



23-25 February | Chicago, IL  
Sheraton Chicago Hotel & Towers

# Gartner Wireless & Mobile Summit 2009

Mastering Mobility: Changing Rules, Bottom-Line Impact

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*See back cover for details.*



## Keynote Guest Speakers



**Dr. Andrew Lippman**  
Founding Associate  
Director and Creator  
of MIT Media Labs Viral  
Communications Program



**Jonathan Zdziarski**  
Research Scientist  
for McAfee

## Gartner Keynote Speakers



**Nick Jones**  
VP Distinguished  
Analyst, Gartner



**David Willis,**  
VP Distinguished  
Analyst, Gartner



**Jackie Fenn**  
VP Distinguished  
Analyst, Gartner



**Ken Dulaney**  
VP Distinguished  
Analyst, Gartner

**Gartner.**  
Wireless & Mobile  
Summit 2009

[gartner.com/us/wireless](http://gartner.com/us/wireless)

# Mobile Business 2.0 Is Coming. Are You Ready?

We've seen change, but this is change on a whole new scale. New mobile ecosystems. New paradigms. Long-standing systems and approaches to communication obsolesced overnight. Added pressure to continuously find new ways to reign in costs and improve productivity, and the need for a clear new vision and sound advice has never been greater. Gartner's dedicated team of wireless and mobility analysts is prepared to deliver exactly that.

At this year's **Gartner Wireless & Mobile Summit**, we'll give you the insight and research you need to unravel multiple generations of wireless technologies; reevaluate your approach to teleworking; assess the next round of investment in wireless technologies such as Mobile Information Devices, RFID, and IP telephony; make sense of the smartphone platform battles; and much more. Because so much is going on in this sector of IT, we've expanded the conference, adding an additional content track and more than half a dozen analyst sessions.

## Your Value in the Economy

- Get a list of “zero output cost” cost-cutting strategies you can implement right now.
- Hear advice on where to cut first, what to keep, and where to invest.
- Learn strategies for negotiating better deals with vendors and service providers.
- Hear about new ways to leverage existing infrastructure for greater productivity.
- Identify the buys that align best with business goals and deliver measurable ROI.
- Find out how to make mobility's contributions to the bottom line clear and evident to management.
- Gather the product and vendor analysis you need to make every dollar deliver.
- Head home with an action plan in hand, complete with immediately actionable next steps tailored to your needs and goals.

## Benefits of Attending

- **Innovation:** Get informed recommendations on what existing infrastructure to keep, and which new technologies are worth the investment.
- **Enterprise architecture:** Hear how the best IT departments are handling the mobile influence on enterprise architecture, and which strategies make sense for you.
- **Mobile applications:** Learn about the new approach to mobile applications, including how to make sure they comply to the same high development standards as other apps.
- **Security:** Learn the new best practices for addressing today's wireless security challenges.
- **Convergence:** Push past convergence confusion to identify key next steps you can implement now.
- **Cost Containment:** What to cut and what to keep?
- **Five-Year Scenario:** Understand which trends matter, and how they will affect your business.

## Who Should Attend

- Senior management (manager/director/VP level with purchase authority)
- Systems integration and business process management
- Voice and data communications professionals
- IT architecture and security professionals
- Application management
- Network architects/manager/engineers
- Mobile/wireless professionals

## HOT TOPICS

- ✓ **Reinventing your business through mobility**
- ✓ **Architecting mobile applications for the enterprise**
- ✓ **Wireless security and the consumerization of IT**
- ✓ **New rules for mobility success**
- ✓ **Emerging technologies and new devices**
- ✓ **M-commerce and mobile social networking**
- ✓ **Leveraging existing strategies for increased payoff**
- ✓ **Improving teleworking and mobile productivity**



# Keynotes

## Keynote Guest Speakers

**Dr. Andrew Lippman,**  
Founding Associate Director and  
Creator of MIT Media Labs Viral  
Communications Program



**The Untethered Society:  
Beyond Context**

Tuesday, February 24, 8:00am

Identity and context are at the root of any intelligent communications system, but these two terms mean far more than the words imply or has been demonstrated in toy applications. Both are complex accumulations of facts and inferences. We explore the ways that these elements intersect with automatic and deliberate social communications in a civil, civic, physical and virtual society; how public interactions and social data enhance our private goals.

**Jonathan Zdziarski,**  
Research Scientist for McAfee



**Wireless Meets  
the Internet – Round 2 –  
Panel discussion**

Wednesday,  
February 25, 2:30pm

The battle lines for the next generation of mobile web applications and platforms have been redrawn with the entries of Apple, Google, Microsoft and Nokia. In this panel, Gartner Analysts will explore the impact of high performance internet devices on the handheld markets for platforms, OS, development and applications. Where does the cool factor hit the brick wall when enterprise-class systems are at stake? How will the players respond? Our panel will include guest speakers from the developer community, vendor community and analyst community. Jonathan Zdziarski, who is a participant on this panel and Research Scientist for McAfee, will put his deep experience with iPhone internals and applications to task where we debate the future of mobile platforms.

## Gartner Keynote Speakers

**Nick Jones,**  
VP Distinguished Analyst



**The Mobile and  
Wireless Scenario**

Monday, February 23, 8:15am

The wireless world faces several years of disruption. Network operators, handset manufacturers, and operating system vendors are all under attack from new directions, with consumer electronics companies, web powerhouses, and technology innovators vying for a slice of a trillion-dollar pie. Mobile and wireless technologies will be crucial to every organization, but they must navigate a careful path through this technological and commercial maze. What will be the key mobile and wireless technology and market trends through 2012? How will corporations choose and use mobility solutions to support customers and employees?



“This is the most highly qualified and targeted audience for the wireless and mobile space!”

