

# Mobile IT Summit

Mobile + IoT = Digital Transformation

An Online Conference

September 24, 2015

## Contact:

Tom Donoghue  
Publisher  
415 516 2874  
tom@idevnews.com

**Mobile IT Summit** is a multi-vendor online conference where experts will present to F2000 decision makers the top trends and technologies to assure their next mobile apps are: Hits with Users, Fast to Build, Simple to Integrate (with any data, cloud or on-premises system) - and be Secure and Managed.

## Integration

developer news  
www.idevnews.com

## IDN Audience Mobile Survey Results\*

- 73% building mobile apps that integrate to multiple data sources
- 71% are developing mobile apps requiring encryption (transit or storage)
- 53% are building "most" or "all" mobile apps to extend legacy apps
- 47% plan to build 5+ apps in the next 12 months
- 31% have 20 or more members on their mobile IT team
- 23% to spend \$500K+ in the next 12 months on mobile projects
- Top areas of interest: Security & Management, Mobile-optimized Cloud, User Interface, Data Integration

\* Based on July 2014 survey of IDN readership

## Sponsor Benefits

- Sales-Generation – Proven lead-gen event for getting new deals
- Get 10X to 20X ROI on sponsorship investment – No Travel
- Speaking Opportunity – Pre-recorded via Telephone
- White Paper Download Opportunities for better metrics
- **Guaranteed** Lead Generation – 700 (minimum)

## Topics

- **The Mobile, Cloud Convergence** – Learn how clouds are powering a more powerful and elastic mobile-savvy infrastructure.
- **Mobile & The 'Internet of Things'** – Mobile devices and remote sensors will generate more data than PCs, phones and tablets combined. Prepare to tap this new resource.
- **Mobilize Mission-Critical Enterprise Apps** – Learn the rapid and effective ways F1000s are safely and reliably mobile-enabling their valuable ERP, SFA, CRM, HR software and databases.
- **Mobile Integration Made Fast, Simple** – Today's revolution in mobile middleware, MBaaS is accelerating dev/test and launch of mobile apps thanks for smarter (even code-free) techniques.
- **End-to-End Mobile Security** – Explore a wealth of options that reliably manage & secure mobile apps and data (EMM, MAM, MDM, IAM, encryption, more.).

## Upcoming Events

| Show             | Broadcast Date     |
|------------------|--------------------|
| Mobile IT Summit | September 24, 2015 |

## Demographics

|                                 |     |
|---------------------------------|-----|
| Manager, Project Manager        | 35% |
| Executive C Level, VP, Director | 30% |
| Developers                      | 21% |
| Software Architects             | 18% |

## Featured Technologies

|                          |                                  |
|--------------------------|----------------------------------|
| Mobile Device Management | Security, Identity (OAuth, SAML) |
| M2M                      | APIs, JSON                       |
| Testing                  | B2C                              |
| BYOD                     | SOA                              |

## Past Participants



ORACLE



# ONLINE CONFERENCES

## Mobile IT Summit

SEP 24, 2015

### Recent Event Stats

1,095 Qualified, cleansed registrations  
389 Live Viewers (36% of total registrants)  
44% Companies with > 1,000 employees

### Job Levels

|                          |     |
|--------------------------|-----|
| Manager, Project Manager | 35% |
| Exec, C-Level            | 30% |
| Developer                | 21% |
| Operations               | 9%  |

## BPM-CON

OCT 29, 2015

### Recent Event Stats

1,166 Qualified, cleansed registrations  
398 Live Viewers (34% of total registrants)  
51% Companies with > 1,000 employees

### Job Levels

|                          |     |
|--------------------------|-----|
| Manager, Project Manager | 40% |
| Exec, C-Level            | 27% |
| Developer                | 18% |
| Operations               | 11% |

## CLOUD-CON: Integration & APIs

JUN 25, 2015

DEC 10, 2015

### Recent Event Stats

902 Qualified, cleansed registrations  
364 Live Viewers (40% of total registrants)  
49% Companies with > 1,000 employees

### Job Levels

|                          |     |
|--------------------------|-----|
| Manager, Project Manager | 34% |
| Exec, C-Level            | 29% |
| Developer                | 23% |
| Operations               | 9%  |

## Big Data in Motion Summit

JUL 23, 2015

FEB 26, 2016

### Recent Event Stats

1,155 Qualified, cleansed registrations  
474 Live Viewers (41% of total registrants)  
54% Companies with > 1,000 employees

### Job Levels

|                          |     |
|--------------------------|-----|
| Manager, Project Manager | 36% |
| Exec, C-Level            | 29% |
| Developer                | 21% |
| Operations               | 8%  |

## SOA & APIs Summit

AUG 20, 2015

MAR 26, 2016

### Recent Event Stats

1,104 Qualified, cleansed registrations  
425 Live Viewers (38% of total registrants)  
55% Companies with > 1,000 employees

### Job Levels

|                          |     |
|--------------------------|-----|
| Manager, Project Manager | 34% |
| Exec, C-Level            | 28% |
| Developer                | 27% |
| Operations               | 8%  |

## CyberSecurity Summit

JAN 29, 2016

### Recent Event Stats

1,130 Qualified, cleansed registrations  
414 Live Viewers (37% of total registrants)  
55% Companies with > 1,000 employees

### Job Levels

|                          |     |
|--------------------------|-----|
| Manager, Project Manager | 33% |
| Exec, C-Level            | 28% |
| Developer                | 19% |
| Operations               | 15% |