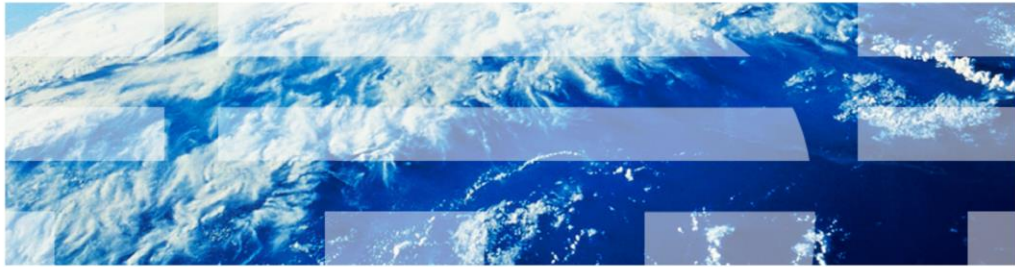


IBM Worklight

Overview



This presentation describes an overview for IBM Worklight, a new product offering an open platform to assist customers deliver existing and new mobile applications to multiple devices. It is an important piece of IBM's mobility strategy, helping clients dramatically reduce mobile application time to market, cost and complexity. Additionally, by enabling organizations to only develop and integrate these applications once, for any platform, it frees up time, resources and skills to focus on other business opportunities.

Business Potential with Mobile



With billions of subscribers worldwide, organizations around the globe are realizing the business potential of mobile applications. Whether customers or employees, access to on-the-go data and services holds the promise to increased revenues, enhanced productivity and lower cost of operation.

Mobile Development Challenges



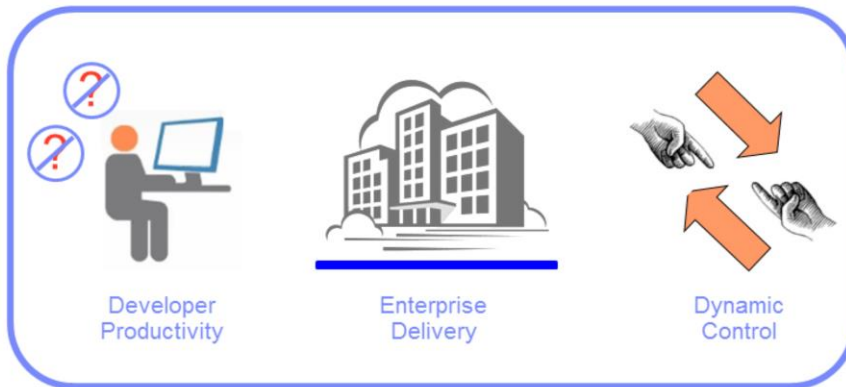
Many organizations are quickly learning that harnessing the power of smart phones can be a challenging and costly undertaking. With no clear leader in the mobile landscape, reaching all the end users means developing apps for multiple operating systems, each with unique tools, features and necessary skills.

Connectivity and Scalability Requirements



Connecting the app to backend systems presents multiple hurdles around security, authentication and scalability. As organizations mobilize more lines of business, controlling multiple applications in the wild and managing their ongoing performance can bring any IT department to their knees.

