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a division of IQPC

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Enterprise Mobility

Summit 2010

Challenges and
Solutions for Utilities
and other Demanding
Field Workforce
Environments

August 23-25, 2010 | San Jose, CA



Attend this event to learn how to:

- Benefit from the latest developments in enterprise mobility
- Make a strong business case for enterprise mobility and ways it will save money
- Develop a cost control strategy for enterprise mobility
- Apply strategies for mapping out your existing system
- Strategize blueprinting and piloting for your new system
- Employ mobile products to drive the efficiency of the workforce
- Choose device and software vendors
- Implement success stories from utilities who have dedicated a significant block of radio spectrum for their own use

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Enterprise Mobility Summit 2010

Dear Colleague,

The new challenges facing utilities today threaten profitability.

Ever volatile energy prices are reaching new highs, pressuring margins and forcing price increases. Security and safety have both become a major concern. Customer service is more important than ever. And yet, despite all of these challenges, the modern utility must find a way to balance multiple initiatives without greatly impacting operational costs.

The same is true with oil and gas and logging companies—they share the same needs because they work in a rugged environment where the adoption of enterprise mobility would pay off handsomely.

If your company is not ready to be fully mobilized, it will fall behind the eight ball. Mobile enterprise will save you money and make life so much easier—if you are prepared and take the necessary steps for integration

That is why IQPC is organizing the **Enterprise Mobility Summit: Challenges and Solutions for Utilities and other Demanding Field Workforce Environments** Summit in San Jose, CA convening on August 23-25, 2010.

We have cutting-edge speakers from every segment of the enterprise mobility market. They come from Europe, Canada and the United States. And they have lots of invaluable practical experience in enterprise mobility that everybody who operates in a demanding field workforce environment can benefit from enormously.

After all, what better way to learn than from some really smart people who've been in the trenches and know what to do to institute and maintain an enterprise mobility system that will protect lives and save you money.

Come and join us in San Jose for a truly unique learning experience!

Kindest regards,



Fred Sagal,
Conference Director

Who will attend:

- Senior Mobile Computing Product Manager
- Director of Information Technology
- Information Technology Lead Architect
- Data Systems Analyst
- Vice President for Regulatory Affairs
- Vice President of System Planning
- J2EE Architect
- JEE Developer
- VP of Logistics
- Chief Information Officer
- VP of Information Technology
- IT Architect
- Enterprise Mobility consultants
- Deputy Chief Information Officer
- Information Technology Business consultant
- Manager, Information Technology and Operations
- Program Manager, Workforce Initiatives
- IT Manager
- Senior Vice President of Integrated Field Services
- Senior Enterprise Architect
- Director, Infrastructure Services in Utilities, Water, Gas, Oil, Logging

About the Organizer:

Energy & Utilities
a division of IQPC



Energy & Utilities IQ, a division of IQPC, is dedicated to providing

practical, detailed information through conferences, training programs, webinars, and our monthly e-newsletter. By providing accurate, objective, and up-to-date developments, and trends in various industries, Energy & Utilities IQ enables companies and organizations to remain competitive, profitable, and successful.

Sponsorship and Exhibition Opportunities

Sponsorships and exhibits are excellent opportunities for your company or organization to showcase its products and services to high-level, targeted decision-makers attending the Enterprise Mobility Summit 2010. IQPC helps companies and organizations like yours achieve important sales, marketing, and branding objectives by setting aside a limited number of event sponsorships and exhibit spaces- all of which are tailored to assist your institution in creating a platform to maximize its exposure at the event.

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SAP Mentor, Principal
Consultant/Founder
NETCENTRIC STRATEGIES LLC



Matthew P. McCormick
Chief Technology Officer
TECHNOLOGY DECISIONS
INC.

Pre-Summit Workshops

Monday, August 23, 2010



7:30 Registration (Coffee Will Be Served)

8:00 AM – 11:00 AM

A Delivering a Functional Mobility Solution: Integrating Your GPS & GIS Systems

What we will cover:

- Choosing with telemetry devices meet your utility asset needs
- Identifying various hazardous situations your field workforce will experience and which solutions can withstand those conditions
- Sourcing software and applications to support GPS and GIS systems
- Strategies for choosing which incremental improvements to install that arise in various telemetry systems

What you will learn:

- Hear from experts who have implemented telemetry systems into their mobile enterprise
- Learn best practice methods in obtaining and analyzing GPS and GIS data
- Understand how to minimize destructive interference that can occur between various systems



J.R. Simmons
Principal Consultant
COMGroup, Inc.

