

# IBM Software Network 2013

Fare partnership con il Software IBM

Roma, 24 - 25 gennaio 2013

Soluzioni per una Customer Experience  
efficace e appagante

*Eugenio Barozzi Channel & ICS  
Technical Manager*



# AGENDA

- Il portale: storia di una vision
- Cosa ha scritto chi e quando? La gestione dei contenuti
- **Posso usare il mio tablet? La gestione dei dispositivi mobili**
- 11:00 Break
- Freeze police - La sicurezza
- Scotty beam me up: trasformare un e-commerce in un \$ocial commerce

# Mobile is changing how people spend their time and interact

90%

Of mobile users keep their device within arm's reach 100% of the time

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50%

By the end of this year, mobile transactions will have increased 50% over last year

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20%

Customers who shop on tablets tend to spend 20% more than those who shop on computers

# Mobile is changing conventions for industries

## Healthcare

### From:

Traditional health institution

### To:

Seamless interactions among physicians and providers, improving quality of care, patient safety and efficiency improving patient experience



## Construction

### From:

Construction general contractor with remote employees

### To:

Empowered construction project managers armed with mobile solutions to pitch new projects in higher-growth industries



## Government

### From:

Sitting in traffic jams

### To:

Real-time re-direction to optimal routes using mobile info



# CIO's and LOB execs are recognizing the importance of mobile



## CIOs<sup>1</sup>:

77% plan to use of personal mobile devices to access company data and applications

25+ Almost all expect to deploy more than 25 mobility applications in the next two years



## LOB:

With customer insight as the top CEO priority<sup>3</sup>,  
**mobile changes everything.**

**#2** digital priority of CMOs is deploying tablet and mobile apps<sup>2</sup>

<sup>1</sup>A report from McKinsey & Company: Based on a survey of 250 CIOs on their mobility strategies.

<sup>2</sup>IBM 2011 Global CMO study

<sup>3</sup>IBM 2012 CEO study

# Businesses are struggling with the unique mobile challenges

**Fragmentation** of devices and platforms

**Speed** and frequent iteration of the mobile lifecycle

**Online/Offline** functionality

**Security** to protect corporate data

**Connectivity** to back-end systems and cloud

**Mobile Context** taking advantage of unique capabilities such as geo-location





# The quick reaction is to focus on devices and cool apps

Business leaders respond to mobile with, 'Let's build a really slick mobile app, put it up on iTunes and we're done!'

..... the fact [is] that underlying legacy applications and business processes need optimizing for the mobile experience. “

Clay Richardson, Forrester Analyst



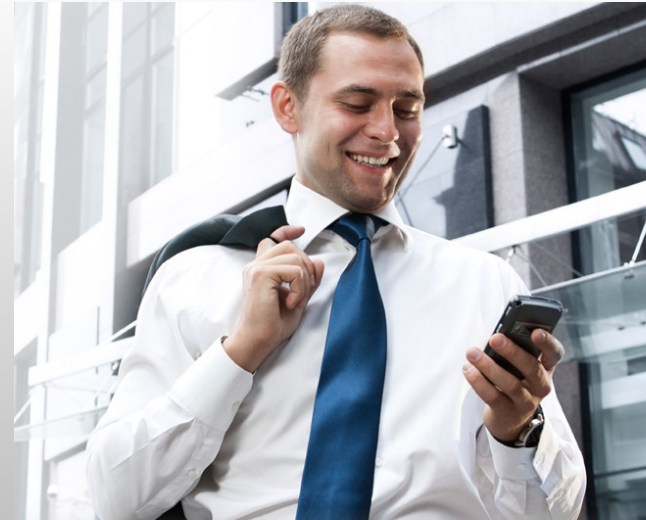
# The real transformation is the business model

From



- Simple learning and sharing
- Sending email, calendar access, social networking
- Basic transactions: such as buying songs, books

To



Two opportunities for business have emerged:

- Engage with all constituents anywhere, anytime.
- Transact more business functions “in motion”



So the real question is...

# What is a transaction?

# When does it begin?



# A mobile transaction is...

## ...a meaningful exchange of anything of business value

- Flight check-in
- Rating and other social interaction
- Client loyalty programs
- Employee self-service
- Signing legal documents
- Process decisions
- Capture of consumer behavior
- Collaboration
- Purchase of goods or services
- etc.



# Air Canada: Perfecting the art of self-service. How self-service helped an airline transform their brand

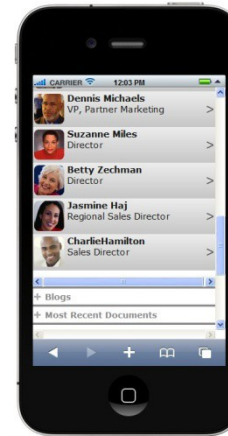
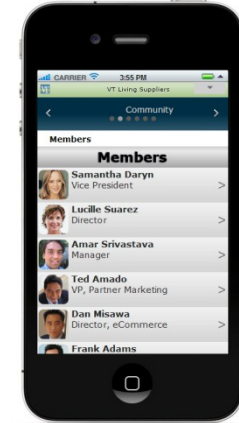
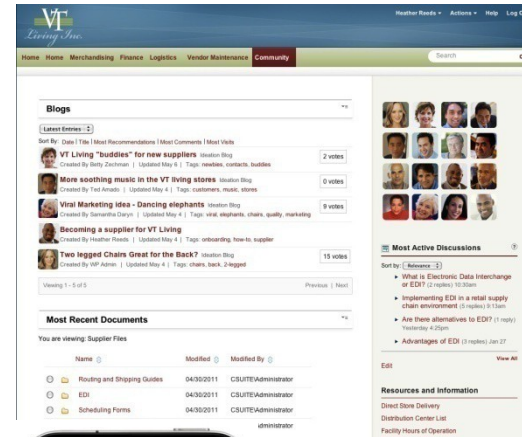