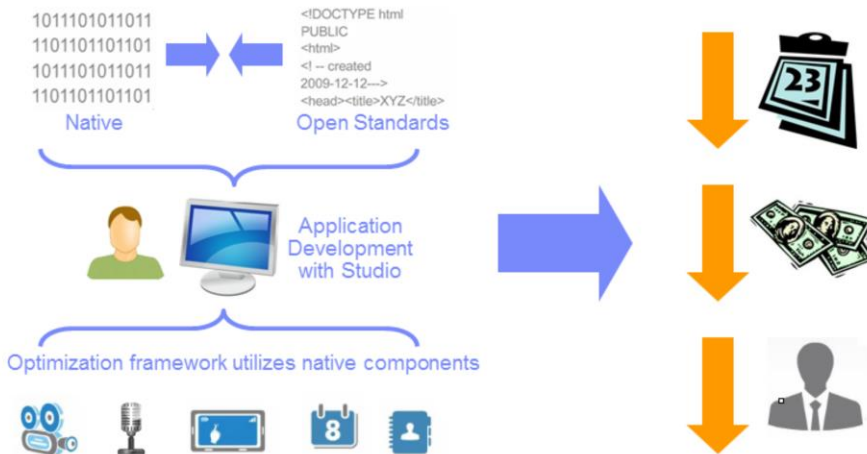
IBM Worklight Overcomes the Challenges



Address the needs of developer and IT professionals

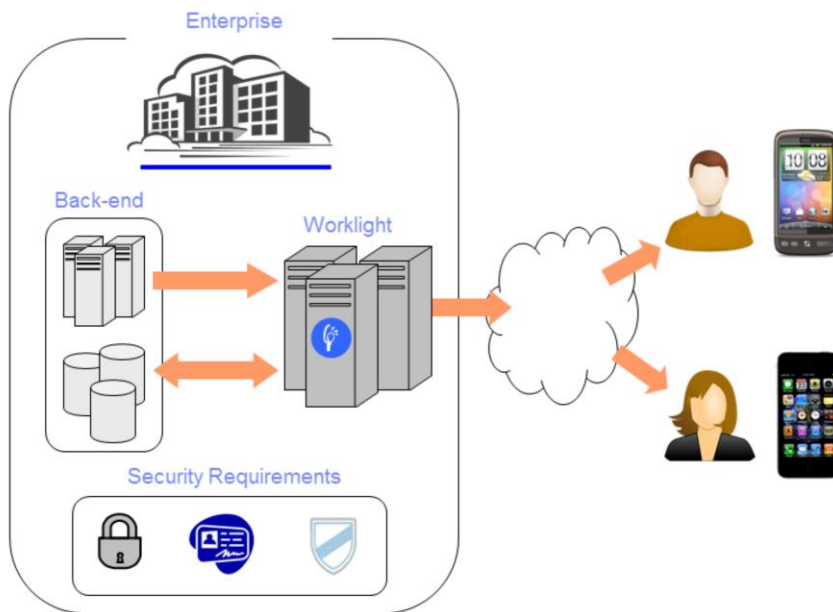
The IBM Worklight mobile platform is designed to overcome these challenges and address all the mobile needs of the developers and IT professionals within an organization. IBM Worklight delivers the highest levels of developer productivity, enterprise delivery and dynamic control.

IBM Worklight Studio



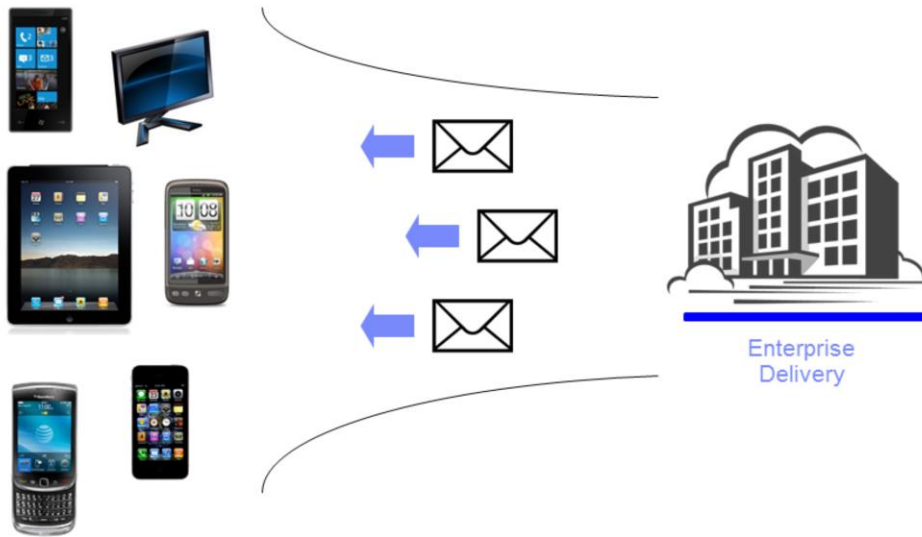
The Worklight Studio is a powerful development environment that integrates all the tools required to build rich external and internal facing applications. As the world's first multiplatform hybrid coding IDE, the Studio lets users build applications using purely native or open standard technologies such as HTML5 as well as benefit from combining both in a single app. Coupled with its optimization framework and third party integration capacity, the Studio delivers unlimited application capabilities that maximize user experience while drastically reducing development costs, time to market and ongoing management effort.

