Sunday, April 27, 2014

1:30 pm - 5:00 pm   **Registration Open**

Yosemite Foyer

2:00 pm - 5:00 pm   **CITE Workshops (pre-registration required)**

Yosemite Ballrooms B & C

Dive into one of two in-depth CITE workshops and get your CITE experience off to an energizing start. Whether you are looking to drive collaboration throughout your business or advance your enterprise IT maturity model, we will have a thoughtful, practical session for you. Information will be available soon. All conference registrants will receive details via email and the opportunity to sign up for their workshop of choice.

2:00 pm - 5:00 pm   **Workshop #1: Tuning Your Organization to Capitalize on Next Generation Opportunities**
Joe Pucciarelli, Vice President and IT Advisor, IDC's IT Executive Programs, IDC

Yosemite B

The third platform of computing is where cloud, mobile, social and big data/analytics technologies come together. It creates tremendous opportunities for organizations to transform how they innovate and engage with customers; the speed at which they deliver their products and services; and the reliability of their operations. Yet with transformation comes the need to change the ways IT engages with the business and runs its operations. In this workshop, you will work with top analysts from IDC to identify the steps required to successfully transition your organization to the 3rd platform. Using IDC's new Enterprise IT Maturity Model, a decision making framework designed to improve the orchestration between IT and business, you will identify the gaps in your IT organization's maturity and understand the steps your organization needs to take to capitalize on all the opportunities of the new technology era.

2:00 pm - 5:00 pm	**Workshop #2: Taking the Complexity Out of Enterprise Social Business Transformation** Gloria Burke, Chief Knowledge Officer, Unisys Corporation

Yosemite C

Transforming to an enterprise social business platform is a complex undertaking and requires a clear strategic vision, objectives and goals, leadership and stakeholder alignment, and a compelling case for change in order to secure adequate funding and resourcing. It also requires the ability to identify and prioritize business issues and requirements in order to build a holistic, end-to-end implementation road map, leveraging the right mix of social technologies, employee engagement and integration with business processes in order to derive the maximum ROI from social technologies.

Gloria Burke, CKO of Unisys shares the company's industry recognized and award-winning framework and approach to enterprise social business transformation. In this workshop, participants will learn how to:

- Assess their company's current state of social readiness and identify gaps
- Develop an end state vision and establish key objectives and goals

- Align leadership and key stakeholders

- Identify and prioritize business issues and requirements

- Build a compelling ROI case for change

Pre-workshop prerequisite: Participants must complete an online Social Business Transformation Readiness Assessment at least one week prior to the workshop. The link to this assessment will be provided in your workshop confirmation email. You will then receive a personalized assessment overview and readiness score at the onset of the workshop.

Monday, April 28, 2014

7:00 am - 6:00 pm	**Registration Open**

Yosemite Foyer
| 8:00 am - 9:00 am | **Breakfast** |

Yosemite Foyer
| 9:00 am - 9:15 am | **Welcome and Opening Remarks**
John Gallant, Chief Content Officer, IDG Communications
Matt Rosoff, Editorial Director, CITEworld |

Time					

9:15 am - 10:00 am

Grand Ballroom A
Opening Keynote: From Idea to Innovation
Steven Johnson, TV Host and Best Selling Author, Where Good Ideas Come From

Grand Ballroom A

Good ideas lead to innovation, yet sometimes it's the context, rather than the idea itself, that turn a good idea into a great one. And that's never been more important or more true than in our digital age, where, armed with a huge variety of technologies, we look to reinvent our businesses and our lives. In this opening keynote, Steven Johnson, author of eight books including *Where Good Ideas Come From*, will address the urgent and universal question: What sparks the flash of brilliance? How does groundbreaking innovation happen? Using his fluency in fields from neurobiology to popular culture, Johnson will exhilarate as he provides the complete, exciting and encouraging story of how we generate the ideas that push our careers, our lives, our society and our culture forward.

