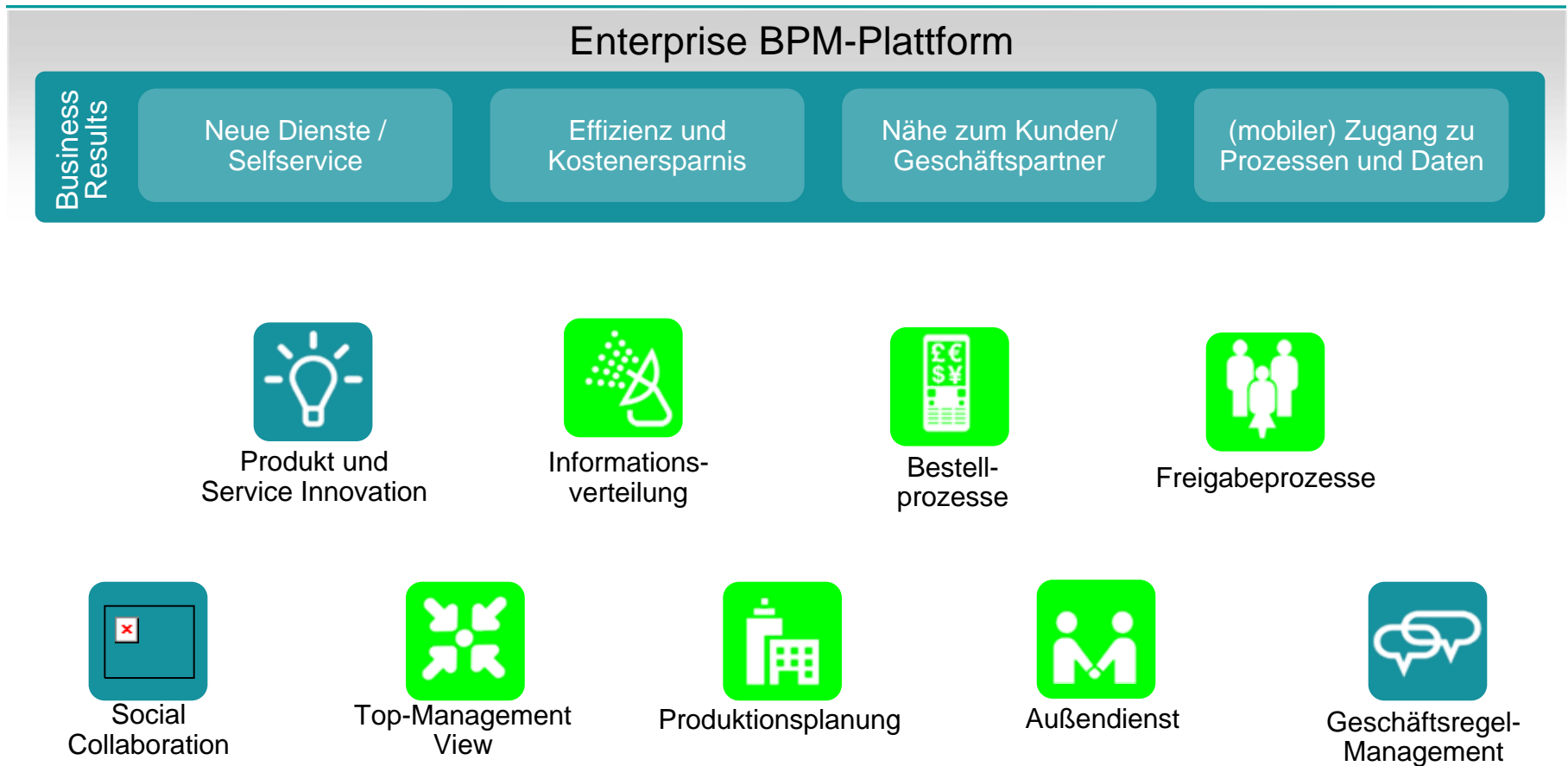


BPM mobil - aber wie?

