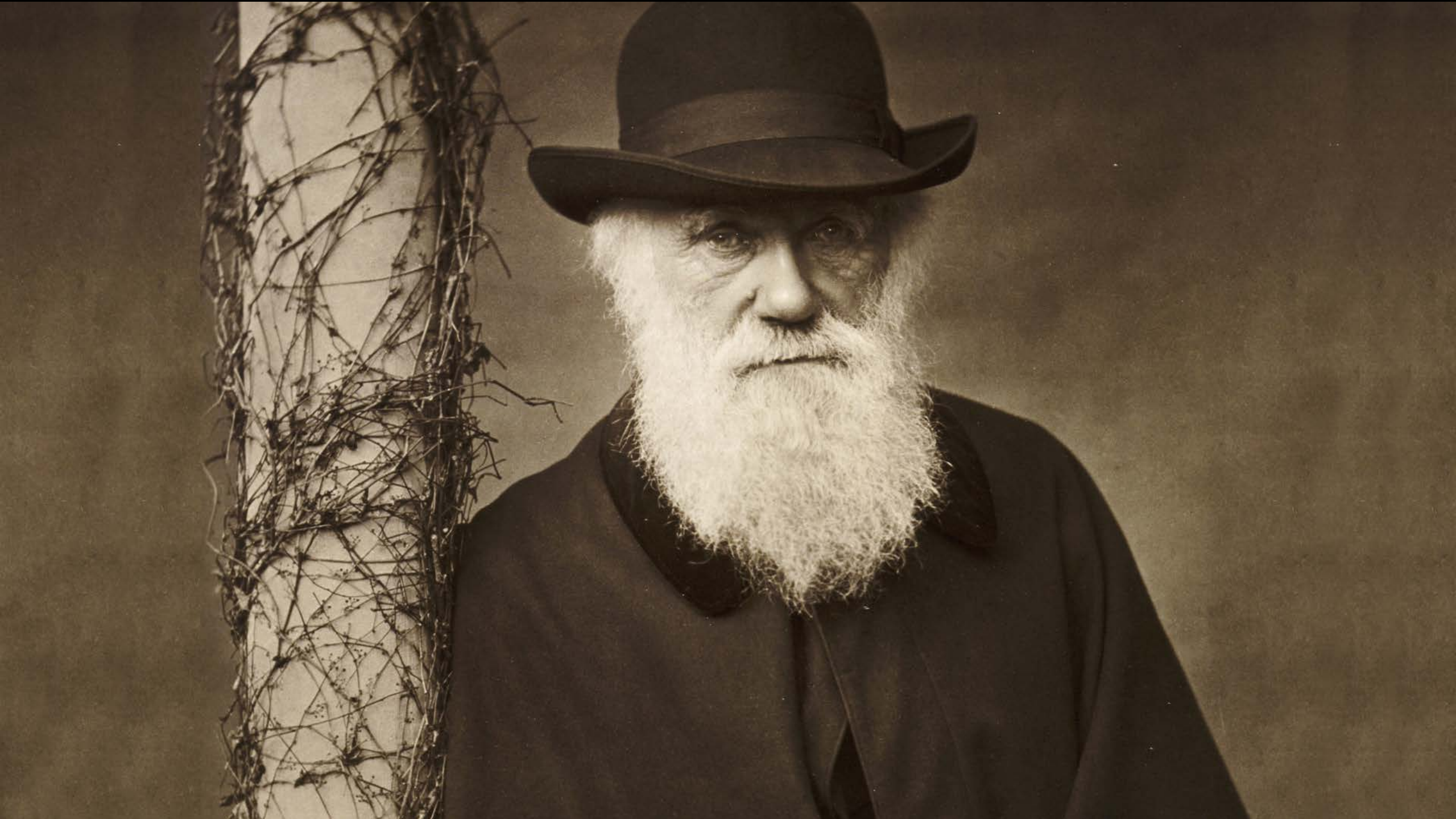
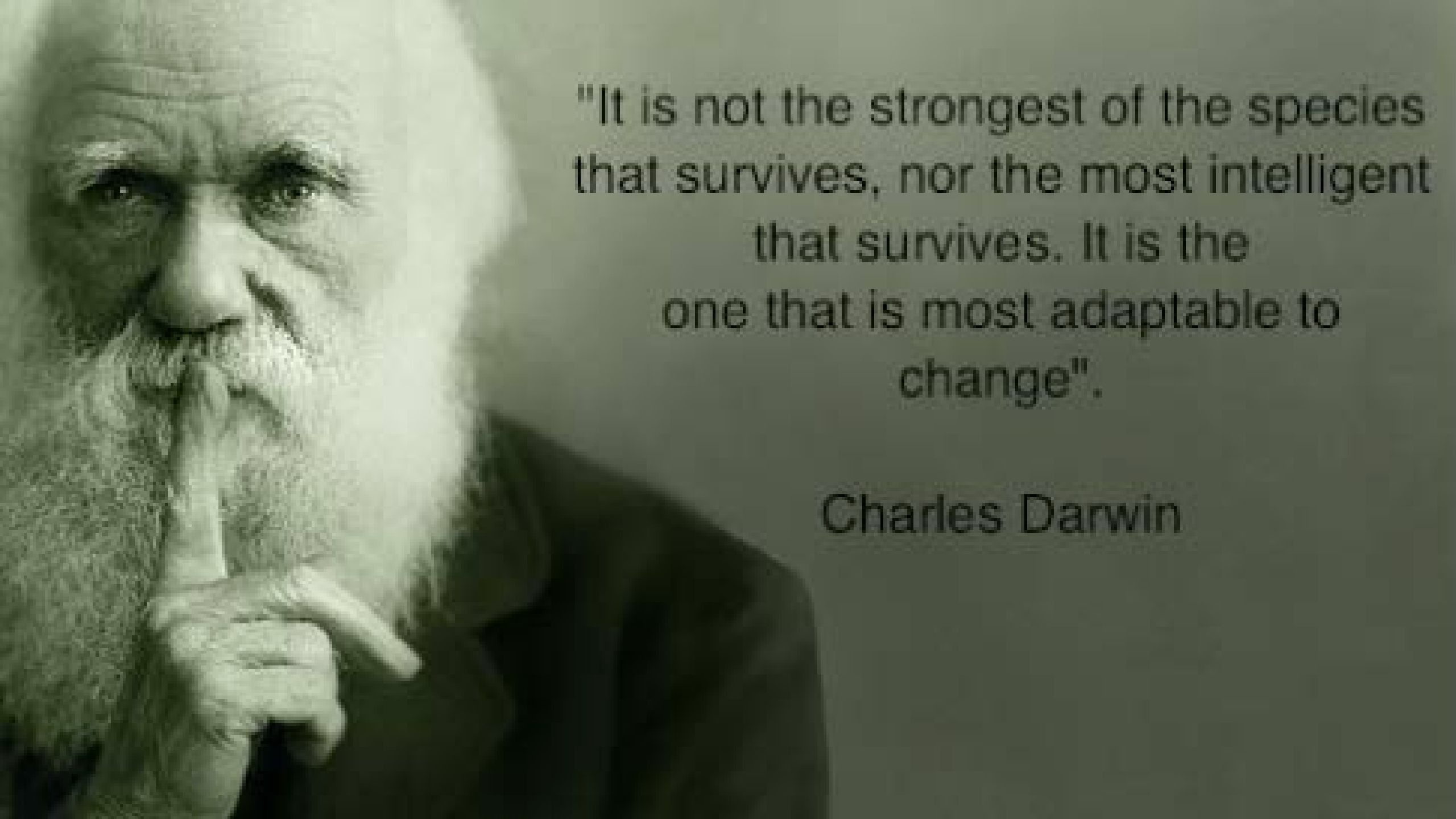
