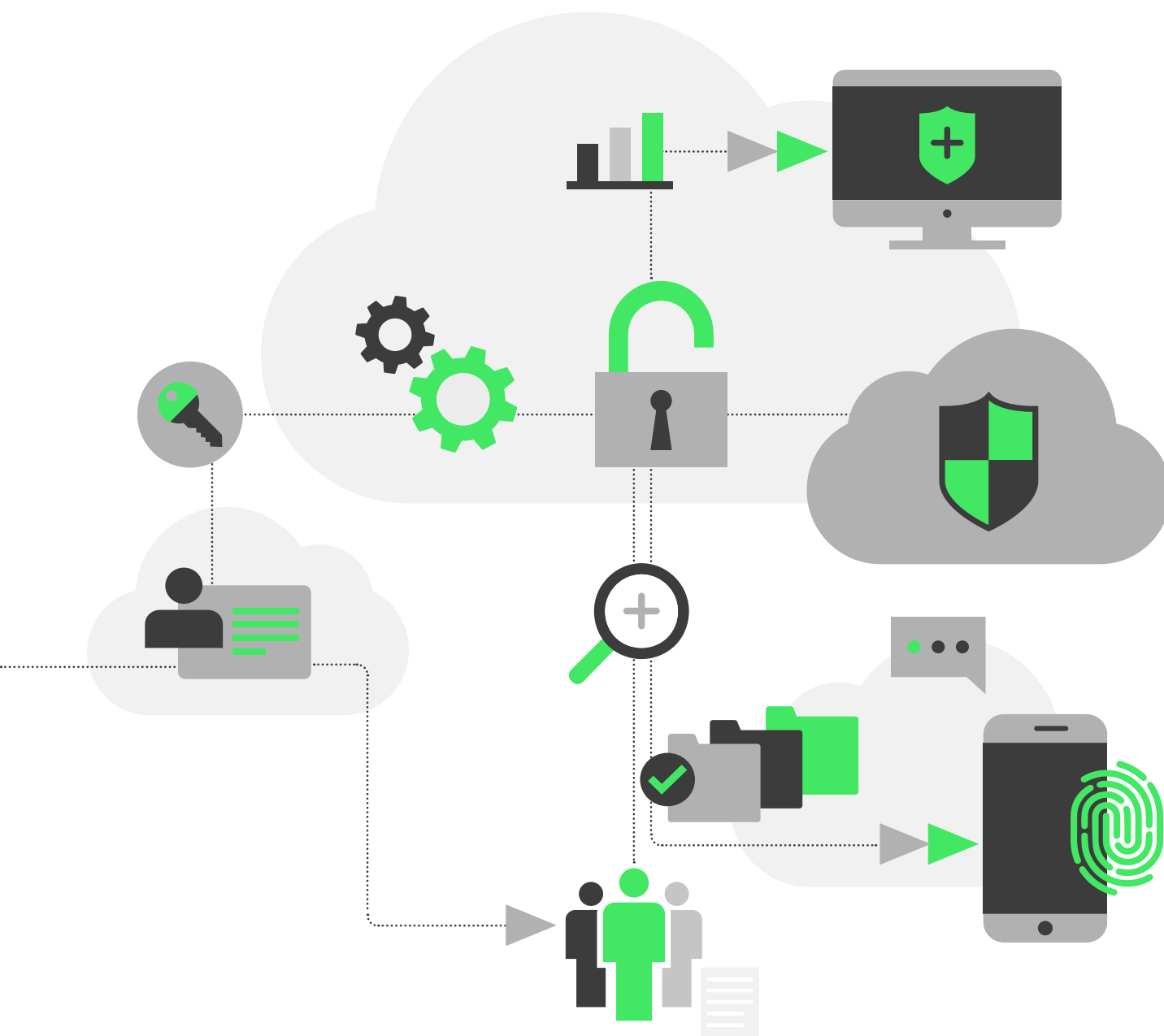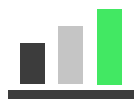# ENTERPRISE MOBILITY EXCHANGE

Mobile Cloud Computing & Security

POST EVENT **REPORT**

MIAMI - **FLORIDA 2016**

CONTENTS

MOBILE CLOUD COMPUTING & SECURITY EXCHANGE:
INSIDE THE NUMBERS

WHAT INDUSTRIES WERE REPRESENTED?