Wolfgang Franke – Manager ISSW & Mobile



... überall Prozesse - B2C , B2E , B2B, M2M



... immer und überall Mobil(e)

10 Billion devices
by 2020

61% of CIOs put
mobile as priority

45% increased productivity
with mobile apps



DAIMLER ... „moovel“ - ein Mobile-Unternehmen <http://www.daimler.com>

Unternehmen

Marken & Produkte

Technologie & Innovation

Nachhaltigkeit

Einstieg & Karriere

Investor Relations

Presse

Nachrichten

Strategie

Geschäftsfelder

Corporate Governance

Tradition

Daimler weltweit

Lieferanten



Unternehmen > Nachrichten

Stuttgart, 11. Juli 2012

Auf dem besten Weg von A nach B:

„moovel“ bietet vernetzte Mobilität für alle

Die Mobilitätsplattform „moovel“ zeigt ihren Nutzern, wie sie optimal von A nach B kommen. „moovel“ bündelt Angebote unterschiedlichster Mobilitätsanbieter und präsentiert passende Fahrtoptionen per App und mobiler Webseite - anbieterübergreifend und transparent.



Klicken Sie zum Vergrößern auf die Bildmotive.

Ab 11. Juli 2012 startet die Daimler AG die Mobilitätsplattform „moovel“ als Pilotprojekt in Stuttgart. Ein zweiter Pilot ist für die zweite Hälfte des Jahres 2012 in Berlin geplant. Unter dem neuen Markennamen „moovel“ finden User

AUF DIESER SEITE

- ✓ „moovel“ Startversion mit mitfahrgelegenheit.de, SSB und VVS
- ✓ Intelligente Verknüpfung von Individualverkehr und ÖPNV

WEITERE INFORMATIONEN



> Mobilitätskonzepte: Projekte mit Zukunft

LINKS



> Mobilitätsplattform „moovel“

NACHRICHTEN

- > Marken & Produkte
- > Technologie & Innovation
- > Nachhaltigkeit

AKTUELLE BLOGBEITRÄGE

- > Open-Air Konzert Gernersheim: Erst planen, dann rocken! (17.09.2012)
- > Aus „alt“ mach' „cool“: Lina, der L319 und das Van-Projekt (14.09.2012)
- > Social Media Guidelines – Sicherheit für beide Seiten (12.09.2012)

EnBW - Customer Story 2009

(Quelle: <http://www-01.ibm.com/software/success>)

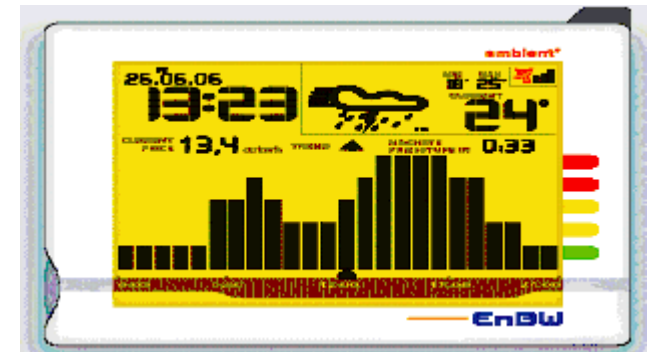


Solution

EnBW worked with IBM to put in place a first-of-a-kind solution that generates and displays the underlying price of electricity as it changes throughout the day. In addition to providing a basis for changing consumption behavior, it also establishes a low-cost platform for changing EnBW's **customer-facing processes** like billing.

“Our goal is not just to adapt to the changing energy industry, but to help shape it in a way that helps our customers and improves our efficiency. With IBM’s vision and expertise in this area, we are well along this path.”

– Hellmuth Frey, Project Manager, Energie Baden-Württemberg



=> What does it mean for Mobility Solutions in 2012 ?

