

## CMA Focus Day – Delivering an Integrated Service for Mobile Working

**Date:** Tuesday 25<sup>th</sup> May 2010  
**Venue:** BCS, London, WC2E 7HA

Identifying and creating the right mix of applications for a converged platform is an increasingly complicated task. The requirements of a technology literate group of mobile users coupled with the proliferation of platforms and shared services create complexity. Mobile phones are a major component of many company productivity plans as are IP Telephony installations conferencing and the supporting data such as dial plans, directories and ACD. This event investigates the options now and in the pipeline for enabling your business.

**Chairman: Julian Harriott, CMA Business Manager, BCS**

<b>08.30 Registration</b>			
<b>09.00</b> - <b>09.40</b>	<b>Session 1:</b>	<b>Business Mobility: A CMA perspective</b> <b>Current Trends and Future Plans – the Business User View</b> <ul style="list-style-type: none"> <li>○ Expenditure Plans</li> <li>○ Workforce Mobility</li> <li>○ Unified Communications</li> <li>○ Mobile Broadband</li> <li>○ Converged Mobile Devices</li> </ul>	Mark Smith CMCONNECT
<b>09.40</b> - <b>10.20</b>	<b>Session 2:</b>	<b>The Mobile Data Tsunami &amp; Next Generation Networks</b> An industry insider update on the forthcoming mobile broadband data explosion & status of next generation networks.	Duncan Wall UKBroadband
<b>10.20</b> - <b>11.00</b>	<b>Session 3:</b>	<b>Mid-year review of Deloitte’s mobile predictions, and to what extent client and market behaviour has proved them correct</b> These predictions, and how they impact the world of mobility will include: <ul style="list-style-type: none"> <li>○ IT procurement stands on its head: The impact of consumerisation on enterprise (mobile) telecoms requirements</li> <li>○ Contract 2.0 – long-term solutions shorten and multiply: Can the one-stop shop meet all of the telecoms needs of a sophisticated enterprise consumer</li> </ul>	Russell Smith Deloitte
<b>Tea/Coffee Networking Break (20 mins)</b>			
<b>11.20</b> - <b>12.00</b>	<b>Session 4:</b>	<b>Managing mobile; variable costs that keep on growing</b> <ul style="list-style-type: none"> <li>○ Mobile developments</li> <li>○ Business vs personal usage</li> <li>○ Removing non telecoms spend items to ensure compliance</li> <li>○ Cost centre allocation</li> <li>○ Pitfalls to avoid</li> </ul>	Paul Fegan Mala Communications
<b>12.00</b> - <b>12.40</b>	<b>Session 5:</b>	<b>Real-time Communications</b> <ul style="list-style-type: none"> <li>○ The demand for UC – small business or enterprise</li> <li>○ Is UC simple and Cost Effective or Complex and Expensive?</li> <li>○ Workforce Mobility</li> <li>○ Enhanced Productivity</li> <li>○ Flexible Working</li> </ul>	Alison Brewer Mitel
<b>12.40</b> - <b>13.20</b>	<b>Session 6:</b>	<b>An HSBC view on the challenges in Mobility</b>	Mike Daly HSBC
<b>13.00</b>	<b>Close</b>		