

Remote Access Networks Security MOBILE BUSINESS Unified Communications

Delivering Enterprise Solutions in a Mobile World

The 2010 Gartner Wireless, Networking & Communications Summit was held April 19 – 21, 2010 at the Sheraton San Diego Hotel & Marina. This report provides highlights from the event, including:

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Overview

At this year's **Wireless, Networking & Communications Summit** attendees examined the most effective ways to develop the business-aligned enterprise communications essential to success in an increasingly mobile world. The event covered all aspects of enterprise communications, including fixed and mobile, voice and data, WAN and LAN, and unified communications and collaboration.

More than 40 track sessions focused on managing mobility and extended workforces, deriving value from unified communications and collaboration, fixed and mobile communications architectures, building mobile applications, and platforms.

This year's Summit delivered a variety of new features. Among them was a recommended agenda highlighting best practice sessions, as well as foundational and advanced sessions, two hands-on workshops, six preconference tutorials and 16 analyst/user roundtables.

Save the date

Gartner Wireless, Networking & Communications Summit 2011

will take place May 2 – 4, 2011, in San Diego. Bookmark gartner.com/us/wireless and check back to stay abreast of conference details as they develop.

Conference Highlights

- **More than 40 sessions** took place across four tracks, covering mobility and extended workforces, deriving value from unified communications, fixed and mobile communications architectures, and mobile applications and platforms. Responding to client and attendee feedback, this year's agenda delivered a virtual track of best practices sessions and offered content at both the foundational and advanced levels.
- **Six complimentary, preconference tutorials** got attendees up-to-speed on the role of video in the enterprise, industrial computing, enterprise mobility 101, cloud computing, project funding and best practices for sourcing services.
- **Two all-new hands-on workshops.** Topics included how to build a UC strategy and the cost-optimized network. Limited to 40 participants, attendees rolled up their sleeves and worked through projects together.
- **An on-site team of 24 Gartner analysts** was complemented by five guest speakers from a range of organizations and industries.
- **Keynote power:** Five keynote addresses explored future trends and predictions and offered real-world advice for today's mobile, networking and wireless professionals. In addition to Guest Keynote speaker Reed Hundt, former chairman of the FCC, attendees heard from four top Gartner analysts.
- **Actionable networking.** The opportunities to make important peer-to-peer connections were more numerous than ever before and included two networking breakfasts organized by industry and project initiative, a public-sector networking luncheon, analyst/user roundtables and the evening solution showcase reception.
- **Four end-user case studies delved into** how organizations are working through key implementations at The Evangelical Lutheran Good Samaritan Society, General Motors Corporation, Hartford Regional College and Bryant University.
- **16 analyst/user roundtables contained the dialogue on** today's hottest topics. These moderated peer discussions were limited to small groups of end users and focused on next steps in LANs, network service sourcing best practices, NAC implementations, RFID solutions, Telecom expense management and more.
- **25 exhibitors.** Top solution providers sent their most knowledgeable representatives to answer questions and demonstrate the best and latest services and products.

Spread the Wealth. Share the Knowledge

As a Summit participant, you're entitled to online access to documentation for each analyst-led conference session. Visit gartner.com/us/wireless and share the knowledge with your team.

Keynote Addresses

In both our pre-event survey and 2009 conference evaluations, you and your colleagues told us you wanted to hear presentations that focus on real-world challenges and long-term scenarios. This year's keynote presentations were all on the top best-rated sessions list! Here's how we delivered.



David Willis
Vice President and
Distinguished Analyst

Communications Scenario: Networks for the Next Decade— Smart, Virtual and Ever-Present

David Willis, Vice President and Distinguished Analyst

One of the key take-aways from this keynote presentations was that enterprise networks are wireless by default, wired by exception. David offered foresight and guidance for attendees leading the changes required to meet new demands and requirements in the next decade.



Reed Hundt
Former Chairman
Federal Communications
Commission

The New Mobile World: Where We Go From Here

Reed Hundt, Former Chairman of the FCC

Mr. Hundt captivated this year's attendees as he discussed how different things were 15 years ago when he was chairman of the Federal Communications Commission.