Mobiler Außendienst: Objektüberprüfung und Reparaturaufträge



Best Western Hotels

(Worklight Inc. Aug.2011, Quelle: <http://www.youtube.com/watch?v=rca2LggvB5Q>)



Technologieanführende Banking Lösung - Kunde: Lotte (Korea)

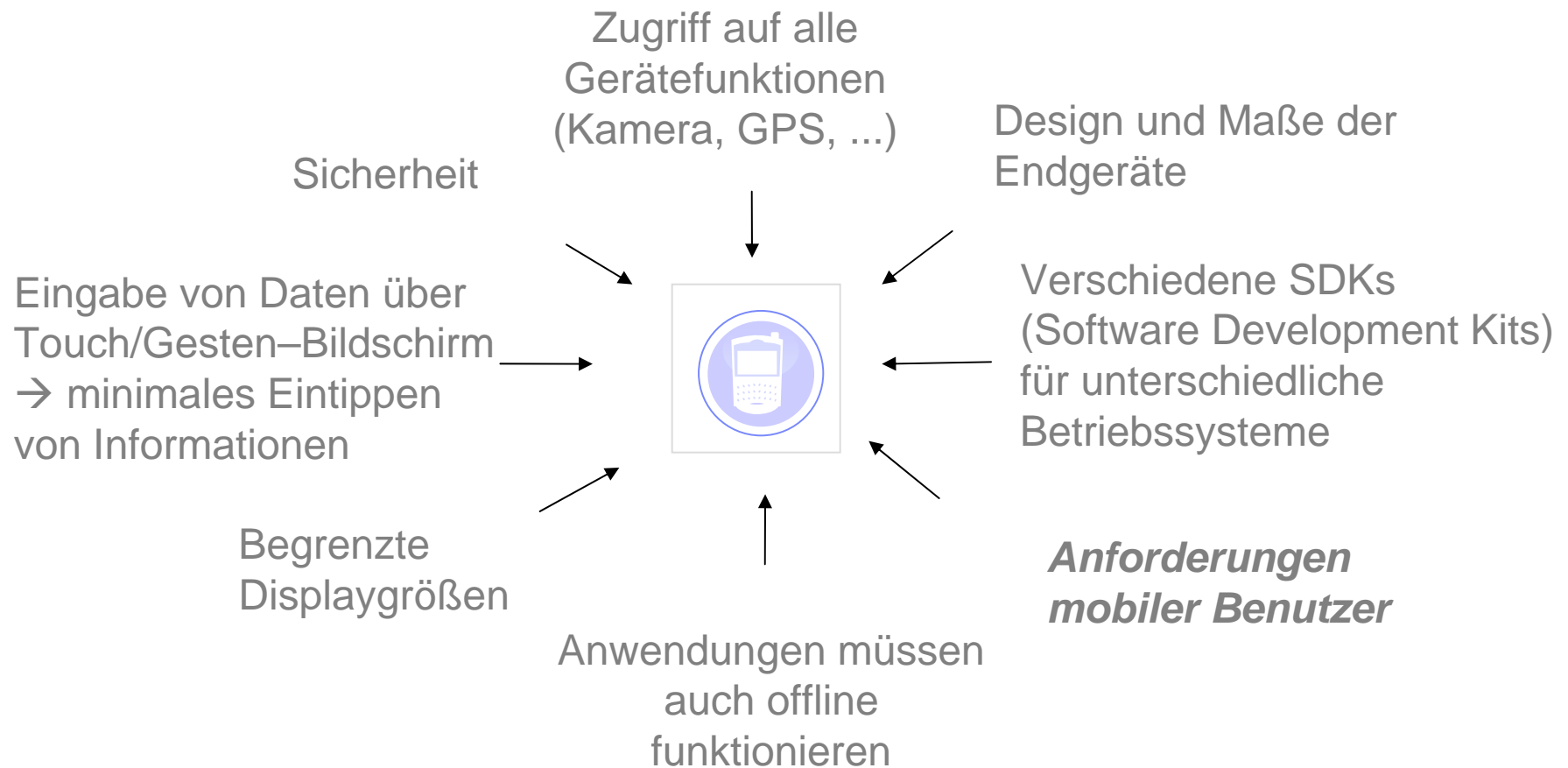


Hypbride Applikation mit über 100 Screens

Wegweisende Implementierung, u.a. zu Augmented Reality und Sicherheit.
Übertragung von Android zu iOS in einem Zeitraum von 3-4 Wochen