30% Healthcare

23% Financial Services

13% Entertainment/Hospitality

10% Manufacturing

7% Education

7% Transportation

7% Public Service

3% Marketing
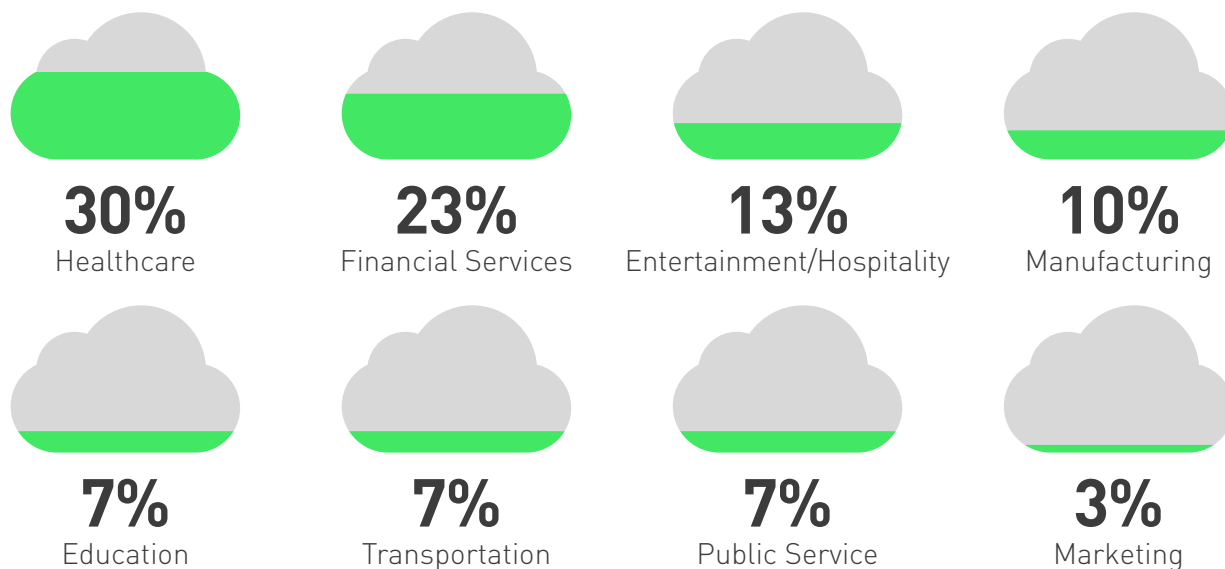
WHICH IT LEADERS ATTENDED THE EXCHANGE?

53% Director/Manager IT Services

30% CIO/CISO

17% Architects/Advisors Of IT

DATA POINTS:

100% of surveyed delegates said the quality of speakers was **very good or excellent.**

88% of surveyed delegates said the level of seniority among attendees was **very good or excellent.**