**David Willis,**  
VP Distinguished Analyst



**'Past Is Prologue:  
What the Teens Will Bring'**  
Monday, February 23, 9:30am

Ubiquitous computing power, dirt-cheap networking, a mobility culture, tagging, search, and open interfaces—it's all part of a primordial digital stew, out of which the next generation of computing will evolve. The advances they produce will raise a lot of questions: For enterprises, the challenges of infrastructure security, cost containment, and the demands on compute, database, storage, and other back-end systems will be unprecedented. For users, the questions of how to balance personal privacy, information overload, business boundaries, and work vs. personal life will be paramount. We'll look at new and often surprising uses of mobile technology, the new challenges that it will raise, and the solutions that are just emerging.

**Ken Dulaney,**  
VP Distinguished Analyst



**Pocket Power: The Annual  
Update on Mobile Devices**  
Wednesday,  
February 25, 8:00am

Mobile devices constantly change, leaving enterprises exasperated. This session will help you relieve your frustrations with insight and advice into approaches for managing constantly changing mobile device technologies. How will the technology of handheld devices evolve and mature during the next five years? How will the major hardware and software platform providers fare during that time? What are the most important items to address in any mobile policy document?



**Jackie Fenn,**  
VP and Gartner Fellow

**Emerging Trends and  
Technologies Scenario:  
Technology Radar Screen**  
Tuesday, February 24, 4:30pm

Gartner's technology radar screen examines the evolution of IT during the next decade, with particular focus on disruptive and high-impact technologies that will transform the capabilities and role of IT. Which emerging and embryonic technologies should early adopters be examining for competitive advantage? What are the most disruptive trends and most significant opportunities arising from emerging information technology? What techniques do industry leaders use to track, prioritize, evaluate, and drive innovation into the business?

## Why Gartner

In challenging times, it's more important than ever to build on your strengths and derive more value from every IT investment. Around the world and across industries, the largest and most effective organizations rely on Gartner for help making smart IT decisions at every level. Our analysts focus to provide practical strategies to trim costs while running your business, to take advantage of the growth in consumer mobile adoption to grow your business, and to identify game-changing opportunities that will present themselves even before the next upturn in the economy.



# Meet the 20 Gartner Analysts Who Can Help You Master Wireless



**Gene Alvarez**  
Research VP, USA

**Focus Areas:** Customer Relationship Management



**John Girard**  
VP Distinguished Analyst, USA

**Focus Areas:** Mobile Security and DLP, Wireless IPS & Security, Mobile Device Management, Teleworking



**Leif-Olof Wallin**  
Research VP, Sweden

**Focus Areas:** Mobile Policy, Network Service Providers, Outsourcing, Mobile Workforce



**Van Baker**  
Research VP, USA

**Focus Areas:** Consumer Trends



**Martin Gutberlet**  
Research VP, Singapore

**Focus Areas:** Mobile Network Service Providers



**Phillip Redman**  
Research VP, USA

**Focus Areas:** Mobile Network Service Providers, Service Provider Contract Negotiations



**Monica Basso**  
Research VP, Italy

**Focus Areas:** Wireless Email, Social Trends, Social Networking



**Nick Jones**  
VP Distinguished Analyst, U.K.

**Focus Areas:** Emerging Trends, Mobile Business, Mobile Device Forecasts



**Sandy Shen**  
Research Director, China

**Focus Areas:** Consumer Mobile Applications, Network Service Providers



**William Clark**  
Research VP, USA

**Focus Areas:** Mobile Applications and Development, Context Aware Computing, Industrial & Mission Critical Computing



**Michael King**  
Research Director, USA

**Focus Areas:** Wireless LAN, Mobile Applications and Development



**Robin Simpson**  
Research Director, Australia

**Focus Areas:** Wireless Broadband, Enterprise Networks, Mobile Workforce, Mobile Policy



**Ken Dulaney**  
Research VP, USA

**Focus Areas:** Mobile Applications and Development, Context Aware Computing, Industrial & Mission Critical Computing



**Bob Hafner**  
Managing VP, Canada

**Focus Areas:** Enterprise Networks, VoIP, Unified Communications, Context Aware Computing



**David Willis**  
VP Distinguished Analyst, USA

**Focus Areas:** Networking, Network Service Providers, Context Aware Computing



**Jackie Fenn**  
VP & Gartner Fellow, USA

**Focus Areas:** Emerging Trends, Creator of Hype Cycle Methodology



**Carolina Milanesi**  
Research Director, UK

**Focus Areas:** Mobile Devices



**Timothy Zimmerman**  
Principal Research Analyst, USA

**Focus Areas:** Wireless LAN, RFID, Ruggedized Handhelds



**Leslie Fiering**  
Research VP, USA

**Focus Areas:** Tablet PCs, Teleworking, Mobile Workforce



**John Pescatore**  
VP, Distinguished Analyst, USA

**Focus Areas:** Mobile Devices

# Track Descriptions

A

## **Mobile @ the Core**

Providing a strategic look at what's ahead for 4G, tablet PCs, unified communications, security, and Telework 2.0, among other important trends, this track examines mobility as a central, fundamental part of enterprise IT. In each session, we'll identify strategies to position your organization to make the most of the next wave of change.

B

## **Mobile Applications and Platforms**

In the next three years, mobile application development and platform decisions will increasingly determine an organization's agility. In this track, we explore the continuum of opportunities, architectures, and choices directly ahead—from multi-channel access gateway functionality to all-in-one packaged approaches to mobile thin client application servers—as well as how to reevaluate platforms and sources to suit leaner times.

C

## **Consumers and the Mobile Web**

As the variety, available features, and pure power of consumer mobile devices has increased, the massive consumer mobile market has pushed ever deeper into business IT. In this track, we look in detail at mobile business 2.0, including mobile advertising, m-commerce and how it fits with your current e-commerce strategies, the smartphone OS wars, and the impact of consumerization on the mobile enterprise.

D

## **The Mobile Edge**

Meet the fourth generation. The Mobile Edge looks at innovations and disruptions among enabling technologies, social interactions, and business processes that will redefine the whole industry during the 2010s. We'll consider advanced capabilities in human-computer interfaces, social networks, and sensor and location technologies with a view toward building your five-year roadmap. Like being scared? Don't miss the Communications Disasters 2020 panel.