Stephen Prentice
Vice President and
Gartner Fellow

Are We Nearly There? The Art of Being There When You Are Not

Stephen Prentice, Vice President and Gartner Fellow

Stephen was originally scheduled to present this topic in person, but was unable to travel to the conference due to the volcanic eruptions in Iceland. Instead, he flawlessly delivered the material via video conference, which really drove home the main point of how to “be there when you are not.” Here are a few key points from his presentation:

- Face-to-face does not necessarily mean more communication is passed
- This is not about the technology—it is about relationships
- The biggest mistake that organizations can make with regard to social computing is failing to get involved—social computing is going to happen
- Social computing = humanity connected

Keynote Addresses (cont.)

The Mobile and Wireless Scenario

Nick Jones, Vice President and Distinguished Analyst

In this morning keynote, Nick offered his take on where mobility should fit into the general road map of enterprise. Looking five years out, he told the audience via video webcast that while many industries are transitioning to a more nimble communications environment, many technologies are intersecting to create more opportunities for business. Nick provided many recommendations including:

- Organizations must define a strategy for mobile communications, collaboration and social networking
- Select B2C mobile strategies and technologies based on customer value, not platform hype.
- Context-aware computing will be a driver for a shift in the focus of mobility from device-centric applications to people-centric services.



Nick Jones
Vice President and
Distinguished Analyst



Jay E. Pultz
Vice President and
Distinguished Analyst

Infrastructure Trends for the Networking Manager

Jay E. Pultz, Vice President and Distinguished Analyst

Jay provided 10 key trends network managers need to consider. His advice for the next 18 months included:

- Consolidate lower-density Ethernet switches into new terabit-class.
- Switch platforms.
- Implement top-of-rack I/O convergence solutions.
- ITIL-ize and re-organize the NOC.
- Employ pilot cloud computing technologies.



Snapshot of Attendees

Who participated in the 2010 conference?

More than 400 wireless, networking and communications executives participated.

The audience consisted of:

Decisions makers: 43% were at the director level or above

Cross-section of industries: 14% from the public sector, 12% from manufacturing, 9% miscellaneous services

Global 1000: Over 50% of attendee companies had an employee size of 20,000 and more.

Key Findings from Gartner Wireless, Networking & Communications Summit

Here are key recommendations from this year's most popular conference session by Gartner analysts—especially useful for your 2010-2011 planning and strategy considerations.

Best Practices in Mobile Device Management (A6)

Robin Simpson, Research Director and Philip Redman, Vice President

Key recommendations include:

- Assign responsibility for mobile management to the same team that manages desktop and mobile devices.
- Extend policies for mobility to include security, procurement, etc. for support and management of mobile devices where applicable.
- Plan for short-term ROI from stand-alone mobile device management specialists.

Pocket Power: The Annual Update on Mobile Devices (A3)

Ken Dulaney, Vice President and Distinguished Analyst

Next steps to implement today include:

- Use managed diversity to deal with the proliferation of mobile devices.
- Ensure that authority and responsibility are co-located.
- Examine security holistically.

“I learned a lot about the current trends in cloud computing and mobile communications. It has been a great experience.”

“Received good info on latest practices and trends in wireless.”

Key Findings from Gartner Wireless, Networking & Communications Summit (cont.)

Panel: Battle of the Smartphones: Android vs. Apple vs. the Rest (A7)

Ken Dulaney, Vice President and Distinguished Analyst; Michael J. King, Research Director; Robin Simpson, Research Director; Leif-Olof Wallin, Vice President

In the next 12 months be sure to:

- Explore the opportunity to leverage existing Web-enabled customer and employee portals on smartphone browsers.
- Separate your consumer- and employee-facing mobile application strategies.
- Implement standards-based mobile Web portals and Web 2.0 widget and client application opportunities.
- Implement managed diversity policies for employee.

Preparing for the New UCC Paradigm (B1)

Bob Hafner, Managing Vice President

Best practices you can implement to take advantage of UCC include:

- Anticipate organizational and vendor politics—plan how to handle it.
- Clearly determine what you want and can use. Don't let vendors lead you to want what they have.
- Use new capabilities as a way to justify or get users excited about upgrades.

