

# Mobile IT Summit

Mobile + IoT = Digital Transformation

An Online Conference

September 24, 2015

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**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



akana  
Powering the API Economy  
formerly SOA software



# 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

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 25, 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 24, 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 28, 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%