
	The most effective mobile apps are those that advance the user experience and functionality beyond where they've been before. Such was the case at First Data Corp., which completely redesigned a business process before applying a mobile interface to its customer onboarding process. Join Don Stockslager in this follow-on discussion to his Tablet Talk as he reveals the processes, challenges and lessons learned in the mobilized customer onboarding	Customers and employees alike are hungry to interact with your business using mobile apps. But how do you decide what apps to build, how to engineer them and where to make them available? This session will show you how to approach the prospect of mobile apps and how to proceed with a secure, business-savvy strategy.	As the consumerization trend marches onward in IT, more and more end users are choosing their own software apps in lieu of using the IT sanctioned business tools. This is increasingly happening for online file sharing and collaboration applications as users tackle issues like shared data, data portability, and end point device access. This is creating a conundrum for IT as it balances business enablement, end user ease of access, and collaborative capabilities with the need to maintain control and	Innovative groups in your organization want to exploit the new tablet form factor and use their smartphones at work—without giving up their favorite personal apps. That means policy, mobile device management (MDM) technology and governance. But with 50 MDM solutions and 10 tablet and smartphone vendors on the market, where do you start? Meet a leading IT architect, who conducted a thorough evaluation of all the options in 2011 before arriving at his recommendations for

project.

security of information assets. This presentation will look at the on line file storage and collaboration landscape and available solutions.

a 50,000-employee company. In this session, you will get a glimpse into his analysis of the MDM market, discuss the corporate vs. personal ownership model and foster group discussion around what has worked—and what hasn't—in mobile management for both the enterprise and end users.

12:00 pm - 12:30 pm

Managing Trade-offs: Lessons Learned from Deploying Consumer Devices in the Microsoft Field
Amy Stephan, Director of US Windows Client, Microsoft

Integrating consumer devices into the enterprise presents multiple challenges to IT, business owners and end-users. At Microsoft, we experienced these challenges first-hand when we deployed 1,400 consumer-grade devices to our US field over a two-month period. In this session, we'll share lessons learned from this project, and discuss trade-offs inherent in any consumerization initiative. Matching the right device to the business need is key to success, and we'll showcase a number of just-released Windows devices that can help you balance productivity with user demand.

Strategies for Building Safe, Secure Enterprise Applications
Jason Ruger, Chief Security Officer, Motorola Mobility
Clarence So, SVP, Chieft Strategy Officer, Salesforce.com
Peter van der Linden, Chief Android Evangelist, Motorola

Corporate employees expect 24/7 access to information from all types of mobile devices. So, how can developers of enterprise applications protect sensitive information while simultaneously giving employees the freedom and flexibility to work anywhere on their mobile devices? Through a case study, Motorola Mobility will share our strategy for ensuring the safety and security of internal Android applications. We'll cover device management issues and corporate networks, and touch on evolving mobility strategies, web migration, and convergence of devices and platforms.

What Organizations Need to Know when Implementing BYOD Programs
Chris Fleck, VP Mobility Solutions , Citrix Systems

The exploding consumerization trend is dramatically re-shaping the way IT services are delivered to users in the enterprise. The proliferation of new devices and devices types including smartphones, tablets and ultrabooks, while a boon for users, has become a serious challenge for IT. With each hot new device that hits the market, users have a growing expectation they can bring them into the workplace. How will IT manage, support and give access to corporate resources on such a diverse set of devices? In this session, Chris Fleck, vice president of mobility solutions at Citrix and customer, Justin Burns with Jack in the Box will provide best practices for developing bring your own device (BYOD) programs, and talk through the technologies and solutions that will enable enterprises to deliver IT services on-demand to any user on any device.

Cisco's Internal BYOD Journey
Lance Perry, VP IT, Customer Strategy and Success, Cisco

Cisco has embraced the post-PC era with strategies that ensure that all of its 55,000 employees around the globe can connect to business critical applications from anywhere, on any mobile device. Come hear how Cisco has deployed a combination of technology and policy to meet this need as Lance Perry, VP IT, Customer Strategy and Success, highlights some of the challenges in making this transition and the final results.

