



Formerly **BYOX:**
World Forum

MOBILE FIRST 2014:

From BYOX to the Mobile Enterprise

5TH JUNE 2014, LONDON

All speakers are invitees unless specifically noted as confirmed. For further details on participation at the event: T: +44 (0) 20 7017 6472

08.00 – 09.00	Registration and Coffee
09.00 – 09.10	Ovum Welcome and Speed Networking Richard Edwards , Principal Analyst - Enterprise ICT, Ovum (confirmed)
09.10 – 09.35	Ovum Insight: Defining the Mobile First Enterprise - Latest Trends in Enterprise Mobility <i>Enabling the mobile-first enterprise and exploring how we connect to an increasingly virtual and far flung workforce, as well as how we can support mobile as a primary channel for customer engagement.</i> <ul style="list-style-type: none"> • Multi-screening behaviour crosses the consumer – enterprise divide • Mobile apps drive the next phase of enterprise mobility • What this means for the IT department and the way it creates business value from encouraging, delivering, and supporting an enhanced employee experience • Shadow IT – Addressing the unplanned resource drain • M2M and wearable technology – Addressing opportunities for the future? Presenters: Adrian Drury , Practice Leader - Enterprise Mobility & Productivity, Ovum (confirmed) Richard Absalom , Senior Analyst – Enterprise Mobility & Productivity, Ovum (confirmed)
FUTURE FIRST: A STRATEGIC ROADMAP	
09.35 – 10.00	Keynote: Mobile First – Embracing and Delivering a Truly Mobile Enterprise? <ul style="list-style-type: none"> • How is the enterprise mobility evolving? • Choosing the right mobile platform for your business • Understanding the impact on your IT infrastructure • The mobile enterprise – What's on the horizon <i>Speaker to be announced</i>
10.00 – 10.40	Industry Leaders Panel: From BYOX to the Mobile Enterprise <ul style="list-style-type: none"> • Exploiting IT Consumerisation and unleashing the potential • Integrating a mobility strategy with the corporate strategy - Gaining essential corporate and user engagement • 2025 - Mobilising core business tools – a vision for the future • Protecting, not hindering – Essential security considerations • Post BYO – Who should take ownership Luisa Childs-Brown , Head of Mobile Strategy & Programmes, Royal Mail Group (confirmed) Andrew Broadbent , IT Director, Anthony Nolan (confirmed) Don Kavanagh , Head of Business Architecture, Security Industry Authority (confirmed)
10.40 – 11.20	Morning Coffee Break and Exhibition
DEFINING STRATEGY & POLICY	
11.20 – 11.45	Case study: Building a mobile strategy to deliver concrete business benefits <ul style="list-style-type: none"> • Defining a future-proofed mobile strategy with the flexibility to meet strict policy and end user demands • Extending mobile working beyond email and PIM • Protecting customer data and employee privacy, why security had to play an important part of our mobile strategy • It's ok to say no to BYOD! • Assessing the multitude of MDM/EMM solutions, how we delivered a robust proof of concept Alastair Lang , Service Delivery Manager, Cordia (confirmed)



	<p>Mike Gibson, Enterprise Sales Director, Blackberry (confirmed)</p>
11.45 – 12.10	<p>Case study: Content management for a mobile environment Productivity, collaboration and file sync and share in the mobile first enterprise. What are the tools that will enable us to securely promote productive, mobile working practices and collaboration without damaging consequences to data, reputation or external threats? Damien Lachuer, IT Demand Stream Lead, Givaudan International (confirmed)</p>
12.10 – 12.40	<p>Case Study: reed.co.uk Secures Its Cloud Strategy with AirWatch</p> <ul style="list-style-type: none"> • Modern technology solutions such as cloud storage and collaboration allow employees to access corporate information anywhere at any time. • Learn about reed.co.uk's cloud strategy and how employees no longer have to rely on one office location for its business continuity and disaster recovery. In addition, employees can access corporate data from personal devices on an opt-in basis and combines a wide range of Bring Your Own Device (BYOD) options. • Identify how reed.co.uk is leveraging AirWatch's Enterprise Mobility Management (EMM) solution to create a secure and convenient cloud strategy within their organization. • Apply EMM best practices within your organization to ensure global security, workforce enablement and compliance in the cloud. <p>Mark Ridley, Director of Technology, reed.co.uk (confirmed) Ian Evans, Managing Director - EMEA region, AirWatch (confirmed)</p>
12.40 – 13.50	<p>Networking Lunch</p>
13.50 – 14.20	<p>Quick-fire case studies: MDM vs. MAM vs. Virtualisation – Why we did what we did 3 x 10 minute case studies (MAM, MDM, Virtualisation) followed by the panel below. This session provides insights into various routes explored by enterprises on their mobility journey, providing reasoning for their choices, challenges encounters and business outcomes. Virtualisation – Mobile 1st on a shoestring: Using a virtual desktop as a method of managing security on the BYO device Phil Durbin, Head of Corporate Systems, The Salvation Army (confirmed) Mobile Device Management (MDM) – Placing on our enterprise mobility strategy on track Ian Ward, Head of ICT, Regenda (confirmed) Mobile Application Management (MAM) – Case Study Shaun Puckrin, Head of Mobile and Emerging Products, WorldPay</p>
14.20 – 14.50	<p>Panel: Mobile First: IT for the business and the business of mobile IT?</p> <ul style="list-style-type: none"> • MAM, MDM, Virtualisation - Determining the best fit for your environment • Reshaping the business and delivering value from within • Realigning expectations: IT for business, mobile for productivity and apps for efficiency • ROI of a mobile enterprise – can you afford not to embrace it? • What is the future of workplace mobility? <p>Phil Durbin, Head of Corporate Systems, The Salvation Army (confirmed) Al Murray, SVP Products, Apperian (confirmed) Ian Ward, Head of ICT, Regenda (confirmed) Shaun Puckrin, Head of Mobile and Emerging Products, WorldPay</p>
<p>ENTERPRISE APPS</p>	