Für weitere Informationen und eine Demonstration: <http://www.youtube.com/watch?v=5l5N2jhbHCs> (iPhone),
<http://www.youtube.com/watch?v=3X5Lyrliz5I> (Android)

Was macht mobile Anwendungen (Apps) so besonders?
Oder: warum nicht einfach normale Web-Anwendungen für BPM nutzen?



Anforderungen an Mobile BPM-Lösungen

App-Entwicklung

- Diverse Plattformen
- Unterschiedliche Programmiersprachen
- verschiedene Gerätetypen
- unterschiedliche Größen & Funktionen
- Schnelle Evolution der Geräte

Security & Privacy

- Physisches Risiko
- Zugriffs-Risiko
- Anwendungs-Risiko
- Speicher Risiko



Management & Support

- Durchsetzung der Sicherheitsregeln
- Anwendungs-Management
- Entfernter Support / Helpdesk für Firmen-eigene und private Endgeräte

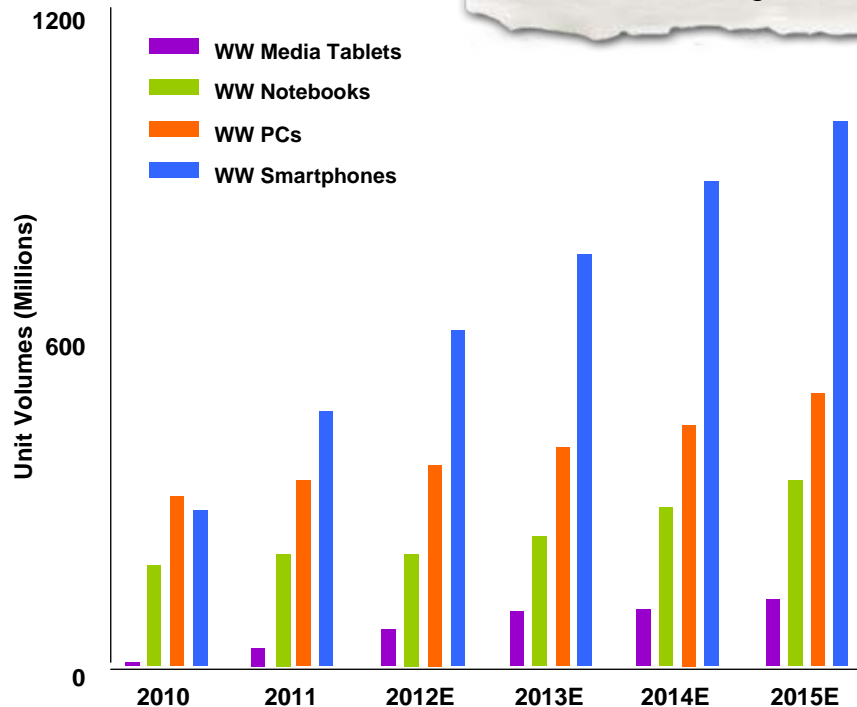
Integration

- Mobilisierung der Geschäftsprozesse
- Stärkere Auslastung der Anwendungsserver
- Backends werden viel öfter als zuvor angefragt
- Mobile Infrastruktur wird rund um die Uhr genutzt