E

## **Wireless in Depth: Critical Capabilities**

What's in your MDM toolkit? Will RFID revolutionize your supply chain, finally? How much can thoughtful mobile strategies save your organization? Where do virtualization and the cloud fit in? To truly master mobility you need to go beyond incremental tactical successes. In this track, we examine long-term make-or-break strategies, capabilities, and best practices for every organization in the coming three-to-five years.

## **Gartner Analyst One-on-Ones**

Don't miss out on the opportunity to spend 30 minutes privately discussing a topic of your choice with a Gartner Analyst who specializes in this area.



# Agenda

## Sunday, February 22

	<b>Pre-conference Sessions</b> These pre-conference presentations will introduce you to the context of mobile and wireless technologies and their implications in your business. Recommended for anyone who wants an introduction to concepts and also to fill in the gaps in their knowledge.				
4:00pm	<b>Pre-Registration</b>				
	Pre-Conference Sessions				
4:30pm	<b>T1. Pre-conference session: Security 101</b> – John Pescatore, Gartner	<b>T2. Pre-conference Session: Wireless Networking 101</b> – Martin Gutberlet, Gartner	<b>T3. Pre-conference session: Telework and Green Computing</b> – John Girard, Gartner	<b>T4. Pre-conference Session: Cloud Computing: What's it all about?</b> – William Clark, Gartner	
5:45pm	<b>T5. Pre-conference Session: The New Basics of RFID</b> – Tim Zimmerman, Gartner	<b>T6. Pre-conference Session: Is it Time for a Website Upgrade?</b> – Gene Alvarez, Gartner	<b>T7. Pre-conference Session: An Overview of Influencing Current and Future Consumer Technologies</b> – Ken Dulaney, Gartner		

## Monday, February 23

	<b>Track A: Mobile @ the Core</b>	<b>Track B: Mobile Applications and Platforms</b>	<b>Track C: Consumers and the Mobile Web</b>	<b>Track D: The Mobile Edge</b>	<b>Track E: Wireless in Depth: Critical Capabilities</b>
7:00am	<b>Registration/Attendee Breakfast</b>				
8:00am	Welcome Address				
8:15am	<b>K1. Keynote Session: The Mobile and Wireless Scenario</b> – Nick Jones, Gartner				
9:30am	<b>K2. Keynote Session: 'Past is Prologue: What the Teens Will Bring'</b> – David Willis, Gartner				
10:45am	<b>A1. Network Scenario – The Mobile Operator Perspective</b> – Martin Gutberlet, Gartner	<b>B2. Mobile Messaging: From E-Mail to Presence-Enabled Social Networking</b> – Monica Basso, Gartner	<b>C1. Directly To YOU: Mobile Consumer Case Studies in Asia &amp; Europe</b> – Sandy Shen & Carolina Milanese, Gartner	<b>D1. Panel: Who Will Win The Ecosystem War?</b> – Nick Jones, Robin Simpson & Van Baker, Gartner	<b>E1. Next Generation WLAN: Time to Throw Out the Rule Book?</b> – Michael King & Tim Zimmerman, Gartner
11:45am	Attendee Lunch and Solution Showcase Dessert Reception				
1:45pm	<b>A2. Mobile Security Scenarios</b> – John Pescatore, Gartner	<b>B2. The Next Era: Mobile Enterprise Application Platforms &amp; Packaged Mobile Application Vendors</b> – William Clark & Michael King, Gartner	<b>C2. Mobile Business 2.0</b> – Nick Jones, Gartner	<b>D2. Are You Prepared for Your Next Communications Disaster?</b> – Bob Hafner & David Willis, Gartner	<b>E2. RFID: Why So Long?</b> – Tim Zimmerman, Gartner
3:00pm	Solution Provider Sessions				
3:35pm	Solution Provider Case Study Sessions				
4:15pm	Solution Provider Sessions				
4:50pm	Sponsor Case Study Sessions				
5:30pm	<b>A3. Fixed Mobile Convergence or Mobile Unified Communications? Which is it, and Does it Really Matter?</b> – Martin Gutberlet & Phillip Redman, Gartner	<b>B3. Insider's View of Apple/Google Development</b> – Robin Simpson, Gartner	<b>C4. Delivering On E-commerce In a Wireless World</b> – Gene Alvarez, Gartner	<b>D4. Sensors and Location Technologies</b> – Nick Jones & William Clark, Gartner	<b>E3. Mobile Device Management in the Real World</b> – John Girard & Leif-Olof Wallin, Gartner
6:30pm	Solution Showcase Reception				



## Build your own customized agenda online.

Use our convenient Agenda Builder tool to create your own personalized Summit schedule before the event. Go to [gartner.com/us/wireless](http://gartner.com/us/wireless)

### Tuesday, February 24

7:00am	<b>Registration/Birds of a Feather Networking Breakfast (by Industry)</b>				
8:00am	<b>K3.</b> Keynotes Session: The Untethered Society: Beyond Context – Dr. Andrew Lippman, Founding Associate Director and Creator of MIT Media Labs Viral Communications Program				
9:15am	Solution Provider Sessions				
9:50am	Sponsor Case Study Sessions				
10:30am	<b>A4.</b> Notebooks, Tablet PCs and MIDs: Converging or Attracting Different Audiences? – Leslie Fiering, Gartner	<b>B4.</b> Building Mobile Applications that Consumers Will Love: Platforms and Tools – Michael King, Gartner	<b>C4.</b> Why Bringing the Web to a Mobile Device Is Not Enough – Van Baker, Gartner	<b>D4.</b> Online Society 2020 – Nick Jones, Jackie Fenn & Monica Basso, Gartner	<b>E4.</b> Industrial Strength Computing – Tim Zimmerman, William Clark & Ken Dulaney, Gartner
11:30am	Attendee Lunch and Solution Showcase Dessert Reception				
2:00pm	<b>A5.</b> Stitching Mobile into the Mainstream of Communications: CEBP/UCC – Bob Hafner, Gartner	<b>B5.</b> Beyond Mobile: The Context Aware Computing Scenario – William Clark, Gartner	<b>C5.</b> Which Smartphone OS Will Win the Consumer Wars? – Phillip Redman, Robin Simpson & Van Baker, Gartner	<b>D5.</b> Future Technology, the Plastic, Flexible Gigabit Phone? – Nick Jones, Gartner	<b>E5.</b> Going Mobile in Tough Times: How to Cut Costs – Phillip Redman, Gartner
3:15pm	Excellence Awards Finalist Presentations				
4:30pm	<b>K4.</b> Keynote Session: Emerging Trends and Technologies Scenario: Technology Radar Screen – Jackie Fenn, Gartner				
5:30pm	Hospitality Suites				

