










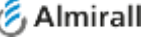















Enabling Digital Transformation through the Implementation of Mobility Strategies and Technologies

- ✓ Outstanding panel of **expert speakers** and discussion leaders across **multiple industries** and specialties
- ✓ Agenda topics cover both **organisational** and **product transformation**
- ✓ **Forward thinking** approach and solutions to **business transformation** challenges
- ✓ **1-on-1** business meetings **with vendors recommended** by the buyer community

Speakers Leading Case Studies, Panels and Discussion Sessions in 2016 Include:

<p>Alan Coates, Head of Planning and Delivery Ryanair</p> 	<p>Ashley Latham Chief Information Officer Saxo Bank</p> 	<p>Thomas Davies Director of Google for Work in EMEA Google</p> 	<p>Petra Sundström Director Group Connectivity Husqvarna Group</p> 
<p>Kalman Tiboldi Chief Business Innovation Officer TVH</p> 	<p>Sebastian Broecker Chief Information Security Officer DFS Deutsche Flugsicherung</p> 	<p>Anosh Thakkar Vice President, CTO Philips</p> 	<p>Roy Corneloues Principle Architect: Mobile Solutions BT</p> 
<p>Zvezdan Schoppmann Group wide Head of Technology Innovation Management Deutsche Post</p> 	<p>Luis Madrigal Engineering Manager, Driver Technology Platform Uber</p> 	<p>Nick McQuire VP Research CCS Insight</p> 	<p>Matthias Moritz Chief Information Officer Almirall</p> 
<p>Peter Schoonjans VP IT Infrastructure Airbus</p> 	<p>Marcus Fienhold Head of IT-Strategy & Architecture Media-Saturn</p> 	<p>Fabien Legeay IT Commercial Director EMEA Bacardi-Martini Corporation</p> 	<p>Toby Weston Head Mobile Centre of Excellence, Group Operations, Vice President Information Technology Swiss Re</p> 
<p>Christof Zogg Director Digital Business SBB</p> 	<p>Mahesh Gupta General Manager, Enterprise Mobility Delta Air Lines</p> 	<p>Thomas Davies Director of Google for Work in EMEA Google</p> 	<p>Joe O'Reilly Senior Solutions Architect Red Hat</p> 
<p>Tony Storr IBM Europe Apple+ Mobile & Bluemix Offerings Leader IBM</p> 	<p>Greg Day CISO Palo Alto Networks</p> 	<p>Mark Troester VP of Digital Transformation Progress Software</p> 	<p>“Very eye opening on the mobility ecosystem” – Bacardi</p> <p>“Very interesting with a lot of knowledge transfer between the attendees” – JNJ</p>
<p>Pablo Fernandez Global Head of Enterprise Managed Mobility Telefonica Business Solutions</p> 	<p>Ian Wallis Director Mobile PaaS Business Development Oracle</p> 		

DAY ONE: Monday 23rd May, 2016

Follow us @mobilityxchange and use the event hash tag #EMEEU to join the latest discussions, comments and debates taking place online at the Exchange!

12:30 – 13:30	Event Registration & Coffee	
13:45 – 13:50	Enterprise Mobility Exchange Introduction Ailsa Hardy, Head of Production, Exchange	
13:50 – 14:00	Chairman's Welcome & Introduction Roy Corneloues, Principle Architect: Mobile Solutions, BT	
Mobility and The New IT – a World of Opportunities but What is the Cost?		
14:00 – 14:30	<p>Opening Case Study "Always on" Travel Experience – the digitally led transformation of the organization and its services enabled by "a tech startup within an airline"</p> <ul style="list-style-type: none"> • How is the customer influencing the digital transformation of the organization and its services • "Unless it's crazy, ambitious and delusional, it's not worth our time." – What does it take to build a platform that will be used by 100 million people a year? • In practice: how to get from 3 minutes 47 seconds down to 1 minute 54 seconds whilst processing 300,000 bookings a day • Mobile & micro-moments enabling a concierge-type experience from a low-cost airline – how to maximize opportunities <p>Alan Coates, Head of Planning and Delivery, Ryanair</p>	
14:30 – 15:00	<p>Keynote Session Digital Reinvention: Transforming your Connected Enterprise Through Next-Gen Mobile App Services at scale Mobile applications are fast becoming the default channel for organizations to engage and interact with their customers, staff and service partners, while radically transforming the way they operate and work. However mobility brings challenges in keeping pace with an ever-changing set of devices, platforms, technology and user experience expectations. What is key to unlock the transformational potential of Mobile over time? Most advanced organizations are leveraging an end-to-end approach to mobile transformation, where successful mobile app development, evolution and management is more than just a compelling user interface. They look for innovative mobile app services, based on the combination of best in class design with agile methods, cloud accelerators and cognitive analytics to create and deliver exceptional user experiences with speed and agility. And they require mobile app services at any scale, enabling them to improve operational and employee productivity and enhance customer engagement, while reducing the cost of operations.</p> <p>Tony Storr, IBM Europe Apple+Mobile & Bluemix Offerings Leader, IBM</p>	
15:05 – 15:35	One-to-One Business Meetings & Exhibitor Zone Break	
15:40 – 16:10	One-To-One Business Meetings	<p>Think Tank 1 Rapid Mobile Innovation begins with the Business A Path to simplified App Development Mobile and mobile application development, both of which are longtime stalwarts of field service, have taken on a new meaning in today's fast paced digital business. With demand for mobile solutions originating increasingly from field workers and business managers, rather than IT, new paradigms for mobile app development emerge. This Think Tank will highlight:</p> <ul style="list-style-type: none"> • The shifting roles of Business and IT in mobile innovation and app development • Rapid Mobile App Development (RMAD) tools – it's still about the data! • Building a Forms-based app – 5 minute demo to creating a mobile form • Q&A <p>Joe O'Reilly, Senior Solutions Architect, Red Hat</p>

