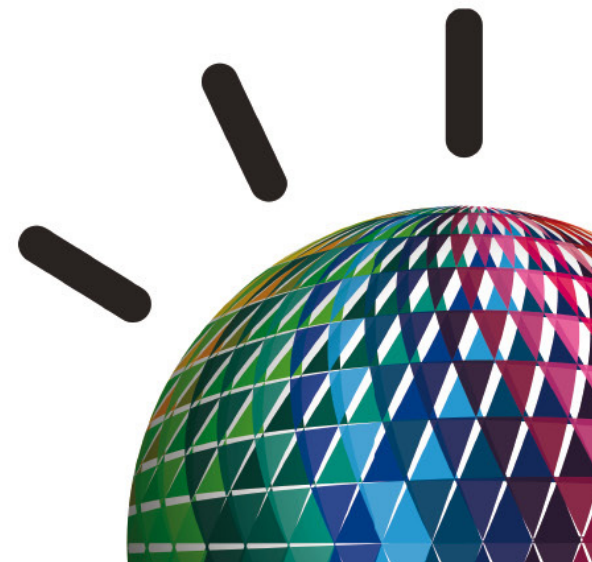# Impact2012

L'arte di rendere il business
più flessibile, agile e dinamico che mai.

Roma, 7 giugno 2012

Marco Dragoni
IBM Mobile Foundation
Platform

Mobile opportunities

Enterprise Business Model Changes

- New business opportunities based upon geo location
- Anytime, anywhere business transactions
- Importance of social business interactions

App Development Lifecycle Complexity

- Complexity of multiple device platforms with fragmented Web, native, and hybrid model landscape
- Connecting the enterprise back-end services in a secure and scalable manner
- Unique mobile requirements (user interface, connected/disconnected use, version upgrades, etc.)

Mobile Security and Management

- Protection of privacy and confidential information
- Use of client-owned smartphones and tablets
- Visibility, Security & Management of mobile platform requirements

Top Mobile Adoption Concerns:

1. Security/privacy (53%)
2. Cost of developing for multiple mobile platforms (52%)
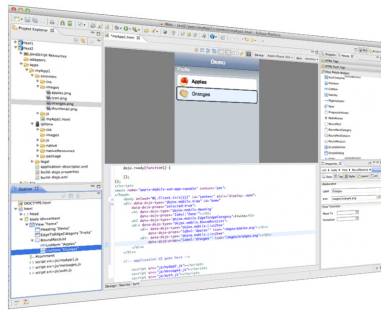3. Integrating cloud services to mobile devices (51%)

Source: 2011 IBM Tech Trends Report
https://www.ibm.com/developerworks/mydeveloperworks/blogs/techtrends/entry/home?lang=en
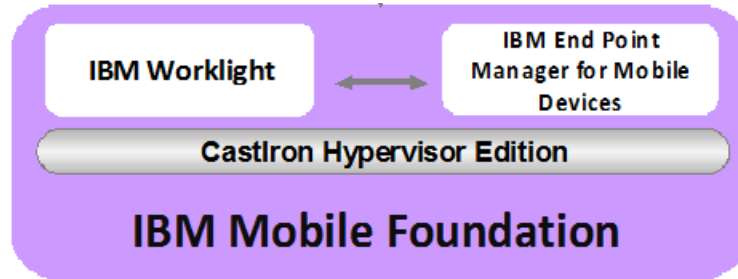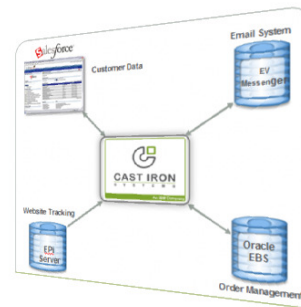
IBM Mobile Foundation Platform V5