### Wednesday, February 25

7:00am	<b>Registration/Birds of a Feather Networking Breakfast (by Industry)</b>				
8:00am	<b>K5.</b> Keynote Session: Pocket Power: The Annual Update on Mobile Devices – Ken Dulaney, Gartner				
9:15am	Solution Provider Sessions				
10:00am	<b>A6.</b> Telework 2.0 – John Girard & Leslie Fiering, Gartner	<b>B6.</b> Panel: Mobile Vendor SWOT – How viable are Your Mobile and Wireless Choices? – William Clark, Nick Jones & Michael King, Gartner	<b>C6.</b> Democratization of Enterprise Mobility – Monica Basso, Gartner	<b>D6.</b> Mobile Communications Suppliers and Services in 2015 – Leif-Olof Wallin, Gartner	<b>E6.</b> Best Practices Workshop: Sourcing – Phillip Redman, Gartner
11:15am	Solution Provider Sessions				
11:45am	Attendee Lunch				
1:00pm	<b>A7.</b> Building A Mobile Center of Excellence: Rationalizing Mobile Investments and Tactics – Leif-Olof Wallin & Robin Simpson, Gartner	<b>B7.</b> iPhone Forensics: How a Thief Can Bypass Security to Steal Personal Information and Corporate Secrets – Jonathan Zdziarski	<b>C7.</b> The Long Tail of Mobility – Monica Basso, Gartner	<b>D7.</b> Portable Personality: Take Your Computing Environment With You, But Leave The Computer at Home – Leslie Fiering, Gartner	<b>E7.</b> Mission Critical Mobile Systems: When is Public Infrastructure Good Enough? William Clark, Gartner
2:00pm	Pre-Award Reception				
2:15pm	Excellence Award Presentation – John Girard & Leif-Olof Wallin, Gartner				
2:30pm	<b>K6.</b> Keynote Session: Wireless Meets the Internet – Round 2 – Panel Discussion				
3:30pm	Conference Adjourns				



# Sessions

## Pre-Conference Sessions

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### T1. Security 101

In this introductory session, you'll learn about the building blocks of wireless and mobile security that are all too often ignored or overlooked.

- How are security and privacy at risk on mobile devices?
- What criteria should be included in a wireless and mobile security plan?
- How are security plans and policies successfully implemented?

**John Pescatore**

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### T2. Wireless Networking 101

Wireless Networking choices are expanding. This tutorial will help you sort out the confusing array of wireless network protocols and their strengths and weaknesses ranging from GSM to 4G and from Wireless LAN to WiMAX.

**Martin Gutberlet**

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### T3. Telework and Green Computing

Green computing is the practice of using computing resources in efficient and environmentally friendly ways. Telework is the practice of giving employees work choices that might reduce the use of polluting resources. We will look at anecdotal information, examine case studies, and "do the numbers" to see if the two are compatible.

**John Girard**

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### T4. Cloud Computing: What's It All About?

Cloud computing will reshape the infrastructure upon which wireless is built—and likewise the cloud will be shaped by wireless. Come learn the building blocks, drivers, and inhibitors of cloud computing.

- How will cloud computing be defined and evolve?
- How will cloud computing affect the strategy and direction of IT and business?
- What vendors, markets, and industries will be transformed by the cloud computing phenomenon?

**William Clark**

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### T5. The New Basics of RFID

Advances in antennas, batteries, processing power and memory have changed the way that RFID usage scenarios can be implemented. Additionally, the increase in tag sensitivity now allows implementers to use a single tag on differing items where until recently several different tags were required. This presentation discusses the current state of the technology and the advances that have spurred a need to understand the new basics on UHF passive RFID.

**Timothy Zimmerman**

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### T6. Is It Time for a Website Upgrade?

Your organization's website is the primary starting point for building customer relationships. That fundamental truth is driving organizations to take their e-commerce platform to the next level. This session will discuss:

- What kind of functionality the site should have.
- How to prioritize investments, from the new must-haves to how to choose a vendor—and hold them accountable.
- In-house vs. outsource: The debate rages. We'll examine the relative benefits and drawbacks to in-house operation, outsourcing, and software-as-a-service options.

**Gene Alvarez**

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### T7. An Overview of Influencing Current and Future Consumer Technologies

Various conferences (e.g. CES) and announcements during the year have displayed many technologies, some of which will not hit the market for years, some which are purely consumer, and some which are directly applicable to what IT will deal with in their environments. In this session we will do an overview of those technologies and products we have found interesting and discuss how those may evolve to be relevant to business.

**Ken Dulaney**

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## Keynote Sessions

### K1. The Mobile and Wireless Scenario

The wireless world faces several years of disruption. Network operators, handset manufacturers, and operating system vendors are all under attack from new directions, with consumer electronics companies, web powerhouses, and technology innovators vying for a slice of a trillion-dollar pie. Mobile and wireless technologies will be crucial to every organization, but they must navigate a careful path through this technological and commercial maze.

- What will be the key mobile and wireless technology and market trends through 2012?
- How will corporations choose and use mobility solutions to support customers and employees?

**Nick Jones**

### K2. 'Past Is Prologue: What the Teens Will Bring'

The next innovations in computing will likely come from the most unlikely places. All the ingredients are there: ubiquitous computing power, dirt-cheap networking, a mobility culture, tagging, search, and open interfaces. These advances will raise questions worth examining: For enterprises, the challenges of infrastructure security, cost containment, and the demands on compute, database, storage, and other back-end systems will be unprecedented. For users, the questions of how to balance personal privacy, information overload, business boundaries, and work vs. personal life will be paramount.