11:00 Registration (Lunch will be served)

11:15 AM – 2:15 PM

B Integrating Diverse Handheld Devices with an Existing Enterprise Mobility System

What we will cover:

- Understanding the device needs and capabilities of your field workforce
- Choosing various devices that will meet the need of various job functions
- Strategies for sourcing agnostic software platforms that can facilitate various device vendors
- Maintaining relationships with your device vendors in order to receive relevant device and operating system upgrades

What you will learn:

- You will understand which devices and systems are easily integrated into various networks
- How to “force” integration when facing difficulties
- How to upgrade your existing systems hardware and software to meet the demands of new mobile devices



Matthew P. McCormick
Chief Technology Officer
TECHNOLOGY DECISIONS INC.

2:00 Registration (Refreshments will be served)

2:30 PM – 5:30 PM

C Cutting-Edge Strategies for Internally Training your Mobile Workforce with Newly-Implemented Technologies

What we will cover:

- Going beyond the users’ manual and training your workforce to utilize the device’s true potential
- Developing a user-friendly interface that your field workforce can adopt
- Understanding difficulties faced in the field and retraining to handle these challenges
- Creating strategies for effectively communicating challenges faced within IT Departments and the field workforce

What you will learn:

- Learn how to maintain working relationships between IT departments and field workers
- Understand the various challenges that will arise in the new device deployment in your workforce
- Expert advice on interface and application development



Augustin Argelich
Director
ARCHELICH INGENIEROS (Barcelona, Spain)

About Our Sponsor:



BlackBerry Business Solutions provide a combination of applications, services and peripherals, including printers, signature capture, GPS (Global Positioning System), digital forms and barcode scanners. RIM’s enterprise mobility solutions keep your mobile field service competitive with mobile field access and promotes collaboration with others in the organization to solve business issues.

Main Summit Day 1

Tuesday, August 24, 2010



7:15 Registration and Coffee

8:15 Opening Remarks from the Co-Chair

- 8:30 **Keynote Address: Imagining the Mobilized Utility**
Utilities are facing a range of challenges that threaten profitability. Energy prices are scaling to new highs, pressuring margins and forcing price increases. Can enterprise mobility for field service - with its promise to boost user productivity and add efficiencies - help utilities successfully handle multiple business initiatives without adding significant costs? In this keynote presentation, you will learn how your organization can cost effectively implement mobility in your field service environments to:
- Enhance worker productivity, utilization and decision-making through real-time solutions designed to help them work smarter and more effectively
 - Streamline your mobility operations through the use of best practices and processes specifically designed to add efficiencies
 - Identify and implement mobile device and application management solutions that add efficiencies
 - Leverage wireless technology, mobile applications, and rugged and durable devices to protect your field service investment
- Mort Rosenthal, Chairman and CEO, ENTERPRISE MOBILE, INC.**

- 9:15 **How Every Utility Can Benefit from the Very Latest Trends and Development in Enterprise Mobility**
In this presentation, you will learn about the latest developments in enterprise mobility, convergent mobile technologies and mobile augmented realities. One of the leading experts in enterprise mobility will help you discover the reasons why 2010 is the right time to be mobilizing your field services and you will understand:
- Differences between mobile micro-applications and thick client mobile applications
 - What the latest developments in enterprise mobility means to your organization
 - The role MEAPs (mobile enterprise application platforms) play in the enterprise
 - Learn what it takes to support the requirements of a mobile enterprise solution
- Kevin R. Benedict, SAP Mentor, Principal Consultant/Founder, NETCENTRIC STRATEGIES LLC**

