IDC — Analyze the Future

UK & Ireland

Enterprise Mobility Conference

June 25, 2015
Victoria Park Plaza Hotel, London

Aerohive NETWORKS

airwatch by vmware

APPERIAN
MOBILE APP MANAGEMENT

capriza

hp

GLOBO

mubaloo

NTT Communications

Welcome

Dear colleague

Given the growth of mobile technology, it is clear that enterprise mobility is vital to the success and long-term strategy of enterprises. With organisations implementing a flexible mobile strategy, they can not only improve efficiency and productivity, but also bolster their customer service.

In June 2015, the Enterprise Mobility Conference connected 75 CIOs, VPs/Heads/Directors of Mobility, Architecture, IT and Operations with a host of industry solution providers and IDC analysts to help them find solutions to their enterprise mobility challenges.

This report outlines the demographic and seniority of the attendees who joined us on the day, In addition to the service provider landscape.

I hope you find this report useful, and look forward to seeing you in 2016.

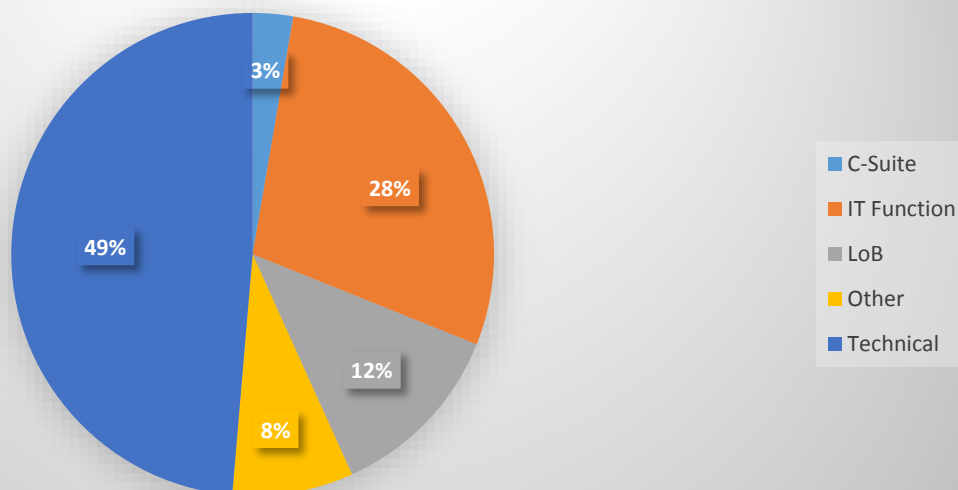Best regards
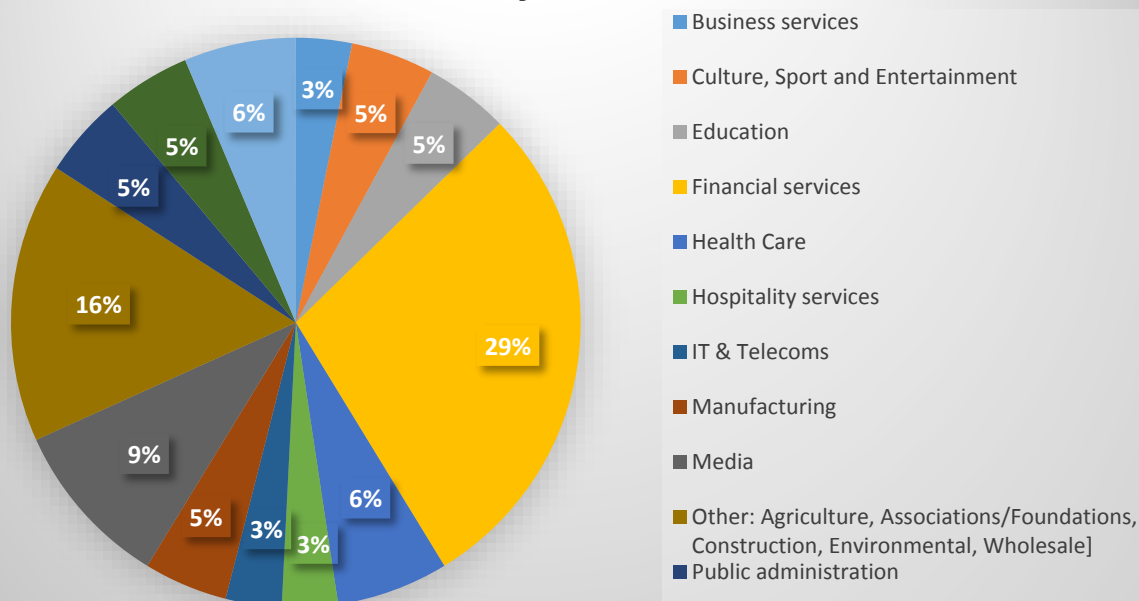
Ash Rashid
Events Director
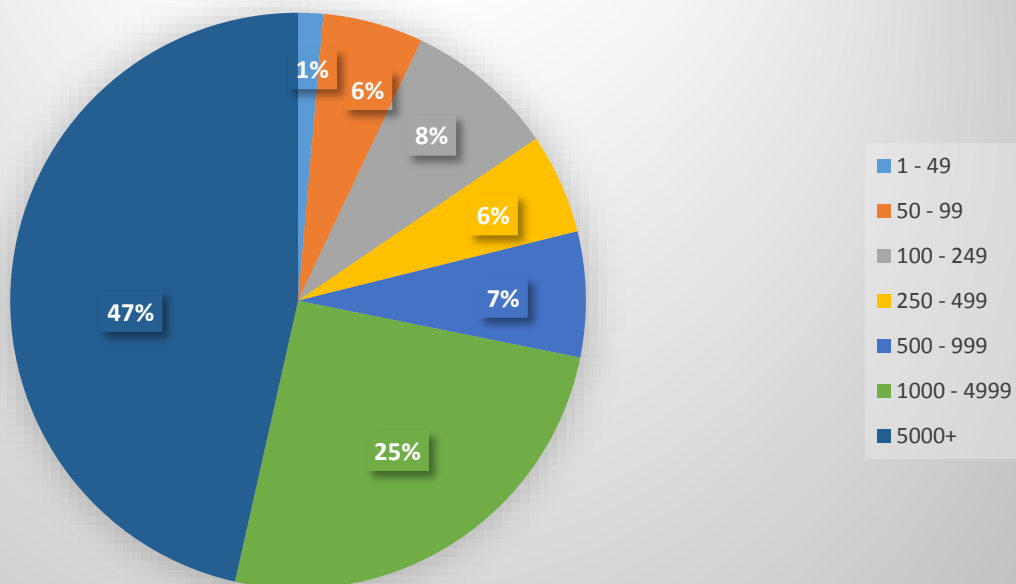IDC UK&I