**David Willis**

### K3. The Untethered Society: Beyond Context

Identity and context are at the root of any intelligent communications system, but these two terms mean far more than the words imply or has been demonstrated in toy applications. Both are complex accumulations of facts and inferences. We explore the ways that these elements intersect with automatic and deliberate social communications in a civil, civic, physical and virtual society; how public interactions and social data enhance our private goals.

**Dr. Andrew Lippman, Founding Associate Director and Creator of MIT Media Labs Viral Communications Program**

### K4. Emerging Trends and Technologies Scenario: Technology Radar Screen

Gartner's technology radar screen examines the evolution of IT during the next decade, with particular focus on disruptive and high-impact technologies that will transform the capabilities and role of IT.

- Which emerging and embryonic technologies should early adopters be examining for competitive advantage?
- What are the most disruptive trends and most significant opportunities arising from emerging information technology?
- What techniques do industry leaders use to track, prioritize, evaluate, and drive innovation into the business?

**Jackie Fenn**

### K5. Pocket Power: The Annual Update on Mobile Devices

Mobile devices constantly change, leaving enterprises exasperated. This session will help you relieve your frustrations with insight and advice into approaches for managing constantly changing mobile device technologies.

- How will the technology of handheld devices evolve and mature during the next five years?
- How will the major hardware and software platform providers fare during that time?
- What are the most important items to address in any mobile policy document?

**Ken Dulaney**



## Keynote Sessions (continued)

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### K6. Wireless Meets the Internet – Round 2 – Panel discussion

The battle lines for the next generation of mobile web applications and platforms have been redrawn with the entries of Apple, Google, Microsoft and Nokia. In this panel, Gartner Analysts will explore the impact of high performance internet devices on the handheld markets for platforms, OS, development and applications. Where does the cool factor hit the brick wall when enterprise-class systems are at stake? How will the players respond? Our panel will include guest speakers from the developer community, vendor community and analyst community.

**Jonathan Zdziarski**



“Very good comprehensive overview of mobile technologies, very well organized, nice presentation materials, case studies were very interesting.”

## Track A – Mobile @ the Core

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### A1. Network Scenario: The Mobile Operator Perspective

The mobile operators have had a firm hold on the growth trajectory of the mobile industry if for no other reason than they control the wireless spectrum. The internal dynamics of mobile operators, their offerings, their technology investments, and their billing strategies can greatly affect both business use of customer-facing applications as well as those that service internal needs. This session will provide an overview of key operator business issues and trends.

**Martin Gutberlet**

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### A2. Mobile Security Scenarios

Security requirements for mobility challenge the conventional thinking on protecting enterprise assets. Whether it's device security, network access, application access, or other aspects, a new view of security is required. This overview will provide a wide-ranging look at all elements of mobile security, and provide a survey of our predictions on future trends.

**John Pescatore**

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### A3. Fixed Mobile Convergence or Mobile Unified Communications? Which Is It, and Does It Really Matter?

Fixed Mobile Convergence (FMC), a hot topic several years ago, has become confusing since many implementations never dealt with fixed at all. Instead Gartner has proposed a new term, Mobile Unified Communications (MUC), to better illustrate the integration of wireless networks and the ability of devices to traverse them, combined with the overlay of applications such as email, instant messaging, voice calls, and intelligent routing using presence and context capabilities. This debate will discuss the future of network and applications as either a progression of the operator-created term, FMC, or the newer view as MUC.

**Martin Gutberlet and Phillip Redman**

#### A4. Notebooks, Tablets PC, and MID: Converging, or Attracting Different Audiences?

Notebooks are getting smaller and less expensive. We're seeing seven-inch notebooks for \$300. At the same time, MID's are coming in as a whole new class of computing devices that are even smaller. How functional are all of these new devices? Can they maintain full business-level productivity? Do they have to? Meanwhile, tablet PCs are extending their functionality and supporting a broader array of applications, while pen and touch input technologies are moving down into the smaller devices. How will notebooks, tablet PCs, and MID's evolve over the next five years?

**Leslie Fiering**

#### A5. Stitching Mobile into the Mainstream of Communications: UC/CEBP

Unified communications has been viewed as wired technology. This is far from the truth, as mobility, has become one of UC's driving forces. UC's emergence is now extending communications in business processes beyond targeted applications such as call center and self-service voice response applications. With its essential mobile elements, UC will bring improved productivity and business value to an ever growing number of communications-enabled business processes (CEBP). This session will discuss the integration of enterprise voice and mobility into business communications needs as part of a larger UC strategy.

- How is UC evolving in relation to mobility?
- Which vendors will be the key players in these markets?
- How should enterprises communications-enable their business process?

**Bob Hafner**

#### A6. Telework 2.0

The first wave of telework started in the nineties as home communications, home PCs, and notebooks began to mature. Now, a second wave is beginning due to continued economic pressures spiked by the increasing costs of travel. This session will discuss the technology trends, the social issues, and management challenges of supporting dispersed workforces.

- What do organizations have to do to develop a successful telework program?
- What kind of infrastructure is required to support telework?
- What are the best practices for managing teleworkers?

**John Girard and Leslie Fiering**



### Announcing the 2009 Gartner Wireless & Mobile Excellence Awards

**Enter now!**

**Application deadline: January 2, 2009**

**Be a part of the first-ever Gartner Wireless & Mobile Excellence Awards.**

Has your organization demonstrated excellence in its wireless and mobile initiatives? If so, tell us about it. Gartner Analysts will select three finalists to present their case studies live at the conference. Gartner Wireless & Mobile Summit attendees will vote to determine the winner, conferring a highly visible and prestigious honor that identifies you and your IT team as leaders in the wireless and mobile industry.

