



SIEMENS



## Enable Your Mobile Workforce

Kuala Lumpur - 5 April 2007

Learn how you can create a seamless working environment by connecting and empowering employees with information at the point of activity. Whether you are waiting on customers in a queue or out in the warehouse, moving people or cargo, meeting with your patients, access to real time information is vital to your business success. It will enable you to better manage assets, increase employee productivity and increase your revenue by automating tasks, improving customer service and improve your time to market.

Don't miss this event by **Microsoft and Siemens IT Solutions & Services on "Enable Your Mobile Workforce"** which offers you key insights and solutions to bring your mobile task workers to a new level of productivity.

**Date** : 5 April 2007, Thursday  
**Time** : 8:30am to 2:00pm  
**Venue**: Hydro Majestic 2, Level 2,  
Novotel Hydro Majestic Hotel,  
2 Jalan Kia Peng, 50450 Kuala Lumpur, Malaysia.  
**Attire** : Business Casual

To register, kindly complete  
the attached form and email to  
[MSsiemens@ap-communications.com](mailto:MSsiemens@ap-communications.com)

For enquiries, please contact Mary / Michael  
at;  
tel: +603-2091 9033 or  
fax: +603-2091 9055

### Agenda

**8:30 am Registration**

**9:00 am Opening Remarks and Welcome Address**

**9:05 am Microsoft and Siemens Synergy for Enterprise Mobility**

The growing demand for mobility solutions in today's enterprises is driving industry players like Microsoft to invest in richer platform offering and leveraging existing Microsoft business assets to deliver more value to customers. This session will touch on Microsoft's mobility strategy, our directions to enable mobility at enterprises, and the strong partnership made with Siemens to gear ahead in enterprise mobility enablement. The highlights will include the benefits enterprises can reap from Microsoft's partnership with Siemens.

*Ms. Grace Ho, Director, Business Segment Marketing, Mobile Communications Business, APAC, Greater China & Japan, Microsoft Corporation*

**9:30 am Enabling Enterprises with Mobility**

Enterprise mobility is important because no matter what industry you are in, having mission-critical information available when and where you need it increases productivity and creates competitive advantage. Better decisions can be made more efficiently and effectively because the information you need is at your fingertips, not only at the office, in the data center or constrained by wired networks. Information has virtually no use when locked within supply chains or lags behind real time. Enterprise mobility creates a closed loop of information.

Today, companies in telecommunications, manufacturing, logistics, automobile industry, etc., use enterprise mobility solutions from Siemens to help them with rapid enablement of mobility in their workforce and management of their mobile infrastructure using Siemens' Managed Mobile Device solution.

*Mr. Benjamin Anthony, Vice President - Global Infrastructure Operations, Siemens IT Solutions & Services Pte Ltd, Singapore*

**10:00 am Coffee Break**

**10:15 am Evolution of Mobile Applications and Enablement**

The increase in available computing power in mobile devices has given birth to an ever wider array of mobile applications. By shifting workers from their desktops, an increasingly mobile workforce allows enterprises to capture critical business data real-time, all-the-time. What does this growing trend in adopting enterprise mobility technology mean to dynamic enterprises today?

Dinota Information Technologies will speak on how an ever more interconnected supply chain will enable enterprises to lower costs and gain productivity by leveraging on the greater flow of real-time data between field workforces, suppliers, manufacturers, distributors, retailers and customers. Advanced data capture and wireless technologies will allow players in the global supply chain to capture data real-time and seamlessly share this data with all stakeholders across boundaries, reducing delivery lead times, optimizing inventories, increasing customer satisfaction. Mobile Field Force Automation ultimately drives to improve the top line as well as the bottom line.

Dopod International and Motorola Enterprise Mobility business will share how the mobile device space has caught up with this trend to enable the mobile workforce with the right devices to suit each industry.

With the power of Siemens' Managed Mobile Device solution, enabling this mobile workforce seems seamless with high security, encryption, personalization, virus protection & updates all bundled in together with an outstanding on-call support backed by Siemens Service Desk.

*Dinota Information Technologies, Dopod International, Motorola Enterprise Mobility business*

**10:45 am Question and Answers**

**11:00 am Have the REAL feeling of mobility – Showcase**

**12:00 noon Aren't we all hungry now?**

**1:00 pm I don't want to miss any of the solutions – Showcase contd.**

**2:00pm Closing**

Together with

