

# How **IBM** is fueling the evolution of enterprise-class mobility & innovation

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Profile | Files

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The individual Enterprise

Apple & IBM

App development reinvented

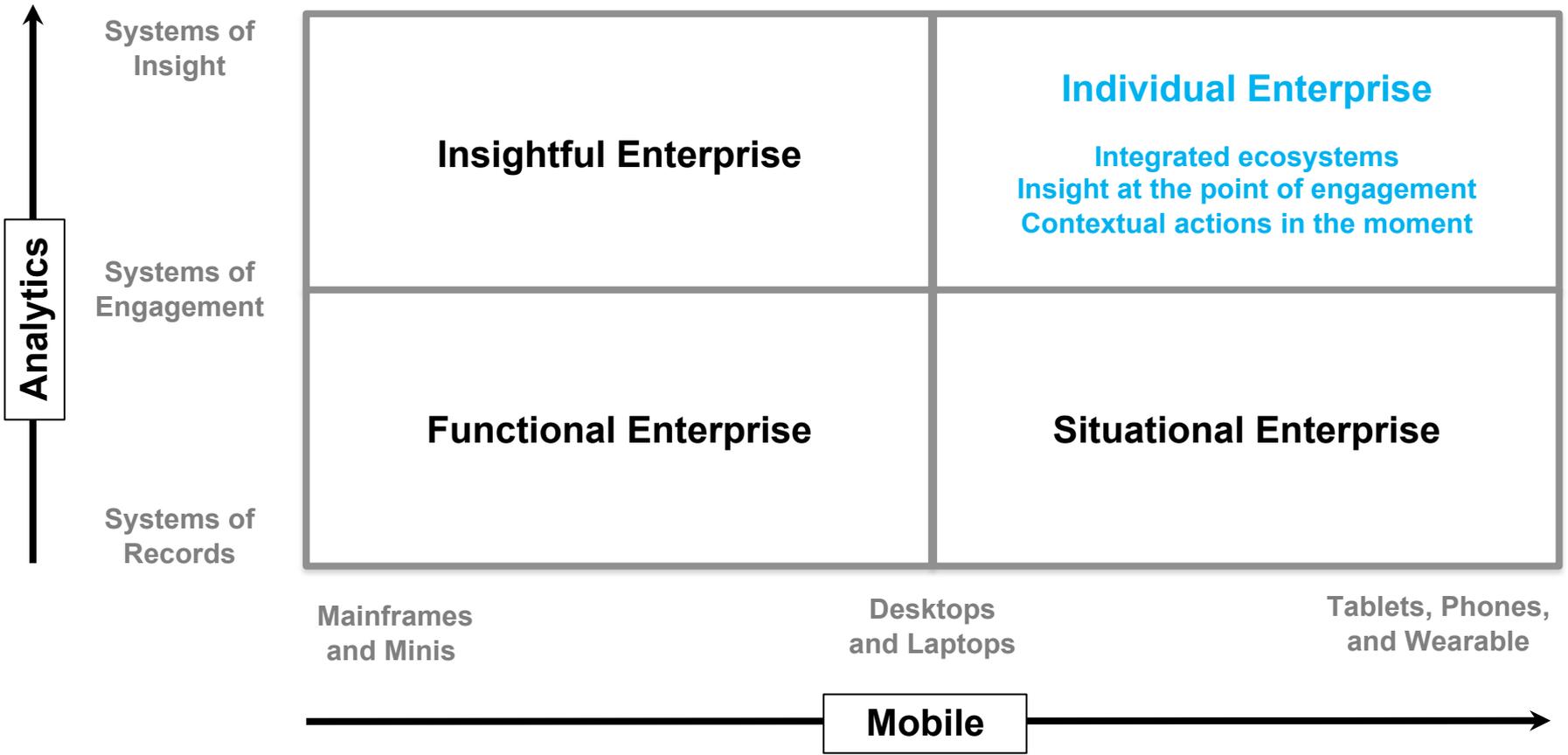
Enterprise mobility

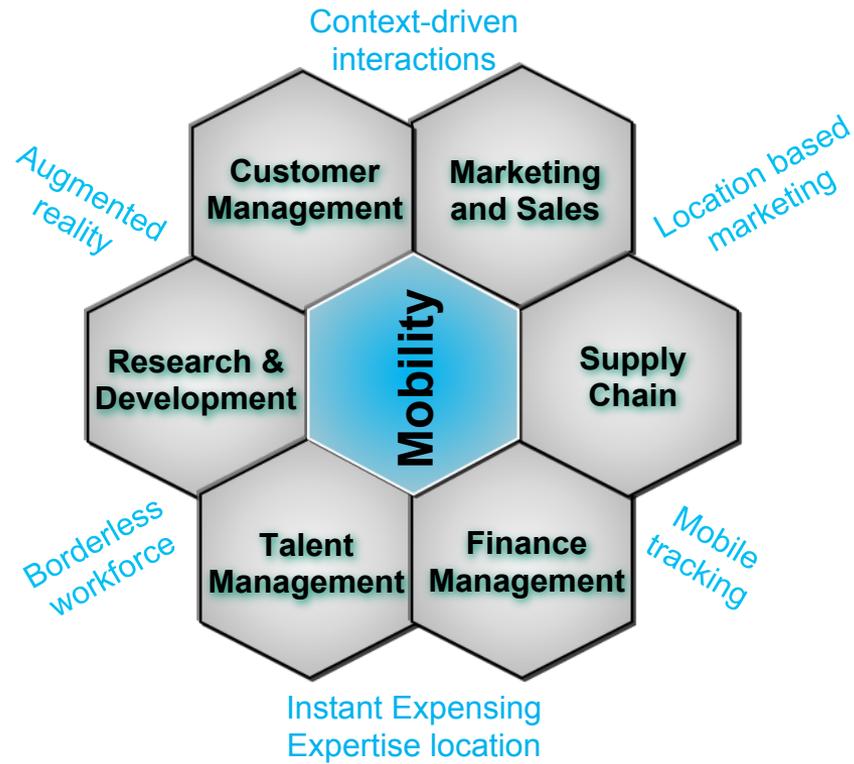
Innovation

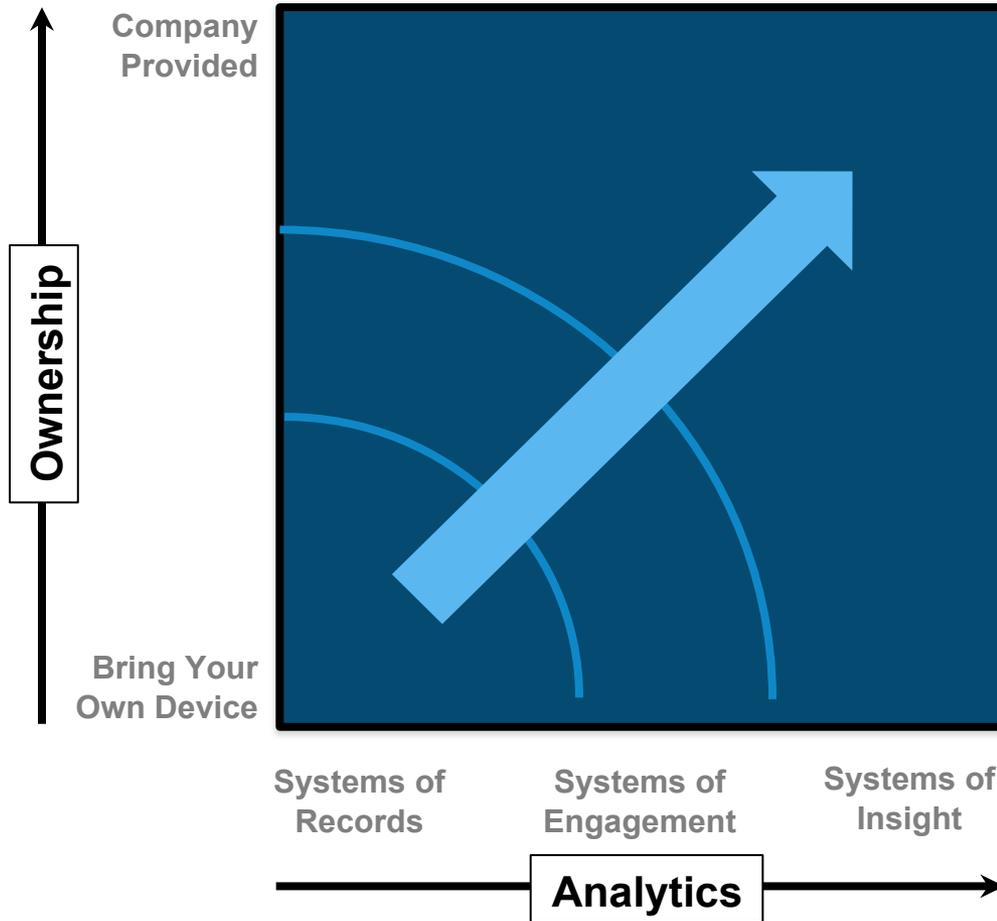
Cognitive computing inside

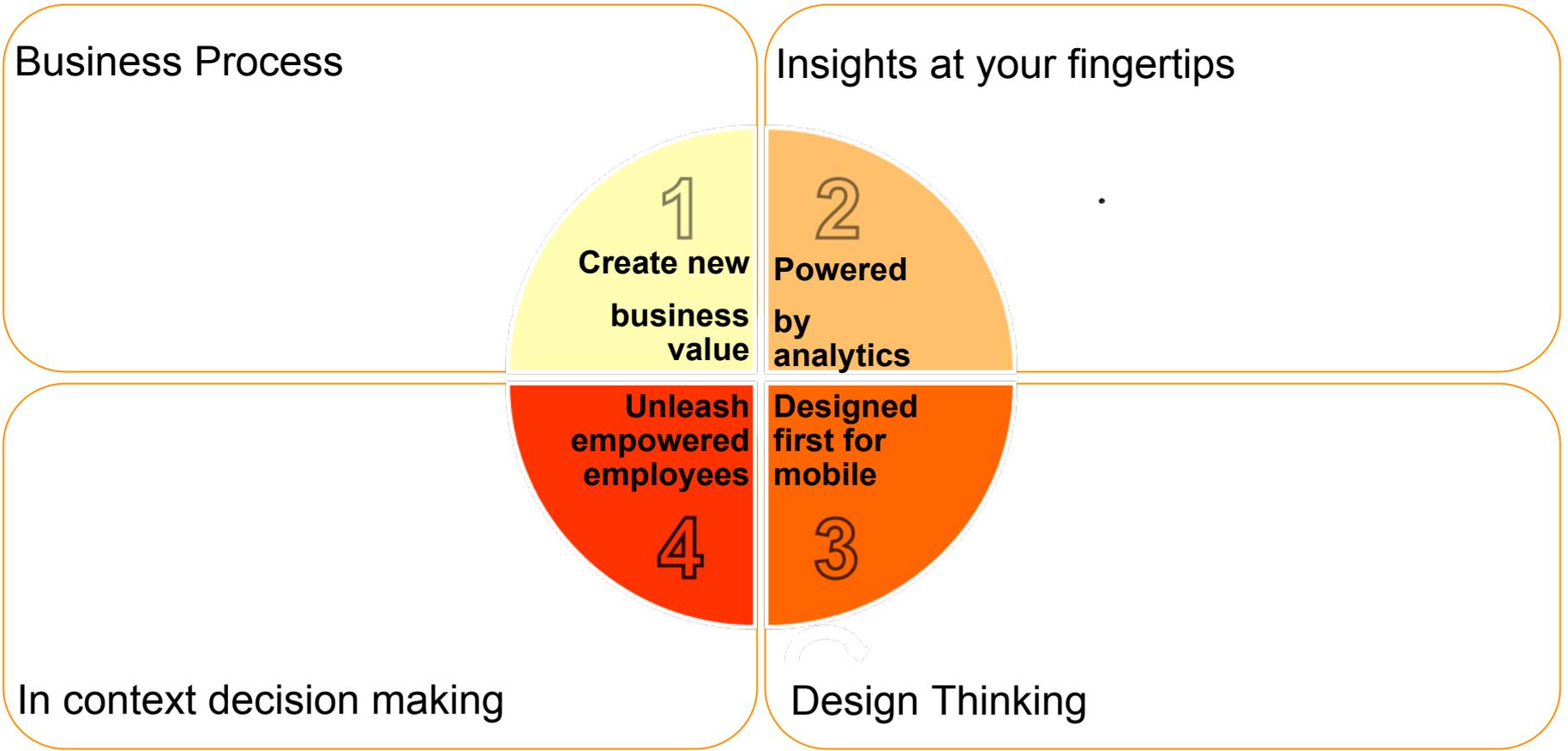