# Tackling multi-channel management

## Examples of delivery challenges:

- Adaptive content to channel context
- How to ensure consistent entitlements
- Multi-brand management and “virtual” sites
- Consistent experience (requires shared code & services)



# Become a Mobile Enterprise

With a comprehensive end-to-end mobile platform and services



**Build** mobile apps  
**Connect** & run mobile systems



**Manage** mobile devices and apps  
**Secure** my mobile business



**Extend** capabilities to mobile  
**Transform** my business

IBM Mobile Foundation



IBM Endpoint Manager for Mobile

IBM Social Business, Commerce & Analytics



IBM Mobile Services

# IBM's strategy addresses client mobile initiatives

## Build & Connect



**Build** mobile apps  
**Connect** & run mobile systems

### Key Capabilities

- Mobile web, hybrid and native app development
- Enterprise data, service, and application integration
- Enterprise wireless networking

## Manage & Secure



**Manage** mobile devices and apps  
**Secure** my mobile business

### Key Capabilities

- Mobile lifecycle management
- Device analytics and control
- Secure network communications & management

## Extend & Transform



**Extend** capabilities to mobile  
**Transform** my business

### Key Capabilities

- Strategy, planning and implementation
- Mobile-enabled solutions including analytics, commerce, and social business
- Mobile as a service



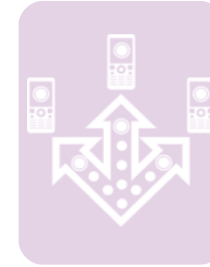
# New build, connect, manage and secure capabilities



**Build** mobile apps  
**Connect** & run mobile systems



**Manage** mobile devices and apps  
**Secure** my mobile business



Extend capabilities to mobile  
 Transform your business

**New and Enhanced!**

IBM Mobile Foundation

- Rapid support for iOS6
- Support for native and offline apps
- Extended support for BYOD
- Enterprise and App Store linkage
- Hosted & on-premise services

**New!**

IBM Mobile Development Lifecycle Solution

Accelerated application delivery

**New!**

IBM Security Access Manager

Context based security enabled for cloud and mobile

**Enhanced!**

IBM Social Business, Commerce & Analytics

IBM Connections 4 Mobile leveraging location services

Mobile Application Innovation Services

**New and Enhanced!**

IBM Mobile Services

Mobile Enterprise Services for Managed Mobility

Mobile Infrastructure Strategy and Planning

# New extend and transform capabilities



Build mobile apps  
 Connect & run mobile systems



Manage mobile devices and apps  
 Secure my mobile business



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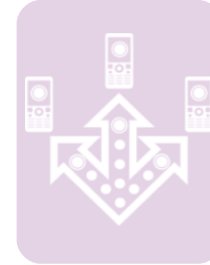
# New services capabilities



Build mobile apps  
 Connect & run mobile systems



Manage mobile devices and apps  
 Secure my mobile business



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**IBM Mobile Services**

Mobile Enterprise Services for Managed Mobility

Mobile Infrastructure Strategy and Planning

# Help accelerate your mobile transformation

## Develop an enterprise level mobile business vision and roadmap

- Phased approach to help you quickly identify the highest ROI opportunities for mobile adoption
- Business, market and user analysis with Business User Group Analysis deliverable
- Mobile architecture definition with Mobile Application Governance and Architecture deliverable
- Implementation roadmap with Mobile Readiness Assessment, Project Roadmap and Milestones deliverables

**New!**

*Mobile Strategy  
Accelerator*

## Assess and plan an enterprise infrastructure mobility strategy

- Provides a complete mobile infrastructure strategy and assessment of the current environment against industry best practices to identify gaps
- Helps mitigate risks by properly planning for the right mobile services and improvements
- Accelerate deployment by building support for mobile initiatives

**Enhanced!**

*IBM Mobile  
Infrastructure Strategy  
and Planning*

## Address today's BYOD and mobile security challenges

- Manage variety of smart phones and tablets
- Secure corporate data and enhance compliance
- Help simplify BYOD deployments
- Perform two-way synchronization of email, contact and calendar

**New!**

*IBM Mobile Enterprise  
Services for managed  
mobility*

## Rapid mobile application development

- Rapidly build and maintain mobile applications for smart devices in as little as 2 weeks.
- Address development skill gaps in your organization by tapping an ecosystem of capabilities on the IBM SmartCloud
- Fast cycle delivery and fixed price menu enables you to meet the demands of rapid-release cycles

**New!**

*IBM Application  
Development Services*

**IBM**®