10:00 am - 10:30 am
The World Is Shrinking -- or Is It Multiplying?
Sundhar Annamalai, Executive Director, AT&T Advanced Mobility Solutions, AT&T
John Gallant, Chief Content Officer, IDG Communications

Grand Ballroom A

We live and work in a connected world, which expands daily. Just as the explosion of mobile handsets, tablets, and the PC has led to greater productivity and workplace efficiencies, the growth of connected endpoints is providing the next great opportunity. Sundhar Annamalai – Executive Director at AT&T, will discuss the benefits derived from this connected society and deliver a strategy that spans the organization to improve business, employees and customer interaction. Sundhar will underpin how a highly secure infrastructure will serve as a guide to capture and process synthesized data from our connected society which allows you to deliver powerful contextual information tailored to employee preferred devices. This blueprint can drive better business processes and potential profits, while gaining employee productivity and satisfaction.

10:30 am - 11:00 am
Networking and Refreshment Break

Yosemite Foyer

11:00 am - 11:30 am	The Workplace	The Business	The Technology	The Customer	The Edge
11:00 am - 11:30 am	*Grand Ballroom A* **Talent Management in the Third Platform Era** Joe Pucciarelli, Vice President and IT Advisor, IDC's IT Executive Programs, IDC	*Imperial A* **Driving Revenue through Analysis of Multi-sourced Data** Abhi Beniwal, Senior Vice President of Global Information Technology, Interactions	*Imperial B* **A Multi-Cloud Model and the Mars Landing** Tom Soderstrom, IT CTO, NASA Jet Propulsion Laboratory	*Yosemite B* **True Value: The Nuts and Bolts of Building an Inventory App** Michael Weeder, Retail Systems Architect, True Value Company	*Yosemite C* **Let Your Users Go Rogue Without Going off the Range** Sanjay Castelino, Vice President of Marketing, Spiceworks Peter Christy, Research Director, 451 Research
	Grand Ballroom A	Giovanni DeMeo, Vice	*Imperial B*		

Adoption of third platform technologies – mobile, social, cloud and big data -- will redefine 90% of IT roles. Effective talent management will be key to realizing third platform business value. Joe Pucciarelli will share IDC's latest research on IT staffing. He'll cover which roles will be reshaped by the third platform, which roles will be less important and which ones will be the toughest to hire. Joe will also share strategies your peers are employing to address the talent challenge facingthem.

President of Global Marketing and Analytics, Interactions John Gallant, Chief Content Officer, IDG Communications

Imperial A

Recently this marketing services company launched an initiative to help its retailer and manufacturing clients plan ahead for weather-related events. Join this session and hear how the company layered transactional sales data with multi-source, detailed regional weather data to gain visibility and insight into hidden shopper behavioral patterns. The result: a predictive tool that customers can use to minimize or eliminate out-of-stock issues, optimize item assortments in (previously unclear) high demand categories and increase sales around specific weather events.

Since 2008, JPL IT has led the charge into cloud computing through the exploration of hands-on projects with 10 cloud vendors' offerings. Today JPL uses multiple clouds (private, public, and hybrid) and selects where projects will go based on an application's needs. Join this session and learn how JPL IT, aided by its Cloud Application Suitability Model, serves as consultants to determine an application's most effective environment. You'll hear how the team architected the live video streaming of the Mars Curiosity landing across public and hybrid cloud services to handle over 80,000 requests per second, stream 150 GBPS, and deliver 150 TB during the few days of the event -- without breaking the bank.

Yosemite B

How does a $1.9b hardware cooperative with 4,000 stores nationally and internationally develop, "sell" and launch a mobile inventory app? Mike Weeder of True Value Co. will share his experience from mobile product ideation, requirements and development to the communications plan, app launch and promotion. You will learn how he worked with store owners on product design using prototypes,surveys and an advisory council; and selected an architectural approach that leveraged existing systems and saved significant development time and money. Finally, he will dispel the *Field of Dreams* myth of "build it and they will come" (they don't come; you need to promote the product and engage the user!)