**You're invited to participate.**

Show top industry players from world-class organizations the true meaning of wireless excellence. Past winners from other Gartner events have reaped tremendous media publicity and industry accolades from their Gartner Excellence Awards, along with valuable prizes. **Submit your entry by January 2, 2009**, to be considered. [gartner.com/us/wireless](http://gartner.com/us/wireless) for details.

#### A7. Building a Mobile Center of Excellence: Rationalizing Mobile Investments and Tactics

To assure that mobility fully contributes to your long-term business strategy, you need a Mobile Center of Excellence. This center will assure proper representation, participation, and "buy-in" for company decisions to adopt mobile solutions. This center brings together key representatives from application development, security, and IT operations, as well as end users and more.

- How is a Mobile Center of Excellence formed?
- Who should be the members for your Mobile Center of Excellence?
- What are the deliverables you should expect from your Mobile Center of Excellence?

**Leif-Olof Wallin and Robin Simpson**



## Track B – Mobile Applications & Platforms

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### B1. Mobile Messaging: From Email to Presence-Enabled Social Networking

Wireless email is a priority for many organizations, but it's only one element of a wider set of communications applications that will evolve to presence- and location-enabled social networking. As we explore the technical, financial, and organizational challenges of wireless email today, we'll ask

- How will wireless email, unified communications, context, and social networking transform mobile messaging?
- How will the wireless email market, products, and vendors be influenced by these trends over the next three years?
- How can enterprises successfully adopt wireless email to achieve business benefits?

**Monica Basso**

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### B2. The Next Era: Mobile Enterprise Application Platforms and Packaged Mobile Application Vendors

If growth continues at its present rate, the pace at which new mobile applications are developed and deployed for wireless devices will exceed that of traditional application activities by 2013. With the advances in smartphones, multichannel access gateway functionality is growing beyond its initial bastion of line of business applications to support broader audiences.

- How will mobile enterprise applications platforms evolve to meet future requirements, especially multichannel?
- What value do packaged mobile applications offer?
- How do mobile enterprise application platform and packaged mobile application vendors compare?

**William Clark and Michael King**

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### B3. Insider's View of Apple/Google Development

Despite the hype and commercial success, Apple OSX and Google Android are in very early stages of maturation. Come to this session to learn first hand about what you really can accomplish with these platforms in 2009 and 2010.

- What is the reality for programmers targeting Apple and Android today?
- How will these platforms evolve in the medium term?
- What are best practices in developing enterprise and consumer applications on these platforms?

**Robin Simpson**

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### B4. Building Mobile Applications That Consumers Will Love: Platforms and Tools

Mobile business 2.0 will never come to fruition without better tools. As technology elements of mobile, location, and the web come together, consumer applications on mobile devices pose unique challenges: a widening range of mobile devices and operating systems, complete lack of control over what combinations of software and devices your target customers are using, and a wide range of wireless delivery methods.

- What are the technical hurdles in building mobile applications for consumers?
- What criteria should you use in selecting platforms and tools to support wireless, location, and the web?
- How do vendors supplying mobile thin client application servers and SMS platforms compare?

**Michael King**

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### B5. Beyond Mobile: The Context-Aware Computing Scenario

Context-aware computing will be a rising trend in enterprises in the next five years as applications that use location, presence, social networking, and other environmental information begin to offer more sophisticated situation-aware functions. Gathering and processing information so that context-enriched services can be offered lead to the emerging context-delivery architecture. Business leaders, software designers, enterprise architects, and communications planners need to understand this trend to prepare to take advantage of its promise.

- What are the principle business, technical, and social issues?
- What roles will CoDA and context-enriched services play in the coming 3–5 years?
- What are the styles of context-aware computing, and how well will vendors support them?

**William Clark**

## Track C – Consumers & the Mobile Web

### B6. Panel: Mobile Vendor SWOT—How Viable Are Your Mobile and Wireless Choices?

In this session, we look in depth at top vendors supplying the mobile technology of today and tomorrow and discuss their relative market positions. We'll consider how they might respond to new opportunities as wireless is further integrated into all facets of IT—including cloud computing, software, tools, and hardware.

- Who are the most important vendors for enterprise mobility?
- What are the strengths, weaknesses, opportunities, and threats facing vendors such as SAP, Oracle, Microsoft, RIM, Apple, and others?
- How will these companies position themselves in the next 3–5 years?

**William Clark, Nick Jones and Michael King**

### B7. iPhone Forensics: How a Thief Can Bypass Security to Steal Personal Information and Corporate Secrets

This workshop will demonstrate some of the techniques used to bypass the security of the iPhone to access the raw disk image, and explains what information can be gleaned from the device. It will illustrate the kind of evidence that can be gathered on the device and explain how this affects the enterprise. Enterprises will learn the risks involved in deploying the iPhone into the work place and learn how to design applications that protect employee data from being exposed to malicious parties through theft or espionage. Additional procedures to safeguard your enterprise from employee criminal liability will also be covered.

**Jonathan Zdziarski**

### C1. Directly to YOU: Mobile Consumer Case Studies in Asia and Europe

Although the US has been leading the mobile enterprise market with wireless email and field service adoption, operators in Europe and Asia have been providing intriguing and innovative consumer-based services in advertising and marketing. Many have been taking advantage of advanced messaging usage digital cameras and mobile commerce. This session looks at services and products that aim at banking, retail, and other industries, evaluating their success both financially and in terms of adoption by the mobile consumer.

- Will mobility be successful in creating consumer-driven services?
- What will the impact of mobile phones, services, and devices be on advertising and marketing?
- What are the key factors in providing a successful mobile consumer service?

**Sandy Shen and Carolina Milanese**

### C2. Mobile Business 2.0

The next generation of mobile business will be both personal and contextual, identifying and exploiting our “moments of need”. It will use location sensitive applications, “communities of place,” mobile search, proximity marketing, sociable interfaces, mobile advertising, and mobile payment. Simple propositions will hide complex business relationships.

- What will be the key technical, social, and commercial principles of mobile business 2.0?
- How will mobile business 1.0 evolve into mobile business 2.0, and what will be the key drivers and inhibitors?

