Make no mistake: the enterprise is getting serious about developing and delivering mobile business apps. But the constant emergence and evolution of mobile platforms have many IT organizations wondering how best to execute the vision, and what tools and methodologies they should implement to deliver their apps to the right audience at the right time, regardless of device. In this session we’ll go on a journey of reviewing the various approaches for mobile apps development, and its origins. We’ll go over numerous existing mobile applications, and examine interesting case studies. You’ll get a better understanding of the pros and cons for each approach and how to choose the right one for the right purpose.

Alon started his career in the mobile applications field more than 10 ago, and has a vast experience in creating mobile applications from design and planning to the development and testing phases. Today, Alon is the R&D manager of HP’s Anywhere Client Group, in charge of the mobile offering of HP-Software, containing four teams. Alon lectures in many international tech conferences, such as JavaOne and HP Tech-Con. He has a B.SC in computer science, B.A in economics and a MBA with honors from Bar-Ilan University.