

CT to host Enterprise Mobility Forum

Cape Town is preparing to host the first ever Enterprise Mobility Forum in June this year. This conference is designed specifically with CIOs and senior managers in mind and will focus on delivering a comprehensive overview of enterprise mobility topics and technologies to attendees. Samsung Mobile South Africa is the platinum sponsor of the event.



"The IDC has predicted that the number of mobile workers will reach 1.3 billion - 37.2% of the entire workforce - by the year 2015, indicative of the fact that despite fluctuations in the economy and market turmoil, mobility remains a crucial element of the workforce across the world," says Paulo Ferreira, head of Enterprise Mobility at Samsung Mobile South Africa.

"As the enterprise market continues to grow locally, businesses require the right technological tools to implement an effective enterprise mobility strategy. Samsung understands that any smart mobile strategy has to be underpinned by functional products and therefore we have placed a strong focus on vertical and horizontal solutions for the enterprise - aimed at delivering real accessibility, flexibility and efficiency to the mobile workforce. The theme of this forum is driving operational efficiency through mobile technologies and certainly provides the perfect alignment for us."

Opportunity to meet experts

The Enterprise Mobility Forum 2012 will be taking place on 6 and 7 June at the Vineyard Hotel & Spa in Cape Town. The first day of the event is dedicated to keynote presentations and technology briefings while the second day comprises of carefully selected and pre-arranged 20 minute one-on-one meetings - designed to match the expectations of both vendor and customer.

"The conference offers the unique opportunity to meet with and personally engage with a select set of local and global experts on enterprise mobility, as well as industry peers in various sectors," says event director, Carlos Ferraz. "Executives and senior management of some of the world's largest solution vendors of enterprise mobility will be on hand to discuss the very latest trends and developments."

"As a first for South Africa, this event promises to focus on a very real requirement for the local market - enterprise mobility solutions. While enterprise mobility ranks high in terms of business priorities, organisations still need to understand the challenges and opportunities for driving growth and profitability, ensuring they are able to leverage their IT assets correctly.

Samsung understands this and is committed to providing not only the relevant and innovative solutions, but supportive advice on how effective/efficient smart implementation of a well-planned enterprise mobility solution can be for the overall business' productivity and bottom-line success," concludes Ferreira.

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