



## Review

### Enterprise App Revolution 2013

*"Bridging people with different background, experience and knowledge –  
Focusing on common topic in a very interactive way."*  
Jörg Liebe, Lufthansa Systems AG

From 17<sup>th</sup> to 18<sup>th</sup> of June 2013, we.CONECT invited an International audience of Global Executives, Managing Directors, Head of's and Managers of departments such as IT, Application Management, App Development / Mobile & Digital Apps, Enterprise Software Architecture / Infrastructure, Enterprise 2.0, New Channels / New Media, Business Development and Planning, Mobile Workforce, Social Media and Enterprise Communication to the [Enterprise App Revolution](#) in Berlin.

More than **60** attendees gathered at the Enterprise App Revolution 2013 to discuss current challenges, brand new approaches and future trends. Participants, speakers and business partners joined in on one of the biggest international conferences on this topic and had the opportunity to exchange experiences, widen their network and debate upcoming challenges.

#### Review of the Enterprise App Revolution 2013:

- More than **60 participants** from over **40 companies from all over Europe** discussed about future challenges, latest approaches and future progresses in the context of Enterprise Apps, Creating Strategies, evaluating Company Needs and Building Process Roadmaps for an App Infrastructure, IT-Infrastructure as well as Application and Architecture Management.
- [20+ high level case studies](#) were presented by companies such Volkswagen AG, American Airlines, Inc., Kimberly-Clark Corp., Deutsche Post IT Services GmbH, Mitsubishi Electric, Bombardier Transportation GmbH, Deutsche Lufthansa AG, Genentech Inc., Osborne Clarke, T-Venture Holding GmbH, ABB Turbo Systems Ltd and [many more](#)
- This conference was rated on a scale from 1-5 with an average of **1.4** by **84%** of the participants (1 stands for the highest and 5 for the lowest)
- **4 World Cafés, 4 Challenge-your-Peers Round Tables**, a wonderful evening reception and an eventful Icebreaker Session the evening before the conference.
- **5 leading Business Partners** – Adobe Systems Deutschland GmbH, Digital White, Platinion GmbH, Accenture GmbH, Axway GmbH – introduced cutting-edge product-solutions, Enterprise App Management strategies and pioneering technologies
- An exclusive, rich [Media Center](#) featuring conference material, presentation slides and downloads (Complete Conference Documentation)
- The 2<sup>nd</sup> Enterprise App Revolution will take place from 26<sup>th</sup> – 27<sup>th</sup> June 2014 in Berlin

*"You tickled my brain. Love it"*  
Ari Haaparanta, Kemira Oyj, Finland

## CONFERENCE DOCUMENTATION 2013 | Media Center

You didn't have the time to attend the Enterprise App Revolution 2013?

Now you get the chance to order the [complete documentation](#) of the conference, including:

- All speaker presentations of the two conference days (PPT / PDF)
- Summary of the "World Café" Session
- Summary of "Challenge your Peers" Session
- Overview of the delegates in attendance
- Impressions (Photos of the we.CONECT event)

### More than 25 presentations and keynotes

Inspiring discussions and presentations regarding the core issues enabled diversified touch points with the audience's experience and fulfilled the expectations to a maximum.

**Expert speakers** from world leading companies gathered in Berlin to present their individual case studies, among others:

Volkswagen AG, American Airlines, Inc., Kimberly-Clark Corp., Deutsche Post IT Services GmbH, Mitsubishi Electric, Bombardier Transportation GmbH, Deutsche Lufthansa AG, Genentech Inc., Osborne Clarke, T-Venture Holding GmbH, ABB Turbo Systems Ltd, Asian Paints plc., JT International SA, Maersk Line A/S, Royal Free London NHS Foundation Trust, Sanitas S.A., Schindler Informatik AG

*"A great event where companies with different maturity Level in Enterprise Apps share best practice but also challenges they have."*  
Benjamin Köhler, Hewlett-Packard, Germany

In retrospect, the Enterprise App Revolution featured an up most interesting, diversified and highly interactive networking platform for leading Managers, Designers and Researchers in the field of Enterprise Apps from all over the world.

we.CONECT wants to thank the team, participants, speakers, business partners and media partners for a very successful annual forum 2013.

**We are already looking forward to welcoming you at the 2nd Enterprise App Revolution from 26<sup>th</sup> – 27<sup>th</sup> June 2014 in Berlin.**

**Peter Haack**

Marketing Development Manager

**we.CONECT Global Leaders GmbH**

**Phone:** +49 (0)30 52 10 70 3 - 0 | **Fax:** +49 (0)30 52 10 70 3 – 30

**Email:** [peter.haack@we-conect.com](mailto:peter.haack@we-conect.com)

[www.we-conect.com](http://www.we-conect.com)

IMPRESSIONS Enterprise App Revolution 2013