Develop Applications

IBM Worklight ⟷ **IBM End Point Manager for Mobile Devices**

CastIron Hypervisor Edition

IBM Mobile Foundation

Mobile Device Management

WebSphere Cast Iron Cloud Integration

Connectivity

Worklight Differentiation

Fast and cost-effective development, integration and management of rich, cross-platform mobile applications
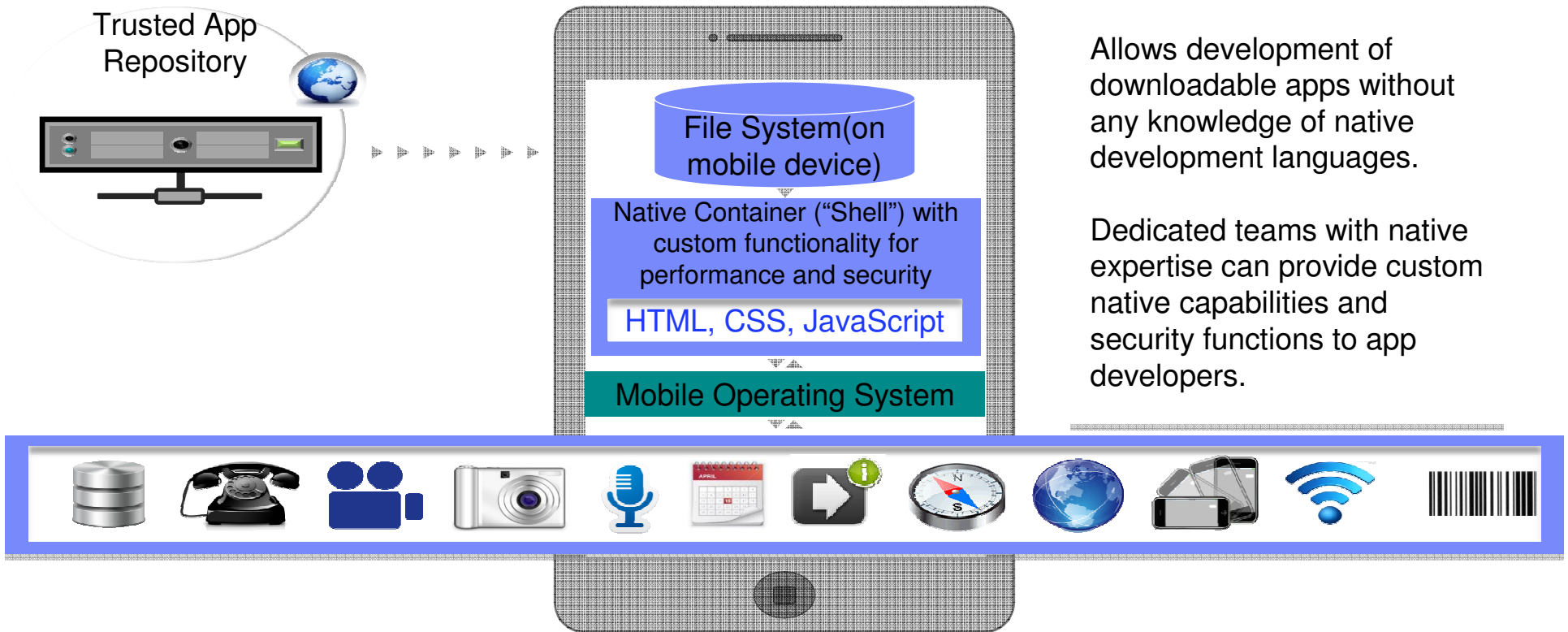
Client Challenge

Using standards-based technologies and tools and delivering an enterprise-grade services layer that meets the needs of mobile employees and customers

Key Capabilities

Mobile optimized middleware

- Open approach to 3rd-party integration
- Mix native and HTML
- Strong authentication framework
- Encrypted offline availability
- Enterprise back-end connectivity
- Unified push notifications
- Data collection for analytics
- Direct updates and remote disablement
- Packaged runtime skins

Worklight is not only about mobile app
UI creation! It is a full mobile middleware

Worklight Shell Approach

Trusted App Repository

File System(on mobile device)

Native Container ("Shell") with custom functionality for performance and security

HTML, CSS, JavaScript

Mobile Operating System

Allows development of downloadable apps without any knowledge of native development languages.

Dedicated teams with native expertise can provide custom native capabilities and security functions to app developers.
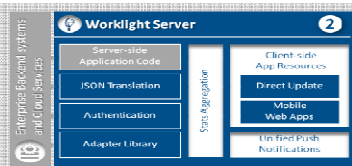
Worklight Overview

Worklight Studio

The most complete, extensible environment with maximum code reuse and per-device optimization

Worklight Server

Unified notifications, runtime skins, version management, security, integration and delivery

Worklight Runtime Components

Extensive libraries and client APIs that expose and interface with native device functionality
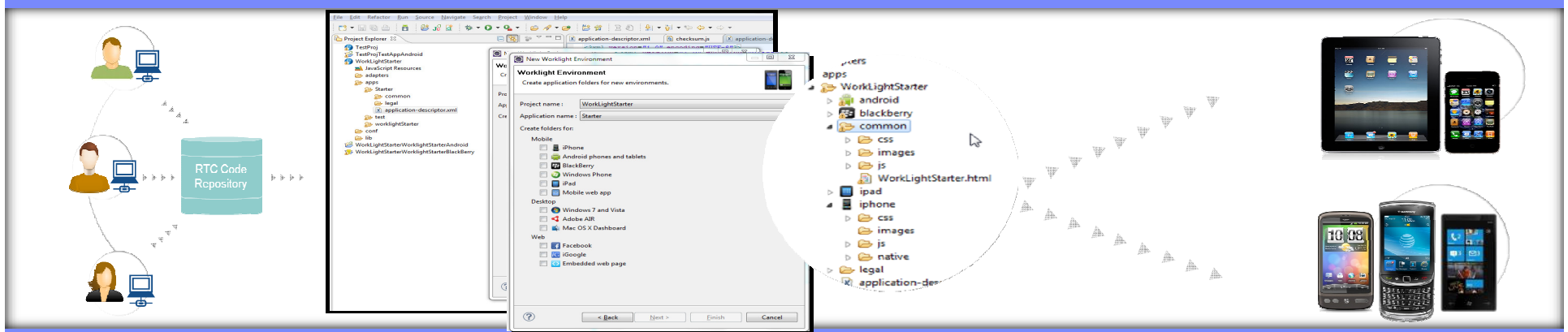
Worklight Console