12:30 pm - 3:00 pm	**Expo Hall open**
12:30 pm - 1:45 pm	**Lunch served in expo hall**
1:00 pm - 1:15 pm	**TabletTalk: NBC's Path to Mobility and the App Store** Robert Angelo, VP of Product Management, NBC Universal

NBC Universal's journey to mobile programming started with one small step, got interactive with Jimmy Fallon and soon led to an iPad app that shot to #1 in the iTunes App Store within 24 hours of launch. Come hear NBC's story of how its broadcast arm brought programming to multiple device platforms and see the apps that bring streaming to millions of viewers.

1:15 pm - 1:45 pm	**Technology Demos on Expo Stage**

Join us for a fast-paced round of demonstrations of technologies to consider in your enterprise. Hear about the latest offerings from Code 42 Software, Fiberlink, OutSystems, Rackspace Hosting, SAP and YouSendIt.

2:00 pm - 2:40 pm	**What Is Gamification, and Why Should It Be on My Enterprise's Priority List?** Gabe Zichermann, CEO, Gamification Co & Dopamine Inc.

Gamification doesn't mean Xbox or Angry Birds. It means using game mechanics and features of game design to boost the effectiveness, friendliness and engagement of your digital properties. Never has this been more important than in this era of consumer technologies, where the instant gratification of collecting points, tweeting and friending have become a part of daily life. Join expert Gabe Zichermann as he demonstrates why companies need to understand gamification and how some are already using it to obtain great results with customers and employees alike.

2:40 pm - 3:10 pm	**Driving End-user Value** Jane Boulware, General Manager, Windows Client, US, Microsoft

The consumerization of IT, the explosion of digital data, anytime anywhere connectivity and social computing. These are the trends driving Information and communication technologies today. Join Microsoft's Jane Boulware for a look at how Microsoft is embracing these trends and how you can use them to drive employee satisfaction and business results.

3:20 pm - 3:40 pm	**Tablet Case Study: Jacobs** Brad Wright, VP, IT Integrated Customer Services, Jacobs	**Mobile Apps Case Study** Tony Carimi, Director of Fixed Operations, Park Place Dealerships	**Network Strategy for a Consumerized Enterprise** Brandon Porco, CTO, Northrop Grumman	**Mobile Device Management and Policy** Dave Malcom, CISO, Hyatt Hotels Corporation
	Jacobs, a $10 billion provider of technical, professional, and construction services, will discuss its usage of tablet devices in the enterprise, including the business case, lessons learned and latest	Tablet computers with mobile apps have transformed the service department at luxury car Park Place Dealerships. Service advisors now greet customers with tablets and conduct the full intake and repair	As consumerization overtakes the enterprise, the proliferation of mobile devices threatens to overwhelm the enterprise network. Building a strategy for a network	Employees everywhere are bringing their devices to work -- and seeking to use them to do their jobs. How do you decide who gets access to email or the corporate network?

results.	visit with the customer using the devices. Come learn how Park Place chose mobile technology for this business process and how it designed apps that optimize for the touch interface, pull in the right data and meet the standards of this Malcolm Baldrige award-winning dealership and its discerning customers.	that can meet the exploding needs of users and their devices and software apps while remaining secure is a growing challenge for IT leaders today. This presentation will look at the ways enterprises can shape a strategy for a network that can manage the needs of the consumerization trend without being overloaded and without creating undue risks for the enterprise.	What policies must you build to protect the organization? Join Dave Malcom as he shares the latest insights from the CISO ranks and describes how Hyatt Hotels is addressing the challenge.

3:45 pm - 4:15 pm

Tablet Case Study: CME Group Pilots Slates with Audit Team
Roman Benko, Associate Director, Systems Development, CME Group, Inc.
Frank Fieseler, Associate Director, CME Group Inc.