**Analytics**

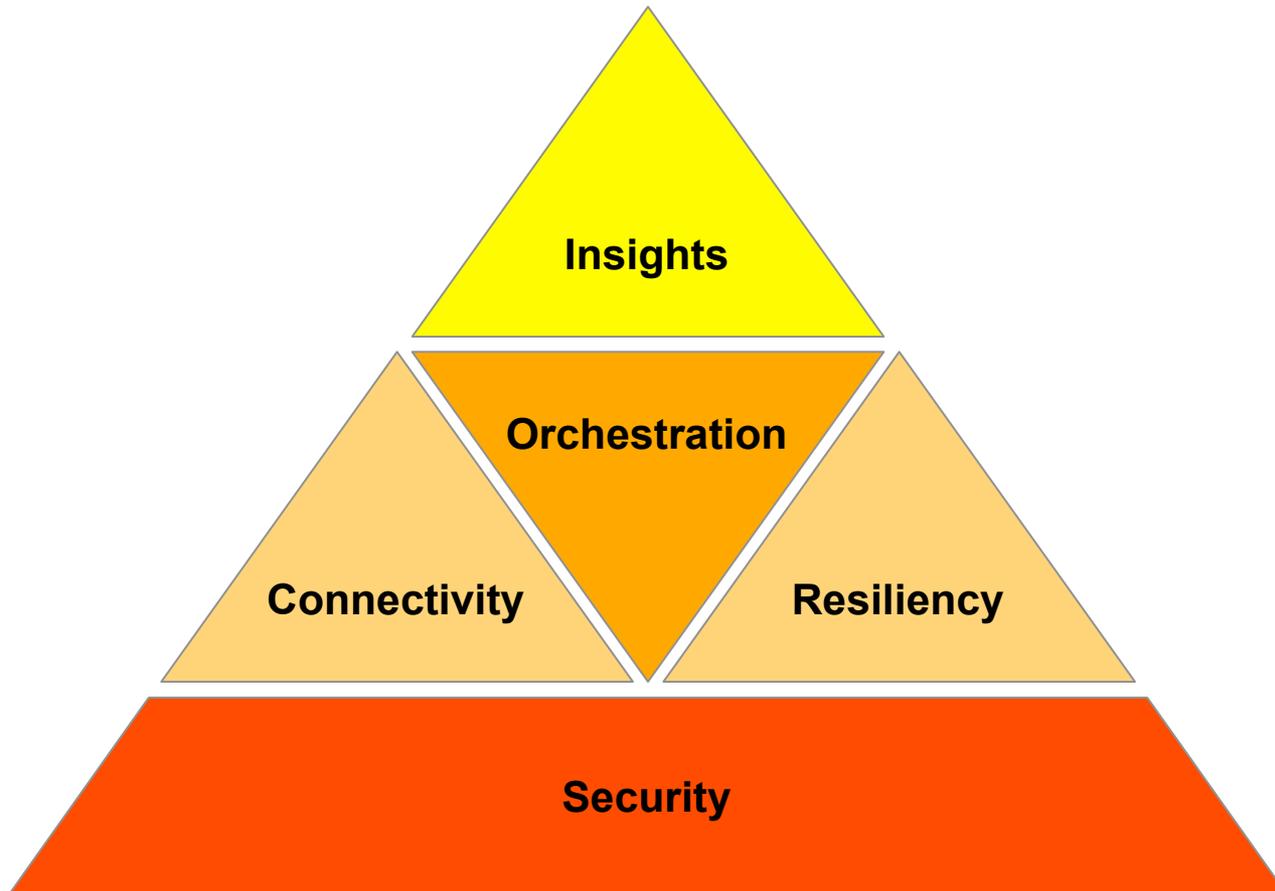
(Hybrid) Clouds





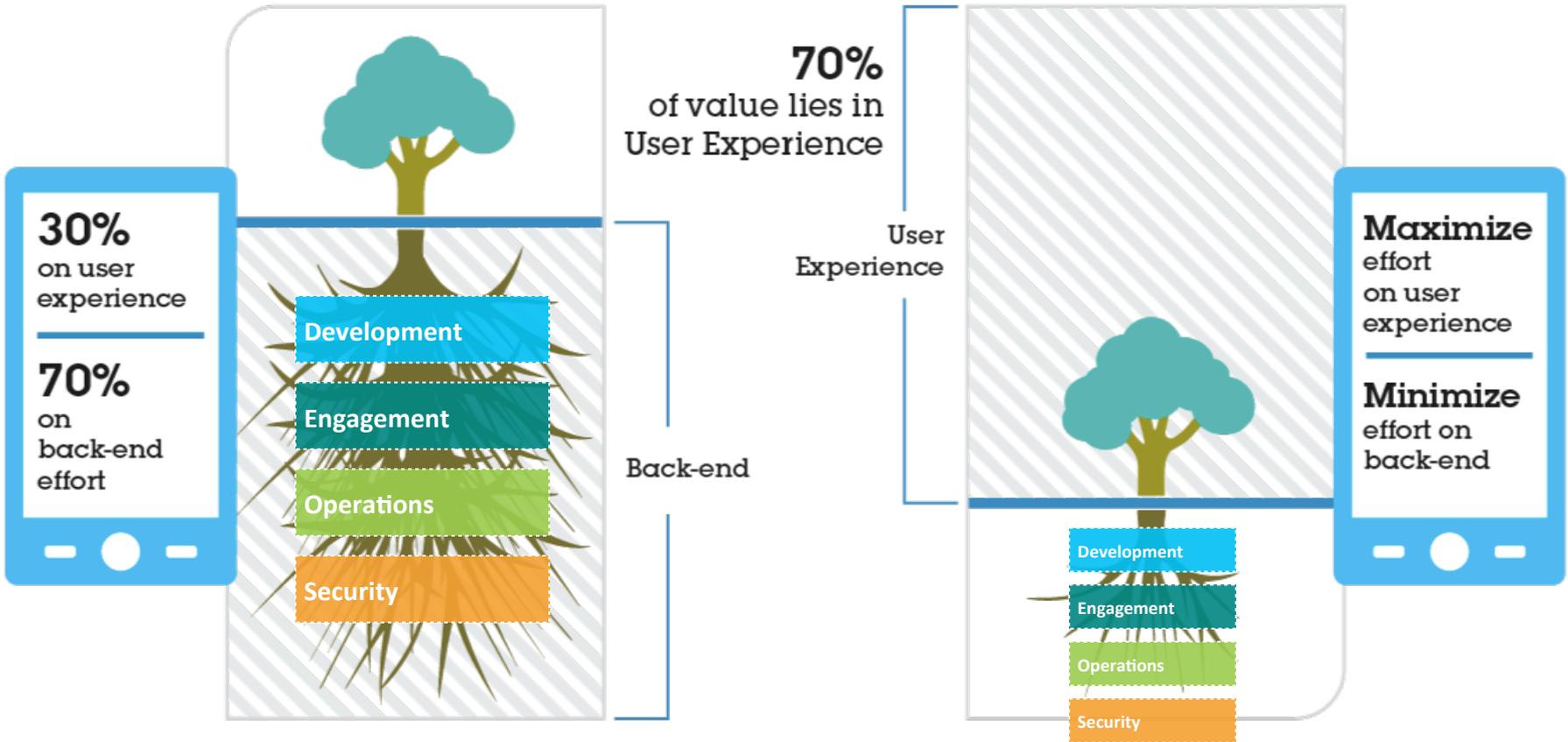








IBM MobileFirst Portfolio

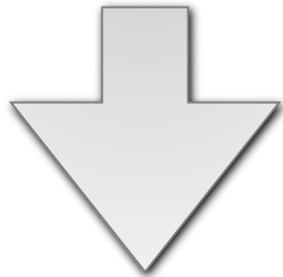


IBM MobileFirst Portfolio