16:15 – 16:55	<p>Strategic Keynote Presentations Driving Business Growth by Harnessing Mobile Technologies and Strategies <i>With growing demands on an already pressurized environment - what is the vision for the future? How will mobility add to the bottom line? Should the business be more reactive to the customer and market needs? Or is it less about having a vision and more about what digitalisation requires?</i> <i>Why is essential to follow an early adopter strategy in mobility for any large corporation – why failing is something you really should and can afford?</i> <i>How is the move from product centric to service centric business impacting your overall strategic approach?</i> <i>Key strategic executives will address the need for investment and opportunities for growth whilst also focusing on how to measure ROI of IT performance on the business. Is IT the new profit centre?</i></p> <p>Anosh Thakkar, Vice President, CTO, Philips</p>
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16:55 – 17:25	<p>Technology Debate Becoming Agile – How Mobility is Enabling the Transformational Digitisation of the Business – Reaching and Uncovering Unlimited Opportunities <i>Digital transformation requires a significant transformation in the way a company works; it impacts the process, the people and the very products some are build on – what is the ultimate goal? Technology can be both a barrier and an enabler:</i></p> <ul style="list-style-type: none"> ➤ <i>Ultimate frontier, the digitalisation of processes – an opportunity for enhanced mobility; where do you start?</i> ➤ <i>How will the future workplace or space meet the changing needs of the new employee, bring more flexibility and reduce cost?</i> ➤ <i>Mobile as an enabler – are we any closer to the #anydevice, #anytime operating mode? How to get corporate data and applications on any device at a sustainable cost?</i> ➤ <i>Cloud – all in? What is holding you back?</i> ➤ <i>How to balance simplicity and complexity to provide capacity for both legacy and digital business models</i> ➤ <i>Implementation tools not keeping pace with mobile developments – what should the vendor community focus on?</i> ➤ <i>How new technology has enabled organisations to uncover new lines of business and new products – are you spotting the opportunities?</i> <p>Alan Coates, Head of Planning and Delivery, Ryanair Ashley Latham, Chief Information Officer, Saxo Bank Mahesh Gupta, General Manager, Enterprise Mobility, Delta Air Lines</p>
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17:30 – 18:00	<p>Executive Case Studies - Maximising Learnings <i>This session will feature two concurrent case studies and delegates will have the opportunity to take part in the session that aligns most with their current and future interests!</i></p>	
	<p>Financial Services Ashley Latham, Chief Information Officer, Saxo Bank will take you through their mobile evolution journey from a desk to mobile. How to manage 50% of your traffic on mobile. What is the future holding for the leading trading bank in the world?</p>	<p>Manufacturing Petra Sundström, Director Group Connectivity Technology Office, Husqvarna Group will highlight Husqvarna’s journey into the connected world - a successful blend of IoT and Mobile highlighting applications of transformative technology</p>

18:00 – 19:00	Evening Networking Drinks Reception
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DAY TWO: Tuesday 24th May, 2016

08:15 – 08:50	Event Registration
08:50 – 09:00	<p>Chairman’s Welcome Roy Corneloues, Principle Architect: Mobile Solutions, BT</p>