CME Group is the world's leading derivatives marketplace, formed by the combination of the Chicago Mercantile Exchange, the Chicago Board of Trade and the New York Mercantile Exchange. It is well under way with a tablet deployment for its auditors, who need enterprise-level performance, security and access to company resources. Come see its custom-designed mobile apps, which pull data and logic from legacy applications, and learn all about its deployment of ASUS Windows-based slates.

Microsoft licensing implications for iPad, Android and BYOD
Cynthia Farren, President, Cynthia Farren Consulting

Providing mobile access to enterprise applications is a key part of application strategy today. Yet it often has licensing implications you need to consider. Join Microsoft licensing expert Cynthia Farren for a look at key items to consider from both a licensing and contractual standpoint. She will provide a high level overview of the most common solutions and their implications on your Microsoft agreements and budgets.

The New Integration Model
Drew Dillon, Product Manager, Platform, Yammer

Historically, businesses have had to choose among a handful of software packages and invest millions of dollars and countless hours to make them compatible. One version would soon be out-of-date, requiring yet another massive investment of time and money. Consumerization has opened up a landscape of nimble best-of-breed applications, but these apps still need to do more than co-exist, they need to empower each other. The emerging world of integration is lightweight, making it simple to tie apps together, but have the opportunity to be deeper and more expressive than in the past. In this session, attendees will learn about the world of open integration and how to bring this new model back to their organizations, increasing business value while consolidating and decreasing cost.

The Dark Side of BYOD
Seng Ing, Senior Network Engineer, KLA-Tencor Corp.

Bring your own device (BYOD) is a popular method for empowering users with some level of corporate access on their own devices. Yet in Seng Ing's experience, BYOD sounds better than it is. In this session, he will discuss the pros and cons of BYOD vs. BYSD (Bring Your Supported Device) as well as their deployment strategies. You'll get a clear idea of which mobility strategy you should champion and/or how to improve your existing BYOD implementation.

Time	Session 1	Session 2
4:20 pm - 5:30 pm	**Panel and Workshop: Strategies for Empowering a Multi-Platform BYOD Workforce** Moderator: Galen Gruman, Executive Editor, Infoworld Jon Fortt, Technology Correspondent, CNBC Tony Lalli, Infrastructure Architect, Bank of New York Mellon Brian Katz, Director, Mobility Engineering, Global Infrastructure Services, Sanofi Dave Malcom, CISO, Hyatt Hotels Corporation Philippe Winthrop, Managing Director, The Enterprise Mobility Foundation Jason Ruger, Chief Security Officer, Motorola Mobility	**Panel and Workshop: Sane Strategies for Containing Device Sprawl and Support** Moderator: John Gallant, SVP and Chief Content Officer, IDG Enterprise Scott Kirsner, Columnist, The Innovation Economy column, The Boston Globe Roman Benko, Associate Director, Systems Development, CME Group, Inc. Frank Fieseler, Associate Director, CME Group Inc. Brad Wright, VP, IT Integrated Customer Services, Jacobs Seng Ing, Senior Network Engineer, KLA-Tencor Corp.

The benefit of human workforce diversity is well established, but when it comes to workplace processes and the associated tools, standardization has long been the mantra. But the foundational differences among the various mobile devices now supported by most companies means tool standardization is gone, at least for part of the workforce. In this interactive panel discussion, hear how a range of organizations with varying needs take advantage of the range of devices, apps, and capabilities now available and typically championed by their employees. This panel shares how they've adapted to and taken advantage of this tool diversity, even in the context of regulatory and security requirements.

Following the panel, the room will break out into teams charged with compiling a collective list of current business process and technology standards that can be altered, loosened, eliminated, and redefined to support such diversity, as well as those that must continue as is. The result: a framework and greater understanding of where your device and mobility strategy need to go.