David Hoff, Chief Technology Officer and Co-Founder , Cloud Sherpas
Todd Krautkremer, Vice President of Marketing , Pertino
Moderator: Jamie Barnett, Vice President of Marketing, Netskope

Yosemite C

Users are going rogue. They're using apps and devices to make work easier. Scary? Yes. Should you smoke 'em out of their holes and shut 'em down? No way! Instead, join executives from CloudSherpas, Netskope, Pertino and Spiceworks for a discussion about the latest tools and best practices for letting users go rogue…in a safe way. Panelists will offer practical, specific advice on how to run the Shadow IT gauntlet and come out the other side with your data protected and compliance status intact.

11:40 am - 12:10 pm	**Talent Management in the Third Platform Era**	**Driving Revenue through Analysis of Multi-sourced Data**	**A Multi-Cloud Model and the Mars Landing**	**True Value: The Nuts and Bolts of Building an Inventory App**	**Let Your Users Go Rogue Without Going off the Range**
	Joe Pucciarelli, Vice President and IT Advisor, IDC's IT Executive Programs, IDC	Abhi Beniwal, Senior Vice President of Global Information Technology, Interactions	Tom Soderstrom, IT CTO, NASA Jet Propulsion Laboratory	Michael Weeder, Retail Systems Architect, True Value Company	Sanjay Castelino, Vice President of Marketing, Spiceworks
	Grand Ballroom A	Giovanni DeMeo, Vice President of Global Marketing and Analytics, Interactions	*Imperial B*		Peter Christy, Research Director, 451 Research
	Adoption of third platform technologies – mobile, social,	John Gallant, Chief Content	Since 2008, JPL IT has led the charge into cloud	*Yosemite B* How does a $1.9b hardware	David Hoff, Chief Technology Officer and Co-Founder , Cloud Sherpas

cloud and big data -- will redefine 90% of IT roles. Effective talent management will be key to realizing third platform business value. Joe Pucciarelli will share IDC's latest research on IT staffing. He'll cover which roles will be reshaped by the third platform, which roles will be less important and which ones will be the toughest to hire. Joe will also share strategies your peers are employing to address the talent challenge facing them.

Officer, IDG Communications

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12:10 pm - 1:30 pm	**Lunch**

Grand Ballroom B

12:10 pm - 2:00 pm	**Expo Hall Open**

Grand Ballroom B

12:45 pm - 1:15 pm	**Expo Hall Theater** Hosted by: Adam Dennison, SVP and Publisher, IDG Enterprise

Grand Ballroom B

Demonstrators Include:

- OutSystems - *"Reinventing Mobile and Web App Development ad Delivery"*

- MOBI - *"Take Control of Mobility Through a Single Pane of Glass"*

- Moka5 - *"Good to Go: Your Endpoints – Containerized"*

- ProntoForms - *"Mobilize Your Business Processes with ProntoForms"*

- Layer 7 - *"APIs - The Fabric of Our Digital World"*

2:00 pm - 2:30 pm	The Workplace	The Business	The Technology	The Customer	The Edge

| 2:00 pm - 2:30 pm | *Grand Ballroom A*
Business Transformation through a Social Enterprise
Gloria Burke, Chief Knowledge Officer, Unisys Corporation | *Imperial A*
DirecTV's Smart Data Project Yields Massive Mobility Savings
Kyle Wells, Senior Director, Field Systems and Mobility, DIRECTV, Inc. | *Imperial B*
Using Mobile M2M for Improved Logistics
Lawrence Bader, Director, UPS Application Development, Transportation Systems, UPS
Matt Rosoff, Editorial Director, CITEworld | *Yosemite B*
This iPad App Drives Revenue, Customer Engagement
Dave Drachenberg, Senior Product Manager, Insurance Auto Auctions | *Yosemite C*
Edge Technologies: Launches from DEMO
Modar (JR) Alaoui, Founder & CEO, Eyeris
Jack Bicer, Founder & CEO, Sekur.me
Ram Kumar, Founder & CEO, MoNimbus Inc.
John Gallant, Chief Content Officer, IDG Communications |