Mobile Devices – Today's & Tomorrow's Growth Market

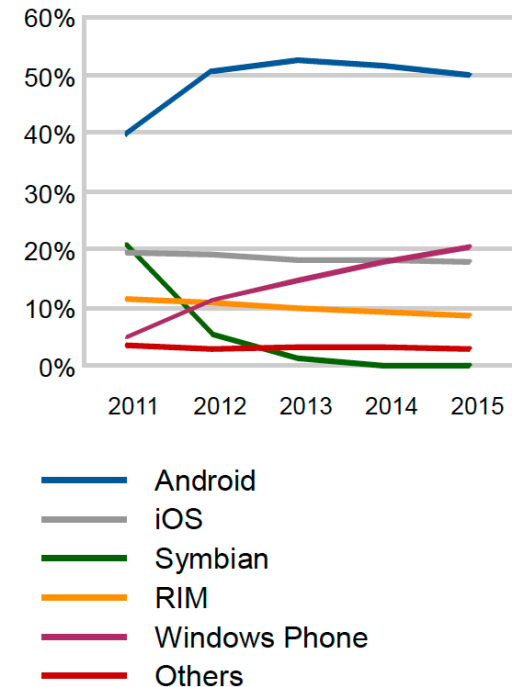
Chance and Risk: no dominating device platform

"By 2015, more U.S. Internet users will access the Internet through mobile devices than through PCs" – IDC



Source: Wells Fargo Securities, January 23, 2012 "Fostering the People: The Shift to Engagement Apps"

Predicted Smartphone Platform Market Share 2011 to 2015



Gartner ["The Trends Driving Your Mobile Strategy Now Through 2015"](#)

Schlagworte im Bereich „Mobile“

BYOD (Bring Your Own Device)

Mitarbeiter verwenden eigene Geräte

MEAP (Mobile Enterprise Application Platform)

Server und Device Komponenten zur Einbindung von mobilen Endgeräten in Enterprise-IT

MDM (Mobile Device Management)

Verwaltung von Mobilen Endgeräten

Hybrid Development

Einheitliche Entwicklung für unterschiedliche Plattformen

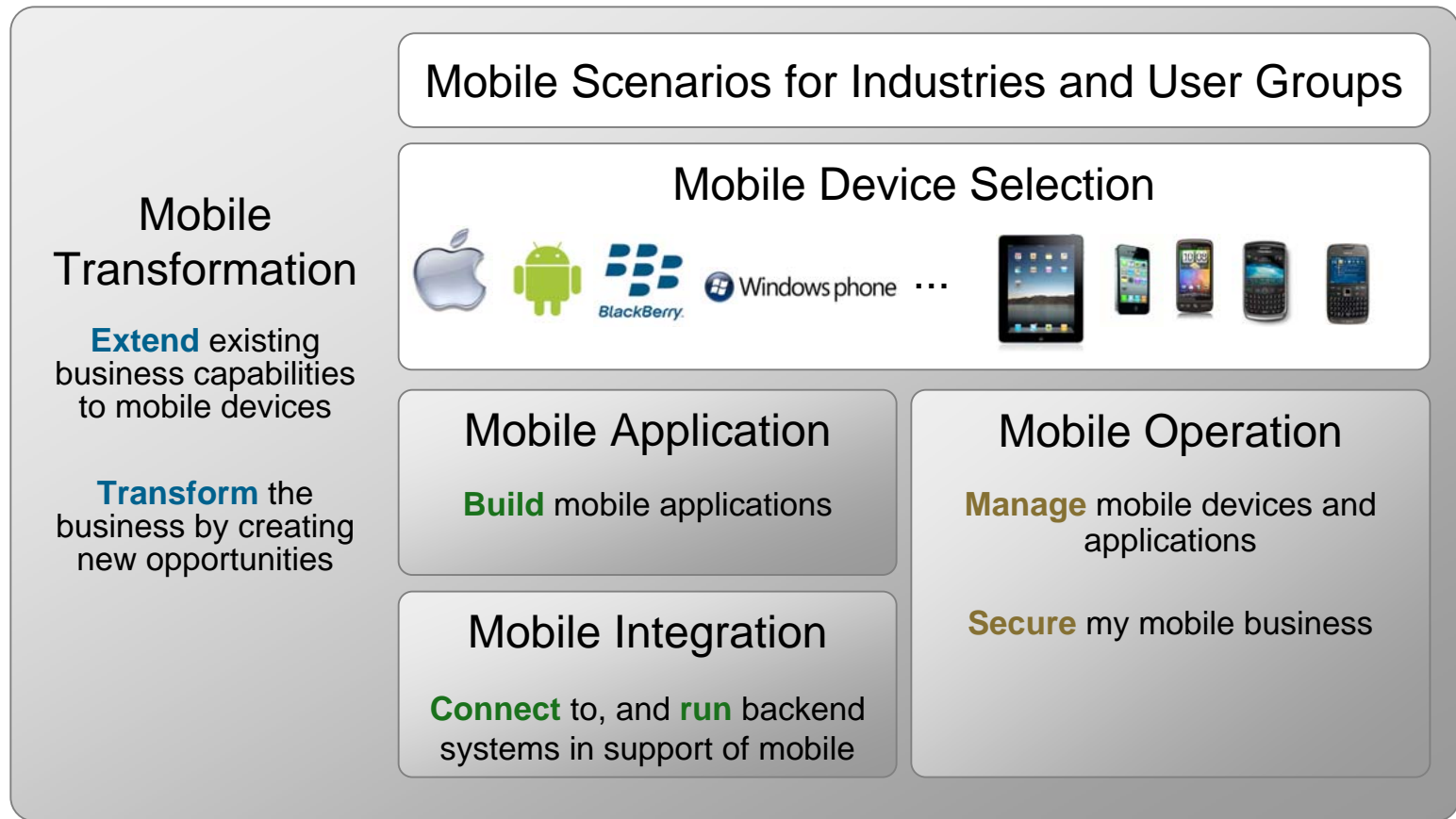
Phonegap (Opensource: Cordova)

