

# Wireless & Mobile Marketplace

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The **Wireless & Mobile Marketplace** at ITxpo is designed to aggregate solution providers around a central technology focus and to make it convenient for attendees to locate innovative products and services based on their needs. Take advantage of this ideal setting to maximize your interaction with these sought after prospects.

Conference learning is linked directly to market solutions through a variety of tracks and sessions, that cover: Wireless Applications, WSPs, and much more.

**Target Audience:** CIOs, CTOs, and their direct reports; IT Architects and planners; Application Integration Management; Application Development Management; IT Operations Management; IT Security Management; IT Network and Telecom Management; Content, Portals, Collaboration & KM Management; Business Intelligence Professionals; Vendor Product Marketing Managers; Technology Investment Professionals; Media and IT Industry Watchers; and anyone involved in enterprise-level IT decisions.

## Leading Gartner Analysts Presenting in Wireless & Mobile

Ken Dulaney  
Nick Jones

Michael King  
Drew Kraus

Lawrence Orans  
Eric Paulak

Phil Redman

## Wireless & Mobile Tracks:

### Mobile and Wireless Business and Technology Strategies

Mobile and wireless devices, services and applications are no longer barriers to enterprise adoption. In fact, wireless and mobile technologies are being adopted and standardized on a rapid pace--often causing security issues, mismanagement and cost overruns. What should you be doing, how can you do it cost effectively and securely? Should you deploy WiFi? WiMax? Ultrawideband? 3G? PDAs or Smartphones? which architecture will work best for your company? Business case justification, business process improvements, and security considerations need to be an integral part of mobile technology solution decisions. This track will illustrate how to best source, adopt and manage emerging wireless networks and help you evaluate the wide variety of wireless technologies, devices and services.

#### Sessions:

- Lead: Wireless Technology Scenario
- Wireless Security: Managing Identity, Authentication and Access
- Converging Wireless Technologies for the Enterprise
- Frontline Computing: Evaluating Mobile/Wireless Enterprise Devices and Platforms
- Implementing and Securing WiFi Technology
- Choosing the Right Mobile Application Design: .NET or Java?
- How To Outsource Wireless in the Enterprise to Reduce Costs and Improve Services
- The Business Case for Wireless Email
- Managing Mobility: Policies, People and Procedures, Devices and Services
- Mobilizing the Enterprise: Technology and Services You Need to Be Doing Now

### Enterprise Communications: The Foundation of Effective IT

Networking is ubiquitous in our businesses and in our lives. Most enterprises cannot operate in even the most basic way without communications. New technologies are creating new capabilities and opportunities: Voice and data is converging into real time communications. The phone is being redefined. The boundaries between fixed and wireless are rapidly disappearing. Applications vendors are embracing communications and collaboration capabilities, incorporating traditional voice and video. The entire structure of the telecommunications industry is changing. This track will guide clients through the vendors, the services, the technology and the best practices which will result in improved business functionality, lowered risk and optimized costs.

#### Sessions:

- Lead: Transforming Business with Intelligent Networks
- Voice over IP is Here Today : What Comes Tomorrow?

secure space ▶

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ITxpo  
Marketplaces

53% of attendees predict an increase in spending in 2005 and 50% have involvement in mobile & wireless \*

*" Mobile and wireless technologies will proliferate and mature in the next few years, bringing the Internet and new consumer and business applications to ever more places and devices. These technologies must be at the strategic heart of every organization's IT plans."*

- Predicts 2005: Mobile and Wireless Technologies

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SYMPOSIUM ITXPO®  
2005

October 16-21, 2005  
Orlando, Florida

\*based on 2005 Symposium/ITxpo registered attendees



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## Wireless & Mobile Marketplace

- Wireless and Broadband: Rethinking the Approach to Remote Access
- Building Real Time Communications with Voice over IP and Wireless
- Secrets of Smart Telecom Buyers
- Must-Have Technologies for the World Class Enterprise Network
- When Worlds Collide: Combining Communications and Computing
- Poor Application Performance? Bandwidth is not the Problem!
- Time to Rethink Managed Network Services
- XML, Web Services, and the New Data Center Network

### Additional Marketplaces:

- Application Development & Integration
- Business Applications & BPM
- Business Intelligence & Data Warehousing
- IT Operations Management
- Outsourcing & IT Services
- Portals, Content & Collaboration
- Security
- Systems & Storage
- Telecommunications Infrastructure & Services

### 2005 Wireless & Mobile Portfolio of Events:

**Symposium/ITxpo-Mobile, Wireless & Enterprise Networks Marketplace**  
November 7-11 - Cannes, France

### 2006 Wireless & Mobile Event:

**Wireless & Mobile Summit**  
March 27-29 - Detroit, MI

**Wireless & Mobile Summit**  
April 2-5 - London, England

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### Wireless & Mobile Marketplace Exhibitors:

ITxpo  
**marketplace sponsor**  
- Intel Corporation  
- Motorola

- Codi Inc.
- EDS
- Fujitsu
- iAnywhere
- PalmOne
- Research in Motion
- Sybase

As of August 15, 2005

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