



IBM MobileFirst and Case Studies

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A new kind of system is required

Systems of Interaction

Systems of Engagement



Continuous client experience

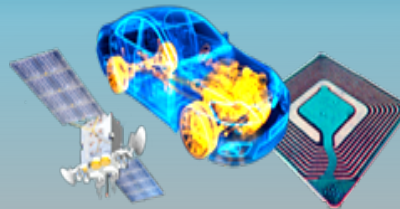
Systems of Record



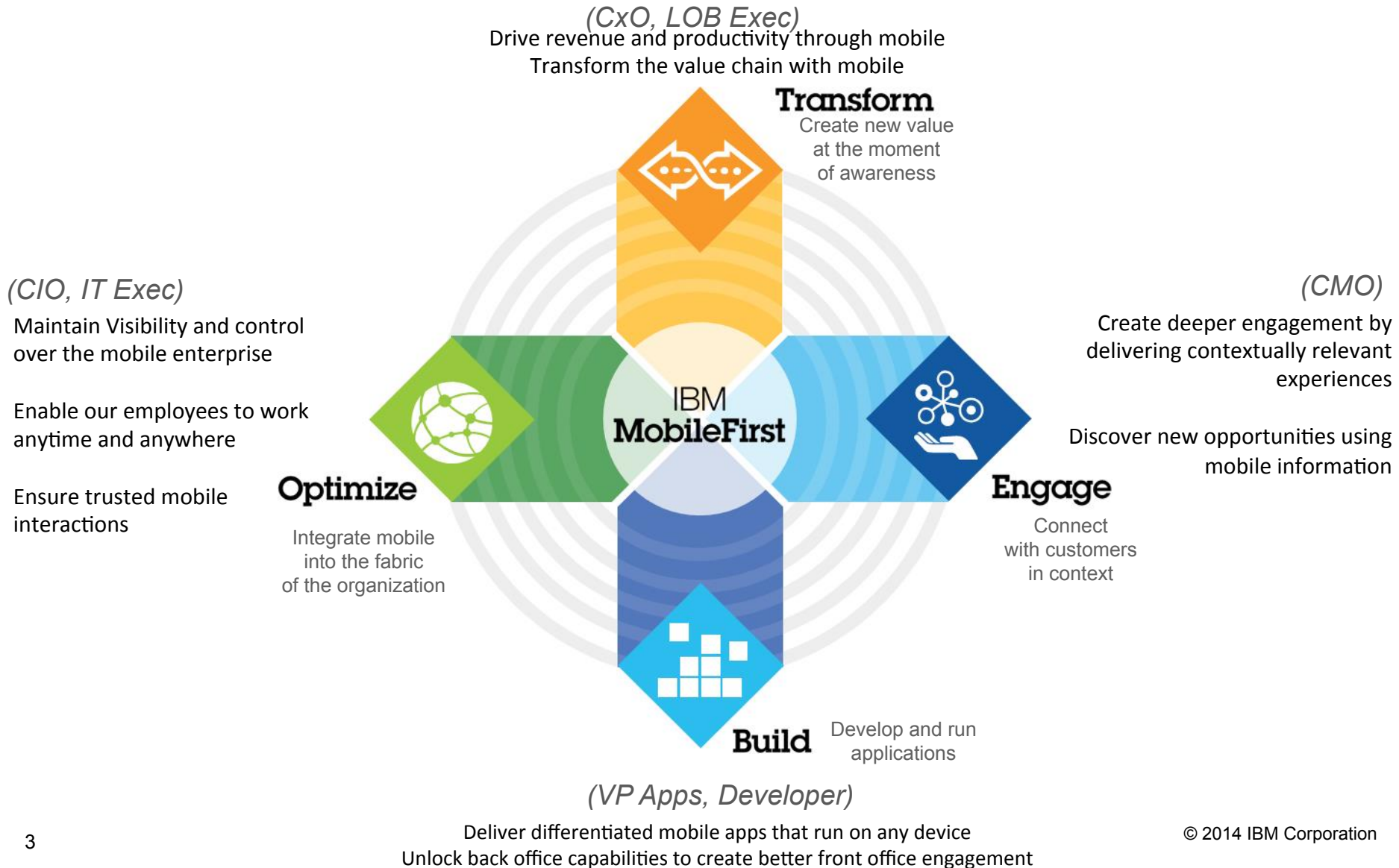
Partner value chain

Cloud-based Services

Internet of Things



Mobile Leaders Strategy





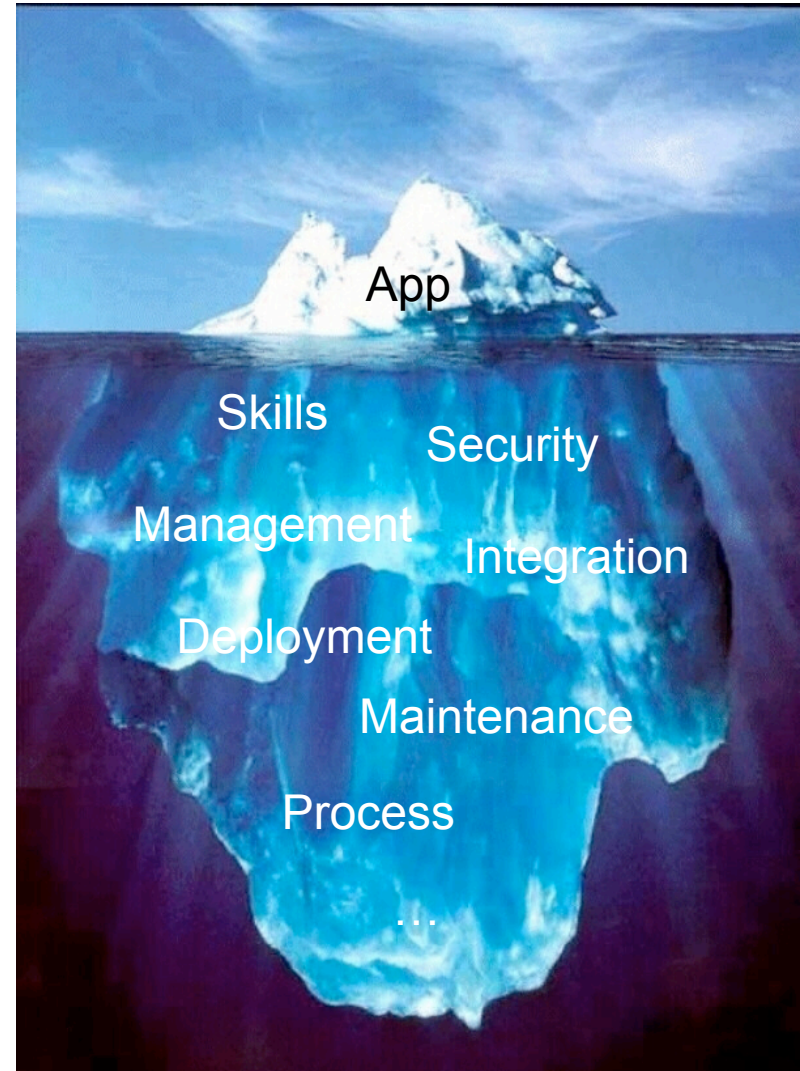
What do I need to consider?

CHALLENGES FOR MOBILE SOLUTIONS



MobileFirst – Adding Mobile Apps Just Isn't Enough

- Mobile as a first choice – overall solution needs to be **optimized to the needs of mobile users**
- Just implementing **a mobile app isn't enough**
- Requires specific **user experience and usability**
- A different set of **security measures** are required for securing mobile applications
- Requires **secure, reliable and scalable integration** into your business processes & services
- Vast number of form factors and devices across multiple platforms and licensing conditions & terms require **specific development, testing, deployment and lifecycle management solutions**





Why mobile development is different

Mobile apps are different.

- **They are more strategic** – Greater urgency and immediacy of engagement
- **They are context-aware** – know where you are and what you are doing
- **They run on unstable networks** – interruption is the norm, not the exception
- **Smaller footprint** – More challenging to make compelling and easy to use
