Thursday, November 14, 2013

8:00 am - 9:00 am   **Registration and Continental Breakfast**

9:00 am - 9:15 am   **Welcome and Opening Remarks**
Joanie Wexler, Contributing Writer, Network World Challenge Series; Community Manager, Enterprise Mobile Hub; Technology Analyst and Editor, Joanie M. Wexler & Associates

9:15 am - 9:45 am   **Embracing Mobility: Key Steps for Success**
Joanie Wexler, Contributing Writer, Network World Challenge Series; Community Manager, Enterprise Mobile Hub; Technology Analyst and Editor, Joanie M. Wexler & Associates

Mobility is here to stay, and its footprint and influence are expanding. Are you descending into a mobile free-for-all, or do you feel confident that you've got your mobile data, devices and apps under control? There are numerous enterprise mobility management approaches and tools available (and still emerging!) for securing mobile data and developing, delivering and managing mobile apps. Join us for this session for insight into where mobility is going and the proactive steps you can take to successfully embrace the mobile future, secure your environment and adapt to future growth.

9:45 am - 10:15 am   **BYOD Meets Smarter WiFi: Simplifying BYOD Without Going Broke or Crazy**
GT Hill, Director of Technical Marketing, 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.

10:15 am - 10:45 am   **Refreshments and Networking Break**

10:45 am - 11:15 am   **What Every Enterprise Can Learn from Mobility in Higher Education**
Arthur Brant, Director of Enterprise Infrastructure, Abilene Christian University

It's common for colleges and universities to report that over 90% of their students own Internet-connected devices. In fact, according to the 2013 Educause Center for Analysis and Research 2013 Student and Technology study, 58% of undergraduates own three or more Internet-capable devices. Simply put, all of this connectivity demand pushes the mobility envelope to the point that other enterprises and industries can learn from higher education's mobility experiences. Since 2007, Abilene Christian University has sought to leverage the tide of mobile Internet-capable devices as learning tools through an award winning mobile learning initiative. A critical component to their success has been the deployment and management of a robust wireless network infrastructure. Join us to find out how they've made it

happen.

11:15 am - 11:45 am	**Mobilize Your Enterprise to Engage at the Edge** Renu Upadhyay, Senior Product Marketing Manager of Collaboration Solutions, Good Technology	

Mobility is the change agent for business transformation, enabling people to engage at the edge, boosting productivity and customer satisfaction, in part by reducing the delays that characterize many enterprise processes. For example, field organizations can provide a richer, more personal customer experience, right there, right then ¬ immediately obtaining product information, pricing, and even quote approvals. Join Good Technology to hear customer examples on how secure mobile workflows are transforming the new digital enterprise.

11:55 am - 12:25 pm

Best Practices for Managing Mobile Devices
Geoff Glave, Senior Product Manager, Absolute Software

How Do I Start Deploying Mobile Apps? Industry Perspective Presentation Where Are My Peers Starting?
Gregg Smith, Director, Mobility Center of Excellence, SAP
Sunder Somasundaram, Director of Sales, Advanced Mobile Applications Practice Advanced Enterprise Solutions, AT&T

Organizations today are flooded with a variety of mobile devices including laptops, iPads, Android tablets, and smartphones. Managing all of these devices, securing the data they contain to satisfy regulatory compliance, and providing users with the tools they need, can be a full-time juggling act. This session will focus on mobile device management and why it's imperative that you balance manageability with security to protect your organization without sacrificing employee productivity.

What are the best processes for building mobile apps for key industries? Is there a starting point for specific applications and business use cases? This session will explore mobile initiatives that have proved useful to starting a mobility initiative. We will include an overview of the importance of Enterprise Mobility Management -- including content, app and device management to support mobile apps in the enterprise. We'll also share the hands-on benefits of working with AT&T application experts and the SAP Mobile Innovation Centers for Design Thinking Workshop.

12:30 pm - 1:45 pm