Providing greater freedom to choose the devices that fit end users' work- and lifestyles can benefit your organization in a plethora of ways. But do you have to support every device that every employee wants? Are there certain classes of workers and certain roles that warrant tighter controls over device selection? What are the key capabilities and requirements that IT should feel comfortable about enforcing in a BYOD world? Do you have to support and develop for every platform? Is it OK to just say no sometimes?

In this interactive panel session, IT leaders will talk about how they are setting boundaries in a world of consumerized IT and what they're looking for in the mobile platforms and devices they plan to support. After these real-world conversations, workshop participants will define practical strategies for managing device sprawl and how to have difficult conversations with end users – maybe even the CEO! – about which devices and platforms just won't work in a business environment. Workshoppers will outline the most important security, management and integration capabilities accepted platforms must support and how to segment users by their job functions and needs.

Time	
5:30 pm - 7:00 pm	**Club CITE**

You have VIP access to Club CITE in the Expo. Chill-out in our lounges, visit our exhibitors and sip your favorite cocktail in your very own CITE glowing bar glass.

Time	
7:30 pm - 9:30 pm	**Connected the Film (to be followed by discussion with director Tiffany Shlain)**

Intro by Scott Kirsner**, with director** Tiffany Shlain **leading discussion afterward**

Have you ever faked a restroom trip to check your email? Slept with your laptop? Or become so overwhelmed that you just unplugged from it all?

In this funny, eye-opening, and inspiring film, director Tiffany Shlain takes audiences on an exhilarating rollercoaster ride to discover what it means to be connected in the 21st century. From founding The Webby Awards to being a passionate advocate for The National Day of Unplugging, Shlain's love/hate relationship with technology serves as the springboard for a thrilling exploration of modern life…and our interconnected future. A personal film with universal relevance, [Connected](#) explores how, after centuries of declaring our independence, it may be time for us to declare our interdependence instead.

Tuesday, March 6, 2012

7:30 am - 8:30 am   **Registration and Breakfast**

8:30 am - 8:40 am   **Opening Remarks**
Scott Kirsner, Columnist, The Innovation Economy column, The Boston Globe

8:40 am - 9:20 am   **Innovating with Consumer Social Tools: New Techniques and Best Practices**
Mike Brown, Director of Corporate Development, Twitter
Moderator: John Gallant, SVP and Chief Content Officer, IDG Enterprise

Consumer social media tools such as Twitter and Facebook have become the place to see and be seen for B2B and B2C companies alike. They're also top destinations for social listening – keeping abreast of what customers, analysts and others are saying about your company or product. Come hear the latest innovations and best practices for using these channels to shape your business, corner the competition and connect with the right stakeholders.

9:20 am - 9:50 am   **Resistance is Futile: Embrace the Forces of Consumerization**
Mark Templeton, President and CEO, Citrix Systems, Inc.

Enterprise IT organizations are struggling at the intersection of opposing forces: the control of standardization versus the freedom of consumerization; the legacy of distributed computing versus the flexibility of cloud services. A the same time, they must respond to an increasingly tech savvy employee base that is demanding mobile workstyles and the same combination of power and simplicity in their workplace technology that they enjoy at home, using devices, apps and data that are not purchased or managed by IT to be productive in their jobs. Always provocative, Mark Templeton will share his belief that the exceptions of the PC Era – things like mobile users, personal devices, wireless access, app stores, SaaS, and cloud infrastructure – have become the new assumptions for the Cloud Era. He'll also share insights about how forward-thinking organizations are using virtualization, networking, collaboration and cloud technologies to say yes to the forces of consumerization while dramatically improving business productivity, efficiency and agility and securing the information assets that matter most.

9:50 am - 10:05 am   **Social Means Business at Eli Lilly and Company**
Bryce Williams, Social Collaboration Consultant - IT, Eli Lilly and Company

Lilly's social business story is one of emergence. The emergence of people passionate about working in new ways, the emergence of new social capabilities putting the people's expertise and passion on display, and the emergence of real business problems being approached in ways never imagined. It's not a story about a social platform, it's a story about Lilly's people entering the stage to become the platform by which knowledge and expertise come to life. Bryce Williams will share a few business success stories that owe their outcomes to social business emerging at Lilly.

