IDC 2015 亞太區 企業行動化論壇

Building a Mobile First Enterprise

1. 時間：2015-06-11
2. 地點：台北六福皇宮
3. 對象：免費參加(限企業 CTO 與 IT 部門決策者，主辦單位具審核資格)
4. 報名網址：http://www.idc.com.tw/events/regevents1step.jsp?eid=OTc=&submit_from=IDC
5. 議程：

8.30	Conference Registration with Tea and Coffee
9.00	Welcome Address & Opening Remarks by IDC
9.10	**Mobile First: Placing Mobile as Prime Strategic Goal** Charles Reed Anderson, *Associate Vice President, Head of Mobility & IoT*, **IDC Asia/Pacific**
9.40	**Shaping the Future Enterprise by Innovation & Mobility** Mike Lee, *Ph.D., Executive Vice President, Enterprise & Carrier BU,* **Far EasTone (FET)** Facing the severe competition and challenges from the fast moving market, innovation and speed are key to winning for enterprises, and mobility plays an important role in gaining the advantages.　As a leading provider of Enterprise Mobility & ICT solutions in Taiwan, FET has built the first BYOD (Bring Your Own Device) experience lab and brought to market the best instant messaging platform/application made for enterprises with highest-level security.　In this conference, we will share our focus on mobility and IoT in the upcoming Y2015 ~ Y2017, and how the trend and new technologies will impact on enterprises in Taiwan.　Moreover, we will unveil the true experiences of how we helped our enterprise customers from different industries to successfully adopt mobile solutions as well as to shape their own innovation and mobilization strategies.
10.10	**It's Not About the Device. It's About the Application & the Content.** Brian Shen, Senior Manager, Marketing & Products, APAC & Japan,**MobileIron** Mobile computing is transforming how employees access work content, radically improving workforce productivity and their ability to respond to customers. At the same time, cloud computing has become ubiquitous, with more content and

	applications moving to the cloud. Yet most Enterprises still only focus on securing the device and basic email applications, while leaving the door open for data leakage of sensitive data. IT requires a new layered security model for mobility that provides full visibility, control and security for business content while providing adaptive policy options to align with changing end-user behaviour and a fast moving application landscape. The presentation will explore how Enterprise IT can fully embrace the advantages of mobility without sacrificing best-in-class security.
10.40	Coffee Break
11.00	**Critical Considerations for BYOD: Balancing Privacy, Security and Employee Enablement** Barry Chen, **VMware General Manager, Taiwan** Employees are using personal devices to access corporate information. Organizations can choose to ignore this security risk or enhance employee productivity through secure corporate containers. Barry Chen, General Manager VMware, Taiwan, will share considerations for successful BYOD implementations with the appropriate mix of privacy, security and enablement.
11.30	**IDC Presentation on Results of IDC Mobility Survey**
12.00	Closing Remarks and Networking Lunch
13.30	End of Conference

6. 講師簡介：

Charles Anderson
Associate Vice President Head of Mobility and IoT
IDC Asia/Pacific

Charles Anderson leads the Mobility & Internet of Things practices for IDC Asia/Pacific   and serves

as a strategic advisor to CXO's as their companies address the opportunities and challenges posed by the industry's move to the 3rd Platform, which involves the emergence and interdependency of mobility, cloud services, big data and social media within the enterprise.

Based in Singapore, Charles leads a regional team of analysts that deliver syndicated research and bespoke advisory services to end users as well as the vendors that comprise the enterprise solutions ecosystem, including service providers, device manufacturers, over-the-top providers (OTTPs), security and middleware vendors, enterprise software providers and telecoms equipment manufacturers. Charles leverages his extensive experience in this ecosystem to help business leaders assess their existing business and define their future strategies by providing the qualitative industry, competitive and end user insights to complement IDC's core quantitative research.

In addition, Charles focuses on driving IDC's research and thought leadership for the Internet of Things (IoT) and machine-to-machine (M2M) industries, helping vendors and enterprises understand and navigate the evolving   IoT ecosystem and define the emerging and   future business models that will impact their industries.

Charles has over 20 years' experience leveraging emerging technologies to drive business transformation across a wide range of industry verticals. For the past 15 years, he has specialized in driving the adoption of value-added services in fixed and mobile telecommunications industries in Europe and Asia while working for leading telecoms firms, including Vodafone, O2/Telefonica, and BT Global Services.

Charles has an MBA from the Rotterdam School of Management and graduated with a Bachelor of Science in Finance and a Minor in Economics from Northern Illinois University.

李浩正博士
執行副總經理　企業暨國際事業處
遠傳電信

現任職務：
Ø　2011 年 11 月加入遠傳電信，擔任企業暨國際事業處執行副總經理一職

工作經歷：
Ø　遠通電收總經理
Ø　首席電子商務總經理

Ø　東榮電訊總經理
Ø　留美期間，曾擔任紐約雷曼兄弟公司軟體專案召集人，並歷任紐約雷曼兄弟公司召集人及助理副總裁等數職

學歷：
Ø　紐約州立大學電機系所工程碩士與博士
Ø　國立台灣大學電機學士

Brian Shen
Senior Manager　Marketing & Products
APAC & Japan, MobileIron

With over 17 years of experience in the IT industry, Brian Shen has been working in several well-known network appliance and application solution companies such as Nortel Networks, Citrix Systems and Blue Coat Systems in the fields of technology, partnership, product & marketing. He specializes in product marketing & marketing and has accumulated broad knowledge in application delivery networking, WAN optimization, system security and network security. Before joining MobileIron, Brian was the Director of Product Marketing APJ at Blue Coat Systems, a world-leading provider of web security solutions. Prior to Blue Coat, Brian worked as Solutions Marketing and Product Manager at Nortel Networks & Citrix Systems.
At MobileIron, he brought new ideas to the company's business expansion and the improvement of APJ product & marketing structure.

陳學智
總經理
VMware

陳學智先生現任 VMware 總經理，主要負責台灣區策略規劃，以及銷售、通路、服務和市場行

銷等重要部門的業務營運和管理。

陳學智先生在商用及消費市場，擁有超過 20 年的銷售、企業管理及市場行銷等豐富經驗。在加入 VMware 前，陳學智先生於 Novell 服務長達 14 年，擔任 Novell 台灣、韓國、中國華東暨華中區總經理，負責企業管理及產品、行銷業務，之前亦曾任 Novell 亞洲區經銷部門與亞太區開發夥伴聯盟部門之高階管理工作，具備深厚的實戰經驗；同時，陳學智先生在 Novell 亞太區業務發展上貢獻斐然，並連續多年獲得 Novell 亞太區頂尖表現區域經理人殊榮。

在加入 Novell 前，陳學智先生擔任過資訊工業策進會資深協理負責領導產品開發與國內外行銷團隊。也因其廣泛的工作經驗以及與產業良好的互動關係，陳學智先生曾於 2006 至 2010 年期間應邀出任台灣 Linux 促進會副會長及會長職務。

陳學智先生擁有美國德州農工大學(Texas A&M University)資訊科學碩士學位。