10:00 Networking Refreshment Break

- 10:45 **Avoiding Organizational Chaos and Cost With Growing Workforce Mobility Needs**
All of the industries that employ people who work in rugged environments can save money and avoid any organizational chaos if they readily accept the growing mobility needs in their workforce. In this session, you will:
- Understand the major needs in your field workforce
 - Learn the broad benefits of removing inefficiencies throughout your work environment
 - Maintain employee satisfaction through the implementation of a user-friendly interface
 - Recognize how to drastically lower your company's operating costs
- Agustín Argelich, Director, ARGELICH INGENIEROS (Barcelona, Spain)**

- 11:30 **The Business Case for Mobile Enterprise**
In this session, you will discover how a strong business case can be made for any company that shifts into the use of mobile enterprise. And that is especially true for utilities and other companies that conduct their work in rugged environments: they will achieve a whole new level of cost efficiency. Find out how:
- ROI should be measured in lives—not dollars
 - Near-term and long-term savings can be realized
 - To meet budget constraints that have been placed across the industry
 - To source optimal devices and software solutions to maximize your ROI
 - To expect the unexpected to estimate a realist TCO
- Nargis Ladha, Manager, Business Management, Corporate Services Manager - GeoSpatial Systems & Technology Projects, HYDRO ONE INC.**

- 12:15 **Blueprinting and Piloting Your Proposed System**
Once you have mapped out your existing system, you will need to blueprint and pilot your new system to ease the stress of integration. Hear from a leading expert how to:
- Effectively choose which position or departments to utilize
 - Rooting out major problems with users and devices
 - Assess whether chosen devices are optimal for the task at hand
 - Establish valuable user policies and procedures
 - Leverage strong tech-savvy employees to mentor others
- John Lambert, Managing Principal, LAMBERT & ASSOCIATES**

1:00 Networking Luncheon for Speakers and Delegates

- 2:00 **Mobile Applications that Drive Efficiency**
Some mobile efficiency applications are better suited to specific industries and tasks than others. By understanding what it is your employees do and how they can best use these applications, you will be able to integrate the right plan for the greatest efficiency and test the results before long-term deployment. In this session, you will:
- Understand the work habits of your employees and build applications to complement their tasks
 - Identify key differences between PC and mobile applications
 - Understand the nature of your employees' tasks in order to source the optimal applications
 - Integrate key elements from multiple office systems to create applications built around completing certain tasks
- Raymond Nunn, President, VERSULT**

- 2:45 **Making the Case for Dedicated Broadband Spectrum for Electric Utility Operations: The Canadian Experience**
American utilities could vastly improve mobile communications if they secured a significant block of radio spectrum for their own use. In 2009, Canada's federal regular granted utilities a 30 MHz block of radio spectrum in the 1.8 GHz band for nationwide use. It has vastly expedited the communications potential for fieldwork use and has spurred several manufacturers to develop products to meet a utility's requirements, including smart grid applications. In this presentation by the head of communications at Manitoba Hydro, one of Canada's premier utilities, you will learn:
- Why all North American utilities should have their own spectrum
 - The advantages of dealing with separate spectrum
 - The Canadian experience in the year since the regulation was made
 - The importance of the separate spectrum for smart grid applications
 - The new products developed by manufacturers to meet the new rules
- Murray Matiowsky, Manager of Communications, MANITOBA HYDRO**

3:45 Networking Refreshment Break

- 4:15 **Effective Strategies for Mapping Out Your Existing System**
In order to shift cost-effectively into mobile enterprise, you will need to take stock of your existing system, however it is constituted. Taking the existing patchwork quilt and replacing it with an efficient mobility system requires a thorough examination of your needs, starting with the problem areas. In this session, you will learn from first-hand experience how this can be done.
- Understand the major problem areas throughout your existing system
 - Learn the importance of initiating a proactive role with your field workers to understand the greater issues
 - Source devices to ease the adoption for your workforce
 - Understand which backup components will be necessary in the work environment
 - Distinguish which upgrades and applications to avoid in maintaining sound operations
- Timothy V. Peters, RCDD, WD, President, TECH/KNOWLEDGE, INC.**

5:00 Summit Adjourns

Main Summit Day 2

Wednesday, August 25, 2010

8:15 Co-Chairs' Opening Remarks

8:30 Strategies for Employing Mobile Products to Drive the Efficiencies of the Workforce