A web-based console for real-time analytics and control of your mobile apps and infrastructure

Some Worklight functionalities

- Application Development - Build once. Run anywhere
- Backend integration – Integration layer and security auth mechanism
- Push Notifications
- Control and Management – Version Control, Data Collection

Some Worklight functionalities

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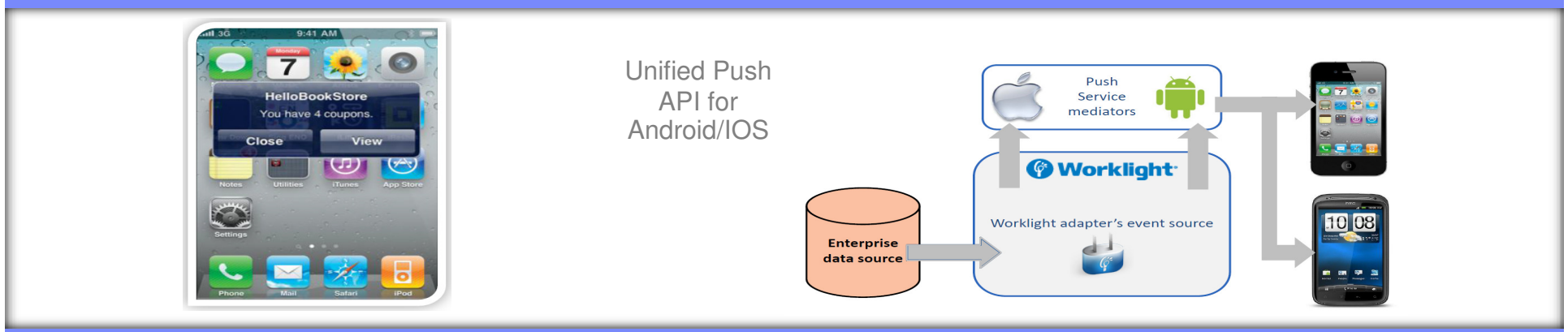- Control and Management – Version Control, Data Collection

Pre and Post processing adapter integration

Security support with existing systems

Some Worklight functionalities

- Application Development - Build once. Run anywhere
- Backend integration – Integration layer and security auth mechanism
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- Control and Management – Version Control, Data Collection

Unified Push
API for
Android/IOS

Some Worklight functionalities

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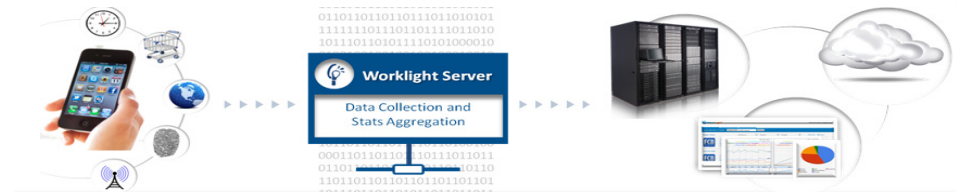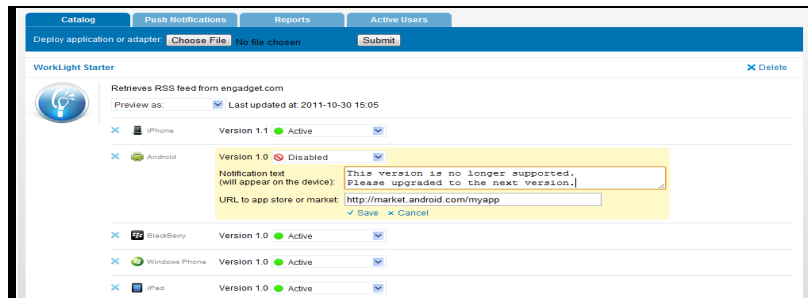- Control and Management – Version Control, Data Collection

End to end architecture overview

Firewall or Security Gateway

Development Lifecycle Tools

Mobile threats and security

IBM Worklight

IBM End Point Manager for Mobile Devices

CastIron Hypervisor Edition

IBM Mobile Foundation

Elastic Caching

SOA & Connectivity
(Messaging, ESBs, Cloud Integration, Governance)

Analytics

Decision Management

Enterprise Apps

Business Process Management

Social Software

Thank You

Marco Dragoni