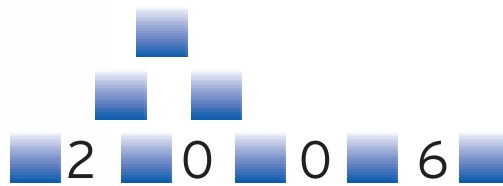




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# MOBILE ENTERPRISE EXECUTIVE SUMMIT

## Mobile Business Strategies: Gaining Strategic Benefits from Mobile Technology

NOVEMBER 1-3, 2006

THE BILTMORE HOTEL, CORAL GABLES, FLORIDA

Join *Mobile Enterprise* for the inaugural Mobile Enterprise Executive Summit where an exclusive roster of by-invitation-only C-level executives, directors and managers responsible for implementing mobile and wireless solutions will participate in this unique event's roll-up-your-sleeves approach to content.

### The Summit will deliver a mix of:

- Strategic insight into current mobile technology issues
- Tactical, in-the-trenches case studies
- Ample networking opportunities among executives responsible for their companies' mobile initiatives

## FIND SOLUTIONS AND DISCUSS COMMON CHALLENGES BY NETWORKING WITH EXECUTIVES FROM THE FOLLOWING COMPANIES

AIMCO • American Woolen Company Int'l • Bank of America • Broadstar • CKE  
Restaurants • Dehesh International • Ginn Clubs & Resorts • HDR, Inc. • Indiana Farm  
Bureau Insurance • Intellisafe Technologies • Intermetra • Invitrogen • iRail, LLC •  
Kardon United Corporation • Mbod Medical • Microlink Systems • Newport Technologies •  
OIMACTTA • Ovation Wireless • PSE&G • Rooms to Go • Sea Island Company •  
Stiefel Laboratories • Tasty Baking Company • Textron • The Nest Group of Companies •  
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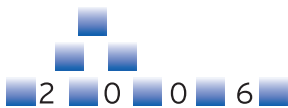
CONNECTING WIRELESS SOLUTIONS TO BUSINESS STRATEGY



SPACE IS LIMITED. REGISTER TODAY!

SUMMIT AGENDA (as of 8/7/06)

## AGENDA-AT-A-GLANCE



### MOBILE ENTERPRISE EXECUTIVE SUMMIT

#### KEYNOTE SPOTLIGHT

#### OPENING DAY KEYNOTE

##### **Mobile Technology: The Complete Business Advantage**

Our opening keynote speaker will examine how mobile technology is a complete business advantage that tracks from the CEO to the tech guy and all the way through the sales team in many organizations. Our speaker will examine best practices in the area of mobile technology being used by industry leaders. Come to this session ready to learn the impact mobile technology is having on company bottom lines through higher sales, better productivity and more.

#### SECOND-DAY KEYNOTE

##### **Mobilize Your Business**

Paul W. Caffery, *Manager, Asset Information & System Policy, PSE&G (Public Service Electric & Gas)*  
Our second day begins with a case study look at how PSE&G is using mobile technology in the field, showing how the adoption of mobile technology in the field has proven to be an invaluable tool for this industry leader.

### WEDNESDAY, NOVEMBER 1, 2006

6:00 – 7:30 p.m.

#### **Welcome Reception**

7:30 p.m.

#### **Sponsor Dinners**

### THURSDAY, NOVEMBER 2, 2006

7:30 – 8:15 a.m.

#### **Networking Breakfast**

8:15 – 9:05 a.m.

#### **OPENING KEYNOTE SESSION**

##### **Mobile Technology: The Complete Business Advantage**

9:05 – 9:55 a.m.

#### **GENERAL SESSION**

##### **The ROI & TCO of Mobile Technology**

**Moderator:** Simon Yates, *Vice President and Research Director, Forrester Research Inc.*

**Panelist(s):** Allan Chandler, *Director of Technology, Golden State Overnight*, Brendan O'Malley, *Chief Information Officer, Tasty Kake Baking Company*, Brian Uzwiak, *Manager / Network Technology Services, Wake Forest University Baptist Medical Center*

This session begins with an expert's take on how to sell the ROI of mobile technology and quantify the technology's benefits as you look at Total Cost of Ownership. The second portion moves into a panel discussion with mobile technology end users examining how projected ROI and TCO factored into the business decision of moving forward with mobile technology at the panelist companies.

9:55 – 10:40 a.m.

#### **Networking Coffee Break**

10:40 – 11:30 a.m.