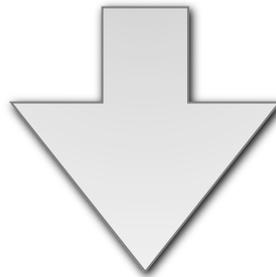
**IBM MobileFirst Platform**

**IBM MobileFirst Protect**

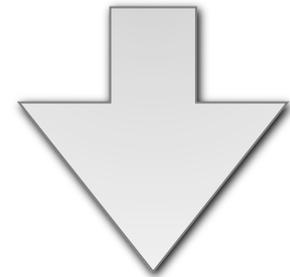
**IBM ExperienceOne**



Application management



Device management



Marketing & Engagement

## IBM MobileFirst Platform

**Continuously  
Improve**



**Secure**



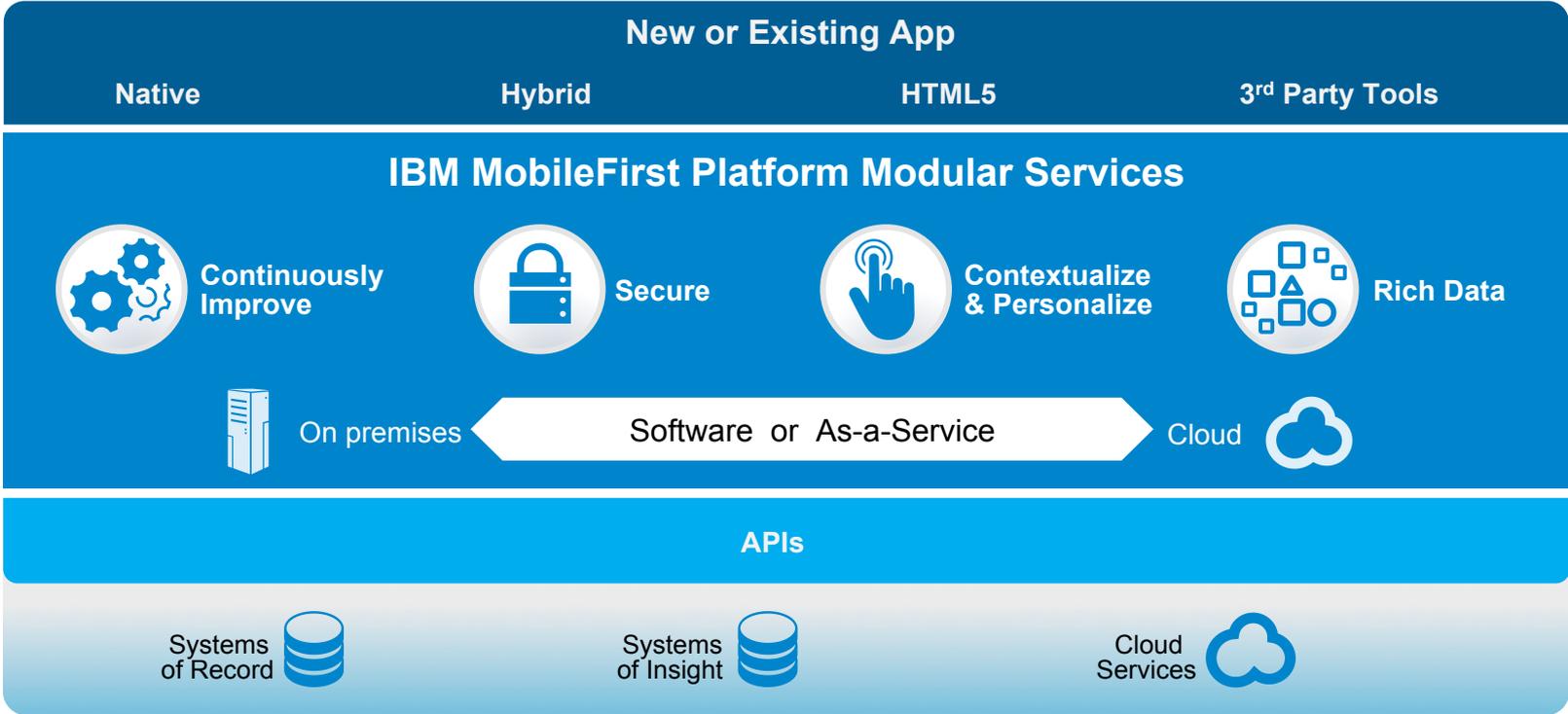
**Contextualize  
and Personalize**



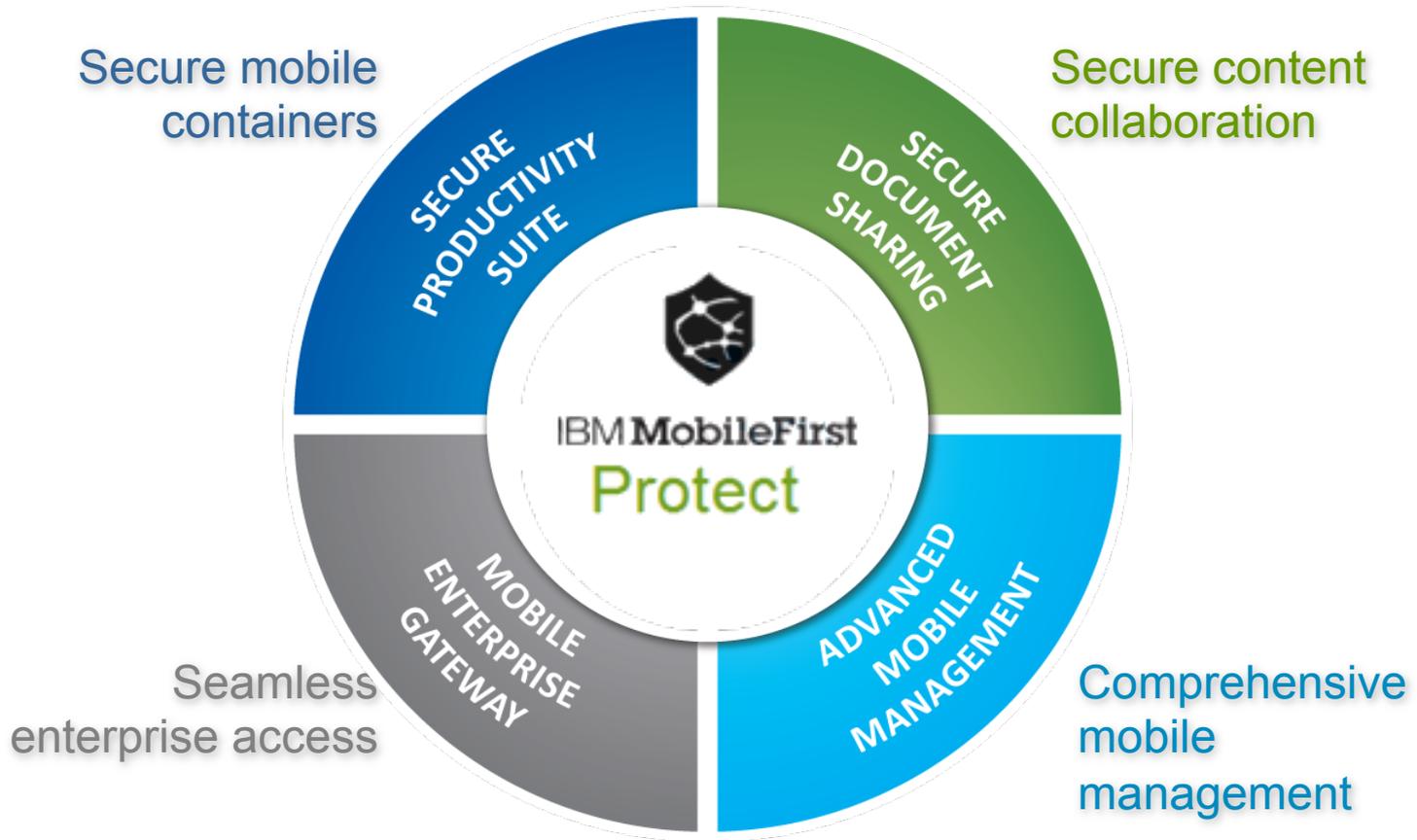
**Data  
Rich**