Who Attended

Based on 74 delegates:

Job Titles

- C-Suite — 3%
- IT Function — 28%
- LoB — 12%
- Other — 8%
- Technical — 49%

Industry Sector

- Business services — 3%
- Culture, Sport and Entertainment — 5%
- Education — 5%
- Financial services — 29%
- Health Care — 6%
- Hospitality services — 3%
- IT & Telecoms — 3%
- Manufacturing — 5%
- Media — 9%
- Other: Agriculture, Associations/Foundations, Construction, Environmental, Wholesale] — 16%
- Public administration — 5%

Company Size by number of Employees

Pie chart:
- 1% (1 - 49)
- 6% (50 - 99)
- 8% (100 - 249)
- 6% (250 - 499)
- 7% (500 - 999)
- 25% (1000 - 4999)
- 47% (5000+)

Legend:
- 1 - 49
- 50 - 99
- 100 - 249
- 250 - 499
- 500 - 999
- 1000 - 4999
- 5000+

Take a look at this event video:

IDC's Mobility Conference

25th June 2015

Core Themes Roundup

Using Enterprise Mobility as a Platform for Business Enablement

Setting the scene for the day's proceedings, the keynote session used data from IDC's European Enterprise Mobility Survey to show how European enterprises are taking an increasingly mature approach to mobility. The session showed a growing number of European enterprises moving beyond managing the risks caused by the use of mobile devices and apps, and starting to adopt mobility to achieve positive benefits such as higher productivity and richer customer engagement. Enterprises entering this more mature phase naturally shift the focus of their mobility management away from devices and towards applications.

The keynote described how another key characteristic of enterprises moving into the mature phase is that the IT organization takes on a strong role in initiating, driving and co-ordinating mobility development and management. This enables a more consistent, efficient and repeatable approach than is possible in enterprises where mobility comprises isolated, unco-ordinated developments driven by line-of-business departments. Finally, as mobility encompasses an increasing amount of an enterprise's IT systems, the keynote described how more enterprises are seeking external help in areas such as integration with legacy back-end systems and lifecycle services – and in a growing number of cases, are completely outsourcing such activities.