Framework um HTML/CSS/Javascript in native Anwendung zu kompilieren, enthält geräteunabhängige API's

REST (Representational state transfer)

HTTP basiertes Client/Server Protokoll, sehr verbreitet bei mobilen Geräten

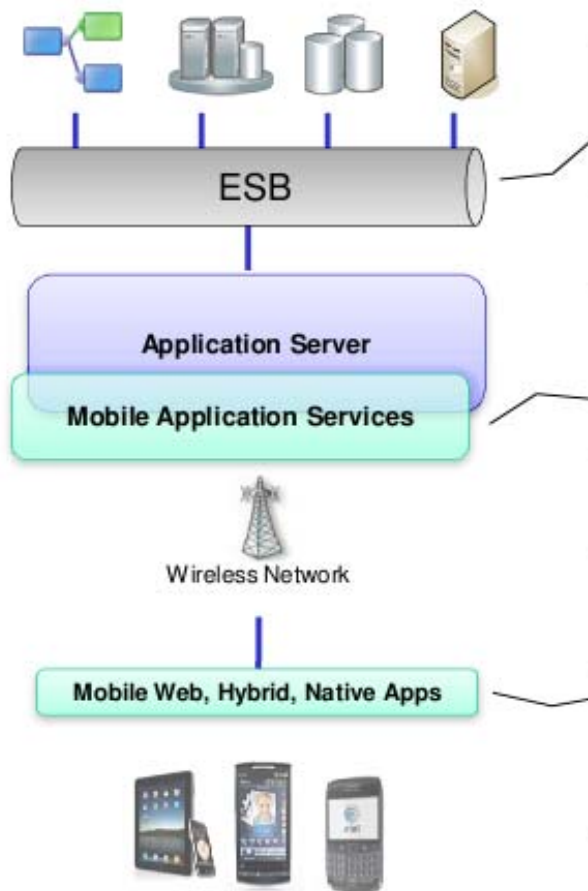
IBM Mobile Enterprise Architecture Platform (Overview)



Implementing a Mobile Strategy helps to:

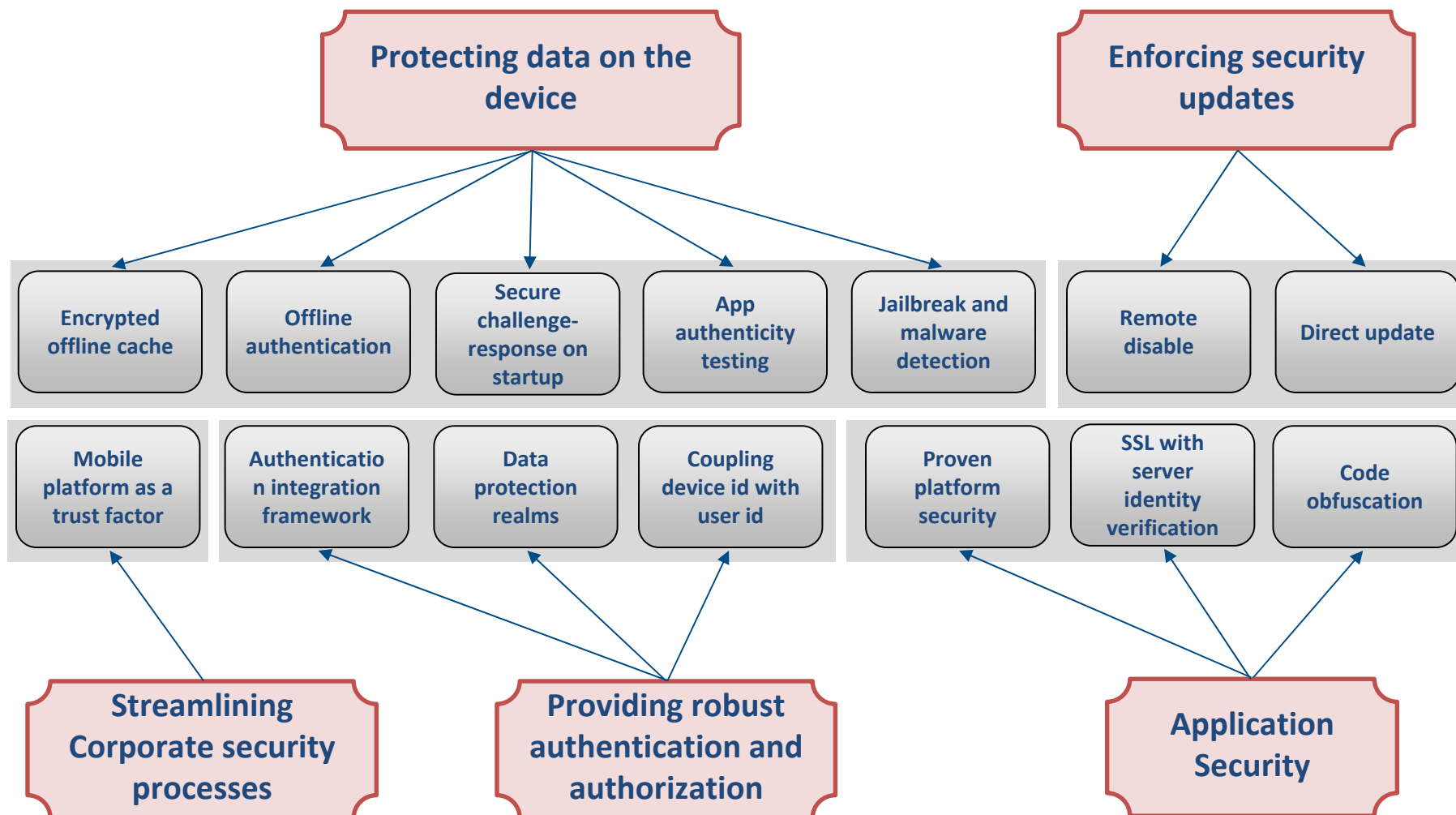
- Extend business to mobile customer and workforce
- Improve operational efficiencies and reduce costs
- Differentiate the customer experience
- Enable new services and business models

BPM + Mobile = Strategie



- **Geschäftsprozesse** können “mobil” gemacht werden.
- **Backend-Anwendungen** müssen für den Austausch von Geschäftsdaten **integriert** werden.
- Anwendungsserver müssen **mehr Daten** und Geschäftslogik aufbereiten.
- Anwendungen müssen **verteilt und gewartet** werden.
- Höhere Anforderungen an **Sicherheit** und **Verschlüsselung**.
- Optimierung kann die Netzwerke drastisch entlasten.
- Anwendungen müssen für neue Funktionen **schneller erweitert** werden können.
- Anwendungen müssen **für neue Geräte flexibler** werden.
- Anwendungen müssen **sicherer** werden.