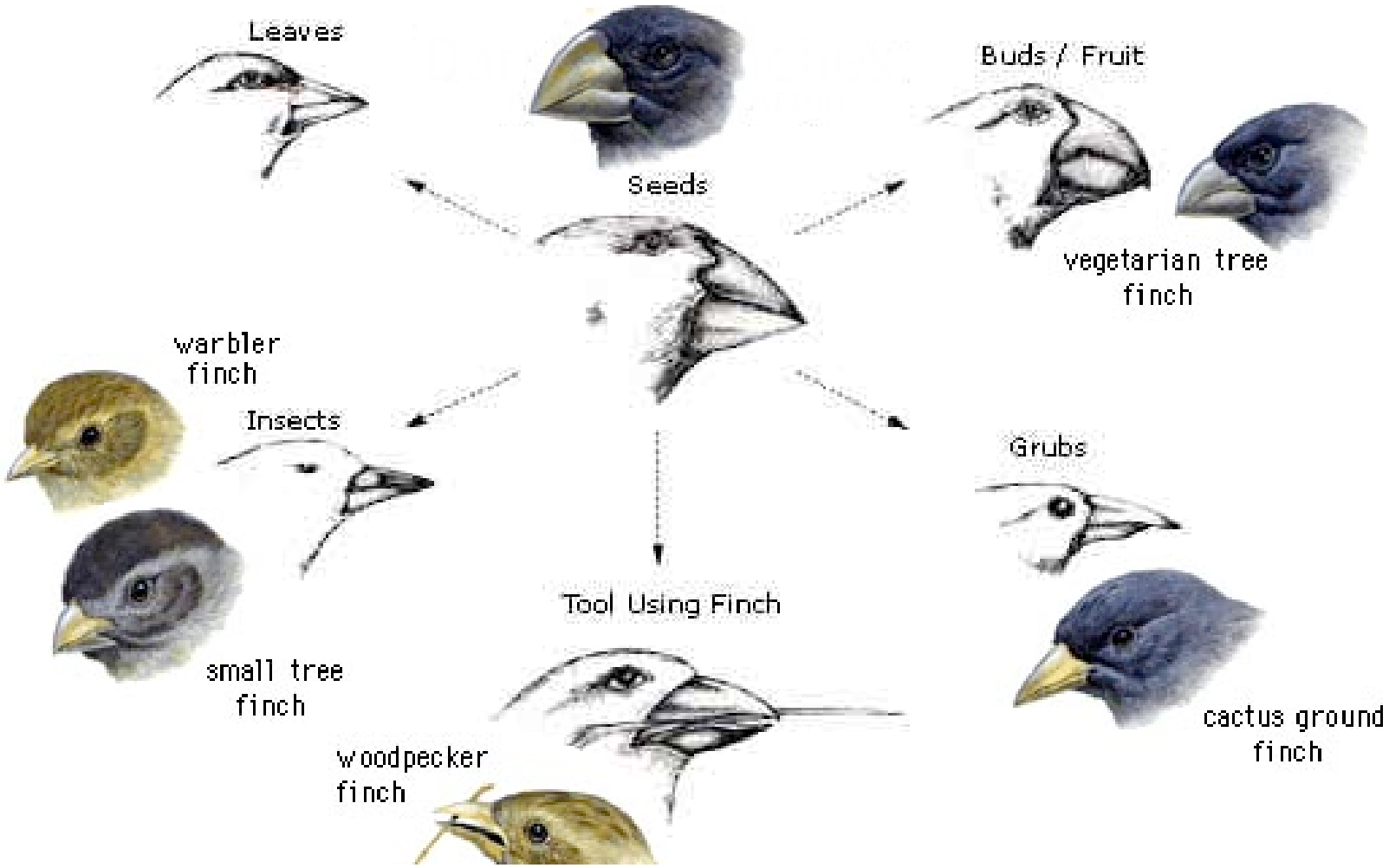
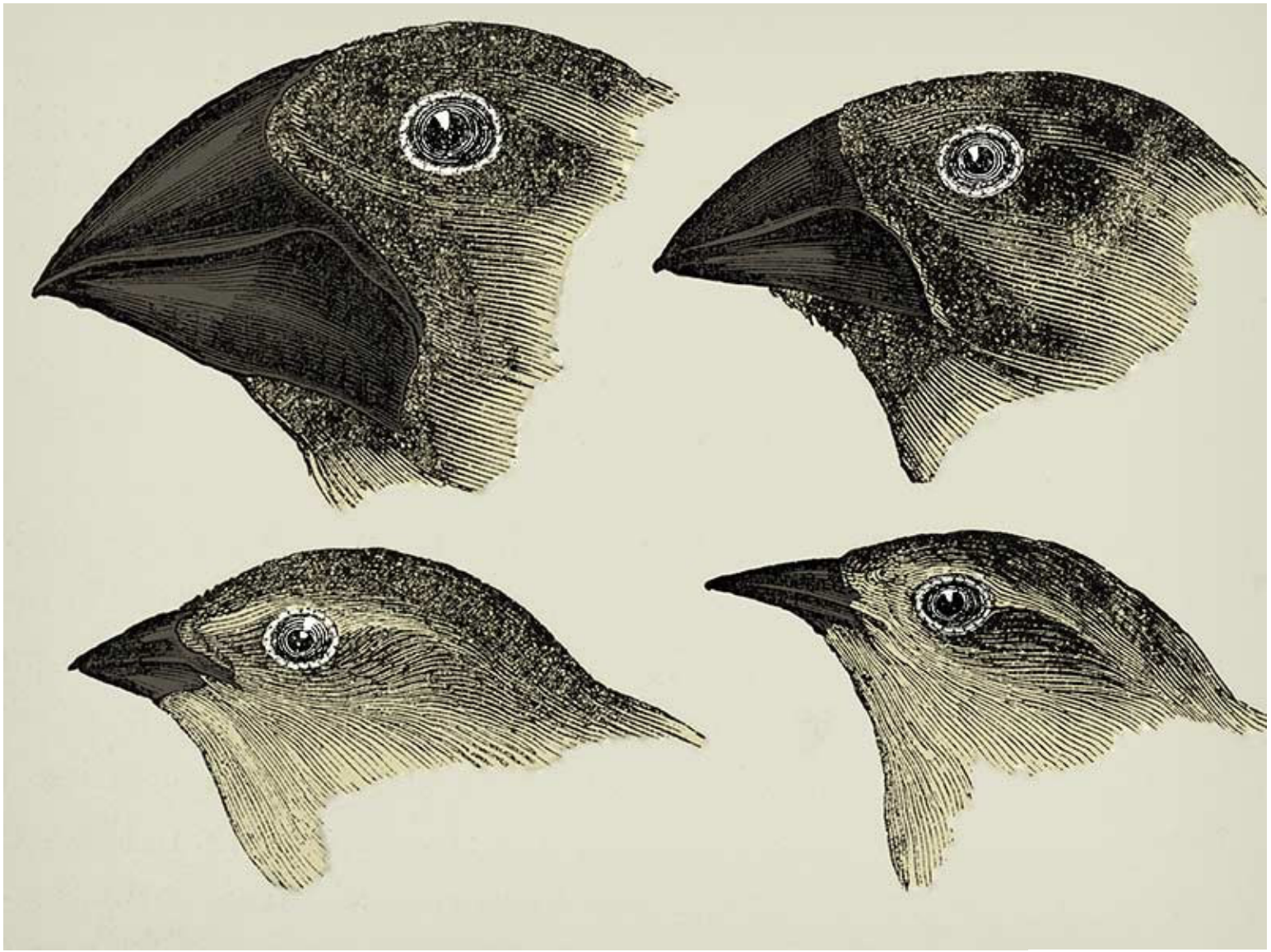