Developing Mobile Maturity

With the backdrop of the IDC Enterprise Mobility model as a motivator and guide, an enthusiastic group discussed two key issues which IDC research shows are crucial in moving organizations forward towards greater mobile maturity:

- promoting a 'mobile first' mindset within the organization, and
- the benefits and challenges of using an external service/solutions provider.

Key points raised and discussed by the delegates included: cultural factors; security implications; staff motivation; skills acquisition and retention; and the importance of getting the right business case and costings.

Tackling Security Measures

Dragan Pendic, Chief Security Architect from Diageo shared his experiences and key takeaways on how to tackle security measures whilst enabling a connected enterprise. Some of the key takeaways from his session include:

- Improvements in security require a mindset and a culture change
- Security is a product - TREAT IT LIKE ONE!
- Genuinely understand limitations of current security technologies and controls
- Make the new technology & security concepts digestible, relevant and realistic
- Your Perimeter is comprised of many Micro-perimeters – FIND YOURS!!
- It is about the Sourcepoints (Data, APIs, Identity) not the Endpoints

Tips For Creating and Deploying Successful Enterprise Mobile Applications:
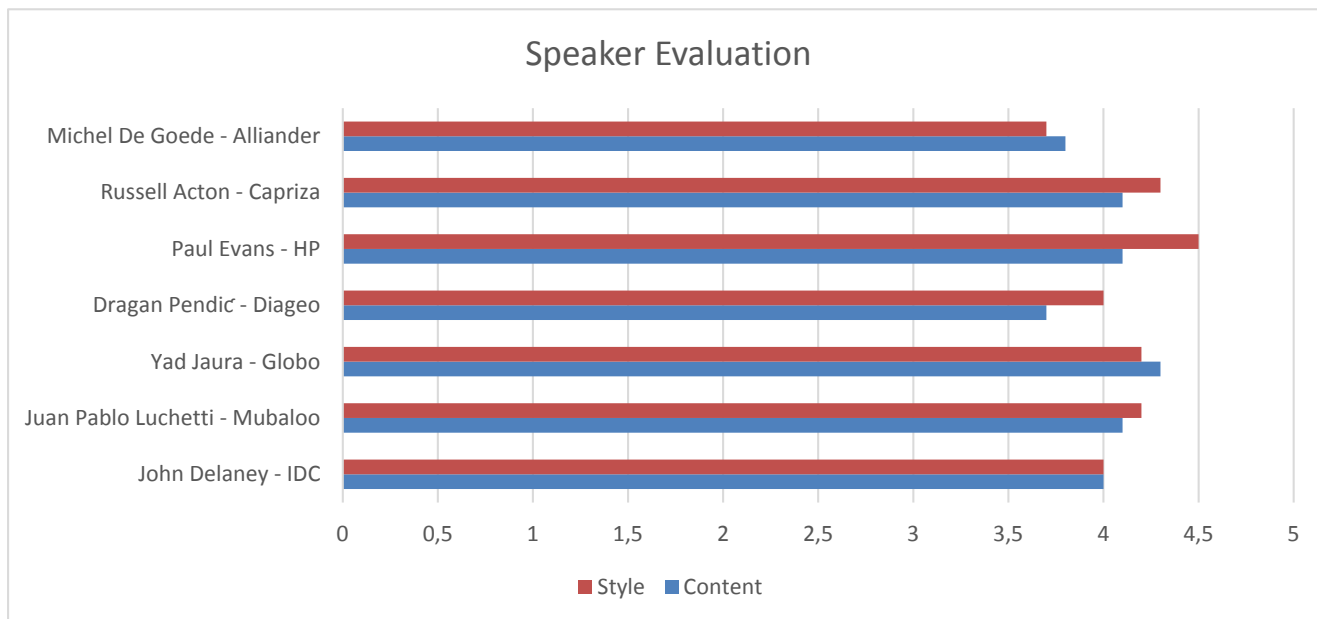
1. Involve your users early
2. Mobile apps demand great design
3. Invest in the long term
4. Not all data need the same security
5. Integrate for success
6. Make feedback easy for users to give
7. Plan for scalability
8. Examine all of the options before starting
9. Mobile isnt a desktop extension
10. Plan for changes
11. Work with back end systems
12. Understand user needs and roles
13. Make the right assumptions
14. Internal support plan
15. Identify your app champion
16. Answer the "whats in it for me question"
17. Dont design your apps by committee
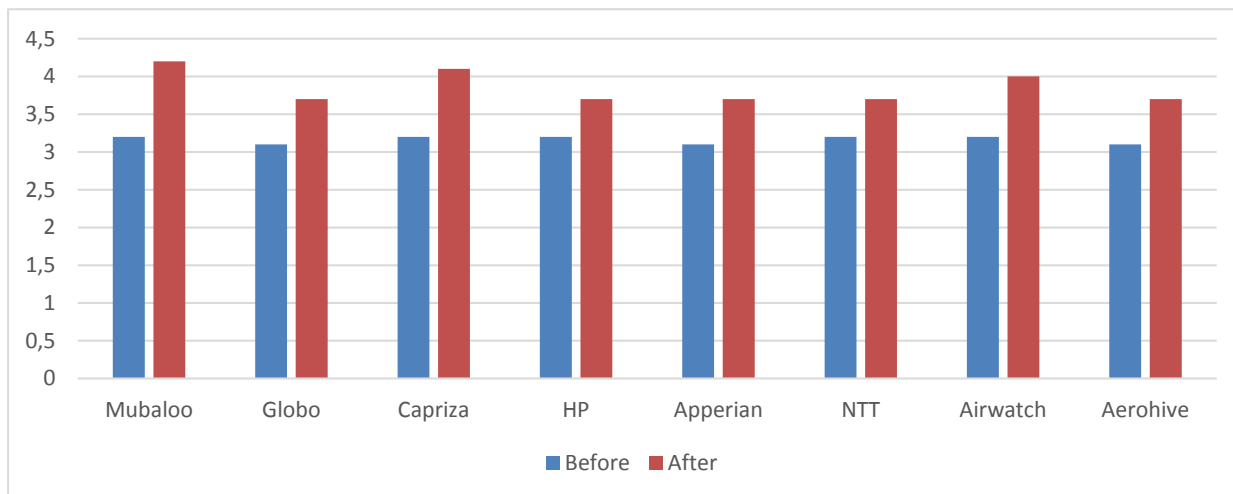18. Measure your apps success