Walking the Security Tightrope – Integrating Mobility in the Enterprise

09:00 – 09:30	<p>Presentation: How Hackers Work Dr. Sebastian Broecker, Chief Information Security Officer, DFS Deutsche Flugsicherung</p>	
09:30 – 10:00	<p>Sponsored Session The Digital Ultimatum - Where does Mobile Fit? <i>Digital Transformation is a hot topic, and while trends come and go, Digital Transformation should not be relegated to buzzword status. Organizations that do are at risk as research shows 4 out of 10 leaders in key industries will be disrupted. It's an opportunity for some and a threat to others. While there are many elements of Digital Transformation, mobility plays a key role, but it's not about being mobile-first.... it's about being customer-first. Join Mark Troester, Vice President of Digital Transformation from Progress Software (OR TELERIK), to discuss the state of Digital Transformation and how your mobile approach should really be an omni-channel approach. He will combine information from industry experts with yet to be published survey results from Progress and Loudhouse, a specialist research division of Octopus Group based in London.</i> Key topics will include:</p> <ul style="list-style-type: none"> • <i>Why a mobile first approach is wrong?</i> • <i>The business outcome is the driver - not technology</i> • <i>Business or technology? - it's not either / or</i> • <i>Customer engagement is key - but that's not enough</i> <p><i>He'll wrap things up by providing you with a set of Digital Transformation maxims that will let you avoid the Digital Transformation Ultimatum.</i> Mark Troester, Vice President of Digital Transformation, Progress Software, TELERIK</p>	
10:05 – 10:35	One-To-One Business Meetings & Exhibitor Zone Break	
10:40 – 11:10	One-To-One Business Meetings	<p>Think Tank 2 Increase Productivity, Enhance Differentiation and Stay Ahead of Your Competitors In 2015 mobile technology contributed 4.2% to global GDP and was worth over \$3.1 trillion, significantly 2.2% was delivered through the increase in productivity brought about by the use of mobile technologies. Join us and discover how your business can achieve enhanced differentiation and ultimately improve the bottom-line in the new digital era. <i>In a dynamic and competitive business environment it is now more important than ever that your business has the right communication solutions to remove the limitations of time and location. Ensuring that your leadership team and its employees are empowered "on the move".</i> Pablo Fernandez, Global Head of Enterprise Managed Mobility, Telefonica Business Solutions</p>
Mobile Apps as the Dominant Interface of the Future - Are you Ready?		
11:15 – 11:45	<p>Presentation: Mobility as Core Capability of the Digitalization Program at Airbus and How Open Source Helps to Fulfil its Ambitions <i>Time is the new competition!</i></p> <ul style="list-style-type: none"> • <i>Digitalization, what is different: speed and breadth</i> • <i>9 core digital capabilities and the digital twin</i> • <i>Augmented reality in manufacturing</i> • <i>Smartphones and the future workplace</i> • <i>The future of Aircraft entertainment systems</i> • <i>RFID from manufacturing to smart luggage and 3D Printing opportunities</i> • <i>Crowdsourcing: The Airbus Cargo drone challenge</i> • <i>The "open" operating model and Open Source potential</i> • <i>Fitting to the Airbus Digitalization ambition</i> <p>Peter Schoonjans, VP IT Infrastructure, Airbus</p>	

