

The Mobile Enterprise '09

Amsterdam. 3rd Nov 2009

Event Overview

Register at:

www.themobileenterprise.eu

Logistics:

The Mobile Enterprise '09 is a free, invitation only, one-day summit on Tuesday 3rd November 2009.

The venue is located within 5km of Amsterdam Schiphol Airport, accessible directly with plenty of parking, or by free shuttle bus to and from Schiphol airport and train station.

- Registration, shuttle buses and light breakfast from 08.00am
- Conference starts 10.25am
- Conference finishes 16.30pm (17.00pm for partners)
- Delegates invited to optional evening networking meal after event.
- Discounted accommodation available (if needed).
- Food and refreshments incl.
- · No-charge parking

Further information:

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The trends, technologies and best practices of Enterprise Mobility.

The Mobile Enterprise '09.

In a single day, learn how to make your Enterprise Mobility deployment a future-proof success, as industry experts share their experience of mobilising thousands of workers in multiple industries.

In the morning, Lars Vestergaard will exclusively present his insightful research into the business and technological trends and influences affecting European Enterprise Mobility. You will also learn how mobilising company information traditionally retained within the confines of a SAP infrastructure can now empower frontline workers, as well as how Apple are delivering a true enterprise tool with the phenomenal iPhone.

You'll hear from Sybase iAnywhere, their customers and partners, how their technology solutions have made them the leaders in Enterprise Mobility today and prepared them for the unwired enterprise of tomorrow.

In the afternoon, you can choose to attend one of four technical tracks on the mobilisation areas of your choice

Ensure the success of your deployment by registering now at www.themobileenterprise.eu

Who should attend?

Business and technical executives responsible for influencing or leading mobility projects.

For Sybase iAnywhere users or partners:

The Mobile Enterprise 'og will demonstrate how your investment will continue to provide the foundation of your mobility future.

For all mobility influencers / evaluators:

In a single day - through presentations, demonstrations, real-life examples and networking with experts and peers - The Mobile Enterprise '09 will give you the information necessary to make your mobility deployment a celebrated success.

Register now at: www.themobileenterprise.eu

PRELIMINARY AGENDA				
0800>	Shuttle from Amsterdam Schiphol & Registration open.			
1025-1030	Welcome and Introduction Nigel Doust, VP Europe, Sybase lAnywhere			
1030-1100	KEYNOTE: The Future of Enterprise Mobility in Europe Lars Vestergaard, Senior Analyst, IDC			
1100-1130	Mobilising SAP Nicholas Kontopoulos, Global CRM Business Development, SAP			
1130-1200	iPhone in the Enterprise			
1200-1300	Sybase — Mobilising the Enterprise Nigel Doust and Martin Karlowitsch - with Sybase lAnywhere customers and partners			
1300-1400	Networking lunch			
	Mobilising Technology Tracks Including product road maps, demonstrations, customer examples and interactive discussion.			
1400-1630	Afaria: Securely managing your mobile data, devices and applications. Tim Roberts and Friedhelm Schnittker	Mobile Office: Mobilising the workflow with messaging and business processes. Jean-Luc Leverge and Volker Romer	Sybase Unwired Platform: Mobilising SAP and enterprise applications. Alison Henderson and Holger Gauss	SQLAnywhere: Mobilising enterprise information - mobile and embedded databases. Simon Clark and Adnan Erriode
1630-1700	Partner Only Summit Juergen Sommer and Mike Oliver			
1630 >	Shuttle to Amsterdam Schiphol / Optional evening dinner			