Conference Feedback

When we asked the delegates: Please evaluate the presentations and speakers:
(5= excellent, 4= good, 3= acceptable, 2= below expectations, 1=poor). They
responded:

Speaker Evaluation

- Michel De Goede - Alliander
- Russell Acton - Capriza
- Paul Evans - HP
- Dragan Pendić - Diageo
- Yad Jaura - Globo
- Juan Pablo Luchetti - Mubaloo
- John Delaney - IDC

Legend: ■ Style ■ Content

When we asked the delegates: Has your perception of the vendors' ability to help
overcome your challenges relating to the enterprise mobility become more positive,
more negative or are they unchanged as a result of their presentation? (5= very
positive, 4= quite positive, 3= no opinion/unchanged, 2= quite negative, 1=
very negative). They responded:

Categories: Mubaloo, Globo, Capriza, HP, Apperian, NTT, Airwatch, Aerohive

Legend: ■ Before ■ After

Comments

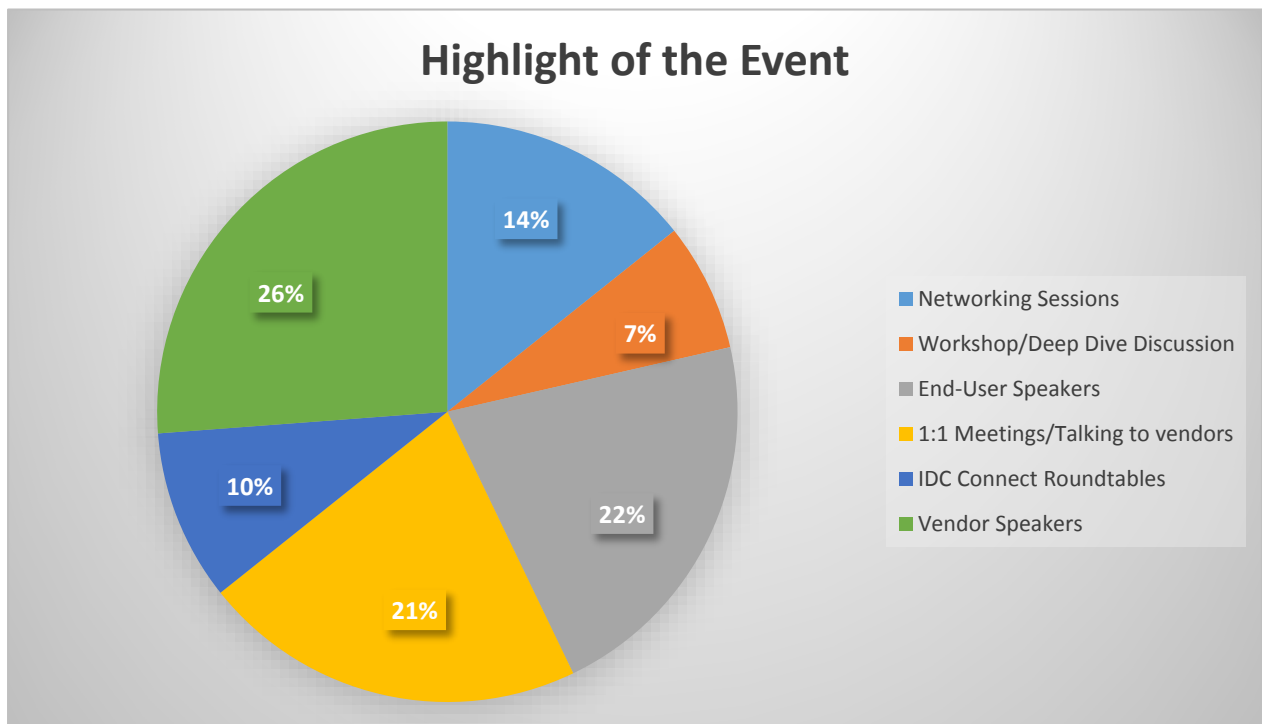Good communication from the events team

Very good keynote speakers

The event had a better involvement than last year. Very satisfactory

