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# Expert Panel to Discuss How Companies Can Flourish in an “End-User Driven World”

**Events in New York, Chicago, San Francisco**

DALLAS--(BUSINESS WIRE)-- As the world is becoming overrun with personal technology devices and the phenomenal growth of mobile technology, the rise of the tech-savvy digital end user is creating historic challenges and opportunities for today's organizations, according to Josh Bernoff, Distinguished VP at Forrester and co-author of *Groundswell: Winning in a World Transformed by Social Technologies* and *Empowered*.

“The true meaning of mobile access is not about the devices and apps we use now but the change in attitudes they are creating in the minds of millions...This is the mobile mind shift,” says Bernoff in his Forrester Report *“The Mobile Mind Shift Index.”*

This growing trend will be the subject of a three-city panel event featuring Forrester's Bernoff; Dave Buchholz, Intel's IT Director of Consumerization; and Sam Gross, Chief Technology Officer at CompuCom. The events are set for New York (June 24<sup>th</sup>), Chicago (June 25<sup>th</sup>), and San Francisco (June 26<sup>th</sup>) and the sessions are free of charge.

Rapid mobility growth and “*Bring Your Own Device*” (BYOD) – often discussed as part of the Consumerization of IT movement -- is clearly becoming a very current and pressing issue for CIOs. [Consider these data points:](#)

- Today, 8 out of 10 employees use personal technology for business use, while a little more than half of the organizations officially condone it. (CIO.com)
- Tablet sales are expected to grow 58.7% in 2013 to 229.3 million units. Those sales will then grow to 332 million units in 2015, and 410 million in 2017 according to IDC. Many of those tablets purchased for personal use make their way into the workplace, often led by senior executives. (IDC)
- More than 63% of employees believe BYOD positively influences their view of the company, and many of these employees are no doubt Millennials. (CIO.com)
- 51% of executives polled believe BYOD increases employee creativity and 73% of businesses see increased efficiency when adopting a BYOD program (CIO.com)
- “The rise of ‘bring your own device’ programs is the single most radical shift in the economics of client computing for business since PCs invaded the workplace.” (Gartner)

“So much attention has been paid to the proliferation of all of these cool new devices, from

smartphones and tablets, to Chromebooks, Android watches and Google Glass, but the real tipping point is the rise of the digital end-user, because at the end of the day it's all about the end user, not the device. It is about serving end user productivity in a way that serves the enterprise," said Gross.

"Increasingly employees are demanding 'any device', anywhere, anytime support with unprecedented levels of support and access, to enable new competitive strategies which requires us to perhaps re-think everything we think we know about end user technology support," said Gross. "We'll discuss mechanisms to bring order to chaos, approaches to rethink the service experience, and how smart organizations can implement a 'Persona' driven model with a single identity that traverses multiple devices and applications, while maintaining visibility and control over both service experience and costs."

The panel will also discuss application store management services that leverage the latest technology across platforms, as well as how to create an Amazon or iTunes-like experience for your business users.

The sessions are free of charge for qualified technology and business professionals. For more information or to learn about registering for one of the three city events, [click here](#).

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