In order to take full advantage of your mobile products and drive the efficiencies of the workforce to the greatest extent, you will need to take certain steps to maximize your investment. Hear from successful experiences in the field and learn how to:

- Properly assess functional needs of your workforce
- Identify how much memory capacity and energy capacity will be required for certain products
- Ensure "true portability" can be achieved with your device
- Recognize which hardware or software may or may not be integrated

Philippe Wintrop, Managing Director, THE ENTERPRISE MOBILITY FOUNDATION

9:30 Cost Management Strategies

In order to take full advantage of your mobile products and drive the efficiencies of the workforce to the greatest extent, you will need to take certain steps to maximize your investment and reduce operational costs. Learn successful strategies for managing and reducing costs including:

- Proper assessment and negotiation of mobile services contracts
- Strategic procurement policies to get the right devices and service plans up front and mitigate demographic taxes and carrier surcharges
- Role of use policy development and implementation in avoiding unauthorized usage costs
- Available tools to monitor, analyze, and optimize mobile usage costs
- Integration strategies for convergence of fixed and mobile assets to increase efficiencies and reduce costs

Gary Eckert, President & CEO, TELYTICS, INC.

10:15 Strategies for Ensuring Effective Mobile Workforce Communication in Hostile Environments

Companies that work in rugged environments need to be particularly careful in adopting the right mobile enterprise strategies when the atmosphere can be potentially hostile. While the oil and gas industry encounters completely different conditions than the logging industry or the utilities, they all share a common concern: how to communicate effectively in hostile environments. In this session, you will learn how to:

- Understand the spatial analysis of hostile environments
- Leverage telemetry and other tools to assess potential threats
- Identify the severity of the hostile environment and the necessary precautions
- Develop a system of guidelines in hostile environments
- Communicate efficiently in high voltage areas and the particular problems faced by oil and gas industries

J.R. Simmons, Principal Consultant, COMgroup.INC.
Thomas M. Eckels, Vice President, HATFIELD & DAWSON CONSULTING ENGINEERS LLC

11:00 Networking Refreshment Break

11:45 Choosing the Device and Software Vendors and Wireless Service Providers

How do you choose a device and software vendor for your company? Is there a difference between the type of devices required for utilities and other industries that operate in a rugged environment? Should the oil and gas industry use the same devices and vendors as the logging industry? This session will provide you with all of the answers.

- Understand which vendors supply products that can be easily integrated into your system
- Strategies for identifying the key software and device needs of your workforce
- Learn key examples of partnerships initiated between device vendors and software vendors to ease implementation
- Planning your in-house infrastructure if wireless providers do not suffice
- What you need to know about 4G in 2010

Matthew P. McCormick, Chief Technology Officer, TECHNOLOGY DECISIONS INC.

12:45 Networking Luncheon for Speakers and Delegates

1:45 Managing Your Mobile Enterprise from Roll-Out to Long-Term Full Scale Efficiency

As the requirements of your workforce change, so do the technologies. It is important to stay on top of the developments in newer and more effective technologies which can assist you in staying on top of changing work conditions in rugged environments. By using the most effective management techniques of the mobile enterprise industry, you will gain extreme long term full-scale efficiency. In this presentation, find out how to:

- Understand the vendor landscape and the continuous change in devices and software
- Maintain lasting meaningful relationships with vendors to leverage their upgrades
- Assess the changing needs of your mobile workforce
- Strategies for managing data loss and recovery

Murray Robinson, CEO, MURRAY ROBINSON & COMPANY, INC.

2:30 Networking Refreshment Break

3:15 Identifying and Managing Critical Intrusion Sources

With the vast changes taking place in mobile technology, you need the most up-to-date protection for your mobility network. By learning how successful companies who work in rugged environments have capitalized on security measures, you can:

- Learn best practices for protecting enterprise mobility networks as information exchange functionality increases
- Discover the latest strategies for creating a sustainable security base through managing your existing equipment while integrating network security processes
- Identify and meet regulatory and compliance requirements in your utility

Ken Krupp, Principal, KRUPP & COMPANY

4:00 Summit Concludes

Registration Information

Pricing	Register by July 16th	Register by August 6th	Standard Price
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