"It is not the strongest of the species
that survives, nor the most intelligent
that survives. It is the
one that is most adaptable to
change".
Charles Darwin

Adapt


Leaves
Seeds
Buds / Fruit
vegetarian tree finch
warbler finch
Insects
small tree finch
Tool Using Finch
woodpecker finch
Grubs
cactus ground finch

Thriving Through Relentless Transition



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LOPEZ RESEARCH

Maribel Lopez in 2007

FORRESTER®

BEST PRACTICES

Includes Business Technographics® data

January 17, 2007

Defining A Mobile Enterprise Policy

This is the second document in the "Crafting Mobile Strategies And Policies" series.

by Maribel D. Lopez
with Ellen Daley, Brownlee Thomas, Ph.D., and Emily Van Metre

EXECUTIVE SUMMARY

As wireless data networks and hardware mature, corporations are becoming mobile enterprises to improve business processes and customer satisfaction. Companies have discovered that the organic growth of mobile solutions, such as rogue access points or redirected email, creates device management and security challenges that are hard to manage. Firms are defining corporate mobile policies to mitigate security risks. A mobile policy should contain three elements: 1) a mobility framework that establishes the guidelines

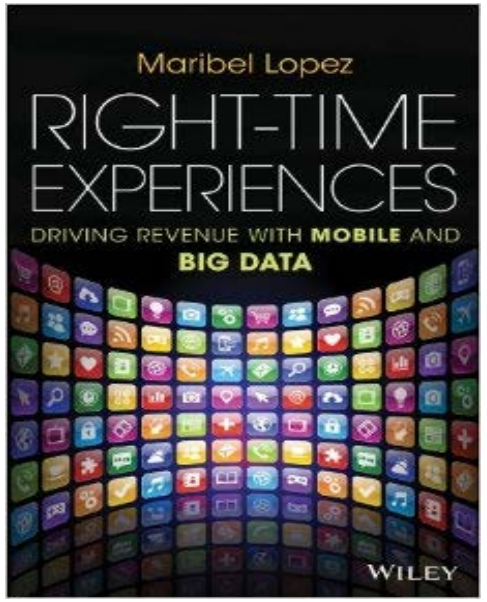
Maribel in 2016

LOPEZ RESEARCH

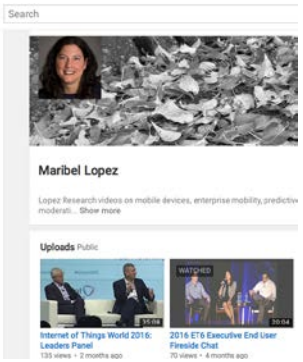
Forbes.com

TechTarget

EMERGING TECHNOLOGY COUNCIL



GAGE EVENTS



Who?

- Industry analyst
- Influencer
- Strategic business advisor
- Author
- Entrepreneur
- Board of advisors

LOPEZ RESEARCH

The modern analyst

Products

Enterprise Strategy & Research Council

- Monthly Member & Guest Presentations
- Research Calls
- Inquiry Calls
- Syndicated Research
- Yammer Community

Technology Vendor Services

- Strategy Advisory
- Speaking Services
- Media & Content Campaigns
- Custom Research
- (New Enterprise Sentiment Council)

Events

- Four Conferences (mobile, IoT, enterprise digital transformation)
- Panel Moderation
- Keynotes
- Customer Advisory Board Facilitation

Customers

Partial list of enterprise clients

Many of today's top industry leaders already rely on the ETC for top quality mobile research and real-world knowledge sharing.

