

# CITE

consumerization of  
IT in the enterprise

## one-day forum

october 10, 2012  
nyc | hilton new york

Wednesday, October 10, 2012

7:30 am - 8:30 am

**Registration and Breakfast in the Sponsor Showcase**

8:30 am - 8:40 am

**Welcome and Opening Remarks**

John Gallant, SVP and Chief Content Officer, IDG Enterprise

8:40 am - 9:20 am

**The Consumerization of IT: Driving The Next Generation of Business**

Dion Hinchcliffe, Executive Vice President, Strategy, Dachis Group

Employees have begun driving the use of consumer technology in the workplace -- bringing their mobile devices, Web apps, and social networking experience with them from home -- but the trend goes even deeper than that. It's a fundamental shift away from IT creating and managing the organization's IT assets to accepting that employees now own significant swaths of technology and will lead the enterprise march to the future. Noted IT thought leader and enterprise strategist Dion Hinchcliffe has watched organizations large and small struggle with this convergence of mobile, social, cloud and big data, and has helped them prevail in their quest to harness it for innovation to transform the way the enterprise does business. Dion will explore the new IT landscape and share his consumerization experiences in the field to set the stage for the CITE 2012 program by showcasing real-world companies that represent the new generation of IT and business.

9:20 am - 9:50 am

**Building Effective Organizations in the Era of Enterprise Consumerization**

Darron Antill, CEO, AppSense

Ravi Khatod, VP, Mobile, AppSense

Organizations today are struggling with IT freedom and control. How do we allow people to choose how they want to work? The answer, and the challenge, is in building people-centric organizations and then providing them with the right tools, policies and integration. Join AppSense CEO Darron Antill and AppSense General Manager and VP of Mobile Ravi Khatod as they examine the new agile enterprise and illustrate how to:

- Build people-centric organizations with the right IT initiatives
- Develop cost-effective, business smart mobile application strategies
- Re-tool IT roles for the next generation enterprise
- Employ best practices for BYOD, data access & integration across clouds and devices.

9:50 am - 10:20 am

### **Social Networking Break**

Join us for a quick mid-morning break and while you're at it, make a new face-to-face connection that you can later add as a friend, follow on Twitter or "Link In" to (not to mention connect with via our event mobile app).

10:20 am - 10:50 am

### **A Next Generation Enterprise: Building the Case for a Widescale Tablet Deployment**

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

Forbes called Long Island University "the leader among universities in the U.S., and probably worldwide" when it deployed 6,000 iPads – an installation that nears 20,000 today. Why did this college of 13,000 students, faculty and staff become an early adopter of tablet technology, and what has it learned along the way? Join a senior executive who's led the initiative as he shares how he built a case for funding, worked closely with key stakeholders to devise compliance, risk management and security policies, and built best practices for a successful implementation. You'll learn about business, apps, the cloud, human behavior and more in this engaging session.

10:50 am - 11:20 am

### **Worksocial: Tapping IT Consumerization for Real Business Value**

Matthew Calkins, President & CEO, Appian

The golden ticket for business value is not bringing external social media into the workplace. It is bringing work into the realm of social technology. In this session Appian CEO, Matt Calkins, will discuss the key challenges of IT consumerization, and will then share how Appian customers have turned the social and mobile revolution into real business value by:

- Bringing measurable meaning to social in the enterprise, and its impact on work
- Allowing access to any corporate data, and action on that data, from any device (mobile phone, tablet, and desktop/laptop)
- Driving efficiency by integrating work automation and social collaboration in a single user experience.

