

Developed by:

**ENTERPRISE
MOBILITY
EXCHANGE**



**SOLUTION PROVIDER
INFORMATION PACK**



ENTERPRISE MOBILITY EXCHANGE

**Deliver A Best-In-Class Strategy To Optimise
Technology And Maximise Growth**

**12-14 May 2015
The Netherlands**

**2015 Global Research
Partners**



eu.enterprisemobilityexchange.com

Welcome to the Enterprise Mobility Exchange 2015

Enterprise Mobility has fast become a business critical requirement for most enterprises. However, the rapid pace of solution advancement, in addition to budget and dedicated resources required, are all contributing to a mixed approach in the adoption and development of mobility strategies across enterprises in Europe. As such, the key questions that our network of CIOs, VPs and Directors of Mobility ask us time and time again are:

- What will enterprise mobility look like in five or ten years time?
- What will the impact be on my business?
- How do I ensure our budgets are best allocated to drive maximum return on investment?

The Enterprise Mobility Exchange will bring together 120 qualified mobility decision makers ranging from C-Suite, VPs and Directors of Mobile Workforce, Field Service, IT, Fleet Management, Architecture and Operations from FTSE500 and Global500 organisations to discuss these themes. You could join them as part of an elite group of solution providers selected to participate in this exclusive invitation only forum.

You will have the chance to do business with some of world's largest companies - participating in prearranged one-to-one business meetings with strategic IT and mobility decision-makers who are currently in the market for solutions that will provide them with immediate gains. You'll have direct access to the in-depth profiles of 120 executives, including information on their budgets, operational objectives and purchasing and investment strategies for the coming 6-18 months.

Join us in The Netherlands in May 2015 and offer strategic guidance to your top prospects, and help them build a world-class mobility offering.

The Exchange Concept

An Exchange is a unique, invitation-only meeting driven by pre-scheduled business meetings, between prequalified solution providers and senior decision-makers. Thought provoking conference sessions, executive roundtables and innovative networking opportunities round out the agenda, resulting in focused, structured business development. Unlike traditional conferences or tradeshows, the primary focus and benefit of the Exchange is for new relationships to be forged and existing partnerships to be enhanced. Exchange only invites executives with the highest credentials and solution providers with the most cutting edge capabilities to ensure a true peer-to-peer learning and networking forum.

Enterprise Mobility Exchange Solution Providers

ENTERPRISE-WIDE SOLUTIONS

- Change Management
- Data Management
- Enterprise Resource Planning (ERP)
- Mobile & Enterprise Security
- Mobile Applications
- MEAP (Mob Enterprise App Platform)
- Mobile Connectivity
- Mobile BI / Analytics
- Mobile Devices – Consumer
- Mobile Devices – Ruggedized
- Mobile Network Providers
- Mobile Device Management / Mobile Application Management
- Mobile Marketing
- Managed Services / Managed Mobility
- Systems Integrators
- Cloud Computing
- Social Media
- Big Data

FIELD FORCE SOLUTIONS

- Field Service Automation
- Mobile Travel and Expense Management
- M2M (Machine to Machine)
- Fleet Management
- Workforce / Field Force Management

ASSET SPECIFIC

- Mobile Asset Management
- Integrated Asset Tracking Software
- Asset Tracking/RFID
- Vehicle Tracking and Telematics
- Remote Device Monitoring
- GIS
- GPS
- Service Scheduling
- Forecasting & Planning
- Mobile Printing

CUSTOMER SERVICE

- Automated Meter Reading (AMR)
- Customer Relationship Management (CRM)

“

“Well run and effective”

Director - Marketing, ABB Ventyx



“A good opportunity to meet qualified customers and network with the mobile partner community

VP International Sales, Birdstep Technology



“At a traditional trade show you are...overrun with thousands of people, including hundreds of vendors. This meeting was a personally selected group of customers and you had time to spend one on one to talk to people. You got to speak to them not just once, but at dinner, at our booth, in the general discussions... it was a great use of time”

Senior Account Manager, Stratix

The Exchange Format: How Does It Work?

As an Exchange Solution Provider, you will have the opportunity to build your own tailor-made itinerary on our secure website, which means that every session, business meeting and discussion group you attend is tied to your specific business development objectives.

Four weeks in advance of the event, delegates and solution providers receive passwords to the Exchange website. All attending executives will have completed a detailed profile, including information on their specific responsibilities, current and future initiatives and budgets, as well as specific products and services they are actively seeking.

You select the executives you wish to meet in order of priority based on their profile. At the same time, delegates are reviewing the solution provider profiles based on their specific requirements.

