

Gartner Wireless & Mobile Summit 2009



Post Event Brief

The restructured and significantly expanded **Gartner Wireless & Mobile Summit** was held February 23–25, 2009, at the Sheraton Chicago Hotel and Towers. More than 40 industry experts covering the breadth and depth of mobility and wireless perspectives—everything from devices to networking, applications, security, customer relationship management, and much more—came together to present their latest findings and recommendations, along with hundreds of attendees and nearly 25 solution providers specializing in wireless innovation.

Hot Topics

At a moment when the industry is being simultaneously rocked by convergence and splintered by a multitude of options, trend analysis was a topic on everyone's mind. Just where are we headed? Who will win the platform wars? Do we still need ruggedized anything? How important is mobile business 2.0? Which devices will see us through the tough times? And where does virtualization and cloud computing fit in?

Attendees found plenty of takeaways on all of these issues, both from analysts and peers alike. In addition, in-depth sessions addressed specific ways to trim expenses while delivering more value in a variety of areas, such as:

- New approaches to teleworking and mobile productivity
- Better ways to handle legacy wireless technologies
- Next steps in mobile information devices, RFID, and IP telephony
- Who will win the smartphone platform and mobility ecosystem battles
- Which trends matter and how they'll affect your business
- How to contain costs while you increase services and improve tools

Top Five Trends and Takeaways

1 Now is the time to do more with mobile applications.

This is a major area of expansion in a mobile business 2.0 world, and one with tremendous potential. It's also a growing challenge, considering the wide range of devices and operating systems being used. We hit the topic in depth with the track Mobile Applications and Platforms, which generated plenty of enthusiasm, particularly the sessions "Building Mobile Applications That Consumers Will Love: Platforms and Tools" and "The Next Era: Mobile Enterprise Application Platforms and Packaged Mobile Application Vendors."

2 Consider delivering wireless and mobile as cloud services.

Cloud computing is a hot topic across IT, including wireless and mobile services. It is already beginning to reshape the infrastructure upon which wireless is built. We explored the topic in depth in several popular sessions, including a pre-conference workshop called, "Cloud Computing: What's It All About," which drilled down to the building blocks, drivers, and inhibitors to consider.

3 Managing employee-owned devices is a delicate balancing act.

Consumer mobile technology is fast, cheap, and arguably out of control—your control, that is. How can you manage the sea of widely diverse mobile gadgets employees bring to work? How can you protect your organization against the security risks they pose? And how can you leverage their potential for greater efficiency and cost savings? This issue is not going away, and the challenges it presents are only going to increase, as will the potential benefits. We explored the topic in several key sessions, notably "Democratization of Enterprise Mobility" and "Mobile Device Management in the Real World."

4 The pace of emerging technologies is accelerating. Don't get complacent.

Gartner's top trend analysts were on hand to present assessments of what's on the horizon two to five years from now, offering specific recommendations for laying the proper groundwork and making sure you are in position to benefit when the next wave of change arrives. We heard about the next generation of devices and how to make the best choices from an overwhelming array of options, context-aware computing and how it will change the mobility landscape, and where Google and Apple platforms are headed next.

5 As you make today's wireless and mobile decisions, keep an eye on the long view.

Gartner's Jackie Fenn presented her popular Technology Radar Screen session, looking beyond traditional hype cycles to examine where we'll be a decade or two from now, giving particular attention to the disruptive and transformative. Her main topics were those shifts that will radically disrupt current IT systems and those embryonic technologies will mature to give early adopters a competitive edge.

Conference Highlights

Attendees chose from more than 50 sessions presented across five tracks.

- **184 analyst one-on-one sessions**—that is, one attendee meeting privately with one Gartner Analyst about their specific questions and issues—were held.
- **4 Analyst-User Roundtables.** Focused on one hot topic and limited to 15 participants, Analyst-User Roundtables addressed wireless and mobile issues around emerging technology management, mobile applications, mobile device management and security, wireless LANS, and more. These roundtables facilitate truly productive networking and give attendees a chance to hear what their peers are doing in these areas.
- **9 reporters provided full conference coverage** from a range of media outlets that included SearchMobile-Computing, Mobile Enterprise Magazine, Red Magazine, CRM Magazine, Crain's Chicago Business, Telephony Magazine, the Chicago Tribune, and Technology Access Television.

Keynotes and Must-See Sessions

MIT's Dr. Andrew Lippman on Context and Identity

Attendees came out in force for "The Untethered Society: Beyond Context," Dr. Andrew Lippman's keynote lecture on context, identity, and the intelligent communications system, and how public interactions and social data enhance our private goals. As the founding associate director and creator of MIT Media Labs' Viral Communications Program, Dr. Lippman is uniquely qualified to offer insights on these topics, and his comments were enthusiastically received.

Consumer Mobile Devices and the Risk of Security Breaches

Among the most popular sessions—and certainly the most controversial—was Jonathan Zdziarski's extremely thorough presentation, "iPhone Forensics: How a Thief Can Bypass Security to Steal Personal Information and Corporate Secrets." Known to those in the iPhone development community as "NerveGas," Jonathan is the author of iPhone Open Application Development, which inspired cultish devotion upon its publication, and the founder of the DSPAM project. Certain to set any IT leader's hair on end, the session included plenty of thrills and chills, and fostered lengthy and rigorous debate afterward. Luckily, he included strategies for protecting employee data and safeguarding your enterprise from employee criminal liability.

