Mobile IT Summit

Mobile + IoT = Digital Transformation

An Online Conference   September 24, 2015

Mobile IT Summit is a multi-vendor online conference where experts will present to F2000 decission 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.

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

Integration
developer news
www.idevnews.com

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

ONLINE CONFERENCES

Mobile IT
Summary
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
Summary
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
Summary
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
Summary
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%