# IBM MobileFirst Platform



**IBM MobileFirst Protect**

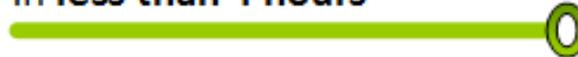


## IBM MobileFirst Protect

### Fastest Time to Trust



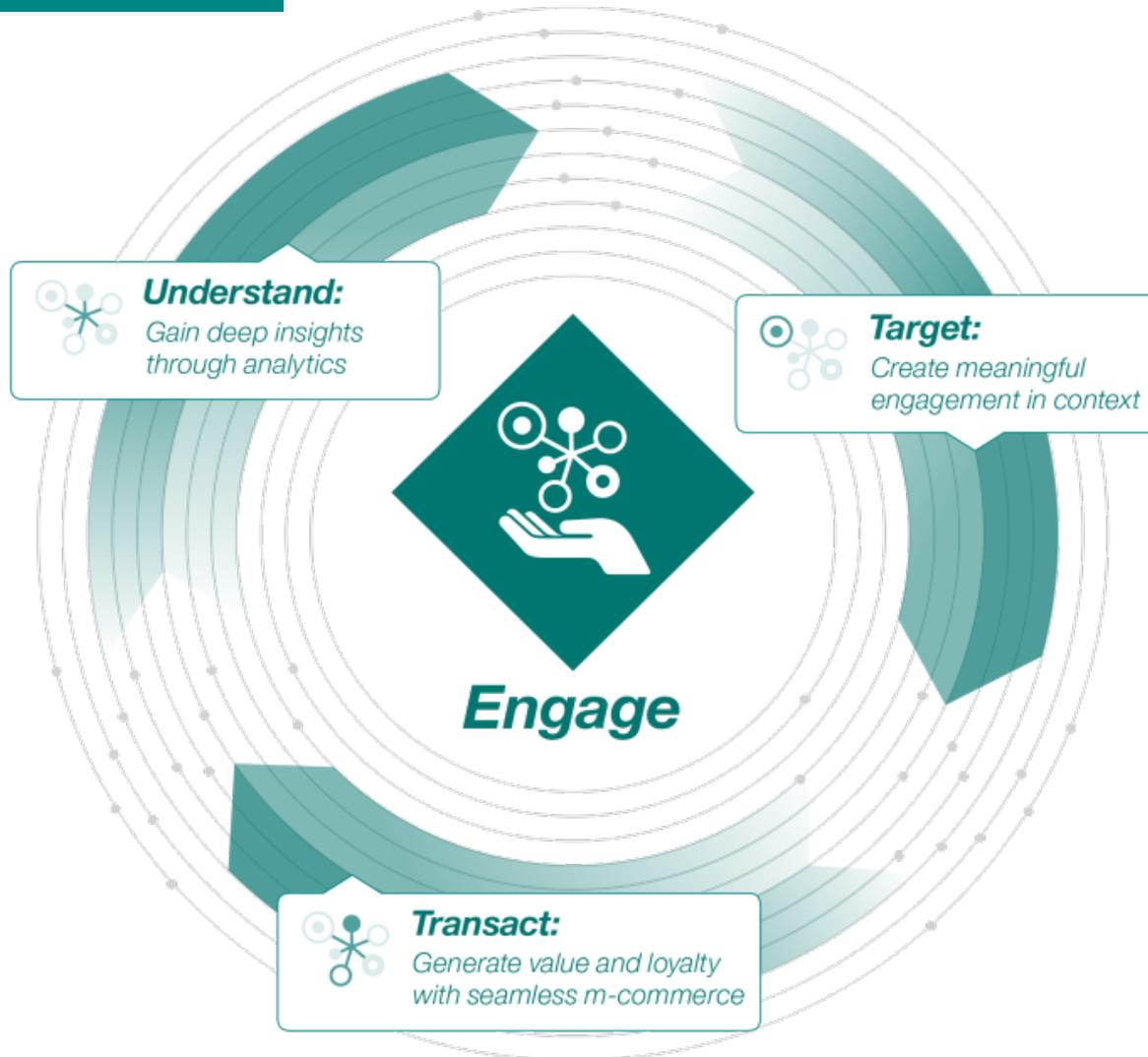
**60%** deployed IBM MobileFirst Protect  
in **less than 4 hours**