- **Always on** – An opportunity to deliver greater value

Management is different.

- Smaller screens pulling content from more sources: **need to choreograph** content from multiple repositories and applications, both on premises and in the cloud
- Greater challenges of application **governance, distribution, and version management**
- **AppStore Terms of Service** present challenges for managing B2C apps

Development is different.

- **Faster development cycles**
- **More devices** to support, each with its own set of capabilities, OS and UI behaviors
- **More development approaches** to choose from – Web, HTML, Native
- More **third-party and open-source tools, frameworks and libraries** to choose from

Security is different.

- **Greater risks** of exposing applications and data on small, light and always on portable devices
- **Greater authentication challenges** associated with content mashups
- **AppStore Terms of Service** can limit security options





Expanding our mobile portfolio with new capabilities

125+ patents for wireless inventions in 2012, bringing the total to 270

1H 2012



IBM acquired:
IBM Worklight



Named leader in
interactive design



IBM acquired:
Emptoris Rivermine Telecom
Expense Management



IBM announced:
IBM Endpoint Manager
for mobile devices

1H 2013



IBM acquired:
Urban Code DevOps Platform



Worklight named 'Best Mobile
Development Solution'



IBM announced:
IBM MessageSight



IBM announced:
IBM MobileFirst



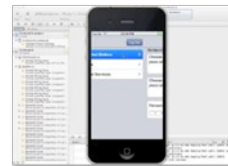
IBM announced:
IBM mobile cloud services