Best Practices for Building Mobile (A2)

Philip Redman, Vice President

Key recommendations include:

- Create an enterprise telephony/UC strategy.
- Base your ROI plan on more than one replacement of services or devices.
- Adopt mobile unified communications (MUC) with IP telephony and/or unified communications (UC) evolution.



“Great experience and expanded my thoughts and insights in developing our UCC strategy.”

“Great insight during sessions attended. Well organized agenda enabled broad range of exposure to technologies.”

Key Findings from Gartner Wireless, Networking & Communications Summit (cont.)

How to Get an Integrated Mobile Strategy in Place (A4)

Leif-Olof Wallin, Vice President

Immediate next steps include:

- Put a framework in place to assess risk vs. reward when evaluating “over the top” and other consumer-like services and products for enterprise use.
- Ensure that mobile and remote working is part of your business continuity plan.

Mobile and Remote Work Scenario (A1)

Eric Paulak, Managing Vice President

Recommendations for the next 12 months include:

- Plan for teleworkers rather than your mobile works; you will need to build more of an ROI justification.
- Work with HR to benchmark all user output expectations based on work environment.
- Build remote working into your business continuity planning, ensuring that the solutions can scale up, and then down again.

Hosted and Cloud-Based Communications: The Time Is Yesterday (B4)

Ted Chamberlin, Principal Research Analyst

Next steps include:

- Identify which business processes are inefficient and can be improved with communication-enabling (contact center, supply chain, etc.).
- If you are not running any public or private cloud trials, you need to do so now.
- Develop a strategic communication plan that leverages your technology adoption mode (aggressive, mainstream or laggard) and stick with it.

Top 10 Things You Need to Implement the Wireless Enterprise (A5)

Tim Zimmerman, Principal Research Analyst

Recommendations for immediate implementation include:

- Get control of your airspace—whether it is “no wireless” or single/multiple vendor technology—and define a policy strategy for communication, security and management.
- For the near future, there will not be a single dominant architecture for wireless offices. Enterprises should standardize networks on a few device models to keep support costs down.
- Begin/continue deployment of WLAN capabilities. Start small.
- Scale security and network management systems to cross WAN/LAN boundaries, in and out of the building.

Key Findings from Gartner Wireless, Networking & Communications Summit (cont.)

Panel: Cisco vs. Microsoft: The Battle for Your Communications Spending (B3)

Steve Blood, Vice President; Bern Elliot, Vice President and Distinguished Analyst; Bob Hafner, Managing Vice President; David Mitchell Smith, Vice President and Gartner Fellow; David A. Willis, Vice President and Distinguished Analyst

Over the next year you should:

- Create a three-year UCC strategy.
- Focus on user-functionality and infrastructure consolidation.

“The conference was greatly insightful in how to create the “right” mobile strategy.”

New! Learn More With Relevant Research

Want to learn more about the topics that interest you most? Flip to the end of each session presentation for a list of related Gartner research notes. Gartner research is available on demand at gartner.com.

Revisit Session Presentation Slides

Missed a session? Need to review analyst recommendations? Want to share a presentation with colleagues? As an attendee, you can access every slide from every session online, free of charge. Visit the Agenda Builder at gartner.com/us/wireless to access the presentations.

An astounding 99% of 2010 attendees told us they would recommend the **Gartner Wireless, Networking & Communications Summit** to their colleagues!



2010 Summit Sponsors

Many thanks to our sponsors for helping make **Gartner Wireless, Networking & Communications Summit 2010** an outstanding educational event for everyone involved.

Platinum



“I am being tasked in my role to develop a global voice-services strategy. This conference was perfect.”

Silver

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What's up for next year?

New improvements. Expanded networking. Up-to-the-minute coverage on critical trends, strategies and tactics for today's Mobile, Wireless, Networking and Communications leaders. Be sure to save the date and visit gartner.com/us/wireless in the coming months for conference details. **Gartner Wireless, Networking & Communications Summit, May 2 – 4, 2011, in San Diego.**

