

**NETWORKWORLD**

PRESENTS

# BYOD and Mobility Management

Taking Charge of Apps, Policy, Security and More

April 25, 2013 • Wyndham Peachtree Conference Center • Atlanta, GA

**Thursday, April 25, 2013**

7:15 am - 8:15 am

**Registration and Continental Breakfast**

8:15 am - 8:30 am

**Welcome and Opening Remarks**

Robin Layland, Contributing Writer, Network World Challenge Series; President, Layland Consulting

8:30 am - 9:15 am

**Embracing Mobility: Key Steps for Success**

Robin Layland, Contributing Writer, Network World Challenge Series; President, Layland Consulting

Mobility is here to stay, and its footprint and influence are expanding. Are you descending into a mobile free-for-all, or do you feel confident that you've got your mobile data, devices and apps under control? There are numerous enterprise mobility management approaches and tools available (and still emerging!) for securing mobile data and developing, delivering and managing mobile apps. All have their advantages and tradeoffs. How do they stack up? Join us for this session for insight into proactive steps you can take to successfully embrace the mobile future, secure your environment and adapt to future growth.

9:15 am - 10:00 am

**Bring Your Own Design: Implementing BYOD Without Going Broke or Crazy**

Eric Stresen-Reuter, Technical Director, Ruckus Wireless

Presented by Ruckus Wireless

When it comes to BYOD, few companies want to implement every bell and whistle because (a) they don't have time, (b) they don't have the skilled staff, (c) they don't have the budget, (d) they don't see the need, or more likely, (e) all of the above. Since Wi-Fi takes center stage in any BYOD initiative, the good news is most organizations already have the right network components to address their BYOD basics without having to purchase more network equipment. This session will focus on how to simply address BYOD issues without a lot of pain and anguish. Topics will include identifying and managing devices, providing simple device security and access, role-based access, and visibility.

10:00 am - 10:30 am

**Refreshments and Networking Break**

10:30 am - 11:00 am

**Lessons Learned on the Road to Secure and Innovative Mobility**

Dr. Curtis A. Carver Jr., Vice Chancellor and Chief Information Officer, Board of Regents of the University System of Georgia

There are 31 universities and colleges in the University System of Georgia (USG), and BYOD is in full swing throughout. That's why USG's IT leadership has proactively established clear policies on its BYOD initiative, including limits that protect USG's intellectual property along with processes to ensure application security. At the same time, USG's IT groups are actively creating mobile apps that advance education and are developing an enterprise API that each college and university within the system can leverage to build their own branded mobile apps. In this session, USG Vice Chancellor and CIO Curtis Carver will share details on USG's BYOD story, including how it delivers security, privacy and support while fostering an environment that drives innovation.

11:00 am - 11:45 am

**Enterprise BYO-X Best Practices & Pitfalls: Any App, Any Device, Any Data, Anywhere**

Doug Lane, Director of Product Marketing, AppSense

As organizations struggle to evolve their traditional operational models to include the explosion of mobile devices and the challenges they bring, they are quickly realizing that traditional desktop management solutions are ill-equipped to solve the many issues borne of the mobile revolution. Even traditional, first generation "BYOD" solutions that simply focus on mobile devices alone and ignore the apps and data that run on them fall well short in addressing the complete range of complexity of enterprise mobility. This session explores the limitations of these legacy solutions in the new world of mobility spanning devices, apps and data by presenting a more comprehensive approach to the emerging field of Enterprise Mobility Management.

11:45 am - 12:20 pm

**From the Trenches Panel Discussion: Enterprise Mobility Management Done Right**

Dr. Curtis A. Carver Jr., Vice Chancellor and Chief Information Officer, Board of Regents of the University System of Georgia

Jim Hendricks, Director of Information Assurance, First Data

McCree Lake, Associate Director, Information Technology Services, Kennesaw State University

Robin Layland, Contributing Writer, Network World Challenge Series; President, Layland Consulting

Sometimes the best enterprise advice comes from those with real-world experience and a story to tell. IT practitioners compare notes on their mobile efforts to date, whether they've aggressively adopted diverse mobile device management policies, rejected BYOD entirely or are still defining their strategies. Don't miss this revealing discussion chock full of inside stories and critical tips.

12:20 pm - 1:30 pm

**Lunch with Hosted Table Discussions**

Join your peers at one of the informal discussion tables below:

- Who's Really in Charge? - Absolute Software
- Exploring Mobile App Security Solutions- Apperian
- How Desktops/Data are Part of the Mobility Challenge - AppSense
- Learn What it Really Means to Mobilize Your Business - Citrix
- Trends in Mobile Security - Dell KACE
- Managing the BYOD Chaos from the Cloud - Fiberlink Communications
- Optimizing RF Performance - Ruckus Wireless

1:30 pm - 2:15 pm

**Enabling a Mobile Enterprise**

Mark Holobach, Sr. Systems Engineer, Citrix Mobility

In today's environment, controlling devices to enable BYOD programs is no longer enough; it is also important to control the applications and data. During this session, learn how to easily manage devices, apps and data to enable your users to securely work from anywhere, on any device.

2:15 pm - 2:45 pm

**Best Practices with MDM in a BYOD World**

Geoff Glave, Senior Product Manager, Absolute Software

Presented by Absolute Software

When organizations choose client management tools for desktops and laptops, they don't typically need to re-evaluate them for three or four years. So why is it that the MDM solution you chose six months ago already seems outdated? Is it even possible to choose a tool that can keep up with all the changes? Join us for this session as we explore best practices in this fast-moving area.

**Breaking through BYOD Roadblocks**

Jonathan Dale, Product Director, Fiberlink Communications

Boosting productivity and mitigating risk are top of mind for companies as they expand employee access to corporate networks, email, apps and documents from mobile devices they do not own. As more organizations prepare BYOD (Bring Your Own Device) strategies, mobile device management (MDM) platforms are the cornerstone for support, security and protection of corporate data. But just as mobile OS platforms differ, so do MDM deployment options. Learn how to “right size” your BYOD implementation for different classes of users and overcome roadblocks around personal privacy, user adoption, and compliance, while preserving the mobile user experience.

2:45 pm - 3:15 pm

**Refreshments and Networking Break**

3:15 pm - 3:45 pm

**Enterprise Mobility: Five Best Practices for a Successful Mission BYOD is Becoming a Reality – Are You Ready?**

Alan Murray, SVP of Products, Apperian

Ted Staub, Senior Sales Engineer, Dell KACE

With as many as three-quarters of employees now bringing their personal devices to work, companies are no longer asking if they should support BYOD, but rather how. Apperian has helped many of the world's largest corporations protect and manage what matters most –business apps and data- while respecting the privacy and choice of the individual. Management Appliance offers management of iOS and Android-based devices, either stand alone or as an extension of existing systems. In this session, we'll share five best practices and key steps designed to move your company's mobility strategy forward. Management with the K1000 Appliance.

3:45 pm - 4:15 pm

**Corporate Policies on Mobile Devices: A Legal Perspective**

Scott P. Seder, Attorney at Law, Law Office of Scott P. Seder LLC

Many companies are still in the early stages of determining their mobile device strategies. Crucial to a successful implementation is understanding how mobile devices will impact day-to-day operations, external and internal communications, privacy, access and more – and then establishing policies that provide the right balance of governance and flexibility to establish a successful mobile initiative. In this session, learn about the legal precedents and ramifications of BYOD, and learn how you can implement a framework to identify the right policies for your organization.

4:15 pm

**Closing Remarks and Conference Concludes**

Robin Layland, Contributing Writer, Network World Challenge Series; President, Layland Consulting