IBM acquired:
Tealeaf CX Mobile



IBM announced:
Managed Mobility and MAPM Services



IBM announced:
IBM Security Access
Manager for Cloud
and Mobile

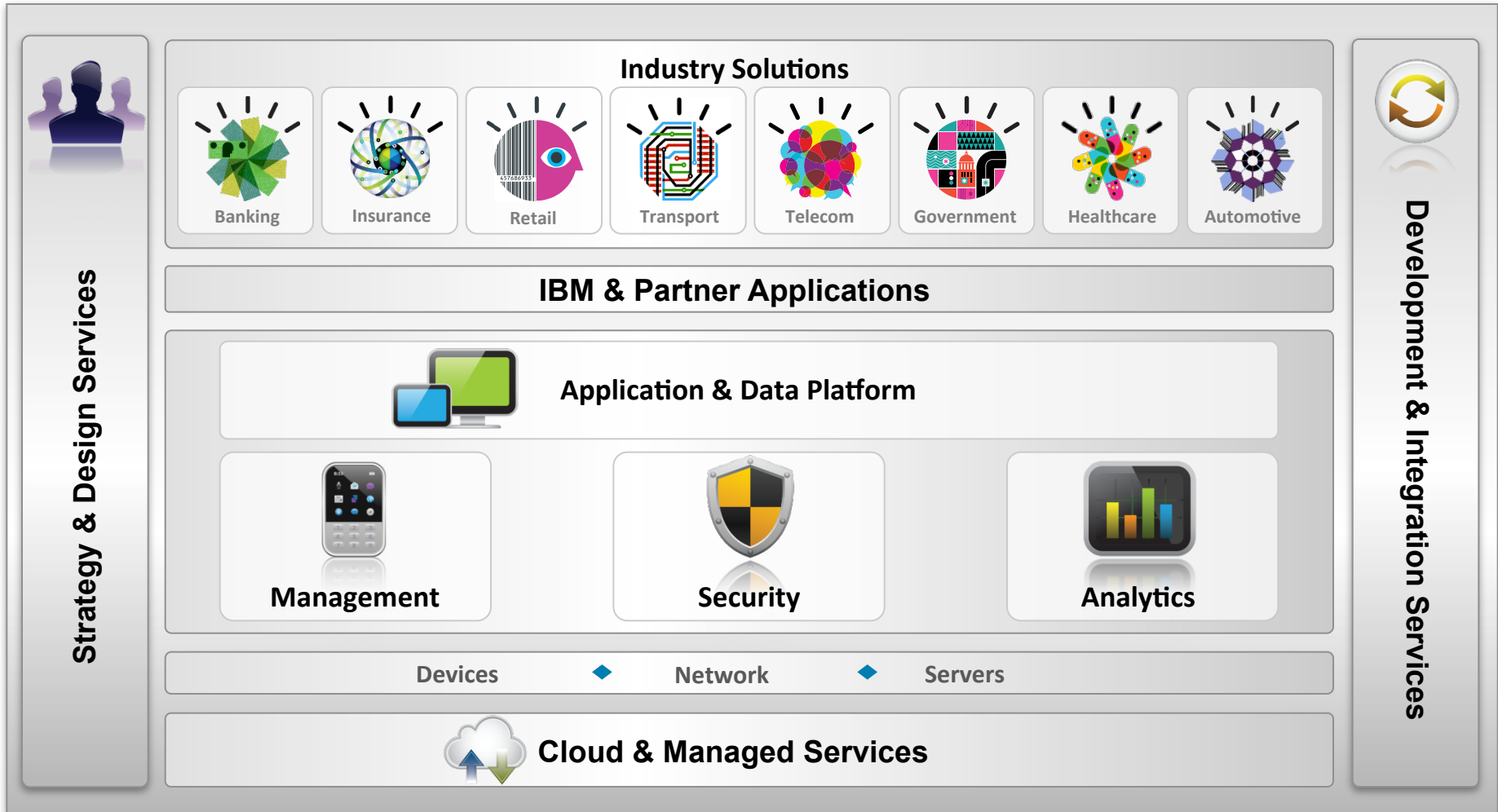


IBM announced:
IBM Connections Mobile



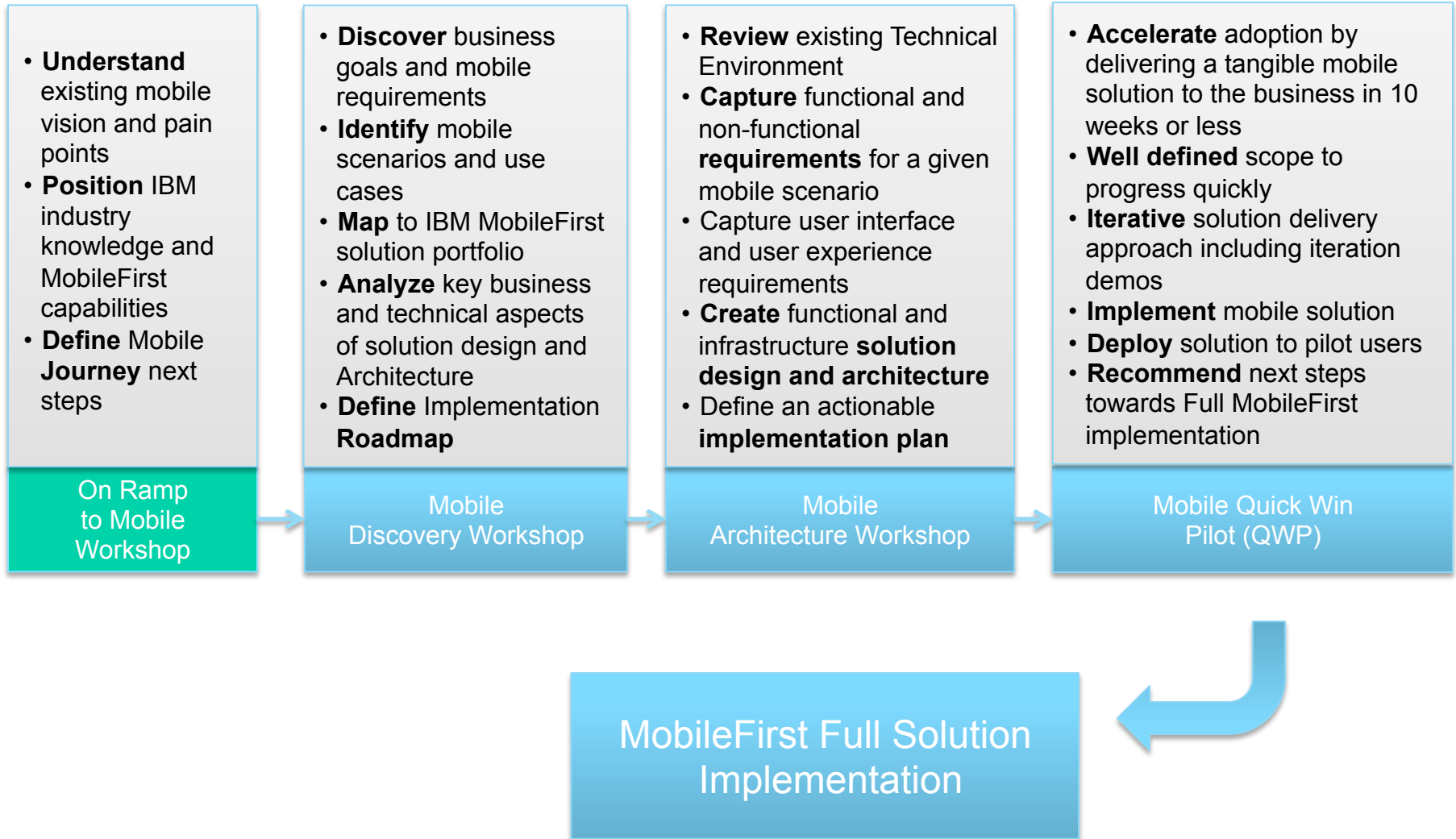
2H 2012

IBM MobileFirst Offering Portfolio





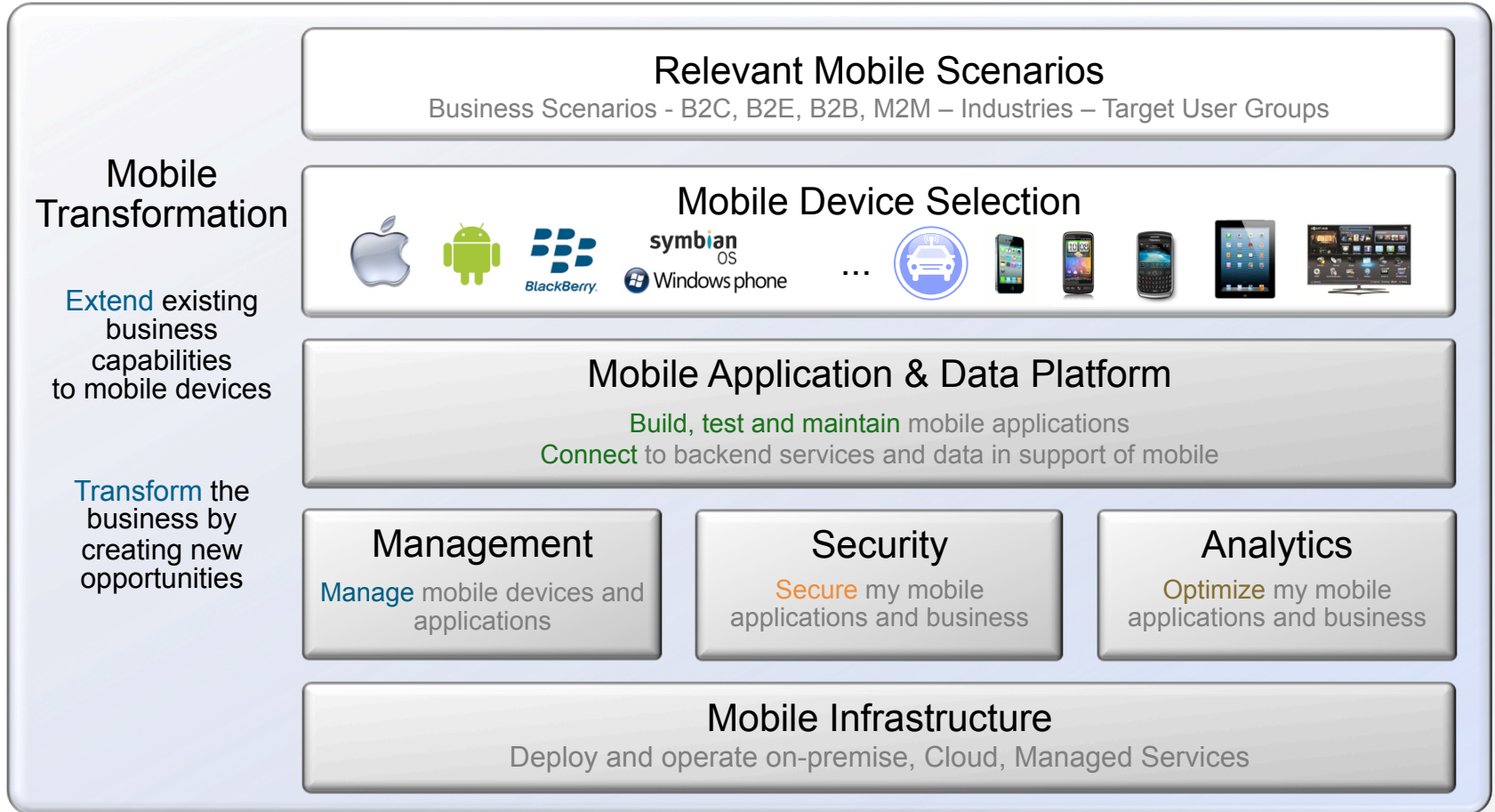
IBM MobileFirst Journey – Recommended First Steps