Seamless Enterprise Integration



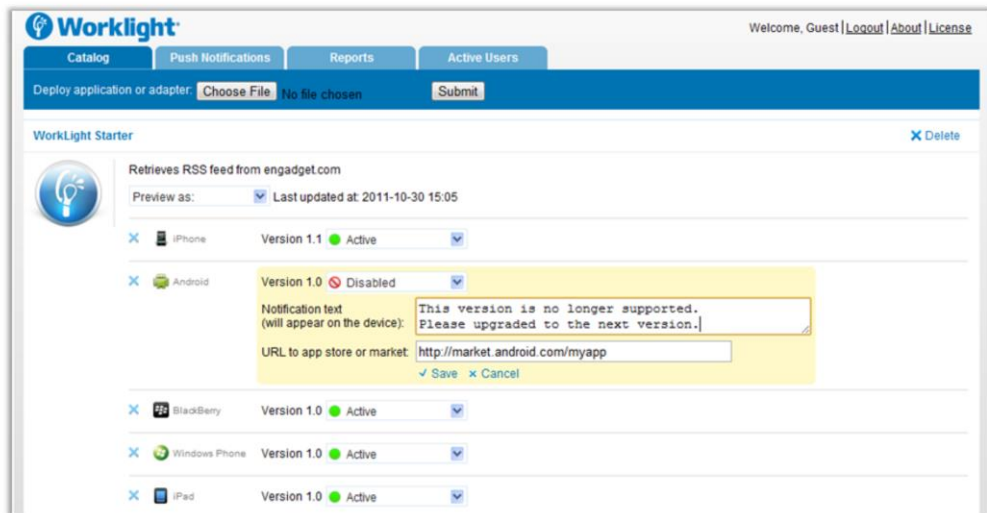
The IBM Worklight platform is designed to seamlessly integrate into the enterprise environment, leveraging its existing resources and adhere to the strictest security requirements of the organization. The platform channels back-end systems to the end-user, retrieves and updates data from multiple sources, and supports transactional capabilities as well as the invocation of different services and applications.

Uniform Push Notifications



The IBM Worklight integration layer also includes a uniform push notifications infrastructure that enables the transmission of alerts originating from back end systems to a variety of mobile devices from one centralized interface. This eliminates the need to design and develop solutions unique to several different notification systems.

Dynamic Control

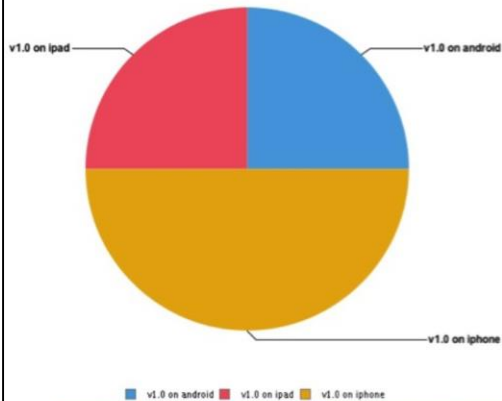


The screenshot shows the IBM Worklight administrative console. At the top, there is a navigation bar with tabs for 'Catalog', 'Push Notifications', 'Reports', and 'Active Users'. Below this is a 'Deploy application or adapter' section with a 'Choose File' button and a 'Submit' button. The main content area is titled 'WorkLight Starter' and shows a list of deployed applications. The 'Android' application is highlighted in yellow, indicating it is disabled. A modal dialog box is open for the Android application, showing a notification text field with the message: 'This version is no longer supported. Please upgraded to the next version.' and a URL to the app store or market: 'http://market.android.com/myapp'.

IBM Worklight plays a critical role in the ongoing management of deployed apps. Through its administrative console, users can monitor the system's components and remotely disable any deployed application based on preset rules such as version and device type. When making changes in a deployment, custom user messages can be entered and delivered as push notification messages to end-users.

Statistics and Usage Reports

App1: total visits in the last 30 days



version and platform	visits
v1.0 on android	17
v1.0 on ipad	17
v1.0 on iphone	36
Total visits in last 30 days	50

App1: new devices detected in the last 90 days

IBRT Report Viewer

New Device Count: 5

Device Details

#	DEVICE ID	RECORDED DATE
1	1	Feb 20, 2012 12:00 AM
2	2	Mar 21, 2012 12:00 AM
3	3	Apr 1, 2012 12:00 AM
4	4	Apr 2, 2012 12:00 AM
5	50	Apr 4, 2012 12:00 AM

Total number of new devices detected in the last 90 days

New Device Count: 10

Device Details

#	DEVICE ID	RECORDED DATE	APPLICATION NAME
1	32	Feb 5, 2012 12:00 AM	App3
2	1	Feb 20, 2012 12:00 AM	App1
3	2	Mar 21, 2012 12:00 AM	App1
4	26	Mar 28, 2012 12:00 AM	App2
5	25	Mar 27, 2012 12:00 AM	App2
6	21	Mar 31, 2012 12:00 AM	App2
7	3	Apr 1, 2012 12:00 AM	App1
8	4	Apr 2, 2012 12:00 AM	App1
9	20	Apr 3, 2012 12:00 AM	App2
10	50	Apr 4, 2012 12:00 AM	App1

IBM Worklight collects user statistics from running apps, exportable for analysis by business intelligence and reporting tools.

Extend your business with IBM Worklight



The future of business is mobile and IBM Worklight will take you there.

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