11:45 – 12:15	<p>Presentation: How to Build Better Apps Faster Key trends such as RMAD, indoor location and messaging are impacting enterprise mobility. But what are the main business drivers for investing in mobility, and what approach can business leaders take to strategically implement cloud solutions? Ian will discuss what sets Oracle apart from others by adding genuine value to a business through mobility and other technology, and take a look at how the rise of Bots and AI will be a big game changer in mobility. How we will be looking back and talking about this in 2 to 3 years' time? Ian Wallis, Director Mobile PaaS Business Development, Oracle</p>			
12:15 – 12:35	<p>Fast Track: Mobility Trends Review Nick McQuire, VP Research, CCS Insight</p>			
12:40 – 13:10	<p>One-To-One Business Meetings</p>	<p>Think Tank 3 'If they can't work it, they won't use it': The key to digital dexterity and adoption in the enterprise is designing simplicity into your mobile apps Gartner state that 'digital dexterity' in the workforce is the greatest barrier to an organization realising the benefits of the emerging digital enterprise. Harnessing the power of mobility is one thing, but ensuring adoption and use is another. This session will discuss how simple, intuitive business applications are the way to achieve mass adoption and empower users to improve how they work and collaborate in the field, ultimately meaning a better-connected, real-time organisation coupled with improved service to the end customer; all powered by the speed of digital. Steve Mason, VP, Sales – International, FieldAware</p>		
<p>13:10 – 14:10 Interactive Networking Lunch & Exhibitor Zone Break</p>				
14:15 – 14:45	<p>One-To-One Business Meetings</p>	<p>Roundtable Discussion Mobile Apps as the Dominant Interface of the Future – Are You Future Ready? Roy Corneloues, Principle Architect: Mobile Solutions, BT</p>		
<p>Deep Dive – IoT & Mobility, BYOD, CYOD, Data & Device Management</p>				
14:50 -15:20	<p>Executive Case Studies - Maximising Learnings <i>This session will feature two concurrent case studies and delegates will have the opportunity to take part in the session that aligns most with their current and future interests!</i></p> <table border="0" data-bbox="256 1406 1536 1888"> <tr> <td data-bbox="256 1406 847 1888"> <p>USA Case Study: The Learning Curve in Setting Up a Mobile Center of Excellence Mahesh Gupta, General Manager, Enterprise Mobility, Delta Air Lines <i>Don't mistake by the success of your customer facing app and allow other groups within an organization to develop enterprise mobile apps in isolation. History repeats itself. In late 80s and early 90s, most enterprises allowed individuals groups to develop their own software solutions leading to chaos. Learn how a thoughtful plan to develop MCoE can help expedite the delivery of Enterprise mobile Solutions and save significant dollar amount in maintenance and support cost.</i></p> </td> <td data-bbox="847 1406 1536 1888"> <p>Technical Innovation: The Mobility Journey: From Quick and Dirty to Enterprise Grade Zvezdan Schoppmann, Group Wide Head of Technology Innovation Management, Deutsche Post DHL will share his experience with DHL when pursuing innovation – how the mobile technology is impacting infrastructure developments and what are the technology requirements in an agile mobile environment</p> </td> </tr> </table>		<p>USA Case Study: The Learning Curve in Setting Up a Mobile Center of Excellence Mahesh Gupta, General Manager, Enterprise Mobility, Delta Air Lines <i>Don't mistake by the success of your customer facing app and allow other groups within an organization to develop enterprise mobile apps in isolation. History repeats itself. In late 80s and early 90s, most enterprises allowed individuals groups to develop their own software solutions leading to chaos. Learn how a thoughtful plan to develop MCoE can help expedite the delivery of Enterprise mobile Solutions and save significant dollar amount in maintenance and support cost.</i></p>	<p>Technical Innovation: The Mobility Journey: From Quick and Dirty to Enterprise Grade Zvezdan Schoppmann, Group Wide Head of Technology Innovation Management, Deutsche Post DHL will share his experience with DHL when pursuing innovation – how the mobile technology is impacting infrastructure developments and what are the technology requirements in an agile mobile environment</p>
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15:25 – 15:55	<p>One-To-One Business Meetings & Exhibitor Zone Break</p>			
16:00 – 16:30	<p>One-To-One Business Meetings</p>	<p>Roundtable Discussion User Experience – Key to a Successful Mobility Strategy - How Do You Measure and How Do You Engage? Fabien Legeay, IT Commercial Director EMEA, Bacardi-Martini Corporation</p>		

16:35 – 17:05	One-To-One Business Meetings & Exhibitor Zone Break
17:10 – 17:40	UBER Case Study Luis Madrigal, Engineering Manager, Driver Technology Platform, Uber
17:40 – 18:10	Innovation and Mobility: Preparing for the Future of Work <i>In today's work environment, organizations are more agile, conversations are more visual, ideation is more dynamic and geographic barriers are non-existent. This Google session will explore the culture changes and technological advances that are spurring this new way of working, and what business can do to get better at embracing change and mobility. Thomas Davies, Global Director of Google for Work, will also share insights on how Google is helping companies better embrace change to nurture innovation at a competitive pace.</i> Thomas Davies, Director of Google for Work in EMEA, Google
18:10 – 18:15	Takeaways and Closing Address
18:15 – 19:15	Networking Drinks Reception

DAY THREE: Wednesday 25th May, 2016



Follow us @mobilityxchange and use the event hash tag #EMEEU to join the latest discussions, comments and debates taking place online at the Exchange!