IBM MobileFirst Enterprise Blueprint

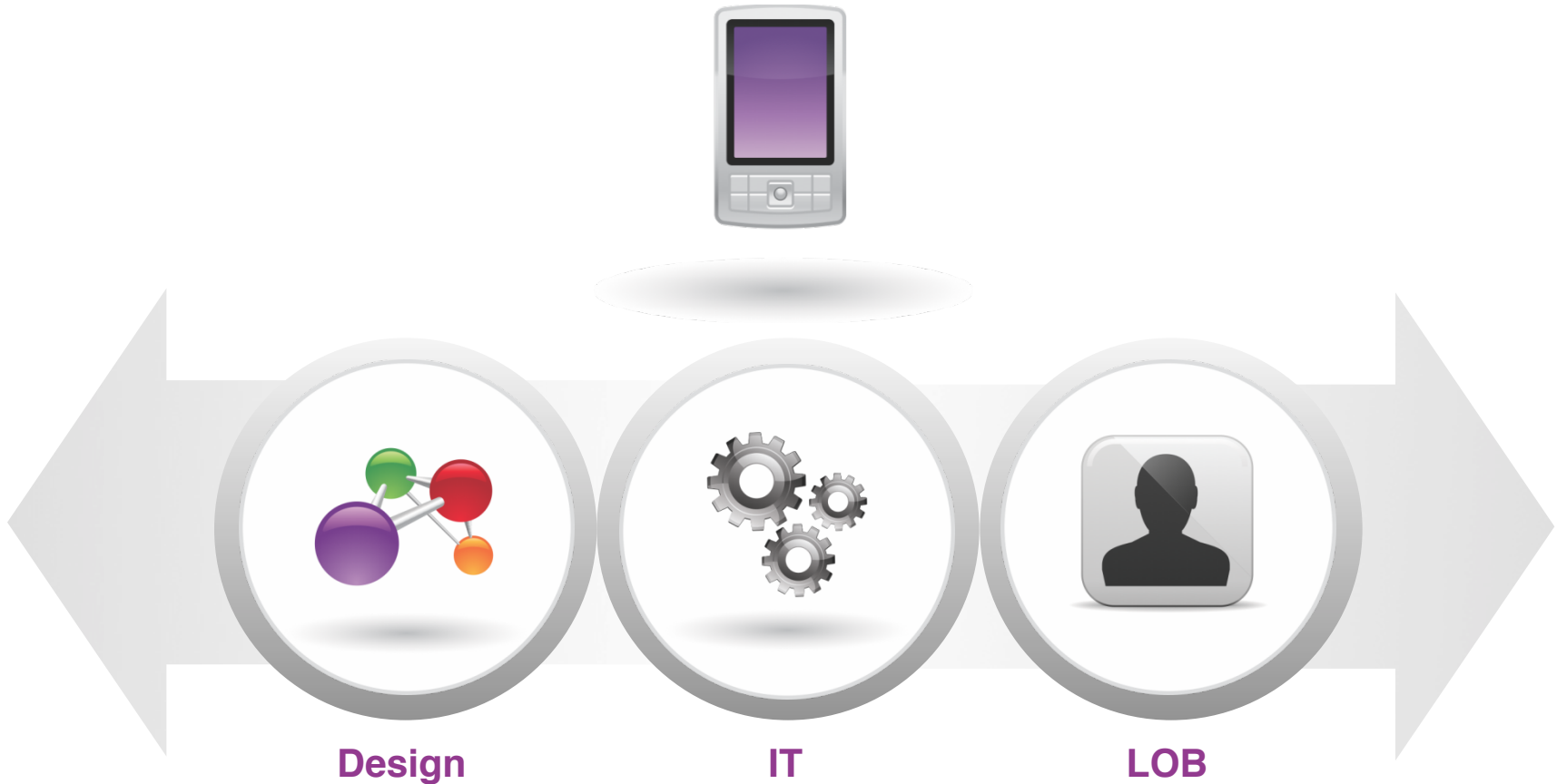
A Guideline to Defining Your Optimized MobileFirst Strategy



➤ Scenario based Discovery and Architecture Definition, Leading to an Optimized Mobile Strategy



The Key to Successful Mobile App Development Starts With Design, IT and LOB Working Side By Side





What is the “right” approach?

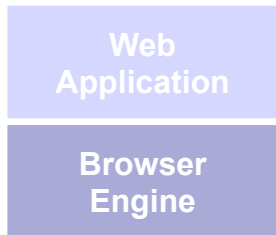
WEB, HYBRID AND NATIVE APPS



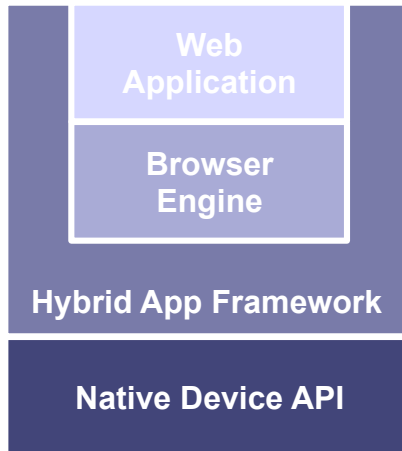
Which approach should be used

- There is no one-size fits all approach
- Use the one that meets the requirements