19 **Speakers:** Cloud & Security Experts

17 Interactive **Sessions**

9 Hours Dedicated **Networking Time**
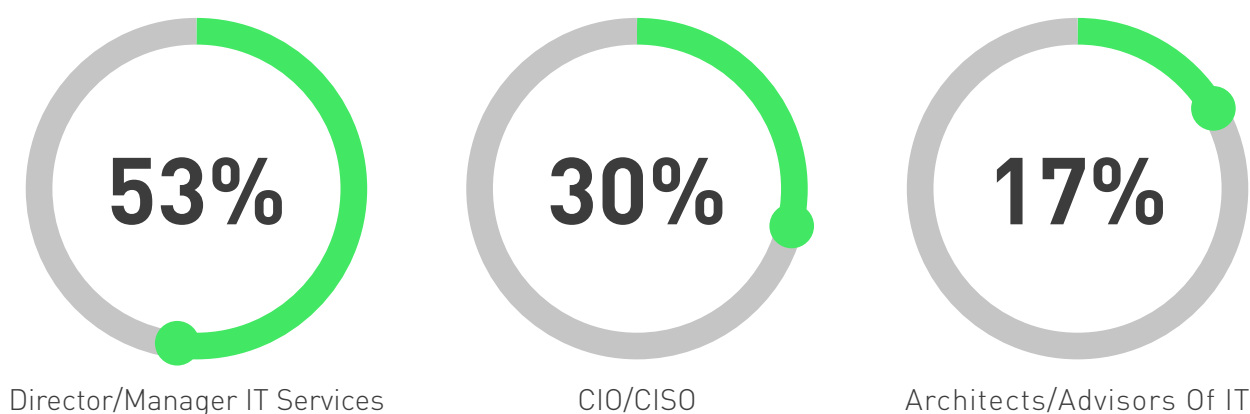
7 Solution **Providers**
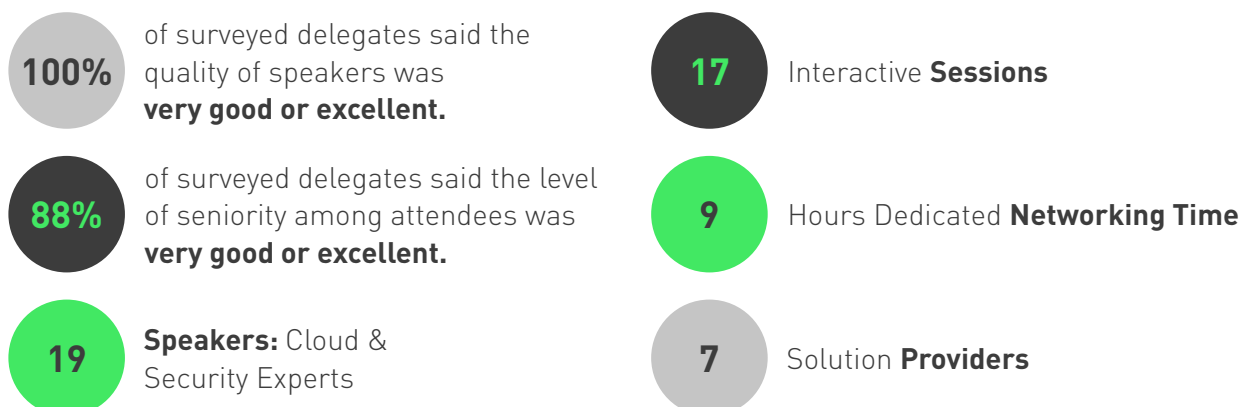
SECURITY ISN'T GOING AWAY; DON'T WORRY, BE CLOUDY

It's about security. It's about making the right decisions. And most importantly, it's about protecting your enterprise, data, and personnel.

Mobile Cloud Computing and Security were the digital transformation topics that 19 speakers and 30 attendees focused on, learning from each other and networking in exclusive, one-to-one settings with on-site solution providers at the two-day Exchange.

From the FBI to the healthcare industry, cloud migration is taking hold, and security issues in that space as well as mobility are a top concern for all IT executives, as was evidenced by the myriad of speakers.

Security in the public space requires a virtual army of weapons to keep data safe, according to Nick Savage, Acting Assistant Special Agent of Cybersecurity for the Federal Bureau of Investigations, who kicked off the event with his day one keynote speech. Using global data to support his case, Savage explained to the audience that building blocks must first be put in place to construct a program that will keep threats to a minimum. Not addressing security issues is only going to cost enterprises more in the long run, he said.

"Security isn't just an IT issue," Savage said. "This is a business issue. And if you don't know the business, how do you know what's important? Does the company's board know what's important, and what are they going to do to protect the things that are most important?"

With the speed in which mobile device use is scaling, not just in the U.S. but globally, the ability to combat constant threats is falling behind, he said.

Savage's presentation touched on many points, but the overarching theme was that being focused on security is no longer just an option, rather it's a necessity. Enterprises - small, large, public or private - must adapt before a

threat completely destroys the organization. Whatever it costs to secure the enterprise will pale in comparison to the damage that could be done by a breach of any size.

DON'T WORRY, BE CLOUDY

As data grows and the move from legacy systems to future trends evolves, it's imperative tenterprises large and small store their information and do it securely. But managing that transformation is not easy, and the obstacles are plentiful.

Those pains and ultimate successes were explained by several of the event's speakers, including Jim Degliumberto, CIO of Southeastrans, Inc., who lead his enterprise into a hybrid cloud solution after navigating compliance and regulation issues as a member of the healthcare industry.