Pocket Power: The Annual Update on Mobile Devices

Ken Dulaney's survey of what's out there, what's coming, and what it can do for you has become a staple few attendees can afford to miss. Ken helps us keep a cool head even in the face of an exasperatingly constant flow of new devices, features, and functions with his no-nonsense five-year view. He took us through the major hardware and software platform providers to assess who has staying power, then hit the essential trends that demand your attention, and finally offered his top recommendations.

Mobile Applications and Platforms

Entirely new this year, the Mobile Applications and Platforms track was very enthusiastically received. It's a hot-button topic and growth area we'll continue to cover in detail at next year's event. Among the best attended sessions were "The Next Era: Mobile Enterprise Application Platforms and Packaged Mobile Application Vendors" and "Building Mobile Applications That Consumers Will Love: Platforms and Tools." These sessions provided information crucial to making decisions that may, to an increasing extent, determine an organization's agility. Attendees also heard strategies for reevaluating platforms and sources for leaner times.

As a Summit participant, you're entitled to online access to all of the conference presentation materials. Visit gartner.com/us/wireless to review and share key learnings.

New and Noteworthy

More content, more depth, more breadth, more of what you were looking for

In response to the significant changes mobile and wireless has experienced in the past year and in deference to your feedback, 2009 saw a restructuring of the conference subject matter and its expansion to five tracks:

- Mobile @ the Core
- Mobile Applications and Platforms
- Consumers and the Mobile Web
- The Mobile Edge
- Wireless in Depth: Critical Capabilities

This new organization and expanded coverage enabled us to target today's most important trends in depth with additional sessions and greater focus on key topics.

More frequent access to solution providers

This year's show floor was adjacent to the session rooms, making it that much easier and more convenient to meet with solution providers and explore areas of interest between sessions. Both vendors and attendees commented on how helpful our reconfiguration was, and how it contributed to more productive interactions.

Vendor-User Roundtable Pilot Program

We launched a pilot program at this year's gathering in which we brought together select vendors—AT&T and Cisco this time around—and attendees to discuss a hot topic in a roundtable forum. It's not about presentations. The idea is to create an intimate forum for debate and peer exchange around a specific topic around a product or service with the participation of the relevant solution provider. Feedback from this year's sessions was extremely encouraging and we will be offering more of these types of sessions in future.

NEW! Gartner Wireless & Mobile Excellence Awards

To recognize excellence in wireless and mobile as well as foster learning from real-world case studies and success stories, this year saw the launch of the Gartner Wireless & Mobile Excellence Awards. Applicants submitted case studies describing their technical implementation, its best practices, and how the initiative succeeded in delivering substantial and measurable business value to the organization. Seventeen applications were narrowed to three finalists by a panel of Gartner Analysts. This year's finalists included the Anthony Marano Company, Coca-Cola Enterprises, and the UK's Royal Mail. Each finalist presented their case study live at the conference before an attendee audience. Attendees then voted for the case study they judged to be the most compelling and demonstrative example of excellence in a mobile and wireless initiative. **We would like to congratulate Royal Mail, the inaugural winner announced at the conference, on their accomplishment and the well-deserved media and peer attention given to the team responsible.**



Mobile and wireless technologies are crucial for every organization, but they must carefully choose and use the mobility solutions that will support their customers and employees. The goals, processes, and metrics vary, as do the technologies used. Here are great examples of the lessons learned and the best practices as companies pursue their own successful mobility objectives," said John Girard, Gartner VP and Summit Chair.

We will be running the excellence awards every other year at this event in the US.

Here's what attendees had to say about this year's conference

- A great way to get a total immersion in the wireless and mobile outlook.
- I attended to learn what is on the horizon in the next three years. I feel that I met this objective.
- Very valuable and applicable to organization issues, strategies, and objectives.
- Informative, good networking opportunity.
- Very targeted audience. Good, consistent messages from analysts.
- Well balanced = depth and breadth of subject matter.
- Well-conducted event with a focused set of sessions. Gartner did an excellent job of factoring in the economic conditions, into a positive “what can mobility do for you now” message.
- Good information gathering and validating current processes.
- The best place to meet and talk with people who are trying to solve problems with mobility, not just “tech talk.”
- First-time experience was better than expected.
- Solid content and attendance in a recessionary environment.
- First Gartner event for me. Great show—leading edge.
- Very good range of themes and topics for a diverse audience.
- Key event for decision makers in mobile and wireless enterprise management. Great networking.
- Analysis of the mobile environment that provides you with a framework to resolve problems and prepare for the future.
- Everything about wireless I could hope for.
- Good recap of mobility market plus chance to meet vendors and peers.
- Right audience, right content.
- Must attend each year.
- Great information. This event will change how I think about and prepare strategies for mobility.

Thank you to our 2009 Gartner Wireless & Mobile Summit Sponsors

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Preliminary 2010 Sponsor List

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More improvements, expanded coverage, and a new conference title next year.

We've made some important changes! The goal is to deliver the insights IT leaders need to excel in their areas of expertise as efficiently and effectively as possible. In 2010, we will expand this event to include Enterprise Networking & Communications coverage in one event, the **Gartner Wireless, Mobile & Networking Communications Summit - April 19-21, 2010 at the Sheraton San Diego Hotel**. Be sure to save the date and visit gartner.com/us/wireless in the coming months for complete conference details.

Snapshot of Attendees

Who participated in the 2009 Conference?

43% represented companies with more than 20,000 employees

15% were employed in the financial services industry sector

36% had titles at the director level or higher



96% of 2009 attendees told us they would recommend the Gartner Wireless & Mobile Summit to their colleagues!