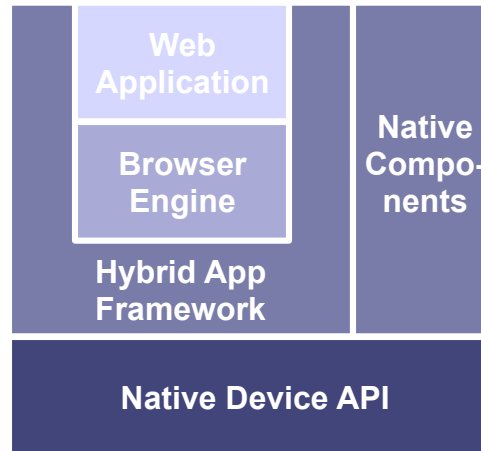
Web Application



Hybrid Application



Hybrid Mixed Application



Native Application



Performance

Portability



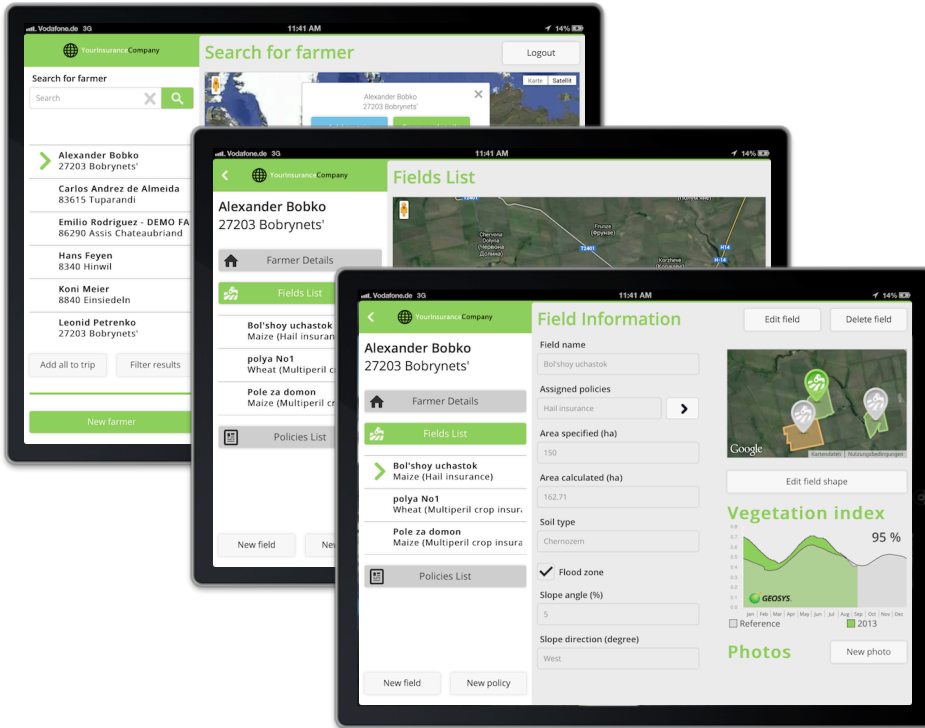
Engagement and support to our clients.

CASE STUDIES



Worldwide Leading Reinsurance Company

Common Configuration Mobile Platform



Challenges

- Inefficient, error prone, paper based data capturing for agricultural insurance applications today
- No or limited influence on fraud detection and risk management for reinsurer
- Limited transparency for reinsurer on individual insurance level
- No upsell or cross-sell opportunities for extended geospatial analysis services

Solution

- Cloud based IBM Worklight Quick Win Pilot implementing a cross-platform tablet application
- Visually appealing, on- and offline capable, insurance app
- Deep integration of geographical information services to improve data accuracy and quality right from the start

Benefits

- Increased process efficiency
- Better risk mitigation for known agricultural perils
- Up- / cross-sell opportunities (cloud based multi-tenant marketplace)

Cloud-based Mobile Solution as a Service - Quick Win Pilot to deliver an interactive tablet app, leveraging geographical information services to improve insurance policy data quality and risk mitigation



Automotive

Point-of-Sales Support



Challenges

- High complexity of current sales processes due to high product and model variety
- Increasing importance of leasing- and service contract business (“downstream-products”) not yet reflected adequately in sales process
- Today's sales support systems can not be used optimally in the sales conversation

Solution

- Profiling of pot. vehicles based on typical usage and technical criteria of pre-configured vehicles
- Integrated and continuous leasing and service contract calculation
- Technical realization by IBM as a native iOS iPad application with a planned backend-integration for online data supply
- Agile, ‘Scrum’ based project implementation for an early verification of concepts and ideas