**Nick Jones**



“The event was very beneficial and worth my time and money. I learned a lot of relevant knowledge I can take back and use at my job.”



## Track C – Consumers & the Mobile Web

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### C3. Delivering On E-commerce In A Wireless World

Wireless e-commerce (or m-commerce) has always struggled to find the right combination of service offerings. That is changing as the ease of using the web over the iPhone and other smartphones is changing the way customers arrive at your web site. No longer are they bound to their home or workplace PC to evaluate your organizations' products or services. In this session we will discuss:

- How mobile users will use your company web site?
- How mobiles users will pull content from your organizations sites?
- How location based services will help to build context with customers?

**Gene Alvarez**

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### C4. Why Bringing the Web to a Mobile Device Is Not Enough

With the explosion of data services and access to the Internet for services on the fly, building a handheld device with web access will do little to advance the market. In order for these devices to succeed they need to facilitate Internet access via an on-device portal and a web applications delivery service. Knowing that Apple has the lead And Google has launched the Android, we will consider:

- Who will win in the combined device and services market?
- What are the key factors in creating a usable consumer device?
- How has the recent success of the iPhone changed this thinking?
- What do device manufacturers need to think about to have more success in the mobile marketplace?

**Van Baker**

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### C5. Which Smartphone OS Will Win the Consumer Wars?

The mobile device market remains as fractured as ever, especially now that new open source devices have begun to enter the fray. Is it important to get to a single unified system? What will be the advantages and disadvantages of a single dominant player (like the PC world) versus the competitive market in mobile we now see? Will there be one winner for consumer and another for enterprises?

- How will mobile device technology evolve?
- How important is the mobile OS in success for the mobile industry?
- Who will be the leading vendors in mobile OS in five years?
- What's the impact of open source technology on mobility?

**Phillip Redman, Robin Simpson and Van Baker**

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### C6. Democratization of Enterprise Mobility

Consumer mobile technology is faster, cheaper, and more usable than "professional" equivalents. Your workers are bringing consumer mobile products and services to work, assuming more control of their work boundaries and productivity. Access to such mobile products and services, once restricted, is now almost universal—driving mass-adoption, standardization, commoditization, and transformation of the workplace.

- How do you prepare and respond?
- Which mobile consumer technologies will impact enterprises through 2012?
- Can enterprises viably exploit consumer mobile technology?

**Monica Basso**

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### C7. The Long Tail of Mobility

Mobile technology and related products are still biased toward working-age men, despite women, children, and seniors increasingly becoming mobile consumers. Demographics and gender groups need personalized, accessible, and social-oriented mobile products and services that are not available today. Most mobile products, applications, and services are sub-optimal for the majority of users, and so miss out on market potential. The trends of consumerization, democratization of technology, and the evolution of workforce demographics will change this, leading to an inevitable rethink of how enterprises plan for, deploy, and use mobile technologies.

**Monica Basso**

## Track D – The Mobile Edge

### D1. Panel: Who Will Win the Ecosystem Wars?

A defining characteristic of mobility through 2015 will be ecosystem wars. An ecosystem is a community of consumers, developers, and service and content providers aligned around mobile technologies, services, and anchor vendors. The success of mobile devices will partly be determined by the richness of content and applications, and the success of applications and services will be defined by the quality of the ecosystem. Debate topics will include:

- How will ecosystems be defined? By vendors, by technologies, or by services?
- Are platform-specific ecosystems like Apple and App store doomed to be replaced by platform-independent ecosystems?
- Who will have the power in ecosystems and how will money be made?
- What will motivate developers to select or switch ecosystems?
- Is there any role for operators in ecosystems, or are they doomed to be squeezed out?

**Robin Simpson, Nick Jones and Van Baker**

### D2. Are You Prepared for Your Next Communications Disaster?

Communications for voice, data, and video are sewn into the fabric of business. Without a network, business can come to a grinding halt. But even the best networks fail sometime. So what can you do to keep outages invisible or minimize their impact to your business—without breaking the bank? This session will look at wired and wireless networks, how enterprises should plan and design for resiliency, and how to balance risk and cost effectiveness.

- What communications disasters could occur in the next 5–7 years?
- How should enterprises prepare today?
- How will design principles change in the next 3–5 years?

**Bob Hafner and David Willis**

### D3. Sensors and Location Technologies

Location is the foundation of context, and location sensing will be a key enabling technology for applications and devices through 2015. Since no single technology can support all types of location requirements in all environments, the presentation will explore the strengths and weaknesses of a wide range of technologies. Location will also be a key feature of future sensor networks, as the location of a sensed value will be essential for business processes. We will also examine the state of sensor network technology and middleware and how this will evolve into future location-aware sensor networks.

- What are the characteristics of the key location-sensing technologies, and which will be deployed in mobile devices through 2015?
- Which vendors and tools will enable location-aware applications through 2015?
- How will sensor networks evolve into location-aware sensor networks?

**Nick Jones and William Clark**

### D4. Online Society 2020

By 2020, the average human in developed nations will carry three or more wireless networked devices. Some will be general purpose, like handsets, some special purpose such as medical monitors. Ubiquitous perpetual connectivity will enable new social behavior, communities, working practices, and hobbies. Some citizens will fully immerse themselves in the online connected lifestyle and some will refuse it. In this presentation we will explore how selected social groups including children, young workers, seniors, and new demographics such as “Amish 2.0” will behave in a connected society.

- What technology set will different social groups be prepared to buy and use in 2020?
- How will social, economic, and technical trends impact different social roles and groups in the connected society of 2020?

**Nick Jones, Jackie Fenn and Monica Basso**



## Track D – The Mobile Edge (cont.)

### D5. Future Technology: The Flexible Gigabit Phone?

Technology advances will determine the character of mobility in 2015. Gigabit networks, flexible electronics, paper thin batteries, and pico projectors the size of a sugar cube will enable new types of wireless devices. At the other extreme, Moore's law, falling costs, and printable electronics may enable intelligent objects and human implants costing a dollar. And all these new devices and applications will require developers to master new operating systems, middleware, and tools.