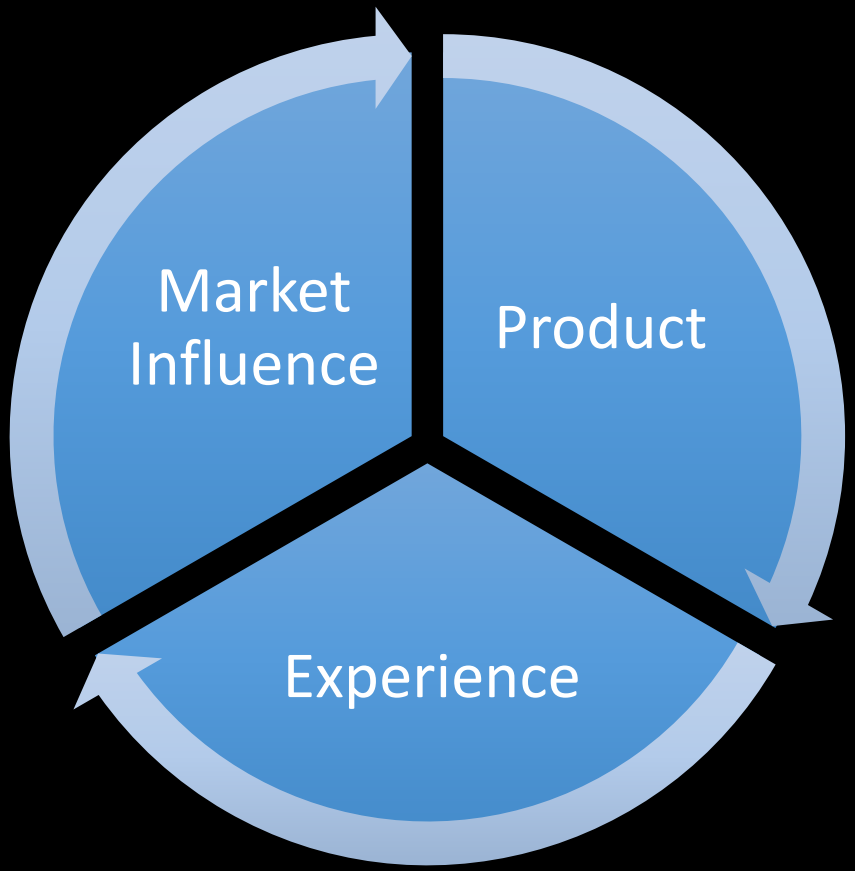
Data

72% of IT leaders rank security as their top concern. Yet spending lags.

48% of business leaders don't know IoT means to the company's business strategy

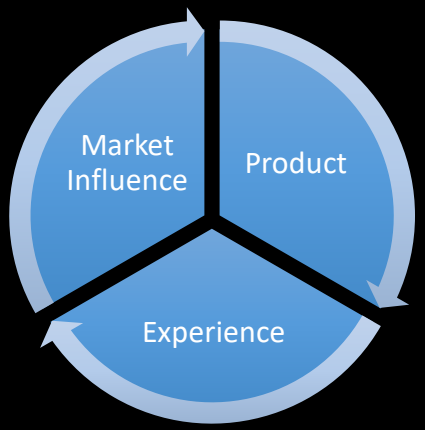
75% of companies that Lopez Research surveyed plan to build 10 more mobile apps in the next 12 months