Benefits

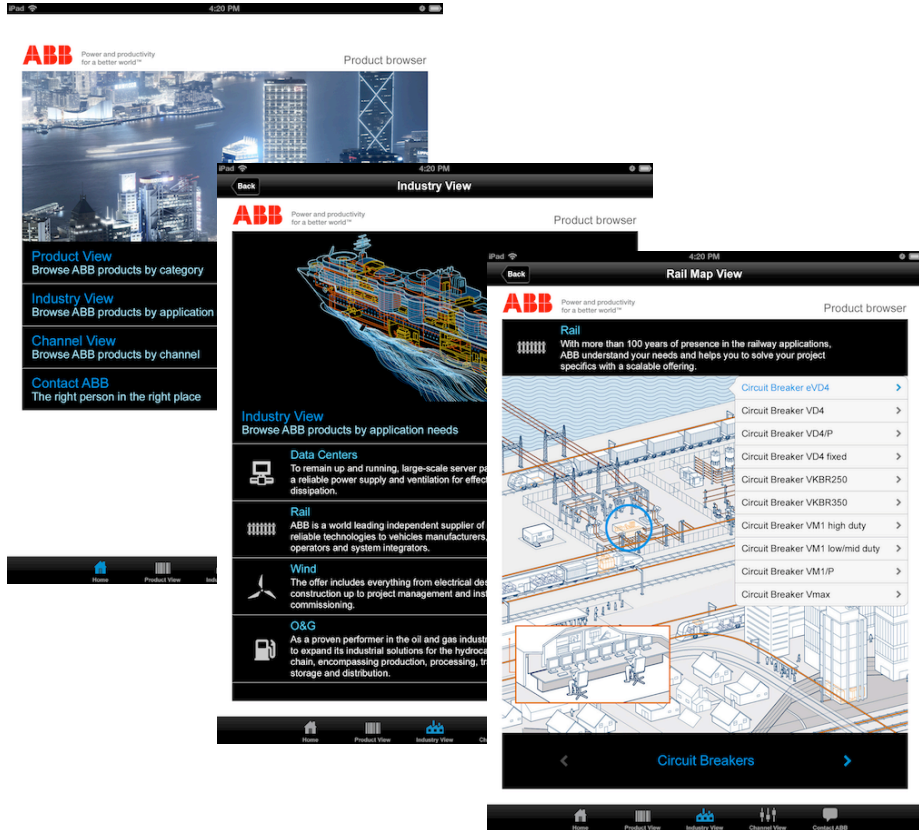
- Simplified sales process and direct integration of the end customer without a „laptop barrier“ between seller and customer
- Seamless downstream product integration
- Emotionalized tool usage with adequate premium user interface design © 2013 IBM Corporation

“Standardization and allocation of pre-configured vehicles can simplify the sales process. New technologies like tablet PCs will support the sales representative conducting sales conversations.”



ABB Power Product Division, Switzerland

Common Configuration Mobile Platform



Challenges

- Existing sales support tools based on print or web media only. Not intuitive and sometimes not suitable for vast portfolio of complex products
- Lack of cross- and upsell opportunities and facilitation of order entries via existing channels
- Offline usage in combination with appealing user experience and navigation
- Limited project budget to realize initial proof point

Solution

- Cloud based IBM Worklight Quick Win Pilot implementing a cross-platform tablet application
- Visually appealing, on- and offline capable, interactive product catalog app
- Flexible navigation of product portfolio by categories such as product, industry or channel

Benefits

- Cost effective proof point for envisioned mobile strategy
- Baseline for integration into order entry and tendering process

Cloud-based Worklight Quick Win Pilot to deliver an interactive, visually appealing product catalog sales support app for Android tablets and iPad



IBM SmarterHome App – Generic App for smart environments



Challenges

- Apps for smart environments share the same base features like device management, automation scenarios, history, visualization, etc
- Reuse of a complex foundation is desirable
- Maximum flexibility and specialization for app provider and end customer needed

Solution

- A generic app framework for smart environments
- Provides full support of all basic and advanced features
- Innovative solutions for scenarios, visualizations and time profiles
- 100% hybrid app: Support for and tested on iOS, Android, Web and even SmartTVs

Benefits

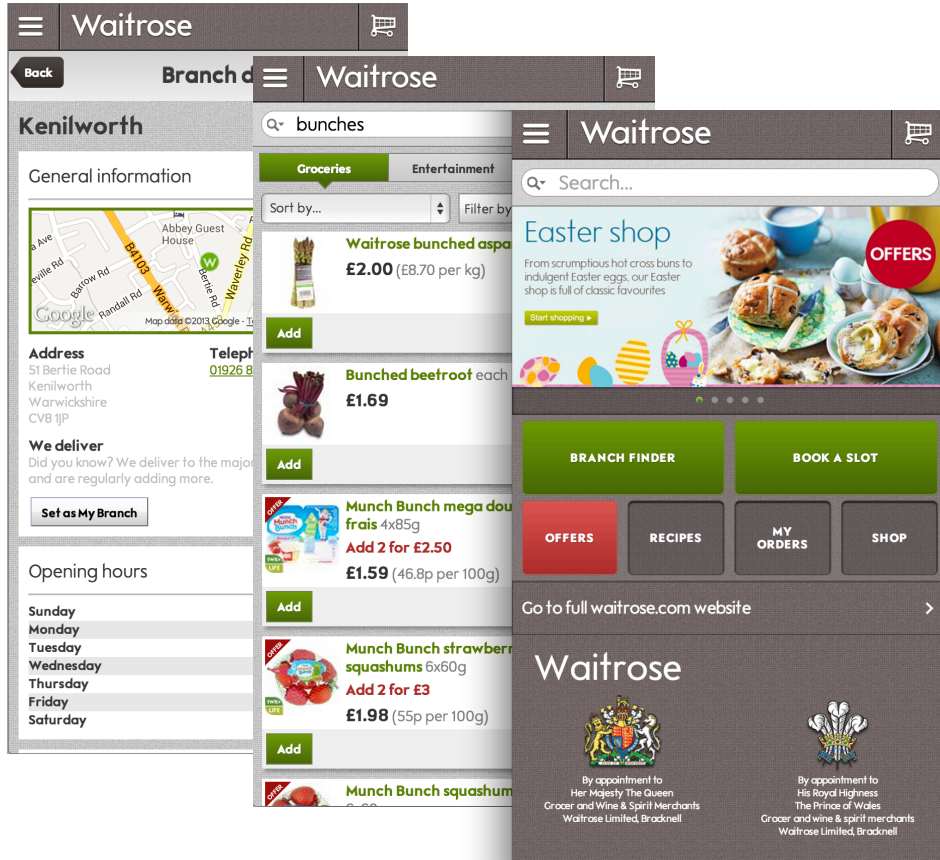
- Fast and cost effective creation of new specialized apps for smart environments.
- The app provider can create the UI on his own tablet using visualization widgets of the app
- The end customer can fully customize and automate his environment on the mobile device

“Configure, control and automate your SmartHome with the touch of a finger. On your tablet, smartphone and SmartTV.”



