



## ATP Presents Michael Finneran:

### Strategic Developments in Enterprise Mobility

#### Event Info:

**When:** Wednesday,  
October 13, 2010.

**Registration begins 8:30 a.m. Meeting begins at 9:00a.m. and adjourns at noon for the included lunch.**

#### Where:

OCLC Inc.  
6565 Kilgour Pl. (previously Frantz Rd.)  
Kilgour Building - enter from the East  
Free parking is available

#### Fee:

Free for the first guest from each member company  
\$20/additional attendee from each member company  
\$30/non-members  
Pre-registration assists us in keeping our costs down, and provides a more accurate count for seating and lunch. **Pre-register to be eligible for our door prize drawing!**

**Pre-register at:**

[www.atp-ohio.org](http://www.atp-ohio.org)

**Dear Members and Guests of ATP,**

ATP is excited to announce our October meeting and the return of Michael Finneran, one of our most popular presenters. This nationally-known expert is rarely in the Central Ohio area, so don't miss this **FREE** opportunity to hear a truly unforgettable program. The October meeting will also provide you the chance to vote on next year's Board of Directors, and have a say in the future of your Association of Telecommunications Professionals. Please join us...we look forward to seeing you!

Sincerely,

Gina George  
ATP President, 2010

### Strategic Developments in Enterprise Mobility

The mobility market has been growing by leaps and bounds, driven largely by developments in the consumer space. Mobility is equally important for enterprise customers, though they must consider a much wider set of issues including cost control, security, user support, and manageability.

In his talk, Mr. Finneran will address the major developments in the wireless market from the perspective of the enterprise buyer and examine the major developments from the mobile operators, handset manufacturers, and the IP PBX/UC vendors. The focus will be on how to move the enterprise mobility discussion from cost control to business transformation, and the challenges involved in delivering that same enthralling user experience in the enterprise space that we have seen in the consumer market.

## Major Topic Areas

- Overview of the Major Developments in the Mobility Space
- Major Issues in Enterprise Mobility Management
- Assessing the Options for 4G: LTE versus WiMAX
- New Developments in Wi-Fi
- Defining the Progression of Enterprise Mobility Applications
- The Growing Competition between Cellular and Wi-Fi
- Fixed Mobile Convergence and Mobile Unified Communications
- Characteristics of a Good Mobile Application
- Choosing the Mobile Device Ecosystem: RIM, Apple, Android, Windows Mobile, ...
- Enterprise mobility for business transformation

**Michael Finneran**, Principal at dBrn Associates, Inc. is a widely recognized authority in the wireless field and a frequent speaker on mobility topics at VoiceCon (now Enterprise Connect), InterOp, and Mobile Business Expo. He a frequent contributor to NoJitter and UC Strategies and has published numerous white papers and market research reports; he also wrote the book Voice Over Wireless LANs: The Complete Guide.

Mr. Finneran holds a Masters Degree in Management from the J L Kellogg Graduate School of Management at Northwestern University.

***For more than 20 years, the Association of Telecommunications Professionals, Inc., (ATP) has been promoting effective design, operation, and management of telecommunications voice and data systems.***

***ATP provides a vendor-neutral, unbiased forum for members to exchange ideas, innovations and applications at bi-monthly meetings. The meetings, in turn, establish a community for common interest and promote personal advancement within the telecommunications profession.***

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