**75%** deployed IBM MobileFirst Protect  
in **less than 8 hours**



# IBM ExperienceOne



**IBM ExperienceOne**

## **IBM Tealeaf CX Mobile**

*Visibility into the customer mobile experience to optimize app design*

## **IBM Presence Zones**

*Intelligent location-based insight into customer in-store behavior*

## **IBM Mobile Customer Engagement**

*Targeted Mobile App and Web Marketing Campaigns*

## **Omni-Channel shopping**

*Create a highly effective, device-optimized shopping experience*

IBM MobileFirst Portfolio

### IBM MobileFirst Platform



### IBM MobileFirst Protect



### IBM ExperienceOne





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- Background
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- Global news rooms
- News room search
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- Related links**
- IT Analyst support center
  - Investor relations

News room > News releases >

# IBM and Ionic Empower Business Users to Accelerate Mobile App Development

## Drag-and-Drop Design Capabilities Help Close Skills Gaps and Reduce Enterprise App Backlogs

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**ARMONK, N.Y. - 08 May 2015:** IBM (NYSE: [IBM](#)) today announced an agreement with Ionic to combine its powerful drag-and-drop app design capabilities with the IBM [MobileFirst](#) Platform. Business users without software development skills can now prototype apps in minutes that are ready for enterprise integration and benefit from open source technology to further accelerate mobile app portfolio expansion.

While 60 percent of large companies used fewer than three [mobile](#) apps last year<sup>1</sup>, there is increasing pressure to expand mobile app portfolios. In fact, by 2017, 100 percent of the line of business apps in customer-facing roles and 75 percent of line of business apps in internally facing roles will be built for mobile-first consumption.<sup>2</sup>

Ionic offers a library of standards-based tools including Ionic Creator to build and publish highly interactive apps in an intuitive, visual environment that runs across multiple mobile platforms. When combined with the IBM MobileFirst Platform, organizations gain a mobile app development and enterprise integration solution with the ability to reduce complexity and tap into powerful analytics, management and security capabilities.

"Teaming with IBM benefits our customers by expanding engagement with enterprise business users who don't need a technical background to access the integration and quality assurance capabilities necessary to develop high quality apps," said Max Lynch, co-founder and CEO, Ionic. "With close to one million developers using Ionic, we have a rapidly expanding base of users who understand the value of open standards to increase velocity around mobile innovation."

Closing skills gaps by simplifying and accelerating app delivery means organizations don't have to compromise between speed and quality. Users will be better able to respond to business demands and work quickly through heavy app backlogs, while securely connecting to back-end systems to spur broader enterprise adoption.

"Many organizations still struggle with their mobile strategies because there isn't an environment that fosters strong collaboration between business leaders and developer teams. This divide not only slows down development and increases backlogs, but can also lead to poor quality apps that aren't delivering on the needs of the user," said Steve Lokam, senior principal, OpenLogix, an IBM Business Partner. "IBM and Ionic coming together helps bridge that gap and speeds the

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IBM Interactive Experience



IBM Interactive Experience



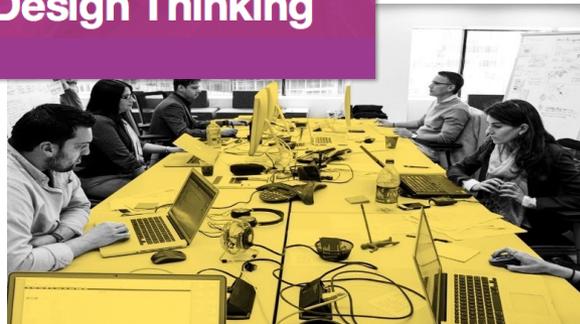
- New Interactive Experience Labs Announced in March, 2014
- Existing IBM Interactive Experience Labs



IBM Interactive Experience - Design Thinking



**IBM Design Thinking**



The IBM Design Language is a **living set of guidelines** for how we design software.