10:05 am - 10:25 am   **Tweet and Greet**

	Review the latest Twitter feeds at CITE with your fellow colleagues and enjoy a morning refreshment.
10:30 am - 10:45 am	**A Social Enterprise Isn't Rocket Science – Or Is It?**
	Kevin Jones, Consulting Social & Organizational Strategist, NASA's Marshall and Goddard Space Flight Centers
	ExplorNet - the enterprise social technology platform at NASA's Marshall Space Flight Center - has experienced successes and failures, and Kevin D. Jones has seen them all. Join Kevin as he shares lessons learned in the social deployment involving administrators, rocket scientists and others in the 7,500-employee space center. You'll learn what was adopted, what wasn't and why. He'll also show a framework to predict the rate of adoption for these type of projects.
10:45 am - 11:15 am	**Device Mania: Mobile Strategies for the Next Generation of Business**
	Brad Brooks, VP, Worldwide Enterprise Marketing and Solutions, Juniper Networks
	Gus de los Reyes, Executive Director of Technology Security , AT&T
	Eric McCarty VP, B2B Solutions, Samsung Telecommunications America
	Developing and managing a mobile device strategy is one of today's greatest enterprise challenges. How do you manage and secure the flood of devices entering the corporate environment? How do you provide access, connectivity and more to employees and customers alike? How do you advise key stakeholders on options for devices that meet the multiple, complex information needs of the personal and the professional? Join some of the world's leading providers of mobile technology and services – Samsung, AT& T and Juniper Networks – in a dynamic session that will probe these issues and more.
11:15 am	**Expo Hall Opens**
11:45 am - 12:15 pm	**Fireside Chat: Social Failures**
	Kevin Jones, Consulting Social & Organizational Strategist, NASA's Marshall and Goddard Space Flight Centers
	Dan Pontefract, Senior Director, Learning and Collaboration, Telus
	Scott Kirsner, Columnist, The Innovation Economy column, The Boston Globe
	Many organizations launch a social initiative or platform with a big bang and high hopes for employee engagement and innovation – only to watch adoption trail off after the excitement wears off. But failure can be the best teacher. Join our practitioner speakers for a look at what went wrong in their deployments and how they plan to employ lessons learned in future rollouts.
12:15 pm	**Lunch served in expo hall**
1:15 pm - 1:45 pm	**Expo Theatre Panel: How Organizations Are Using Facebook, Twitter and Other Social Channels**
	Noah Broadwater, CTO, Sesame Workshop
	Bernard C. Soriano Ph.D., CIO, Department of Motor Vehicles
	Brad Wright, VP, IT Integrated Customer Services, Jacobs
	Moderator: John Gallant, SVP and Chief Content Officer, IDG Enterprise
	Learn how B2B and B2C companies alike are using the latest public social media tools to achieve business goals and deliver on their mission.
2:00 pm	**Expo Closes**