Meetings are then pre-scheduled based on mutual matches – where the executive has requested to meet with your company and you have requested to meet with them. You will only be meeting with executives that have an interest in your product or service.

Your meeting itinerary will be provided to you two weeks prior to the event, allowing you to fully research and prepare for your one-on-one business meetings.

Exchange Itineraries Are Intensive But Effective

The time saving format of Exchange means that you will only be meeting with decision makers and more specifically, those who are currently developing and implementing their enterprise mobility strategies. You will not spend any time ‘kicking tyres’ with potential prospects or networking with mid-level managers. You will however spend 20+ hours conducting business with the most qualified Mobility professionals in Europe, which will fill your sales pipeline for the next 12-18 months.

Your Itinerary

As part of the Exchange you will create your own three day agenda to ensure it meets your current business needs, and it will end up looking something like this on the day:

Exchange Itinerary

Day One: Tuesday 12th May 2015

15:00	Registration
16:00	Networking Activity
18:00	Drinks Reception

Day Two: Wednesday 13th May 2015

7:30	Registration
8:40	Chairman's Welcome
8:50	Keynote Address
9:20	Icebreaker Networking
10:10	Business Meeting
10:45	Think Tank
11:20	Panel Discussion
12:10	Business Meeting
12:45	Business Meeting
13:15	Networking Lunch
14:15	Case Study Presentation
14:45	Case Study Presentation
15:50	Business Meeting
16:25	Think Tank Session
17:00	Case Study Presentation
18:10	Evening Networking Session

Day Three: Thursday 14th May 2015

7:15	Registration
7:30	Breakfast Briefing
8:40	Keynote Presentation
9:45	Business Meeting
10:20	Think Tank
10:55	Business Meeting
11:30	Interactive Roundtable Discussions
12:30	Networking Lunch
13:30	Session
14:35	Business Meeting
15:10	Think Tank Session
15:45	Interactive Workshop
17:15	Chairman's Closing Remarks

“Exceeded our expectations in terms of quality and number of attendees”

Managing Director, iQlink

Enterprise Mobility Exchange Delegates

To ensure the Exchange offers the highest degree of relevancy for attendees, only senior executives responsible for designing, delivering and enhancing customer service strategies within their organisations are invited.

Executives in attendance will include:

- CIO
- VPs and Directors of:
 - IT
 - Mobile Workforce
 - Enterprise Architecture
 - Application Development
- Workforce Management
- Operations
- Service
- Fleet Management
- Enterprise Mobility

Attendees will represent the following key industries:

- Utilities
- Telecoms and Cable
- Logistics and Distribution
- Service / Repair
- Healthcare
- Pharmaceuticals
- Financial Services
- Hospitality
- Manufacturing
- Retail
- Airline
- Automotive
- Construction
- Consumer Goods

Do you qualify?



Every attendee must have an active project within their enterprise mobility function, and must answer ‘yes’ to two of the following criteria in order to gain an invitation:

- **I am responsible for implementing mobile technology for 500+ mobile workers within my enterprise**
- **I control or directly influence where mobile technology budget is spent**
- **I have a personal budget of €500,000 or above for the replacement and implementation of new mobile technology**
- **I control or directly influence mobile strategy at group or regional level**

If you haven't yet received an invitation yet but feel you qualify to be one of just 120 mobility leaders at the 2015 Enterprise Mobility Exchange, please enquire today by:

Calling: +44 (0)207 368 9484
Emailing: exchangeteam@iqpc.com
Visiting: www.enterprisemobilityexchange.com

“The networking opportunities at the exchange were excellent. The connectivity solution for our mobile devices is based on contacts made at the Exchange”

Leader of Service Group in Operation/Head of Metering,
RheinEnergieAG

A Sample Of Executives Who Have Joined Our Global Enterprise Mobility Exchanges Include:

