



Enterprise APP & MDM Evolution 2014

Identifying needs | Developing Enterprise Apps and a Mobile Device Management | Writing Successful Roadmaps | Maintaining Data Security | Solving Real Problems

June 23 – 24, 2014 | Kempinski Hotel Bristol Berlin | Germany | www.enterprise-app2014.we-conect.com

After the large success of the [Enterprise App Revolution 2013](#) conference, **we.CONECT** would like to invite senior managers and leading professionals to take part in the second annual **Enterprise APP & MDM Evolution**, from the **June 23 – 24, 2014** in **Berlin**.

To get an insight of the event main topics, **we.CONECT** would like to give you access to exclusive **Interviews, White Papers** and **Case Studies** provided by experts of the connected world. Visit our [Media Center](#) and inform yourself about current challenges, strategies and future trends in the field of enterprise applications. Find out more about our Top Speakers and Moderators by following this [link](#).

we.CONECT Media Center

SPEAKER PRESENTATIONS

- [Apps for Mobile Devices – old wine in new skins? Mobile App Landscape @ Volkswagen Group](#)
Dr. Volker Kratzenstein, Group Software Technology Officer, Volkswagen AG / Germany
- [Building the Framework and setting the strategy for cross-platform enterprise apps](#)
Christian Santiago, HTML5 & Mobile Web Applications, Genentech Inc. / USA
- [Empowering the field force and optimizing time management by using mobile apps](#)
Bernd Rattey, Director IT, Deutsche Lufthansa AG / Germany

INTERVIEW

- [Gabriel Weiss, Interactive Marketing Technologies | Mitsubishi Electric Cooling & Heating](#)
“The mobile environment and custom enterprise apps can provide value to any aspect of business success. The key is strategic planning around the use case for the app or app program for an organization”

WHITE PAPERS

- [Axway – How to build an Enterprise API Platform](#)
Mobile & Cloud Computing have fundamentally changed the way we interact with companies we do business with. Today’s consumer and business interactions span different applications
- [Oracle – Simplify Enterprise Mobility with the Oracle Mobile Platform](#)
For many years corporate IT departments looked to the desktop as the only way to present information from their corporate enterprise applications. But with the advent of mobile computing, applications are no longer tied to the desktop and end users expect to be able to switch between desktop, tablet or smartphone anytime, anywhere. This multi channel environment has become the new normal.
- [Citrix – MDM and beyond: Rethinking mobile security in a BYOD world](#)
This white paper discusses the security challenges posed by bring-your-own device (BYOD) and how they can be addressed through the management of mobile devices, apps and data.



Experience more about

- Take a look at the final [Agenda](#)
- [Mark your Calendar](#) for the Enterprise APP & MDM Evolution 2014
- Follow this [link](#) to get a preview of the participating Speakers and Moderators
- For further information, please contact **Alexander Sladczyk**, Sales Director: +49 (0) 30 52 10 70 3 – 55 per telephone or send him an [Email](#)

What Can You Expect @ we.CONECT?

- An innovative & interactive [Conference Format](#)
- Exciting [IceBreaker Sessions](#)
- International [Top Speakers and Moderators](#)
- 25+ innovative [Case Study](#) Sessions
- [Challenge Your Peers Roundtables](#)
- Networking in our [World Cafés](#)
- Meet leading companies such as Adidas, Air France, Bombardier, Daimler, Paypal, Volkswagen, and [many more](#)
- Get in touch with our [Business Partners](#): Oracle, BlackBerry, InfoStretch Corporation, Axway, AT&T Inc., AirWatch UK Ltd. and Citrix Systems GmbH

Upcoming Events from the [IT Division](#)

[Big Data Minds 2014](#) (conference in German language)

Effizientes Big Data Management | Tools und Technologien zur Analyse großer Datenmengen | Der Einfluss von Enterprise Mobility und Cloud Computing | Aufbau einer performanten Big Data-Architektur

September 18 – 19, 2014 | Maritim Proarte Hotel Berlin

[SAM Europe 2014](#)

Implementation of an enterprise-wide SLM and SAM | Cost-saving, risk-reducing and demand-oriented SAM in practice | Virtualization, Enterprise Mobility, Cloud Computing, SaaS | License models and strategies under scrutiny | SLM and SAM in dynamic business environments

September 18 – 19, 2014 | Maritim Proarte Hotel Berlin

[Smart|con SAP 2014](#) (conference in German language)

Konsolidierung von System- und Applikations- landschaften | Harmonisierung von Daten und Geschäftsprozessen | Umsetzungsstrategien und Erfolgsfaktoren für Konsolidierungsprojekte

November 10 – 11, 2014 | Maritim Proarte Hotel Berlin

For further information about the conference, please contact:

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