2:00 pm - 3:00 pm	**Mobile Security Strategies Track** Moderator: Galen Gruman, Executive Editor, Infoworld	**Transformation, Innovation and Change Track** Moderator: Maryfran Johnson, Editor in Chief, CIO magazine & Events	**Consumerization and the Customer Track** Moderator: Julia King, Executive Editor, Events and National Correspondent, Computerworld	**Business Process Transformation Track** Valerie Potter, Online Features Editor, Computerworld
2:00 pm - 2:20 pm	**Mobile Security** Brian Katz, Director, Mobility Engineering, Global Infrastructure Services, Sanofi *Grand Ballroom* Securing the Mobile Enterprise: When looking at mobile devices, enterprises face many challenges when it comes to securing them, especially as one looks at a world of BYOD and CoIT. How does an organization handle the fact that you have personal devices with personal data that you are also going to place corporate data on. How does one make sure that the data is secured no matter where it resides and how do you get user buy in to make sure that you have a successful program in this age of Consumeriazation.	**Consumerization: Leverage the Potential, Manage the Chaos** Noah Broadwater, CTO, Sesame Workshop *Bayview B* Companies at the forefront of creating compelling consumer applications are often not ready for the impact these same applications and devices have inside the business. Sesame Workshop, the producer of Sesame Street, had developed for the iPhone, iPad, Android, XBOX Kinect and other platforms, and had leveraged social media among its customers. Yet it wasn't prepared to exploit these types of consumerization inside the enterprise and was overwhelmed by demand. Learn how Sesame got control of consumerization and established a pipeline of new initiatives to keep the ideas and consumer energy flowing.	**Engaging and Connecting with Customers: A Health Care Case Study** Zev Lavon, Director, Enterprise Solution Architecture, CareFirst BCBS *SeaCliff AB* No industry serves more consumers than health care. So when insurer CareFirst launched two programs aimed at improving health outcomes, it built them in a consumer-friendly way based on technology-enabled communication, collaboration and engagement – for use by members, physicians and staff. Using a range of the latest technologies, including unified communication, rich web interaction and information sharing, it rolled out Primary Care Medical Home (PCMH) and Healthy Blue with great success. Come learn how the organization built programs requiring and incentivizing behavior change on both sides of the firewall, with sustained participation by more than 4,500 doctors and close to a million patients.	**A Time for Change: Making Apple Work in the Enterprise** Eric Dewey, Director of Infrastructure Services , Yum Brands David Nix, Infrastructure Manager, Yum Brands *SeaCliff CD* Distribution of iPads at a corporate executive meeting focused IT on the customer desire for increased endpoint diversity at Yum! Brands, the world's largest restaurant company with over 38,000 KFC, Pizza Hut and Taco Bell restaurants in more than 110 countries and territories. Despite a mature IT infrastructure securely managing multiple devices and platforms, IT leadership set its sights on "any application on any device, anywhere," for both employees and franchisees. In this session, two IT leaders from Yum will share their progress on their consumerization of IT and move to a mixed IT environment, including what's worked, what hasn't and what they wish they'd known going in.
2:30 pm - 3:00 pm	**BYOD - What's Your Security Risk?** Subbu Iyer, Senior Product Manager, Juniper Networks Moderator: Galen Gruman,	**Beyond Native Apps** Whitney Tidmarsh Bouck, Enterprise General Manager, Box	**Case Study: Beefing Up Your Wireless Network to Support Consumerization** Jennifer Jabbusch, CISO, Infrastructure Security Specialist,	**Macs and iPads Are Invading the Enterprise. What's your plan?** Kim Johnston, Vice President, Marketing for Desktop Virtualization

Executive Editor, Infoworld

Bayview B

Carolina Advanced Digital, Inc.

and Mac, Parallels

Grand Ballroom

SeaCliff AB

SeaCliff CD

Bring your own (mobile) device, or BYOD, is a rising trend, and with good reason – the business benefits and the increase in employee effectiveness are too big to ignore. However, it's all too easy to get bogged down in the details, like mobile OS versions, device types, location, allowed apps, etc. -- not to mention malware infection and jail breaking/rooting risks. This presentation will offer a strategic, or holistic, vision for BYOD that focuses on a new framework for successful deployment: connect, protect, and manage. The framework allows you to focus on the most important piece of your overall security strategy – policy – while controlling your risk and staying compliant. We will also discuss the relevance of some of the latest findings of our mobile threat center research.

The shift to a post-PC world is one of the most profound transitions of the past two decades. Employees are using an increasing array of devices to be more productive than ever, with business software and systems changing dramatically to meet their needs. Yet one of the biggest challenges for any enterprise is deciding which platforms, architectures, and "paradigms" to support. Managing for various platforms – both varying devices of the same operation system flavor and separate operating systems – can be a challenging and time-consuming task. Whitney Tidmarsh Bouck, GM of Enterprise at Box, will discuss this next great frontier for the enterprise, and why organizations must go beyond native apps and support the long tail of devices.