ABB	CIO
Adidas	Head of Infrastructure Operations
American Airlines	Director of Mobile Application Delivery
American Standard	CIO
Bacardi	CIO
Biomerieux	Director of Field Service Operations
British American Tobacco	Global CIO
British Gas	Head of Smart Apps Development
BT	Head of Operations
Burger King	VP of IT
Capital One	VP of Digital and Mobile IT
Caterpillar	Hardware & Software Mobility Architect
Citi Group	Digital Banking Technology Director
Coca Cola Bottling Consolidated	CIO
Costco	IT Director
Damco	CIO
Danone	CIO
DHL	CIO
Diageo	CIO
Dr. Pepper Snapple Group	VP of IT
DS Waters of America	CIO
E.ON	Head of Solutions Architecture
Eneco Joulz	Head of Mobility
Enel	Vice President of ICT Development
Energinet	CIO
FedEx Services	Chief Mobile Architect
G4S	CIO
GasNatural Fenosa	CTO
GDF Suez	Vice President IS Architecture
General Electric	CIO EMEA
GlaxoSmithKline	CIO
Hellmann Worldwide Logistics	VP of IT/IS
Hyatt	Director of IT Innovation and Strategy
IKEA	CIO
Johnson & Johnson	IT Director
JP Morgan	VP End User Technology
Kellogg's	Senior Director of Workplace Solutions
Kibernetum	CIO
Liberty Power Corp	CIO
Mars	IT Director
McDonald's Corporation	Senior Director Global Infrastructure Services
Ministry of Security and Justice	CTO
Monster Energy	CIO
Nestle	Global VP of IT
O2 Telefonica	Head of Online Delivery
P&G	Global Program Lead
Papa Johns Pizza	Senior Director of Logistics
Parcelforce	CIO
PepsiCo	CIO
Rio Tinto	Group CIO
Royal Mail	IT Director
RWE Distribution	COO
Ryder	CIO
Schwans Food Company	CIO
Seabourne Courier Group	CIO
Sears Corporation	Director Innovation Technology & Process Excellence
Target	Head of Mobile Team Member Business Technology
Thomson Reuters	Head of Mobile Services
Time Warner Cable	Director of Field Services
UCB	Director for Collaboration Services & Mobility
Unilever	Global Program Director for Mobility
United Airlines	Director of Unified Communications Architecture
Vattenfall	CIO
Veolia	CIO
Visa	Head of Mobile Business
Whirlpool	CIO

Solution Provider Opportunities

Your customised package will be developed based on your current market penetration strategy, from one of the following:

Package	No. of one-to-one meetings	No. of attendee passes
Platinum**	20	3 (includes 1 speaker pass)
Gold Plus*	20	3 (includes 1 speaker pass)
Gold	20	2
Silver Plus*	10	2 (includes 1 speaker pass)
Silver	10	1

** Includes category exclusive speaking opportunity (keynote)

* Includes Think Tank discussion

If you have the expertise and would like to be positioned as a thought leader at this executive level forum, compliment your business meetings with a keynote speaking opportunity or interactive Think Tank discussion (subject to content and availability). Enquire today for further details as space is limited.

Your registration includes:

- Access to secure Exchange website pre-event which includes software assistance and meeting selection support from
- Private Company Meeting area, including signage
- Access to all networking functions including any gala dinners and drinks receptions
- Pre-event marketing and on-site branding, plus a variety of exclusive sponsorship opportunities
- Company logo and profile in on-site full colour catalogue
- Detailed itinerary (including meetings, sessions, networking breaks and meals) from time of arrival to time of departure
- Dedicated Enterprise Mobility Exchange Account Manager pre-event and on site to assist with any logistical or scheduling requirements
- Access to all speaker presentations and documentation
- Lifetime access to the Enterprise Mobility Exchange Network LinkedIn Group.

For further information on Solution Provider opportunities, please contact us at exchangeinfo@iqpc.com or on +44 (0)207 368 9484



Supporting Partners



Venue

All venues are carefully selected to provide the backdrop and ambience needed to help create and support the Exchange format. By tying in rich traditions, historic significance and unsurpassed quality at stunning locations around the world, these venues present the perfect setting to conduct business and meet a peer group of senior strategists. The venues provide a peaceful and productive retreat, ensuring that you are able to focus on your priorities for participating in this Exchange.



Staying Connected

The Enterprise Mobility Exchange Europe doesn't just provide you with a once-a-year opportunity to meet with your peers - through a range of online channels we're delighted to be able to facilitate all year round learning and networking for the global enterprise mobility community.

Stay connected through twitter, Youtube, LinkedIn and our Online Resource Library to get the latest news, event updates, exclusive videos, whitepapers and much more.

**ENTERPRISE
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www.enterprisemobilityexchange.com/join

SIGN UP TODAY!

As a member, you'll gain **FREE** access to exclusive whitepapers, case studies, webinars and much more!



**ENTERPRISE
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PORTFOLIO CALENDAR



MAY

EU.EnterpriseMobilityExchange.com

The Netherlands



JULY

US.EnterpriseMobilityExchange.com

Washington D.C.



SEPTEMBER

www.EnterpriseMobilityExchange.com

London



OCTOBER

LasVegas.EnterpriseMobilityExchange.com

Las Vegas



OCTOBER

APAC.EnterpriseMobilityExchange.com

Singapore



DATE TO BE ANNOUNCED

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São Paulo

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