Very good organisation. Wide range of experiences

Very efficient

Great. Very informative

Highlight of the Event

- Networking Sessions — 14%
- Workshop/Deep Dive Discussion — 7%
- End-User Speakers — 22%
- 1:1 Meetings/Talking to vendors — 21%
- IDC Connect Roundtables — 10%
- Vendor Speakers — 26%

Please add general comments regarding any specific presentation or your overall experience at IDC's Enterprise Analytics Conference:

- *Positive experience as always*
- *An extremely well organized and relevant event. Great content, venue and food.*
- *The event has certainly increased my awareness of the importance of mobile apps for business and security practice*
- *Capriza & Mubaloo both demonstrated the art of the possible for the future of mobility apps*
- *I was most positively impressed hearing about mobile user experience, next year I assume we will discuss even into watches as mobile devices*
- *Useful information*
- *Very well organized. Good choice of subjects*
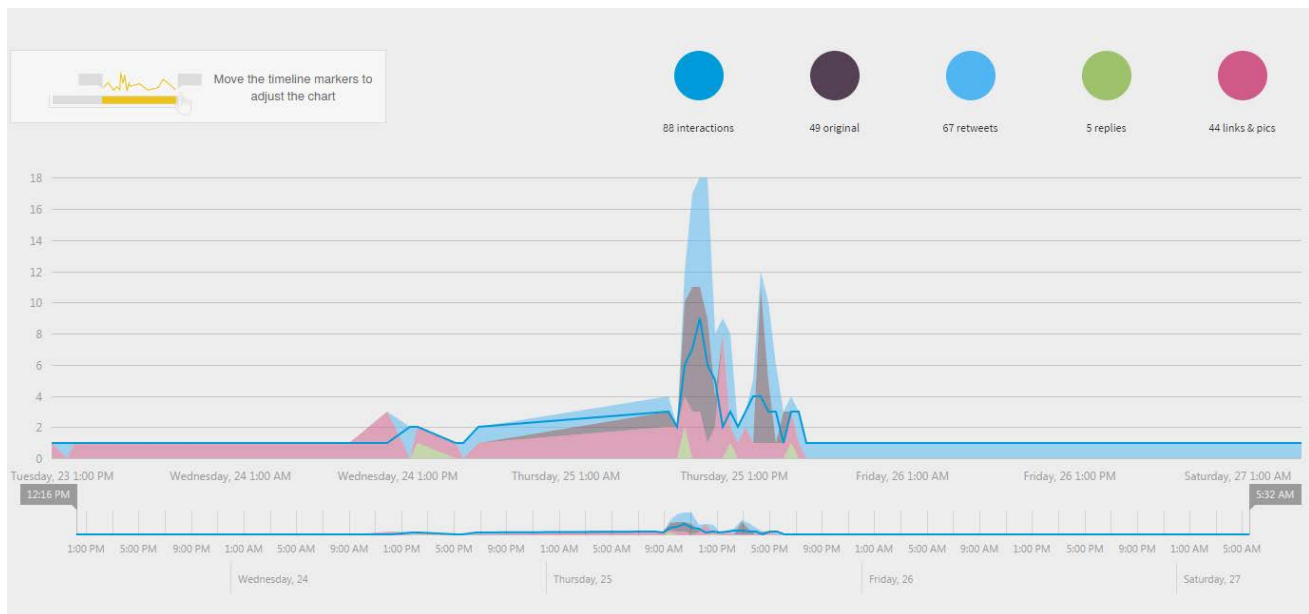- *All good. Thank you for a good day.*

