Press Releases

151 Advisors to Host Second Consecutive "App-solutely Enterprise" Event at CTIA

Expands program and content for CTIA Enterprise & Applications™ in San Diego

NEW YORK, Aug. 8, 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 Round 2" a free, full-day educational and networking event for CTIA Enterprise & Applications™ attendees. The highly interactive, fast-paced event is a follow up to the highly successful program of the same name held at CTIA Wireless® in May. "App-solutely Enterprise Round 2" will feature an expanded program with content that appeals to both application developers and enterprise and IT management to provide all attendees with learning and discussion opportunities that will benefit them the most.

Led by Steve Brumer of 151 Advisors, "App-solutely Enterprise" will focus on delivering actionable insights for companies building a mobile strategy and how developers can build applications for the enterprise market. Presentations and discussions will include strategies and best practices for managing and deploying mobile applications, developing applications for the enterprise, case studies on successful deployments and how to maximize your mobile ROI.

"We are honored and proud that the CTIA team asked us back to lead an expanded program of our 'App-solutely Enterprise' mobility event for the fall show," said Steve Brumer, partner, 151 Advisors. "We'll once again be focusing on the enterprise and its unique challenges, but this time with a program that will focus on the topics and issues that matter most to both application developers and management."

"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 Round 2
When: Monday October 8, 2012, 1:00 pm – 5:30 pm; Networking & Cocktails from 5:30 pm – 7:30 pm
Who: CEOs, CIOs, IT leaders, Mobility Managers, Corporate decision makers, and Application Developers
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 and to sign up, visithttp://www.ctiaenterpriseandapps.com/events/eventdetails.cfm/1701.

About 151 Advisors

151 Advisors (www.151advisors.com) is a strategic consulting firm that helps technology companies solve critical business challenges, seize new market opportunities, and achieve real results. The company helps mobile, wireless, and web-based software and technology companies build and execute go-to-market strategies to drive revenue growth. 151 Advisors works with companies of all sizes – from growth-stage startups to large global corporations – and have more than 100 years of combined experience building profitable technology companies.

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