Differentiation

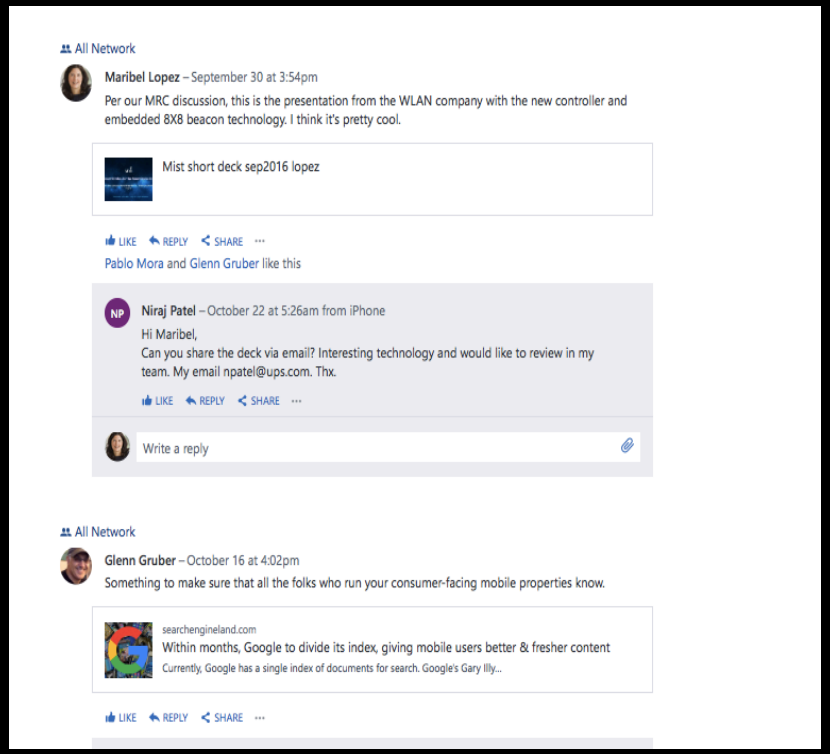


Impact

Product

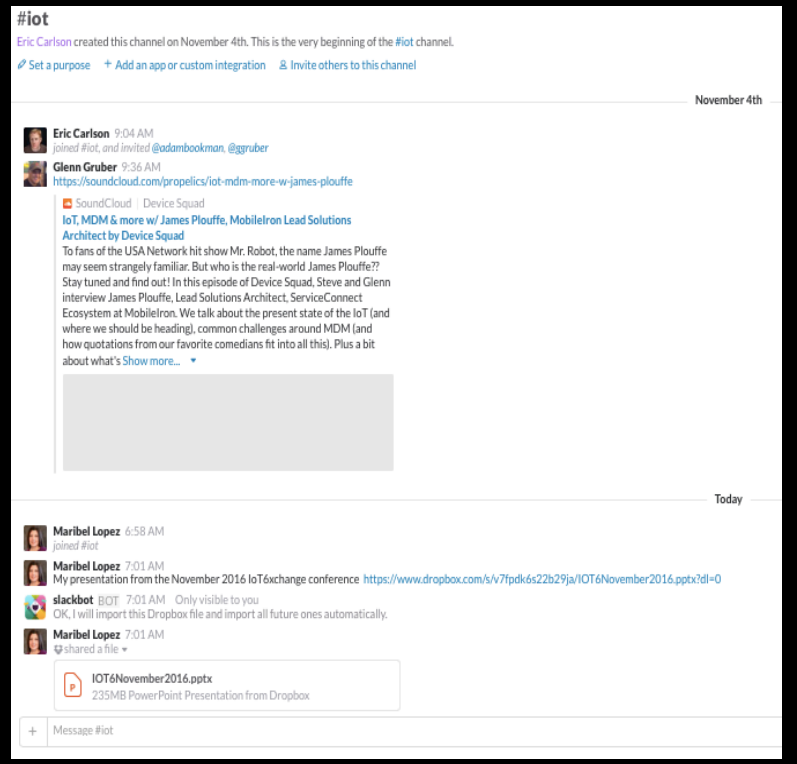


Yammer



Peer Sharing

Slack



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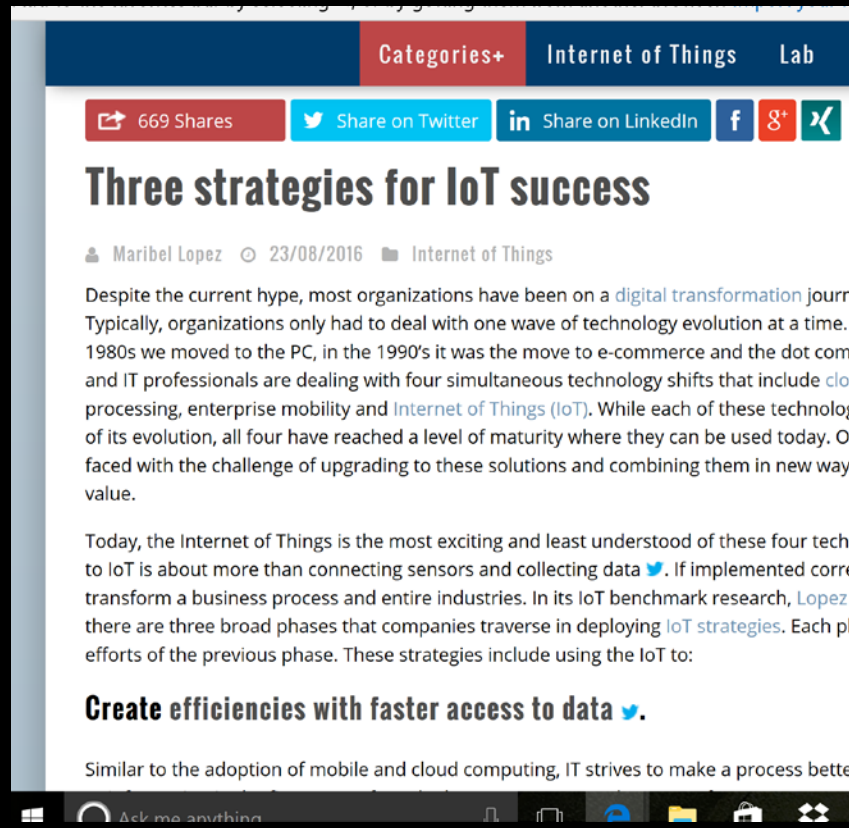
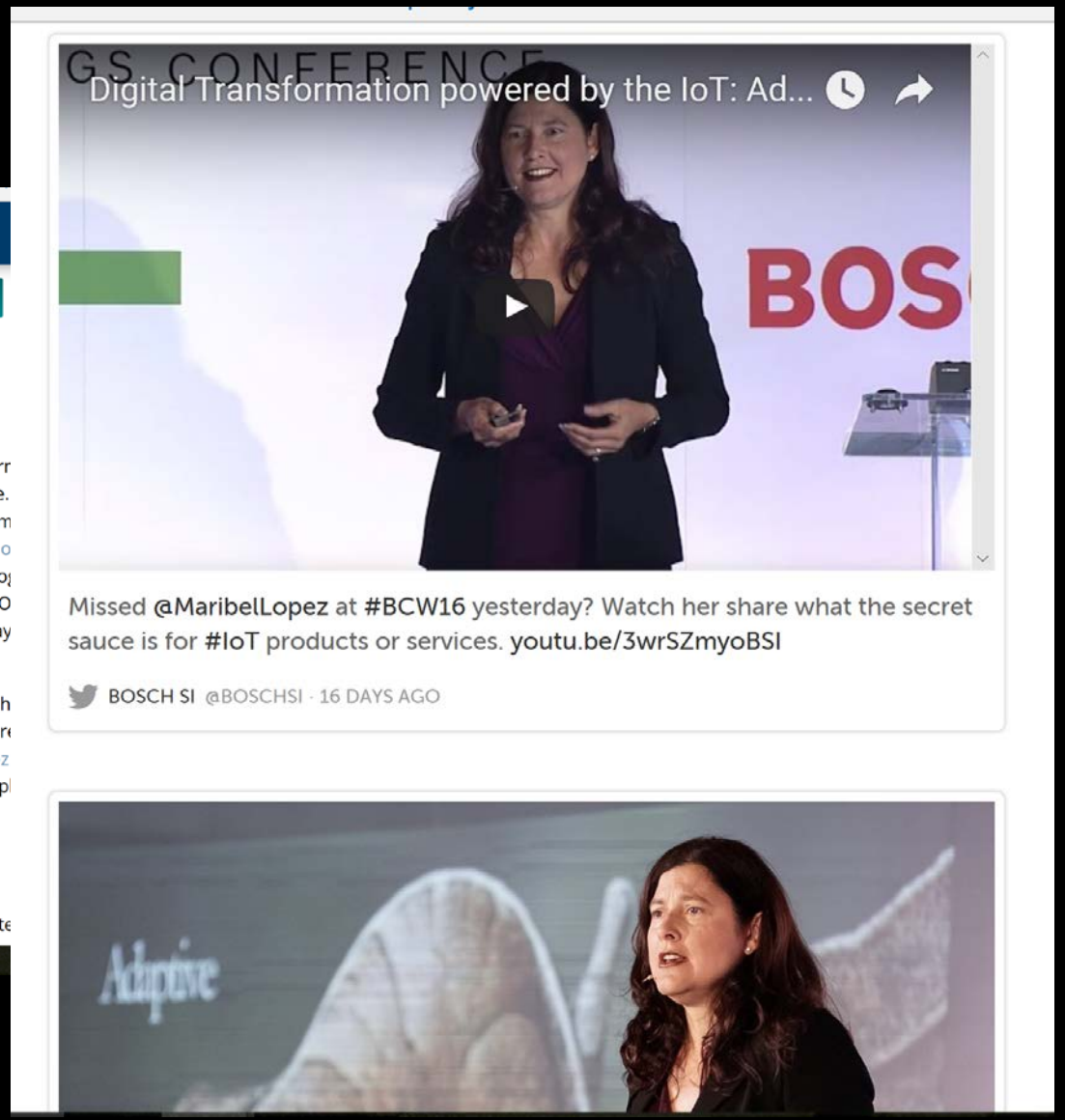
Campaign





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Campaign: Video & Blog

Home > Operations > How the cloud helps IT say yes to mobile services

How the cloud helps IT say yes to mobile services

By *Maribel Lopez*, on July 20, 2016

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ABOUT THE AUTHOR

Maribel Lopez

Principal & Founder of Lopez Research

I'm a thought leader and strategic advisor at Lopez Research. I'm the author of "Right-Time Experiences: Driving Revenue with Mobile and Big Data" published by John Wiley and Sons and the co-founder of the Mobile Research Council. I help companies understand and navigate digital transformation by analyzing today's most powerful tech trends, including mobile, cloud big data analytics, and IoT. My company offers strategic advisory, speaking and market research services. In the past, I've worked at Motorola, IDC, Shiva Corporation, and Forrester Research. Specialties: public speaking, moderation skills, strategic advice,

The entire IT stack, from devices through cloud infrastructure, is changing at an unprecedented rate. IT leaders are struggling to keep up with the pace of changes as they are asked to do more with less. At the same time, new technologies are often perceived as risky, and failure isn't an option.