Tweeter Reach for #IDCMobility15
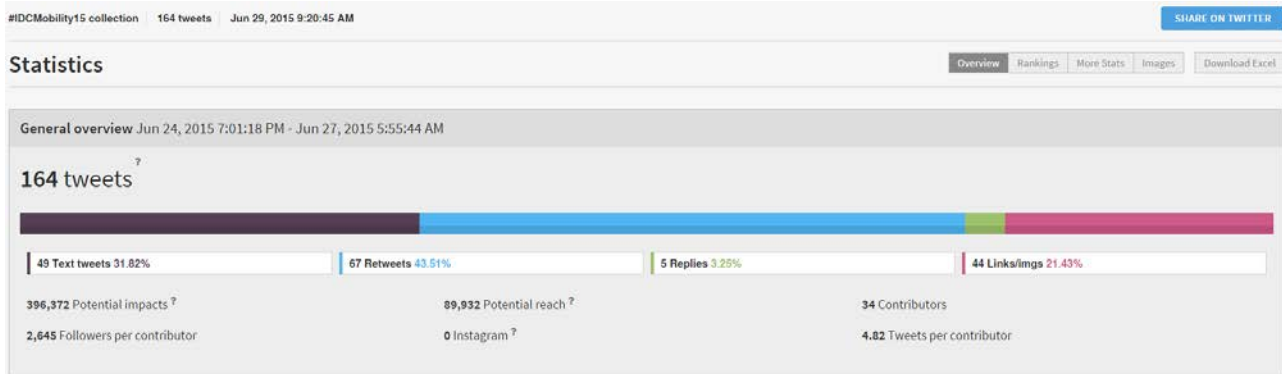
- Potential reach: # of unique users that could have seen the hashtag
- Potential impacts: # of times somebody could have seen the hashtag

Activities/Contributors

Engagement tweets

Philip Carnelley @Pcarnelley · Jun 25
.@DraganPendic says #blockchain will be the killer app for distributed security @archanatweets @duncanwbrown #idcmobility15

RETWEETS	FAVOURITE
4	1

10:52 am - 25 Jun 2015 · Details

Reply to @Pcarnelley @DraganPendic @archanatweets @duncanwbrown

John Delaney @john_p_d · Jun 25
On security: "only amateurs attack systems; professionals attack people". Dragan Pendic of @DiageoGB at #IDCMobility15

RETWEETS	FAVOURITE
4	1

10:39 am - 25 Jun 2015 · Details

Reply to @john_p_d @DiageoGB

Apperian @Apperian · Jun 25
.@cimarronb discussing how best to manage + drive app adoption in the enterprise #IDCMobility15 @capriza @Pcarnelley

RETWEETS	FAVOURITES
3	4

5:14 pm - 25 Jun 2015 · Details   Hide photo

IDC UK & Ireland @IDCUKI · Jun 25
On stage now, @russellacton of @capriza discussing on how business applications need a revolution #IDCMobility15

RETWEET	FAVOURITES
1	2

3:31 pm - 25 Jun 2015 · Details

UKI Conference Calendar 2016

IDC Analyze the Future

Enterprise Digital Architecture Conference
March • London

Enterprise Big Data & Analytics Conference
April • London

Enterprise Mobility Conference
June • London

Financial Services Forum
June • London

Enterprise Security Conference
September • London

Enterprise Security Conference
September • Dublin

Executive Healthcare Forum
September • London

Enterprise Cloud Conference
October • London

For further sponsorship enquiries please contact:

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