When considering the move to the cloud, whether hybrid or full approach, enterprises must "focus on what matters, what will work and what won't work, and should start small and expand," Degliumberto said. After the switch, businesses need to "stay current on the cloud, be alert of new products, and educate end users."

Ending the event with a look to the future, Bank of Mexico CISO Arturo Garcia-Hernandez tried to ease the fears of those hesitant to make the switch to a cloud solution.

Security in the cloud is an issue that won't be solved in the near future, Garcia-Hernandez said. But "Cloud computing is fundamental to encourage a needed revolution in Internet security," he continued. "Remember, don't worry, be cloudy."
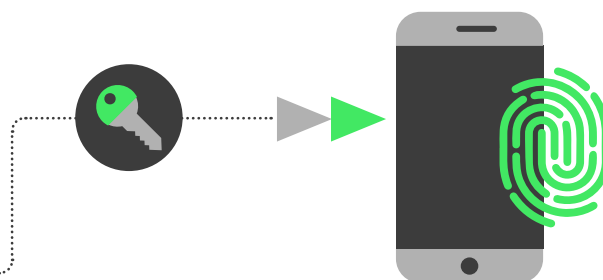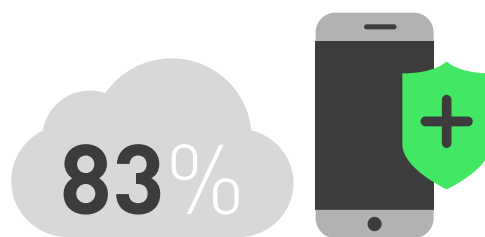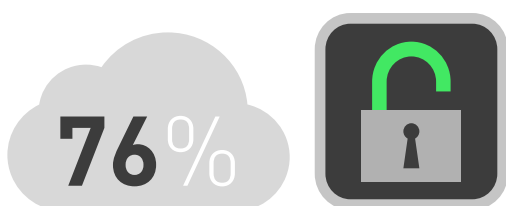
INDUSTRY **ANALYSIS**
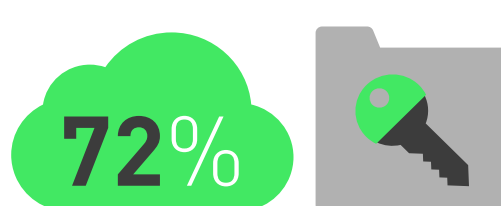
10 HIGHEST SOLUTION PRIORITIES FOR OUR 2016 DELEGATES:

90%
Device Security
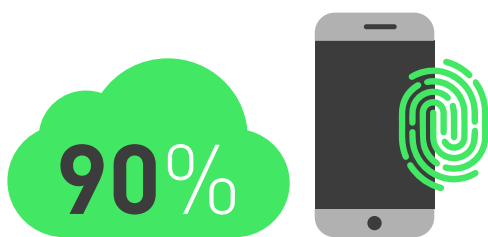
83%
Mobile IT Security

76%
Application Security

72%
Data Security
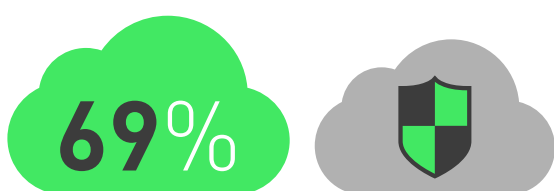
69%
Mobile Cloud Security

69%
Identity & Access Management
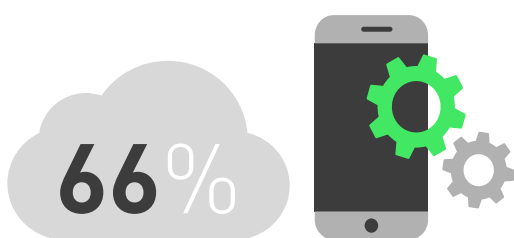
66%
Mobile Device Management

66%
Network Security
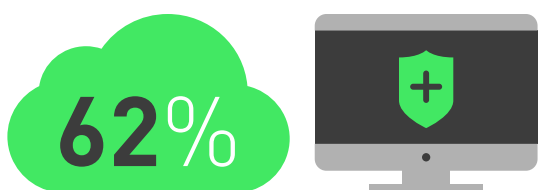
62%
Mobile Endpoint Security
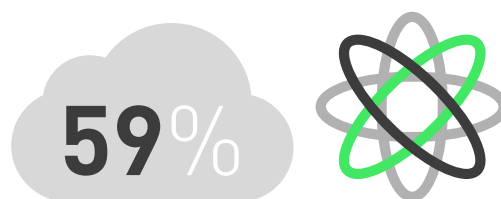
59%
Enterprise Mobility Management