- Which new technologies will most impact the future of wireless devices, networks, and applications?
- What business and social challenges and opportunities will emerge as a consequence of new mobile device and network technologies?

**Nick Jones**

### D6. Mobile Communications Suppliers and Services in 2015

Skype demonstrated that communications services don't have to be delivered by operators who own a network delivering 5 9s availability. By 2015, your "network operator" could be a web 2.0 service from Google, Nokia, or Facebook. The distinction between fixed and mobile providers may vanish and the portfolio of services from an "operator" could extend from classic voice through hosted collaboration, virtual worlds, and m-learning. Operators themselves, seeing the threats to their traditional business, are trying to move into new areas before the new age competitors. But can they succeed?

- Who will be the "operators" in 2015, and what sort of communications services will they deliver?
- What type of networked communications services will be delivered in 2015?
- What type of organizations will supply network services in 2015, and what will be the risks and opportunities of dealing with them?

**Leif-Olof Wallin**

### D7. Portable Personality: Take Your Computing Environment with You, but Leave the Computer at Home

Portable personality has huge implications for mobile computing simply because users don't have to carry their heavy notebook computers everywhere. They can get free by storing all their preferences, history, data, and settings in a way that is accessible across multiple devices and locations. Their portable personalities can be stored everywhere from USB drives to servers, the cloud, and even iPhones. This session will cover:

- What exactly is portable personality and how does it work?
- What kinds of portable personality solutions are available today?
- How are companies using portable personality?

**Leslie Fiering**



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## Track E – Wireless in Depth – Critical Capabilities

### E1. Next Generation WLAN: Time to Throw Out the Rule Book?

Some enterprises are still struggling with the complexities of deploying relatively slow wireless LAN networks based on 802.11a, b, or g, while many of their employees already have consumer 802.11n equipment delivering more than 100 Mbps at home. 802.11n means a forklift infrastructure upgrade, but promises to simplify deployment and management while dramatically improving coverage and reliability throughout—finally making the all-wireless office possible.

- What are the capabilities of the latest 802.11n draft standard equipment, and which vendors are supporting it?
- How will different WLAN architectures evolve to accommodate 802.11n?
- When should enterprises adopt next generation WLAN, and how should they prepare?

**Michael King and Tim Zimmerman**

### E2. RFID: Why So Long?

UHF passive RFID solutions have enjoyed recent success in closed loop applications as implementers continue to work out the kinks in deploying end-to-end solutions. Businesses and vendors alike acknowledge that market growth has taken a backseat in the past to the focus on technical issues such as read reliability or business requirements such as return on investment. With the technology improvement in read rates and lower UHF tag costs promoting better ROIs, the technology continues to evolve and enterprises need to begin looking at system level hurdles to success. This presentation will discuss the evolution of the technology, what issues needed to be resolved before it could move forward, and the system implementation issues such as security, sensory input, and the need for more memory that are driving today's solutions.

**Tim Zimmerman**



“Great way to spend a short amount of time getting caught up on aspects of mobile to wireless from an enterprise perspective; more mix of practical to theoretical.”

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## Track E – Wireless in Depth – Critical Capabilities (cont.)

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### E3. Mobile Device Management in the Real World

When it comes to mobility, one size does not fit all, and consumers (as employees) have increasing control over personal technology choices. Unlike the desktop, no single vendor dominates the mobile device platform market, and new entrants like Apple and Google are only increasing the diversity.

- What are the critical capabilities required of a mobile device management system?
- How are MDM systems evolving to meet the challenge of consumer mobile devices and new market entrants?
- What strategies can enterprises adopt to manage user expectations and meet their needs as MDM systems evolve?

**John Girard and Leif-Olof Wallin**

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### E4. Industrial Strength Computing

Despite years of evidence that many outdoor and industrial jobs require tougher than normal mobile devices, some enterprises continue to be attracted to the low prices and appealing design of standard consumer alternatives. The results are almost always disastrous, with high failure rates and lost productivity. And yet, the innovations and low component costs of consumer technologies are making their way into ruggedised devices.

- What are the critical capabilities required for industrial strength computing?
- How are ruggedised devices evolving to incorporate consumer technologies?
- Which vendors should enterprise consider?

**Tim Zimmerman, William Clark and Ken Dulaney**

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### E5. Going Mobile in Tough Times: How to Cut Costs

Mobile voice and data costs are a significant part of the operations budget for many organizations, and new mobility projects can be a tempting target in any cost reduction exercise. There are plenty of simple strategies you can adopt to reduce the cost of existing mobile operations, but smart organizations will look deeper for opportunities to reduce business costs by introducing new mobile projects which improve the efficiency of existing business processes—or support entirely new processes.

- What are the best practices for managing mobile devices, infrastructure, and services?
- What tools are available for managing and reducing mobile operational costs?
- How can enterprises use mobility to reduce costs and improve productivity and efficiency?

**Phillip Redman**

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### E6. Best Practices Workshop: Sourcing

This workshop will look at the intricacies of sourcing mobile telecommunications. We will look at how to source networking in the face of the evolving provider landscape and with increased economic uncertainty. We will discuss the market evolution and important contracting issues such as SLAs, best terms and conditions, vendor management, device selection, mobility management, policy, and price evolution. Come prepared to share your best practices in an interactive session moderated by a Gartner Analyst.

**Phillip Redman**

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### E7. Mission Critical Mobile Systems: When Is Public Infrastructure Good Enough?

Police, emergency services, transport, security, and logistics organizations have demanded dedicated mobile infrastructure and terminals for years. Two-way and push-to-talk voice systems are highly usable and productive for many smaller businesses. With mobile operators rolling out advanced wireless voice and mobile broadband networks and low cost mobile devices, some organizations are questioning the ongoing cost of dedicated private or proprietary radio networks and terminals. Through examples and analysis, we show how to meet the challenge.

- What are the critical capabilities required for custom mobile voice and data systems?
- When will public wireless network infrastructure and terminals be good enough?
- Are mobile carriers ready to offer suitable pricing and the SLAs that these organizations need?

**William Clark**

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