SYBASE
iAnywhere

The Mobile Enterprise '09
Amsterdam. 3rd Nov 2009

Event Overview

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 '09 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 iAnywhere		
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 iAnywhere customers and partners		
1300-1400	Networking lunch		
1400-1630	**Mobilising Technology Tracks** Including product road maps, demonstrations, customer examples and interactive discussion.		
	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 Erriade*
1630-1700	**Partner Only Summit** Juergen Sommer and Mike Oliver		
1630 >	**Shuttle to Amsterdam Schiphol / Optional evening dinner**		