Grand Ballroom A

Unisys developed and implemented a large scale holistic, end-to-end enterprise social business transformation that enabled its 23,000 globally dispersed employees to connect, share and learn via a common enterprise-wide collaborative social platform. Through its communities of excellence, employees engage with leadership and subject matter experts to evolve expertise, leverage knowledge and best practices, and share/crowd-source ideas that can contribute to

Imperial A

How does a company with more than 16,000 smartphones, mobile hotspots and GPS devices for its field force alone drive cost out of this massive mobile fleet? Through a massive data project, of course. Join this session and hear how DirecTV, which has employees in almost every state and devices on every major mobile carrier, was able to tap into data from this diverse set of carriers and normalize it across more than

Imperial B

It makes perfect sense that truck drivers should be able to check in and out of package sorting facilities quickly and easily in today's mobile world. Yet until 14 months ago, that wasn't the case for this company's tractor trailer drivers, who an average of 74,000 times a day across the US had to pick up a phone to gain entrance or check out, and wait as a dispatcher keyed in their information. Join

Yosemite B

Car auctions are big business to Insurance Auto Auctions, Inc., which last year sold more than 1.4 million vehicles at 160 locations and via the Internet in six languages. And car auction buyers want mobility and fast access to vehicle information so they can bid, buy and win. Enter IIA's buyer iPad app, which allows customers to view up to 8 live auctions simultaneously and track their auctions and bids on the inventory of some 330,000 vehicles per week.

Yosemite C

Join this session and hear from some of the hottest startups that launched at DEMO in both the consumer and enterprise space.

innovation. Come learn how Unisys has driven companywide adoption of 78%, and 91% adoption among a targeted group of 16,000 employees, and demonstrated strong ROI.

35 data points. The result: visibility into all service plans and devices that has led to higher productivity for employees and tens of thousands of dollars in monthly savings.

this session to learn how this logistics firm created the next-generation experience that truckers know today, where the push of a button gains them entrance and sends their data where it needs to go, using machine to machine (M2M) technology and integration with legacy systems. The result: near real-time ETAs of drivers, loads and equipment heading to various locations, among other benefits.

This session will drill into how IIA's IT team built an app that is fast, easy to download, optimized for the touch interface and a competitive advantage.

2:40 pm - 3:10 pm

5 Considerations for the Next-Generation Work Environment
Faraz Hoodbhoy, Director of Outreach, Ecosystem & Innovation, AT&T

Grand Ballroom A

The "mobile-first" enterprise is pivotal to an organization's success, and a new generation of technologies are forcing organizations to rethink how work gets done. If corporations can use these technologies to tap into their biggest asset – their employees -- they can create a powerful and sustainable competitive advantage. What are the foundational components businesses need to consider when embarking on new technologies to build the workplace of the future? Join Faraz Hoodbhoy, director

Enterprise Mobile App High-Wire Act
Bill Brady, Sr. Sales Engineer, OutSystems

Imperial A

Come join OutSystems for a live demonstration of the immense power that lives at the intersection of mobile apps and cloud application platforms. You will participate in a live demonstration – an enterprise mobile app will be built and changed before your eyes – on your own device!

The Next Big Thing in Mobile Business
David Lowe, Vice President, Enterprise Sales, Samsung Telecommunications America

Imperial B

A shifting mobile landscape and the rise of BYOD has created new complexities and challenges for businesses. To truly embrace mobility, CIOs and IT managers need strategies that balance devices, security, apps and solutions, while ensuring ease of deployment and management. Of equal importance is the end user. More than ever, workers demand a seamless experience that integrates with a their mobile lifestyle outside of work. Samsung Mobile will outline its comprehensive approach to enterprise and best practices for helping businesses succeed in the new era of mobility by striking a balance between best-in-class enterprise offerings and best-selling consumer devices.

of Outreach, Ecosystem & Innovation at AT&T, as he discusses how to strike the right balance between innovation, productivity and security.