**GENERAL SESSION**

**Delivering Wireless CRM: Implementation Success Stories**

Discussion Facilitator: Brenda Lewis, *Principal, Transactions Marketing Inc.*

Panelist(s): Jennifer Wobser, *Business Systems Analyst, FFF*

**Enterprises**, Geoffrey LeQuelenec, *Business Analyst eBusiness, Suncor*

Industry expert Brenda Lewis will lead a distinguished panel of industry executives through a candid, high-level executive discussion of wireless CRM, one of the fastest growing and highest ROI mobile enterprise applications around. Participants will discuss the project objectives, benefits, ROI, team, duration, hardware/software used and lessons learned in their own deployments of mobile CRM initiatives.

11:30 a.m.

**Break for Golf Outing**

6:00 – 7:00 p.m.

**Cocktail Reception**

7:00 – 9:30 p.m.

**Mobile Enterprise Awards Dinner**

The Mobile Enterprise Awards Banquet will honor the recipients of this year's Mobile Enterprise *Mobilizer Awards*, as well as two *Honorable Mentions* in each category. Categories to include:

- Best ROI [Most significant financial improvements gained]
- Greatest Overall Improvement in Business Process
- Ahead of the Curve [Awarded for pioneering innovative solutions using the very latest technology]
- Best Mobile Deployment [Awarded for best overall mobile deployment]

**FRIDAY, NOVEMBER 3, 2006**

7:30 – 8:30 a.m.

**TOPIC TABLE BREAKFAST**

Five topics will be assigned to tables of 10 during this morning's breakfast, allowing like-minded executives to share insights with peers around specific topics. Pre-registration is required.

8:30 – 9:20 a.m.

**SECOND DAY KEYNOTE**

**Mobilize Your Business**

Paul W. Caffery, *Manager – Asset Information & System Policy, PSE&G (Public Service Electric & Gas)*

Continued on next page...

**BENEFITS OF ATTENDING:  
Networking, Networking,  
Networking!**

- Network with fellow enterprise executives who are facing similar challenges.
- Learn how other enterprises are using mobile and wireless tools to succeed.
- Interact with the leading mobile and wireless solution providers who will make your enterprises thrive.
- Network with key mobile industry analysts and the editorial team from *Mobile Enterprise Magazine*
- Build relationships that last while experiencing the highest accommodations available.

**WHO SHOULD ATTEND:  
This executive level  
conference is a must  
attend event for...**

- Chief executives focused on growing their business through mobile technology.
- Decision-makers responsible for selecting and purchasing mobile and wireless solutions and implementing them into the business processes of their enterprise.
- Operations executives charged with boosting performance of processes, people and profitability with mobile technology.
- Technology executives seeking new tools to implement to generate tangible results.

9:25 – 10:15 a.m.

**GENERAL SESSION**

**Building the Business Case**

Moderator: Craig Settles, *President, Successful.com*

Panelist(s): Ira Feuer, *Special Assistant to the Mayor / Program Manager, Wireless Miami-Dade*, Joe Marcum, *Manager of Field Services, Indiana Farm Bureau Insurance*, Mark Philhower, *Director of IT Strategy & Planning, The Home Depot*

When the benefits are intangible, how do you go about building the business case? In this session, you'll learn from the experiences of a panel of end-user executives who have successfully built business cases that resulted in major and highly successful mobile technology implementations. While it's easier to get budget approval when you can estimate quantifiable benefits, there's a real challenge when ROI has to be measured in soft dollars.

10:15 - 11:05 a.m.

**Networking Coffee Break**

11:05 – 11:55 p.m.

**GENERAL SESSION**

**Mobile and Secure**

Jasyn E. Voshell, *CWNA, CWSP, CISSP, IT Senior Auditor, Textron Audit Services, Textron*

In this session, Textron's Jasyn Voshell presents a case study on achieving security while using mobile technology. Voshell will look at how important security is to every organization using mobile technology, as well as best practices in the area of security and areas where companies are likely to suffer security lapses.

12:00 – 1:00 p.m.

**CLOSING LUNCHEON WITH SPEAKER**

**Top 5 Trends in Mobile Technology**

Andrew Seybold, *President, Outlook 4Mobility*

Andrew Seybold is one of the pioneers of mobile computing and wireless data. A wireless and mobility guru and visionary, Seybold was wireless when most people were still dreaming about it. Today, Seybold is one of the key experts all major players in the industry turn to for strategic mobile and wireless technology insights. In his very frank closing keynote presentation, Seybold will offer unbiased views of today's wireless technologies and the directions they are headed. Join us as Seybold examines the future trends you will need to be completely aware of to maintain your edge and your company's greatest competitive advantage.

1:00 p.m.

**2006 Mobile Enterprise Executive Summit Concludes**



The Biltmore Hotel  
Coral Gables, Florida

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