Because of these factors, IT is often considered the "Department of No," and shadow IT is common among organizations of all sizes. However, IT can be innovative and a tremendous business partner if given the chance.

From the 'Department of No' to the 'Department of Know'

At the recent ET6 Xchange conference, George McQuillister, the principal IT solution engineer for mobile operations support at the Pacific Gas and Electric Company, summed up the challenges perfectly. During the executive IT user panel, he said, "IT is typically known as the 'Department of No,' but what we want to be known as is the 'Department of Know.'"

NEWSLETTER SIGNUP

SUBMIT

4 KEY TRENDS IN MOBILE INFASTRUCTURE

EVERY WORKER IS A KNOWLEDGE WORKER

MOBILE NEWS

CLOUD INNOVATION, IPHONE 7 PERFORMANCE AND FREE WIFI HEADLINE THIS WEEK'S #MOBILEMONDAY

By *Joe Hewitson*

SEPTEMBER 19, 2016

ENTERPRISE MOBILITY TAKES CENTER STAGE AS APPLE DOUBLES ITS ENTERPRISE EFFORTS IN THIS WEEK'S #MOBILEMONDAY

By *Joe Hewitson*

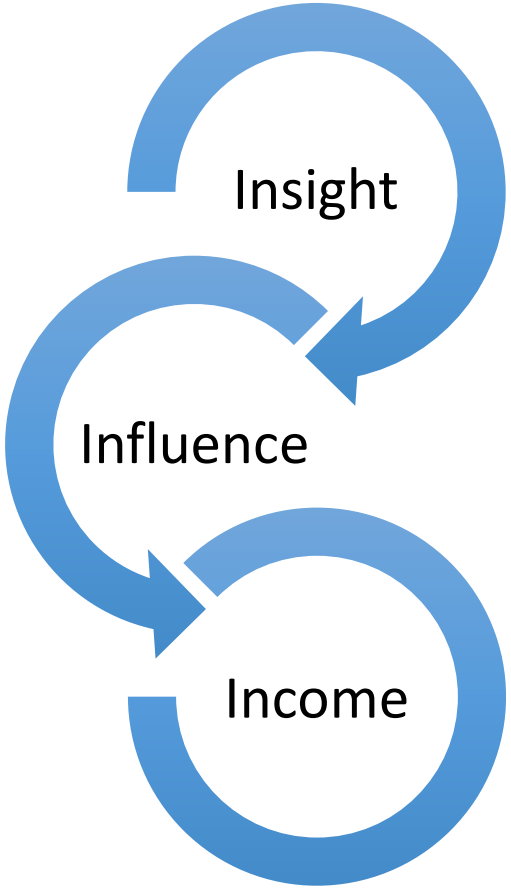
SEPTEMBER 12, 2016

Interactive guides

- **S**elective
- **T**ime
- **U**nderstand business
- **F**ocus

ADVICE

the Rule of 3



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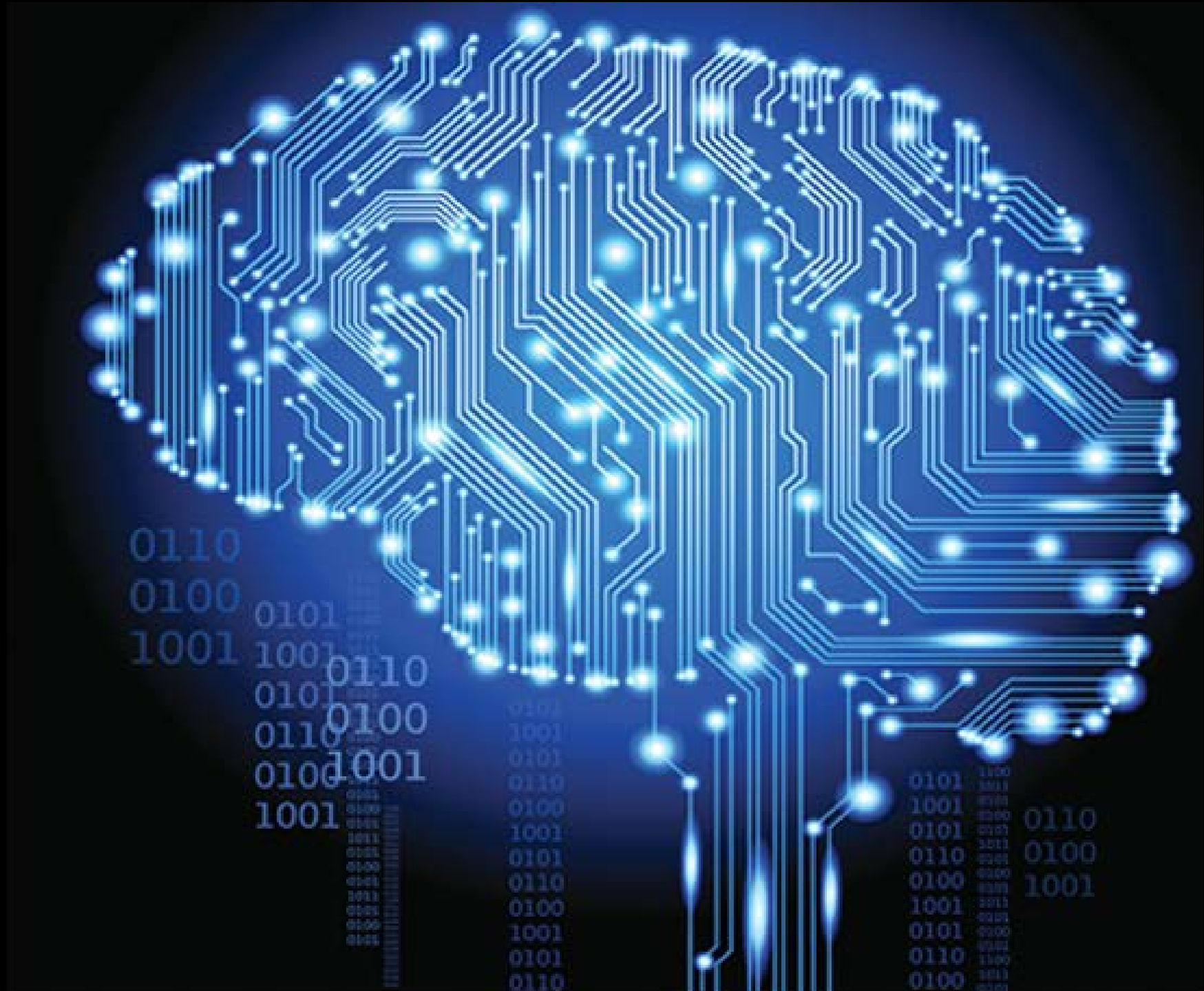
Important