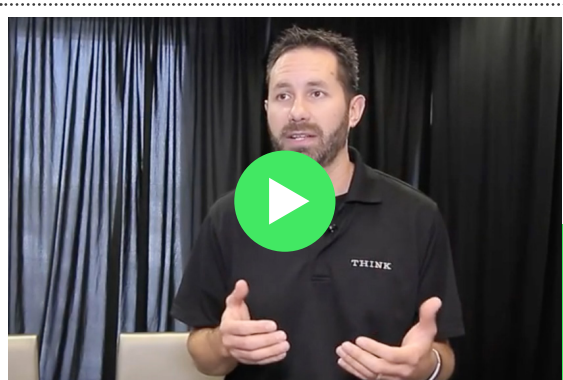# SEE WHAT **THEY'RE SAYING**

ROMAN MAYER
SENIOR SALES DIRECTOR
CYBER ADAPT

GLENN FOSTER
CISO
MICHELIN

BRIAN HEEMSOTH
DIRECTOR, SOFTWARE AND MOBILE SECURITY
AETNA

JONATHAN DALE
DIRECTOR OF MARKETING
IBM MAAS 360

WHY THE **EXCHANGE WORKS**

DELEGATES:

"The presentations were the right blend of technical deep dives, high level case studies and inspirational/ frightening overviews. Add to that the panels and the roundtable discussions, the two days flew by so fast. It was the most informative, yet exhausting conference I've attended. My brain was full by Wednesday afternoon."

JIM DEGLIUMBERTO - CIO - Southeastrans, Inc.

"The event was a great opportunity to meet other IT professionals from across different industries and backgrounds. I had some great conversations with people at the event and definitely look forward to participating in other events in the future."

FRANK MARTINEZ - IT Security Analyst, Miami-Dade College

"Session was really helpful; I was able to get the details needed from the Vendors and technical Session. Size of the group was right and the schedule is well planned to get the maximum out of the session."

ASHOK JAYARAMULU - Director Information Security, AIG

"I thought it was a really great, beneficial meeting. Some of the presentations given were the best presentations I've seen in a long time!"

BRAD SHAFTON - Director, UX, Hologic

SPONSORS:

"It's great ROI for AT&T and both our speakers felt their engagement with delegates were positive."

ASMARA HADI - Director of Marketing, AT&T

"Great intimate format that helped us quickly to connect and exchange ideas on the future of mobility and security! The One-to-One meeting format worked out very well and gave us an opportunity to understand and to personally connect with each of the delegates."

KATE SCARCELLA - Executive Security Advisor, IBM

"Loved the focus on Mobile Security that made for a very targeted group of attendees. Great event; had 15 meeting and at least half have real potential."

ROMAN MAYER - Senior Sales Director, Cyber adAPT

"Event that focused on being secure in mobile which is my focus and brought business leaders from high value organizations to collaborate with each other and vendors. I was able to meet with some people from organizations that we have had issues meeting with and with people that are at the right level for this type of conversation."

ROBBY CANTRELL - Large Enterprise Account Manager, MobileIron

THANKS TO **OUR SPONSORS**

AT&T

IBM

Cyber adAPT

Honeywell

Skycure
Mobile Threat Defense

dimension data

MobileIron

FUTURE **EVENTS**

ABOUT **ENTERPRISE MOBILITY EXCHANGE**

Enterprise Mobility Exchange is an online community for global mobility professionals and business leaders who are leveraging mobile technology and services to improve operational efficiency, increase customer acquisition and loyalty, and drive increased profits across the entire enterprise.

At Enterprise Mobility Exchange we're dedicated to providing members with an exclusive learning environment where you can share ideas, best practices and solutions for your greatest mobility challenges.

You will receive expert commentary, tools and resources developed by experienced mobility professionals and industry insiders. With a growing membership and global portfolio of invitation-only meetings, Enterprise Mobility Exchange ensure you keep your finger on the pulse by delivering practical and strategic advice to help you achieve your business goals.

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