11:30 am - 12:00 pm

### **iPhones and Androids and Tablets, Oh My**

Scott Algatt, Sr Consultant, Integralis

### **Mind The Gap – Navigating the Security Windows 8: The Impact, the Opportunity and Possibilities**

Paula Skokowski, CMO, Accellion

Nicholas Davie, US Sales Director, Infusion

Employees are tapping and swiping their way from Salesforce to corporate email to LinkedIn and back. Is each click introducing new risk or exposing sensitive data. How do you keep everyone on the yellow brick road while temptations and distractions abound? In this interactive session, we'll explore ways

Today's enterprises need to make content available and accessible to employees anytime, anywhere, and on any device, to enable increased business productivity. Yet BYOD, coupled with easy access to free cloud services, is creating a security gap, making it challenging for IT to control and

Windows 8 is a game changer. Microsoft's most revolutionary release of its operating system in 17 years was not only designed for the desktop. Built from the ground up for use with touch and in countless mobile scenarios including tablet, this new release is poised to disrupt the current ecosystem. Windows 8

you can use policies and technologies to keep the flying monkeys at bay.

secure enterprise content. This session will focus on how to successfully navigate the security challenges of BYOD while enabling secure mobile access to enterprise content.

will help the enterprise overcome increasing pressure from employees and consumer for more productive applications, tools and ways to interact with their brand. In this interactive session, Infusion, a Microsoft partner, will share examples from its extensive Windows 8 application design and development experience and provide tangible examples of how the platform is winning in the enterprise by lowering cost and IT risk while satisfying the demand for a rich tablet experience. Unlimited impact, boundless possibility.

12:00 pm - 1:45 pm

### **Lunch and Dessert Reception in the Sponsor Showcase**

2:25 pm - 3:05 pm

### **Beyond The Anxiety: Harness The Innovation And Value For You In The Era Of Consumerization**

Ted Schadler, Vice President and Principal Analyst, Forrester Research

The excitement and potential of consumerized IT is real – and to many in IT, it's a hassle and sometimes frightening. If employees are calling the technology shots, what's left for IT to do? The good news is, plenty. Join Forrester's Ted Schadler as he demonstrates how leading companies are embracing the consumerization of IT to find and accelerate business innovation, improve the business-technology link, and focus their technical skills on things that matter. He'll show what they're doing and how so you can build your own strategic roadmap for harnessing the latest technologies -- and your in-house talent.

[Click here to view the presentation.](#)

3:05 pm - 3:35 pm

### **Transformation in the Enterprise: The Post-PC Era**

Grant Shirk, Senior Enterprise Product Marketing Manager, Box

Mobile has become a major catalyst for innovation in the enterprise. With more than 60% of employees sharing and creating corporate content away from their desks, we are witnessing the rapid transformation of the enterprise, and employees' perceptions of "the office." This shift is changing the way people work together and creating new opportunities for workplace collaboration. In this session, see how leading companies are using collaboration and learn how you can harness the cloud to make mobile devices tools for productivity, not just consumption. Welcome to the Post-PC Era.

3:35 pm - 3:45 pm

### **Seventh Inning Stretch (mini break)**

3:45 pm - 4:15 pm

### **Fireside Chat: The Social Enterprise**

Moderator: Matt Rosoff, Editorial Director, CITEworld  
David Brooks, Senior Vice President, Digital Strategy, Social@Ogilvy  
Geoffrey Colon, VP, Digital Strategy, Social@Ogilvy

Many organizations launch a social initiative or platform with a big bang and high hopes for employee engagement and innovation. Does it ever really work out that way? What does it take to transform your organization into a truly social one? Join our practitioner speakers for a look at their social journeys and lessons learned with practical tips you can take back to your organization.

4:15 pm - 5:00 pm

**Panel: Managing BYOD and IT in the Era of Social, Mobile and Cloud**

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

Steve Damadeo, IT Operations Manager, Festo Corporation

Brian Katz, Director, Mobility Engineering, Global Infrastructure Services, Sanofi

Moderator: Galen Gruman, Executive Editor, Infoworld

In this interactive panel discussion, hear how a range of organizations with varying needs take advantage of the range of devices, apps, and capabilities now available and typically championed by their employees. This panel shares how they've adapted to and taken advantage of this tool diversity, even in the context of regulatory and security requirements.

5:00 pm - 6:00 pm

**Networking, Cocktails and Passport Drawing in the Sponsor Showcase**