

INTINERARY

09:30 – 10:00 Registration and Refreshments

10:55 – 11:15 The Mobile Web and the Mobile Application

12:05 – 12:25 Connecting you to Funding Opportunities

10:00 – 10:05 Welcome

11:15 – 11:35 Break

12:30 – 12:50 Q&A

10:05 – 10:25 The Grand Challenges of Computing

11:40 – 12:00 Cybercrime

13:10 – 15:00 Lunch and Networking

10:30 – 10:50
Cloud Computing

For further information about the event or to register please visit <http://e4business.gre.ac.uk/> or call Karen Wilton on 020 8223 7528

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e4business

2009 CONFERENCE

DATE:

WEDNESDAY 4TH NOVEMBER

VENUE:

KNOWLEDGE DOCK BUSINESS CENTRE
UNIVERSITY OF EAST LONDON
LONDON, E16 2RD

UEL
University of
East London

**Knowledge
Dock**
CONNECTING ENTERPRISE
AND UNIVERSITY EXPERTISE



e4business

2009 CONFERENCE

The information technology revolution is changing every aspect of modern business. From business re-engineering to online sales and marketing, information technology is a critical tool that enables SMEs to gain an advantage in an increasingly competitive environment.

From Cloud Computing to Mobile Technologies, the fourth e4Business conference provides SMEs with a comprehensive overview of new developments within the information technology industry that will radically change the way businesses operate in the future.

With industry speakers from Microsoft and Google, the main themes of this year's conference are:

Microsoft Software + Services with Cloud Computing

When you combine the ever-growing power of devices and the increasing ubiquity of the Web, you come up with a sum that is greater than its parts. Software-plus-Services is that greater sum. It all adds up to a commitment from Microsoft to deliver ever more compelling opportunities and solutions to consumer and business customers that embrace cloud computing.

Discover why Cloud Computing is one of the most eagerly awaited developments in the IT industry for decades. Cloud Computing not only promises to slash IT costs for the future, but the flexibility of the system will also make the latest technology more accessible for SMEs, whatever your budget or human resource capacity. With benefits such as online data storage and accessibility from any internet connection, Cloud Computing will change the way SMEs use IT systems in the future.

Led by: James Akrigg, Head of Technology for Partners (SMS&P), Microsoft Ltd

The Mobile Web and the Mobile Application

With a predicted increase in the number of people - consumers, business owners, and employees - using mobile devices capable of accessing the Internet, mobile technologies will open up new channels and markets for businesses. Using Google's innovative mobile application toolkit, we will demonstrate how you can increase your business's 'mobility'.

Led by: Markus Clermont, Test Engineering Manager, Google

The Grand Challenges of Computing

Discover what the IT industry might look like in the next decade. Using blue sky thinking, we will discuss the future challenges and how they are being tackled. From "Digital Memories for life" to computer modelling of live organisms, we will show you how 'iRobot' might become a reality in the not too distant future.

Led by: Liz Bacon, Chair of the CPHC (Council of Professors and Heads of Computing)

Cybercrime

Cybercrime is one of the fastest-growing criminal activities on the planet. In 2006 there were 207,000 reported cases of financial fraud in the UK, totalling £154.5m. During the same period, 52% of UK businesses suffered a malicious security incident. Discover the dangers facing business in light of growing "Cyber crime" and how criminals are using the Internet and mobile platforms to steal people's identity, and more importantly how you can safeguard against this.

Led by: David Lilburn Watson, Head of Forensic Computing Ltd

Connecting you to Funding Opportunities

Discover how Knowledge Dock can connect you to the expertise and various funding programmes that can help you to develop new ideas, as well as implement new technologies that can help your business gain a competitive edge.

Led by: Martin Longstaff, Consultancy & Commercialisation Manager, Knowledge Dock, University of East London.

Dr Ian Eddison, KTP Adviser, Knowledge Transfer Partnerships

