

# 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 | Berlin, Germany | [www.enterprise-app2014.we-conect.com](http://www.enterprise-app2014.we-conect.com)



*"You really tickled my brain. Love it."*

**Ari Haaparanta, Kemira Oyj, Finland**

we.CONECT's **Enterprise APP & MDM Evolution** now become one of **the leading conferences** for strategic approaches and challenges in the field of the connected world: with smartphones, tablets and other mobile devices people are able to communicate everywhere and to inform themselves anytime – not only in their private environment but also in mobile enterprises. The **Enterprise APP & MDM Evolution 2014** is the perfect opportunity for you to share experiences and discuss the latest technology revolution trends with your peers and consultants.

## What Can You Expect @ Enterprise APP & MDM Evolution 2014?

The Enterprise APP & MDM Evolution will mainly focus on the following topics:

### Unfolding Business and Use Cases for an Effective App-Strategy in the Mobile Enterprise

- Enterprise Apps and MDM as an essential part of Enterprise Mobility
- Defining the aims: Why is a (Service-) app necessary after all? In which departments can it be of use (e.g. Management, Marketing, Sales, Production, Maintenance, Logistics, Controlling, HR)
- Defining the strategy for a successful project execution: A step-by-step-guidance for Conception, Planning, Implementation of a enterprise app and a MDM
- Evaluating the customer needs to find the best user experience for your enterprise service apps and MDM
- Defining the Strategic Framework for an Efficient Use of Apps in Plant Engineering and Construction

### Construction and Processes: App Development and (global) Roll-Out

- Project execution and challenges while a vision comes true: Using Apps everywhere in the company
- The human factor: How to get employees to use the new (service-)app as a part of the mobile workplace
- Enterprise app stores: Setting the scene
- Integrating Enterprise Systems with Mobile Apps Through the Cloud
- How to achieve more flexibility and less complexity with using Middleware or embedded modelling tools: The PayPal Approach
- BYOD in a global company: Risks and challenges, pitfalls and success stories

### Implementing an effective Mobile Device Management (MDM)

- What comes after the App is developed? How to create an efficient MDM Strategy to secure a mobile workplace
- How to integrate apps in an existing IT-landscape and manage them with an effective MDM
- Develop a service App and use a MDM with different platforms (iOS, Android etc.) to come to effective results
- Integrating Enterprise Systems with Mobile Apps and MDM through the Cloud

### Security and Data Protection

- Security Protocols and Fail-save-modes: How to keep one step ahead of new threats
- Human awareness: How to train your employees in regard to data security
- Using apps in the field of (predictive) Maintenance? Practical or high risk?
- Implementation of a mobile platform in a global acting bank: How to maintain security at all costs

*“Very thought provoking sessions that are facilitated in a unique manner to surface deep dilemmas and open the mind to very lateral solutions.”*  
**Adrian Seiler, ABB Turbo Systems Ltd, Switzerland**

#### **An excerpt from the international panel of speakers of the Enterprise App Revolution 2014:**

- **Lufthansa Systems AG / Germany** | Dr. Jörg Liebe | CIO
- **Credit Suisse AG / Switzerland** | Domenico Lorenzelli | Vice President Information Technology, Integration Architecture KGQI 1 & Darren Crocker | Vice President & Global Lead for Enterprise Mobile Consulting
- **Stora Enso / Finland** | Wolfgang Lenzen | Director IT
- **Bombardier Transportation GmbH / Germany** | Joel Goodling | Head of IS Architecture
- **Air France / France** | Gregor Baues | Chief Architect Application Infrastructure

#### **What else can you expect from the Enterprise App Revolution 2014?**

- 20+ Case Studies
- Icebreaker Sessions at the Eve of the Conference
- 4 World Café Sessions
- 4 Challenge Your Peers Roundtables
- Developer's Lounge
- Business Peers
- Strategy Tracks
- Best Practice Tracks
- Solution Studies
- Dinner and Evening Reception

#### **Quantify of the Enterprise App Revolution 2013**

- More than **80 Participants** from over **50 countries** from all over Europe discussed strategic approaches to the handling and management of enterprise app management!
- **26 Case Studies** presented by companies such as **Schindler Informatik AG, Lufthansa Systems AG, ABB Turbo Systems, SANITAS S.A., Volkswagen AG, T-Venture Holding GmbH** and many more
- This conference was rated on a scale from 1 to 5 with an average of **4,6** by 84% of participants, where 5 stands for the highest and 1 the lowest
- **4 World Cafés, 6 Challenge Your Peers Roundtables**, a wonderful **evening reception** and an eventful **Icebreaker Session** on the eve of the conference
- **5 leading Business Partners** presented cutting-edge product-solutions, services and technologies: **Axway GmbH, Platinion GmbH, Digital White, Adobe Systems Deutschland GmbH and Accenture GmbH.**

*“A lot of mobility knowledge brought together in one conference. Very valuable acquaintances for fruitful cooperation in the future.”*  
**Michael Eitenbichler, ZF Friedrichshafen AG, Germany**

We are looking forward to welcoming you at the **Enterprise App Revolution 2014** from **June 23 – 24, 2014** in **Berlin!**

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