Mobile Security - Features Mapping



IBM Mobile Products

Social Business, Commerce, Analytics ... und die **IBM BPM-App** !!!

Social Business



IBM Lotus Notes Traveler
(email, calendar, contacts)



IBM Connections (social)



IBM Sametime (IM, UC)



IBM Lotuslive Meetings



IBM Symphony (doc viewer)

Commerce



IBM Sterling Integrator Mobile



IBM Sterling Store Associate Mobile



IBM Sterling TMS Carrier Mobile



IBM Sterling Field Sales Mobile



IBM Sterling Order Management
Administration Mobile



IBM Sterling Control Center Mobile



IBM Sterling InFlight Data
Management Mobile



IBM Sterling Document
Tracking Mobile

Business Intelligence & Analytics



Coremetrics for Mobile



IBM Cognos Mobile

IBM BPM App





IBM BPM App


o2-de VPN 11:20 89 %

IBM

Choose the type of account you want to access

 IBMSoftwareGr...

 ISSW Test LPA...

 ISSW Test LPA...

Log In

[Configure Accounts >](#)

i

IBM BPM App

o2-de

VPN

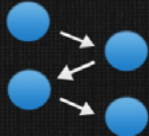
10:53

93 %

Cancel

Audit Report Generation

Launch Work



Instructions
Enter the name and the description

Report Name and Period

Jahresabschluss 2012

Details

- Bilanz
- Gewinn- und Verlustrechnung
- Lagebericht
- Anhang

Email me when this process is complete or cancelled

ON


Attachments

+

Workflow Tasks

Define the tasks needed to complete this workflow and assign each task to a person to continue.


1




Authorize Financial Report Generation

Padma Malladi

Due No Due Date




2




Retrieve Data from SAP and Generate Report

Padma Malladi

Due No Due Date




3




Retrieve and Approve Report

Padma Malladi

Due No Due Date




4



Send Report to Auditor

Padma Malladi

Due No Due Date



Add Task

IBM BPM App

o2-de VPN

10:59

92 %

Views

All Open Tasks

🔍

No Due Date

2

⚙️

Review marketing promotion...

Jamie-Review Marketing Promotion...

due No Due Date

⚙️

Authorize Financial Report...

Audit Report Generation - Jahresab...

due No Due Date

➔

Work Subject

Audit Report Generation - Jahresabschluss 2012

Details

- Bilanz
- Gewinn- und Verlustrechnung
- Lagebericht

Workflow Tasks

Process started by Paul Idstein on Sep 12, 2012 10:54 vorm.

👍

Approve


👎

Reject

Authorize Financial Report Generation

Assigned to: Paul Idstein

Due: No Due Date






Retrieve Data from SAP and Generate Report

Due: No Due Date

Assigned to: Paul Idstein







Retrieve and Approve Report


Due: No Due Date

Assigned to: Paul Idstein





Send Report to Auditor



IBM

⚙️

Tasks

📄

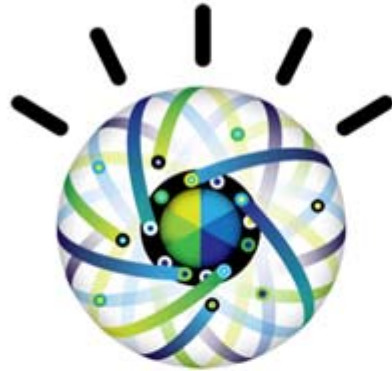
Launch

🔒

Accounts

2

i



Thank You !!!

Wolfgang Franke

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+49-171-9706-494

BPM Symposium 2012
Wiesbaden



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