08:15 – 08:55	Event Registration & Hotel Check-Out
09:00 – 09:10	Chairman's Recap of Day 2 Nick McQuire, VP Research, CCS Insight
Mobile & Business Value Creation	
09:10 – 09:50	Mobile Strategy Debate Mobile First? Mobile Only? Enhance the Business Value of Mobility by Creating a Robust Mobile Strategy <i>The lure of greater growth, profitability and competitiveness offered by mobility is so significant that organisations find too attractive to ignore. Upon peeling just one layer one begins to realise that the investment required is by no means small or one off, thus a strong strategy is required for successful and sustainable operation. This session brings the disruptors and innovators to share their insights into the must have strategic elements to a successful mobility roadmap, covering:</i> <ul style="list-style-type: none"> ➤ Mobile strategy that focuses on business objective and forms part of an enterprise broader IT infrastructure strategy ➤ Functional and technical competencies that are required to enable and sustain an effective suite of applications ➤ Priorities - how to make regular updates to maintain the app's user experience and value ➤ What a comprehensive framework should encompass to ensure agility and transformational IT ➤ How to reorganize IT and enable multiple developments for mobile with faster delivery ➤ Interoperability - how to offer a seamless experience with multiple smartphone oems Roy Corneloues, Principle Architect: Mobile Solutions, BT Marcus Fienhold, Head of IT-Strategy & Architecture, Media-Saturn Toby Weston, Head Mobile Centre of Excellence, Group Operations, Vice President Information Technology, Swiss Re Management
09:50 – 10:20	Presentation Digital Transformation in 2 Years Matthias Moritz, Chief Information Officer, Almirall
10:20 – 10:50	Presentation The Impact of EU Legislation on Cyber Security Greg Day, CISO, Palo Alto Networks
10:55 – 11:25	One-to-One Business Meeting & Exhibitor Zone Break

11:30 – 12:00	One-to-One Business Meeting	Think Tank 4 Enable Mobile Excellence through Quality Assurance Testing – Uncover Solutions to Protect the Brand, the Revenue and the Productivity
UX and Mobility		
12:05 – 12:45	Mobile Consumer Case Study An Unique Journey to Becoming the Biggest and Most Used App in the Country <i>Everyone knows the importance and positive benefits of UX in any mobility strategy, both enterprise as well as consumer facing. This session will highlight the SBB case study drawing upon lessons learned whilst highlighting steps taken to accommodate the fragmented nature of mobile, integration with back-end systems, operational and performance issues.</i> Christof Zogg, Director Digital Business, SBB	
12:45 – 13:40	Networking Lunch and Exhibitor Zone Break	
13:45 – 14:15	One-to-One Business Meetings	Roundtable Discussion – End Users Only: Vendor Selection Best Practice Nick McQuire, VP Research, CCS Insight
Next Frontier.. Data and Information Management		
14:15 – 14:45	Closing Keynote Presentation Challenges and Opportunities in Utilising the IoT Data Treasure Chest IoT enabled intelligent fleet management. Moving from reactive to predictive maintenance <i>Internet is no longer just a global network for people to communicate with one another using computers, but it is also a platform for devices to communicate electronically with the world around them. The result is a world that is alive with information as data flows from one device to another and is shared and reused for a multitude of purposes. Harnessing the potential of all of this data for economic and social good is one of the primary challenges and opportunities. IoT enabled data driven predictive maintenance is becoming relevant in all the major industries as it can drive efficiency by providing higher levels of safety and quality at a fraction of the current costs. Thanks to Big Data, Analytics and IoT devices, predicting potential failures is going to be a real capability...but what happens after a failure is predicted, the need for maintenance is detected or a part replacement is required? Even if you can predict failures, dynamic technician scheduling associated with equipment maintenance management requires insight into real-time held inventory, technician location and estimated service completion time. Establishing an ecosystem where customers, equipment producers, service companies and all other digital service providers can collaborate is the right answer. During the session I will explore these aspects and more, including:</i> <ul style="list-style-type: none"> ➤ <i>How to improve quality and service by predicting malfunctions before they cause unscheduled downtime and higher costs?</i> ➤ <i>Which are the key challenges to implement an IoT enabled predictive maintenance?</i> ➤ <i>How to build a layered architecture for Sensing, Communication, Service and Infrastructure?</i> ➤ <i>How predictive maintenance requires a two-step data analytics?</i> ➤ <i>How IoT help us to implement a transformational business models like performance-based or pay-per use billing?</i> Kalman Tiboldi, Chief Business Innovation Officer, TVH	
14:45 – 14:50	Chairman's Closing Remarks and End of Exchange	