Ideas & Insight



Influence

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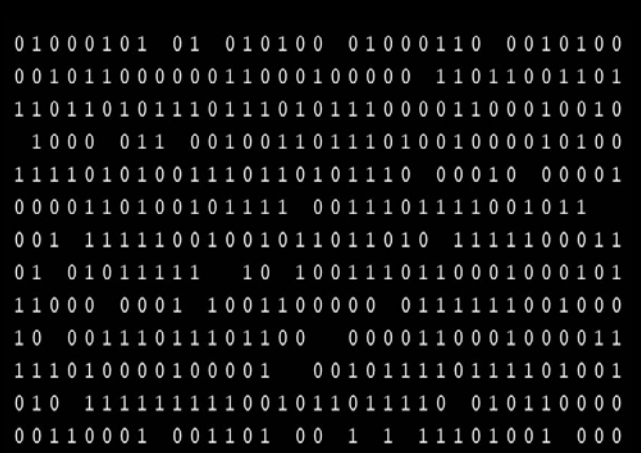
Income

Strategy

- Invest in hybrids/influencers
- Personal Education
- Customer advocacy

Selection

Goal



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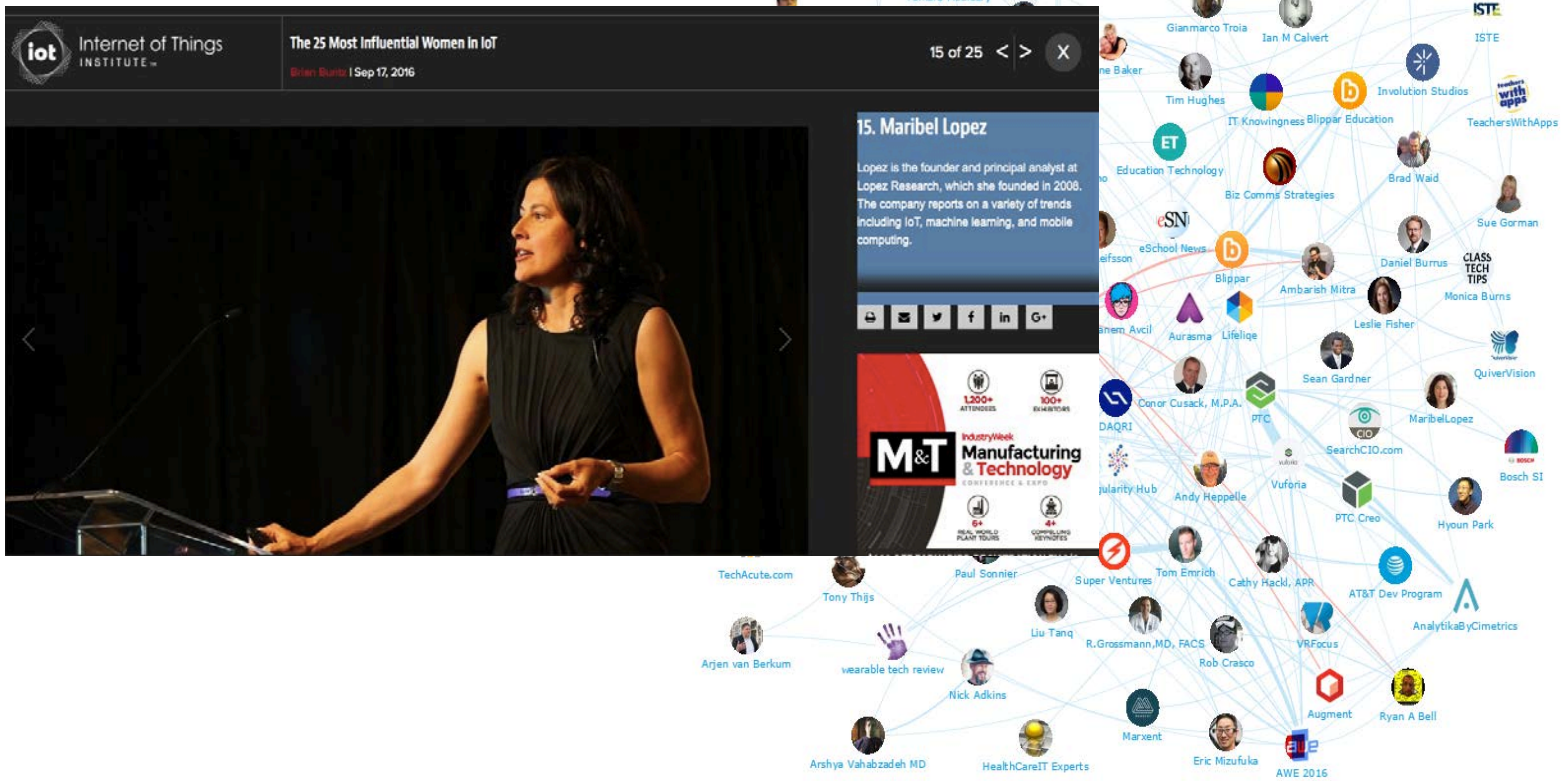
Look for 3rd party validation

ARInsights

JOE FIELDS - OCTOBER 27, 2016 - GAMING, INFLUENCER IDENTIFICATION, TECH

Augmented Reality: Top 100 Influencers and Brands



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The top 34 IoT influencers to follow on Twitter in 2016

Maribel Lopez

Independent industry analyst Maribel Lopez talks about digital transformation through Big Data, mobile cloud and analytics.

She's on top of the latest news – whether that's the emergence of connected cars or the latest happenings at Apple. Currently, she's focusing a lot on the rise of Artificial Intelligence (AI) and machine learning.

