

WWDC Interview: The Apperian Launch Party

by Theo Priestley on 12/06/09 at 9:45 am

Theo Priestley is the Director of Process Maverick, a business process management consultancy firm and Senior Editor for iPhoneCTO.

Apple holds an annual WWDC (World Wide Developer's Conference) each year for it's developer community. This year was noteworthy in that it served as a forum for Apple to announce iPhone 3G S and to give everyone an update on Snow Leopard which will be available in September.



WWDC is also served as a coming out party for Apperian, the first iPhone consultancy firm. Headed by Chuck Goldman, who previously lead Apple's enterprise group, Apperian is exclusively focused on developing iPhone enterprise and business related applications.

Chuck was kind enough to provide iPhoneCTO with an update from their WWDC event:

"Wow, what a night. With the massive buzz created at WWDC around the release of iPhone 3.0 and the new 3GS how could we possibly top that? Well we gave it our best shot!

Firstly, a huge thanks to everyone in the Apperian camp who put in so much time and effort to make last night a reality. The entire Apple iPhone team was there as well as a VP from ATT – everyone was blown away with the AGI App we were demoing off our iPhones and now people can't wait to download it from the App Store so watch this space.

There were over seventy people at the launch party; a good mix of customers, partners and people wanting to learn more about working for us. After 4 hours we literally had to kick people out in the end but what a way to create a tremendous buzz around Apperian and get everyone fired up about what we're doing in the iPhone space.

I'm really excited to be part of it all. With a great team on board and some really cool developments under wraps we hope to show that Apperian and iPhone are the only powerhouse for enterprise mobility you'll ever need to reach for. The smart really did get smarter.

Oh, and that's me on the far right"