

151 Advisors to Host Enterprise Mobility Event at CTIA Wireless® 2012 in New Orleans

Partners with The Enterprise Mobility Foundation to present "APP-solutely Enterprise"

NEW YORK, May 1, 2012 [PRNewswire/](#) -- 151 Advisors, a leading advisory and consulting firm for mobile, wireless, and web-based software and technology companies, will host "APP-solutely Enterprise" a free, full-day educational and networking event for CTIA WIRELESS® attendees. The highly interactive, fast-paced event will bring together CIOs, IT leaders, corporate decision makers and enterprise mobility experts to discuss how to successfully build, deploy, and manage secure mobile applications in the enterprise.

Led by enterprise mobility experts Steve Brumer of 151 Advisors and Philippe Winthrop of The Enterprise Mobility Foundation, "APP-solutely Enterprise" will focus on delivering actionable insights for companies building a mobile strategy, including discussions on best practices for managing and deploying mobile applications.

"Successful mobile strategies go way beyond email and communications to create positive ROI, but many organizations don't know how to take advantage," said Steve Brumer, partner, 151 Advisors. "We have developed an event that is jam packed with information and practical experience to help organizations deploy mobile applications and strategies in a secure and manageable way."

"App-solutely Enterprise" sessions will cover topics like choosing the right mobile application development platform, the role of mobile device management, mobile app management, deployment and support, and how to measure success and utilization of mobile applications. The event will also include discussions with enterprise managers about their real-life deployments and provide attendees with a chance to network with mobility experts, industry peers, vendors, and potential clients and partners.

Event details:

What: APP-solutely Enterprise: How to Take Advantage of Mobile Apps in Your Organization

When: Monday May 7, 2012, 12:00 pm – 5:30 pm; Cocktails & networking from 5:30 pm – 7:30 pm

Who: CIOs, IT leaders, Mobility Managers, Corporate Decision Makers

Cost: FREE for all registered CTIA attendees

Why:

- Get actionable insights from enterprise mobility experts for building a mobile strategy
- Learn best practices for managing and deploying mobile enterprise applications
- Hear from enterprise managers about their real-life deployments
- Network with mobility experts, industry peers, vendors, and potential clients and partners
- Engage in popular mobility discussion topics, including development, deployment, security, management, distribution, provisioning, and more!

For more information or to sign up, visit <http://www.ctiawireless.com/events/eventdetails.cfm/1483>.

About 151 Advisors

151 Advisors (www.151advisors.com) is a leading advisory and consulting firm that helps mobile, wireless and web-based software and technology companies build and execute strategies to drive revenue growth. 151 Advisors works with companies of all sizes – from growth-stage startups to large global corporations – to develop and expand their business through proven sales, marketing, business development and distribution strategies. As an integrated part of client teams, 151 Advisors adds its experience and leverages its extensive global relationships in the technology and mobile ecosystem to position companies for growth and long term success.

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