Alex Deschamps-Sonsino

Alexandra Deschamps-Sonsino is synonymous with IoT. She is the director of DesignSwarm, a

The Matrix

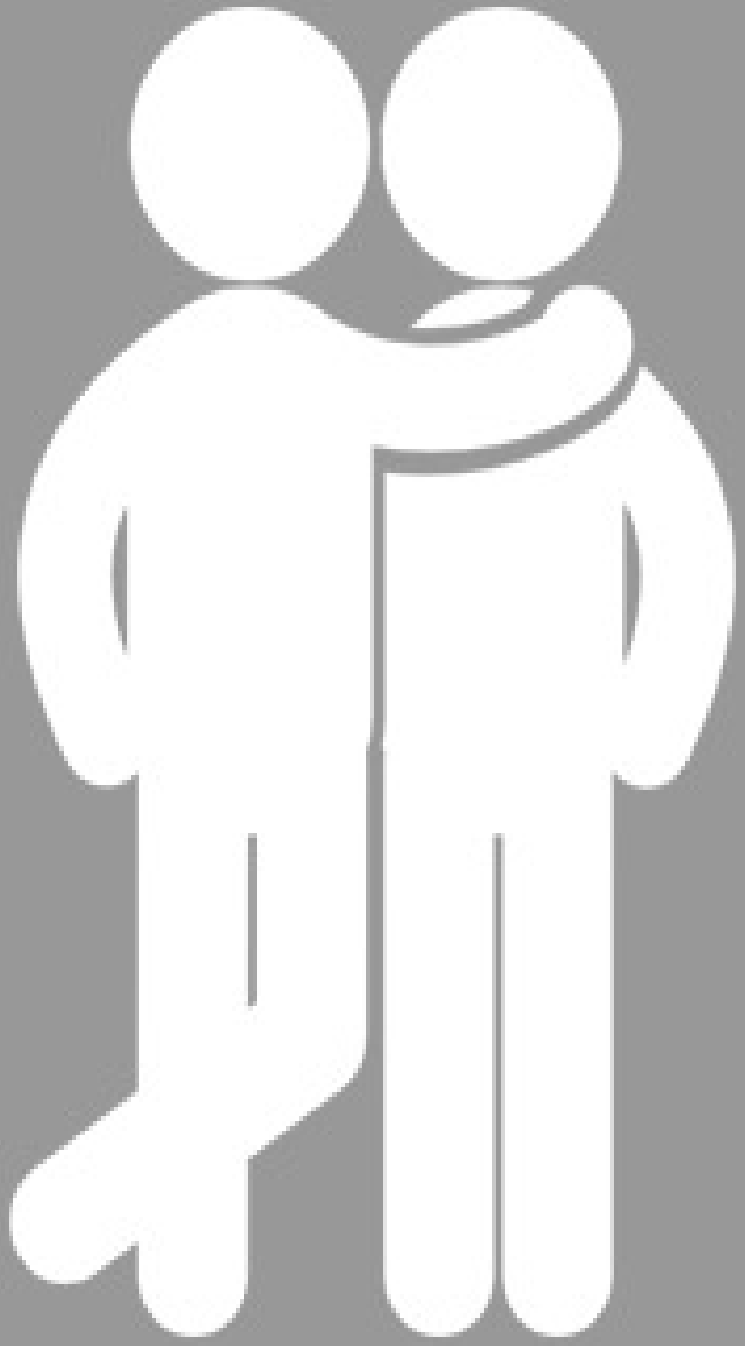
- Classification
- Projects
- Model
- Boundaries

Relationship

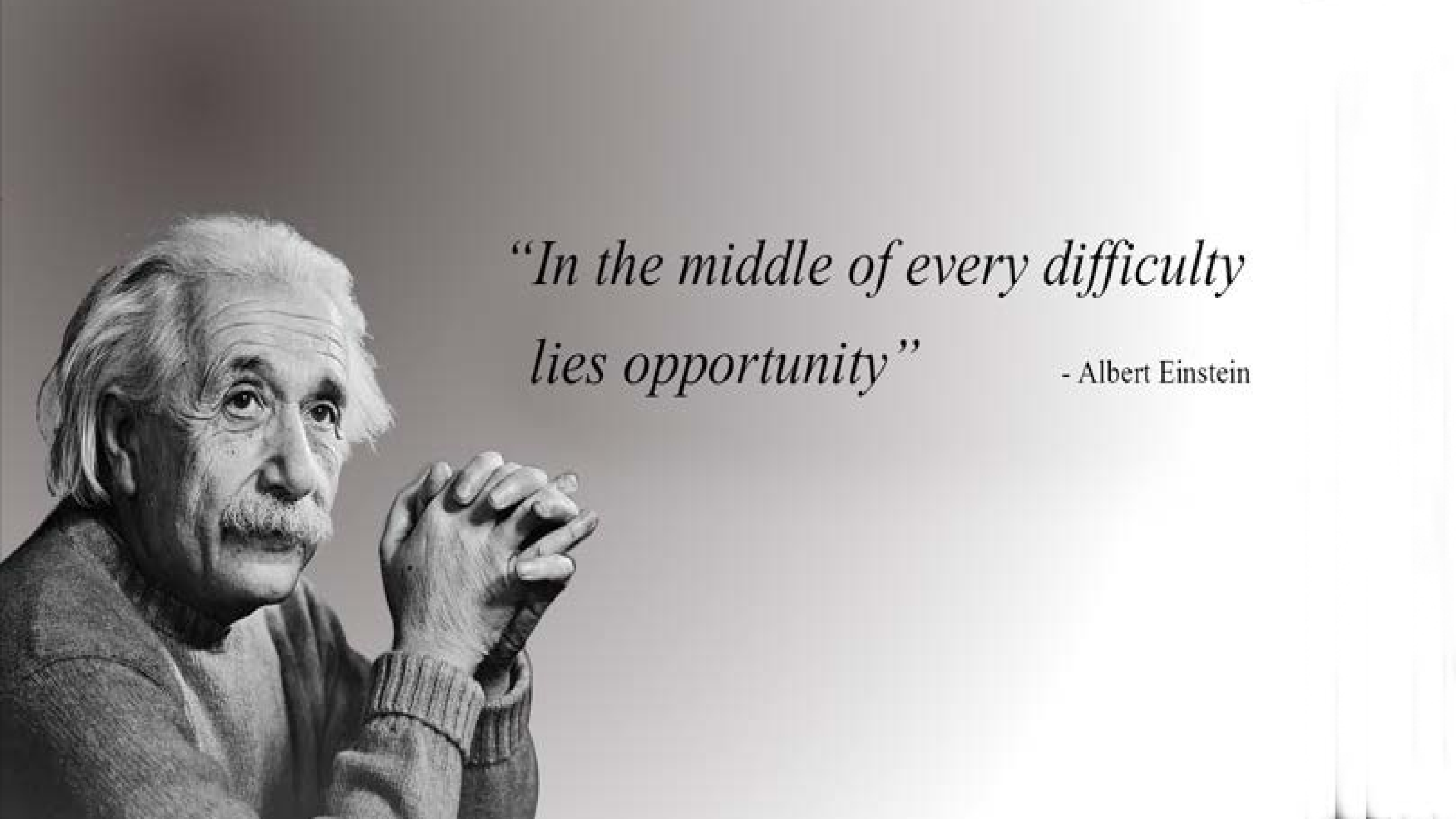
- Communication
- Connections
- Deliverables

Evolution

Education



CREATING CUSTOMER ADVOCACY


"In the middle of every difficulty
lies opportunity"
- Albert Einstein

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