

**NETWORKWORLD** PRESENTS

# BYOD & Mobile Device Management

Taking Charge with Apps, Policy, Security and More

June 26, 2012 « Omni Parker House « Boston, Massachusetts

## June 26, 2012

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, and President, Layland Consulting

8:30 am - 9:15 am

**Embracing the Mobile Imperative**

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

Mobility in the enterprise -- and our daily lives -- is here to stay, and its footprint and influence is expanding. What does the broader mobile environment look like? What are the drivers, benefits and challenges of the BYOD/COPE craze? There are numerous enterprise mobility management approaches available (and still emerging!) for handling BYOD, COPE and other challenges. All, of course, have their advantages and tradeoffs. Generally, how do they stack up against one another?

Join us for this session to gain insight into proactive steps you can take to embrace the mobile future, secure your environment and adapt to future growth.



9:15 am - 10:00 am

**Simplifying Enterprise Mobility: BYOD Style**

Dave Sherman, Director, AirWatch

According to a recent study conducted by an AirWatch partner, 40 percent of workers use personal devices to access business content. For companies considering implementing a BYOD policy, they must consider their options carefully. Join us as we explore what to look for in flexible models for asset management, policy enforcement, and distribution of profiles and apps based on device ownership.



10:00 am - 10:30 am

### **Refreshments and Networking Break**

10:30 am - 11:00 am

### **The Best-Laid Mobile Management Plan: A Case Study**

Ken Piddington, CIO, Global Partners LP

As a regional distributor of gasoline, distillates, residual oil and renewable fuels, and operator of about 800 owned or supplied gas stations, Global Partners' mobile needs are critical to the business and constantly evolving. The company's employees – IT specialists, marketers, sales and field teams and traders – use tablets and smart phones to provide service, manage inventory, access market data and even perform business intelligence, and Global Partners continues to look for new mobile opportunities while continuously adapting its policy and security to mitigate risks. In this session, hear how the company integrated key tools and services that underscore its effort, and what's in store for Global Partners' mobile future.



11:00 am - 11:45 am

### **BYOD and Enabling Mobility for All**

Josh Bentley, Mobility Solutions Engineer , SAP

Organizations are permitting, and even encouraging employees to bring their own mobile devices into the workplace to be used for work purposes. This trend is shifting how devices are procured, paid for, managed and supported. While many organization may look to BYOD as a way to lower the cost of enterprise mobility, the true value should be placed on bringing productivity and communications advantages to a much broader group of employees, thereby enabling 'mobility for all'. Join us for this session to learn how SAP, a global company with over 40,000 mobile devices in use, has realized significant business benefit from mobilizing

employees around the globe and embracing BYOD policies in over 10 countries. Driven by the consumerization of IT and the company's mobile-solution focus, SAP offers all employees the option to use either a corporate-owned or personally owned mobile device for work. Learn from SAP's firsthand expertise, and explore the importance of mobile applications when defining your BYOD strategy.



11:45 am - 12:20 pm

**Enterprise Mobility Management Done Right: A Panel Discussion**

George Baroudi, CIO & VP, IT; Chief Business Process Improvement Officer, Long Island University

Karin McCleery, Manager - End User Services, Raytheon

Mark Olson, CISO, Beth Israel Deaconess Medical Center

Steve Snyder, CIO & CTO, Massachusetts Convention Center Authority

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

Sometimes the best enterprise advice comes from those who've aggressively adopted diverse mobile device management policies, or those who haven't for important reasons, or those who've bumped into a few walls along the way — and especially those who can share what went right and wrong that can benefit others. 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**

- Who's Really In Charge? Join us as we discuss the competing priorities of BYOD - Absolute Software
- Simplifying Enterprise Mobility: BYOD Style - AirWatch
- BYOD without Compromise - Cisco
- Defining a Secure BYOD Policy for Devices & Applications - Dell SonicWALL
  
- Mobile App Strategies in a BYOD World - SAP

1:30 pm - 2:15 pm

**How You Can Achieve BYOD Without Compromise**

Tom Wilburn, Vice President of Worldwide Mobility Sales , Cisco

As smartphones become smarter, tablets become the norm, and wireless Internet access becomes ubiquitous, the practice of BYOD is gaining traction. Companies big and small across many different industries are turning to these technologies to create innovative new business offerings to attract customers and enable greater flexibility and productivity in the workforce. These innovations used to come with compromise, often forcing IT to relinquish control or loosen security standards. But today, new wireless technologies enable IT to truly embrace BYOD without compromise. Join us for this session as we explore mobility and security advancements that will dramatically shape the enterprise and drive further growth and innovation.



2:15 pm - 2:45 pm

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

Tim Williams, Director of Product Management , 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.

**BYOD Ate My Network, But My Next Generation Firewall Saved it**

David Buckwald, Director, Systems Engineering, Dell SonicWALL

Allowing or even requiring users to choose their own network access devices has become an irreversible trend. While BYOD offers cost benefits and potential productivity enhancements, IT is painfully aware of the security, bandwidth and support challenges that come with it. To embrace the challenge, companies are turning to next-generation firewalls to enable and secure this trend. Join us for this session to hear how mid-market organizations have successfully taken on BYOD with next-generation firewalls.



2:45 pm - 3:15 pm

### **Refreshments and Networking Break**

3:15 pm - 3:45 pm

### **Establishing Corporate Mobile Device Policies**

Kathleen Porter, Partner, Robinson & Cole LLP

Every organization's mobile requirements are different. How do you determine the right set of mobile policies for your situation? Are BYOD programs worth the trouble, and how can IT incorporate them while still maintaining control?

In this session, you'll learn the differences between managed devices and managed environments, and how you can implement a framework to identify the right policies for your organization.

### **Assessing the Organizational Risk of Mobile Devices**

David Escalante, Director of Computer Policy & Security, Information Technology Services, Boston College

Much of IT security is ideally founded upon a collaborative assessment of the organization's risk tolerance. Once this is established, it is easier to fit together the pieces of policy, technology, and budget. This is true for mobile devices as well. In this session, we'll review how traditional risk concepts map to the expanding world of mobile devices, and how these concepts can be used as the foundation for properly securing these devices.



3:45 pm - 4:15 pm

### **Building a Mobile Force: From Funding to Compliance to Innovation**

George Baroudi, CIO & VP, IT; Chief Business Process Improvement Officer, Long Island University

Long Island University (LIU) has one of the largest tablet deployments in the country, and growing. About 13,000 students, faculty and staff have the tablets, which can connect to the university network, access a cloud, and be used for everything from email and calendaring to coursework and collaboration. George Baroudi, LIU's VP for IT & CIO and Chief Business Process Improvement Officer, first had to build a case for funding the tablet initiative, then had to work closely with his IT team, the university's legal counsel and administrators to devise compliance, risk management and security policies, and build best practices for a successful



implementation. Baroudi and his staff then set to work on the technology, which includes numerous mobile apps and cloud computing. Hear more about LIU's impressive tablet deployment and their ongoing journey, which by the fall of 2012 will encompass as many as 20,000 devices.



4:15 pm

**Closing Remarks and Conference Concludes**

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