14.50 – 15.15	<p>Presentation: Mobile apps to drive the next phase of enterprise mobility - Beyond mobile email</p> <ul style="list-style-type: none"> • How do we as IT leaders mobilize core corporate applications and processes? • Engineering apps to deliver and improve core business processes • How do apps integrate with existing IT systems? • Key considerations managing different operating systems for apps – apple, android, future platforms <p>Paul Roberts, Enterprise Mobility Specialist, Citrix (confirmed)</p>		
15.15 – 15.45	<p>Afternoon Coffee Break and Exhibition</p>		
15.45 – 16.10	<p>Case Study: Use of enterprise applications within business to improve productivity and transform the business</p> <p>Engineering apps to deliver and improve core business processes</p> <ul style="list-style-type: none"> • My work-life balance is better, but I am still getting more done • If our staff are happy they will make our customers happy • Just a cost of doing business • Key considerations for development in-house • It's a low cost of entry and the business is talking directly to suppliers! • Key technology considerations <p>Kim Hill, Director - Colleague platform, Barclays Plc (confirmed)</p>		
16.10 – 16.35	<p>Exploring open standards for app developers and native apps</p> <p>Speaker to be confirmed</p>		
16.35 – 17.00	<p>The inevitability of a mobile workplace - A story of collaboration and innovation</p> <p>This talk will use practical real-world examples to look at the potential and pitfalls for organisations facing the inevitability of an increasingly mobile workforce:</p> <ul style="list-style-type: none"> • Mobile innovations enabling a smarter workplace • Re-engineer processes or the business won't benefit • Mobile device and application management is not what it seems • Socio-economic barriers to adoption and unintended consequences <p>Sharon Richardson, Independent Advisor, Joining Dots (confirmed)</p>		
17.00 – 17.30	<p>Roundtable Discussion: Building an enterprise mobile privacy policy</p> <ul style="list-style-type: none"> • What to include in your Mobile Privacy policy • Do you have an app specific policy in place? • Determine the questions you should be asking your organisation in order to customise your privacy policy? <p>Facilitator: Adrian Drury, Practice Leader - Enterprise Mobility & Productivity, Ovum (confirmed)</p>	<p>Roundtable Discussion: Enterprise mobility within a secure framework</p> <ul style="list-style-type: none"> • BYO and the impact on Identity and Access Management and Secure Access Gateways • What does it mean to have an extended boundary? • The impact of unsecured networks, application downloads and data <p>Facilitator: Richard Edwards, Principal Analyst - Enterprise ICT, Ovum (confirmed)</p>	<p>Roundtable Discussion: Mobile apps and delivering a good user experience</p> <ul style="list-style-type: none"> • Simple, Useful and Mobile – Smart apps for improved productivity on the go • Essential tips for a successful enterprise app • Embarking on the journey – key considerations for app development <p>Facilitator: Richard Absalom, Senior Analyst – Enterprise Mobility & Productivity, Ovum (confirmed)</p>
17.30 – 17.40	<p>Ovum Closing Thoughts and Recommendations</p> <p>Presenter: Adrian Drury, Practice Leader - Enterprise Mobility & Productivity, Ovum (confirmed)</p>		