Waitrose – UK supermarket

Transaction Mobile Website and Application



Challenges

- Existing mobile site – slow to update, screen scraping desktop site, outsourced, very low user satisfaction
- Needed true cross-platform solution for the future: iOS, Android, Mobile Web

Solution

- 2 week POC to demonstrate capabilities of Worklight platform – geolocation, barcode scanning, push notifications
- Led to development of HTML5 production mobile website, hybrid mobile phone application, common code base
- GBS-led with ISSM consultants providing architectural guidance, frameworks, technical direction and critical path implementation assistance

Benefits

- Mobile website, October 2013, <http://m.waitrose.com>
- Augmented features for mobile phone application

Full production implementation of multi-platform transactional Worklight application for leading “upmarket” UK supermarket chain.



Smart Automation Cockpit

Mobile Configuration of Doors and Windows for Integrated Building Automation



“An intuitive and flexible app for configuration, automation, surveillance and operation of automatic windows and doors.”

Challenges

- Configuration and control of automated windows, sliding doors and revolving doors
- A revolving door has 100+ parameters
- Existing solution needed a connected PC or a handheld device with a small cryptic, alphanumeric LCD display for configuration

Solution

- Integration via a dedicated Gateway to support controlling parameters of windows and doors
- Mobile configuration tool for all products
- Supports iPad, iPhone, Android phones, Android tablets and Web browser
- Touch and gesture control to set all parameters
- Sophisticated automation of automated products using a graphical touch interface
- Intuitive and flexible configuration of custom dashboards

Benefits

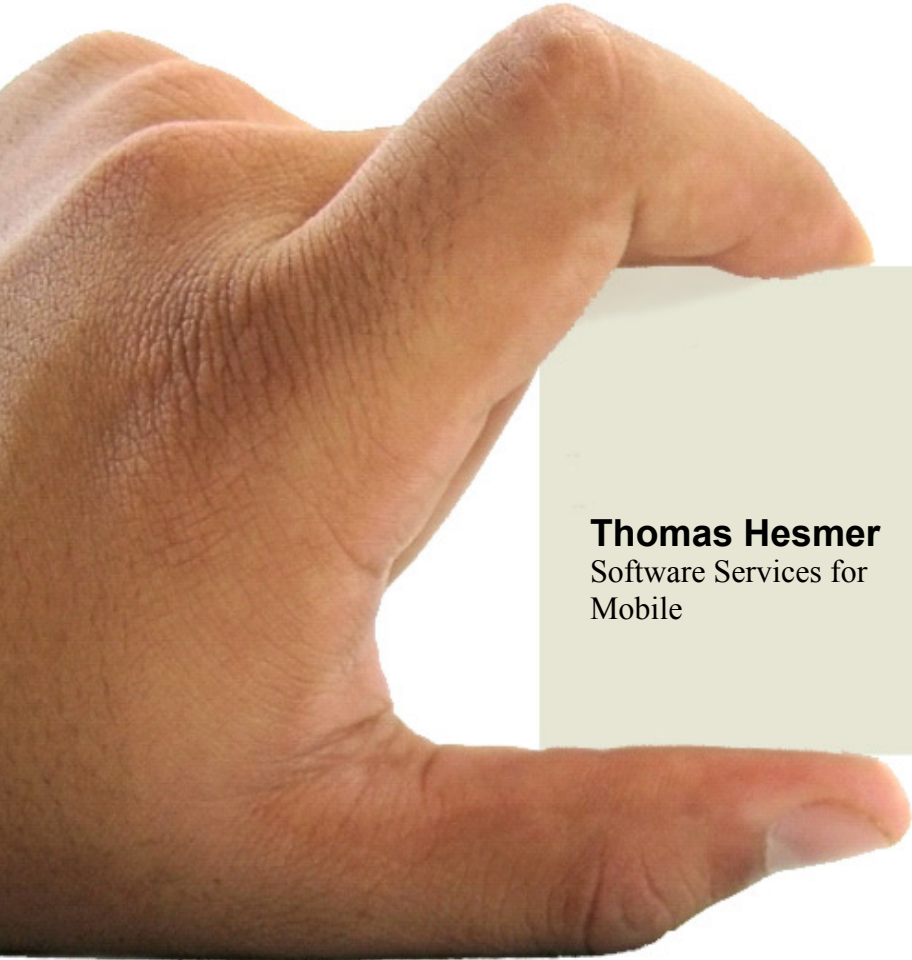
- Technician can use his own mobile device to install and configure automatic doors and windows
- Remote control and operation of windows and doors using a smartphone

Developer Garden powered IBM Worklight is a **cloud based** mobile application development platform to **develop, integrate, run, secure** and **manage native and web applications** based on standard technologies e.g. HTML5, CSS, JavaScript.





Thank you!



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Mobile

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