Not long ago, users were content with one device, maybe two -- a laptop and a phone they carried from home to work or dorm to class. IT managers could expand their networks with extra access points, and if an application ran a little slowly, everyone learned to live with it. Connectivity was good enough. Not anymore. Today, everyone is mobile, and everyone wants to make their own technology choices. IT managers must regain control of their networks in order to ensure consistent access and user experience for all devices and applications. Come hear how Carolina Advanced Digital has leveraged Meru's advanced WLAN to meet the demands of high-density environments where essential applications depend on wireless networks.

Macs are invading the enterprise: The Information Technology Industry Council reports that by 2013, 32% of enterprises will have more than 250 Macintosh computers compared to 12% in 2010. As Macs become more prevalent in business, they no longer can be managed as an island. There is increasing demand to manage them as part of the overall network. Join this session to learn about Apple's growing presence in the enterprise and the Parallels desktop virtualization approach to managing Apple deployments - including mobile access from device to desktop, meeting change management requirements and fulfilling compliance needs.

Hosted by Meru Networks

3:10 pm - 3:40 pm	**The CMO and the CIO: Fireside chat** Moderator: Maryfran Johnson, Editor in Chief, CIO magazine & Events John Murray, CIO, Genworth Financial Wealth Management Myra Rothfeld, CMO, Genworth Financial Wealth Management Whether it's smartphone apps or Facebook pages, chances are the CMO is involved in the equation somewhere. So is the CIO. It's a recipe for great strategic thinking – and for tension and turf wars. What do these top executives – and their teams – need to know about working together to get the most from today's consumer technologies? What do they need to learn about one another's worlds? In this revealing conversation with a moderator who knows both worlds, this feisty session will explore the marketing/IT relationship at one organization. You'll hear how they have built a true partnership – after navigating some rough seas along the way.
3:40 pm - 4:45 pm	**Presentation and Town Hall: Preparing the Enterprise for Consumer IT** Moderator: Julia King, Executive Editor, Events and National Correspondent, Computerworld

Scott Kirsner, Columnist, The Innovation Economy column, The Boston Globe
Rick Bauer, Director, Product Management, CompTIA
Zev Lavon, Director, Enterprise Solution Architecture, CareFirst BCBS
David Nix, Infrastructure Manager, Yum Brands
Jim Spicer, CIO, Corporate Technology and Data, Wells Fargo

Lost in the discussions about technology is the issue of human capital and organizational change. What allows the IT organization to transition from an IT-driven technology services platform to a consumer/employee-driven suite of offerings? Rick Bauer, an award-winning former CIO who now leads the development of vendor-neutral international certification for CompTIA, the industry-leader in IT certifications, discusses the necessary steps to prepare the IT workforce to make the transition to these new modalities and offerings.

Following the presentation, we'll have a wide-ranging discussion moderated by *Computerworld* editor Julia King and Scott Kirsner. We'll discuss the organizational challenges of consumerization, from changing employee expectations to shifting roles, employee discomfort and more, as some parts of the organization seek to leap forward while others are on slower adoption curves for mobile, social and related parts of the puzzle.

4:45 pm - 5:15 pm	**Next on the Horizon: A Venture Capital View into the Next Generation of Business** Moderator: Alex Rosen, Managing Director, IDG Ventures Rob Coneybeer, Managing Director, Shasta Ventures Sameer Gandhi, Partner, Accel Partners George Zachary, Partner, Charles River Ventures

Don't miss this discussion with some of the Valley's best known venture capitalists who have made early stage investments in companies such as Twitter, Yammer, Facebook, Dropbox and Mint. They'll reveal what's in the pipeline for consumer IT and what that means for your enterprise strategy.

5:15 pm - 5:30 pm	**Conference Wrap-up**