**Users first**

**Contextually aware**

**Aesthetically pleasing**

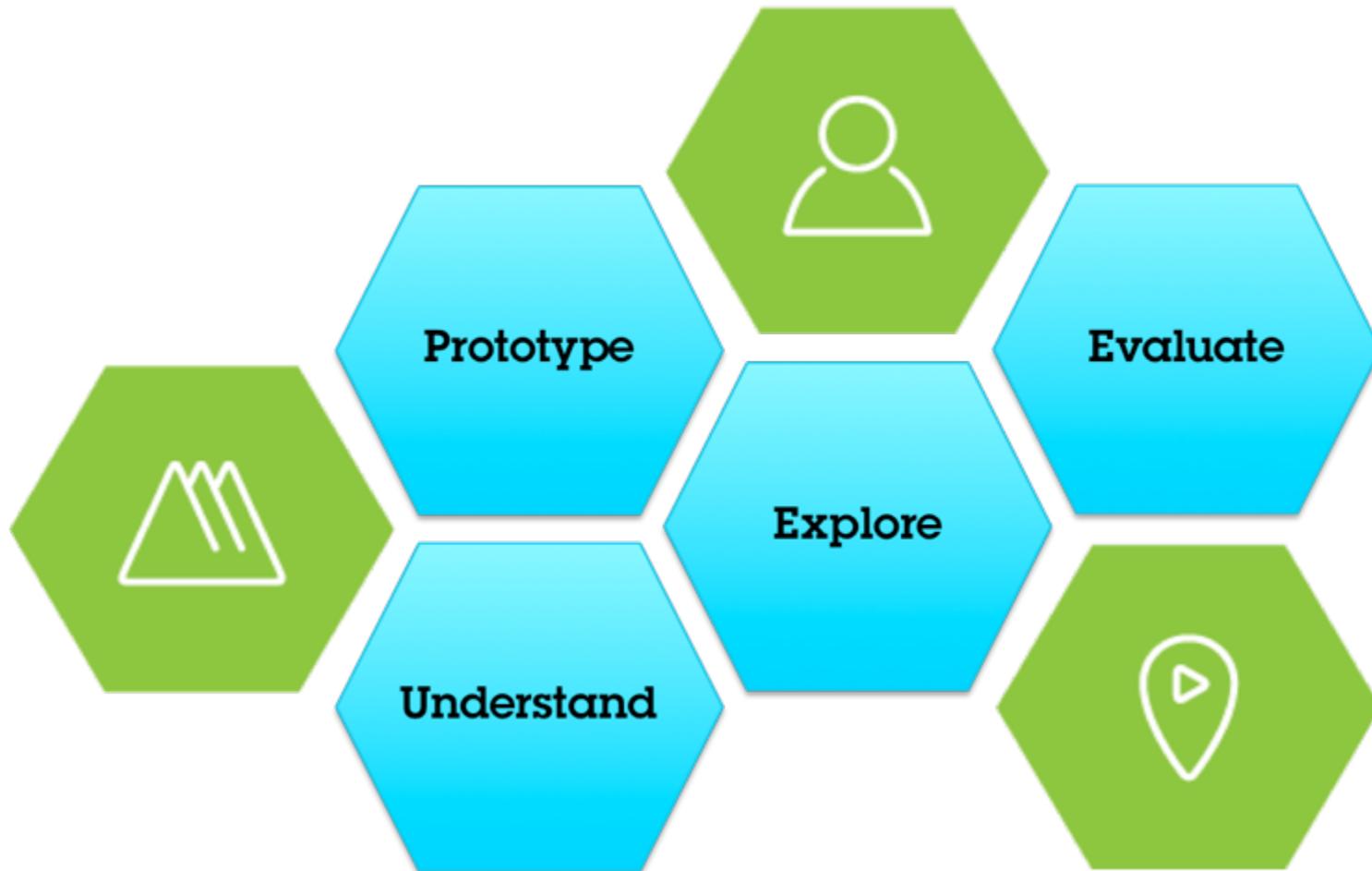
**Fun to use**

**Clear and in-context**

**Obvious**

**Everywhere**

IBM Interactive Experience - Design Thinking



Developers' expectations have evolved. IBM Bluemix



REFINE LISTINGS:

**Category**

- Watson
- Mobile
- DevOps
- Web and Application
- Integration
- Data Management
- Big Data
- Security
- Business Analytics
- Internet of Things

**Support**

- IBM
- Third Party
- Community
- Experimental
- Beta

*Type here to begin*

**Starters** // Choose a package of sample code and services, or start from scratch

### Boilerplates

Get started with a new app, now



Internet of Things Four...  
**IBM**



Java Cache Web Starter  
**IBM**



Java Cloudant Web Starter  
**IBM**



Java DB Web Starter  
**IBM**



Mobile Cloud  
**IBM**



MobileFirst Services Starter  
**IBM**



Node.js Cache Web Starter  
**IBM**



Node.js Cloudant DB Starter  
**IBM**



User Modeling Java Web...  
**IBM**



User Modeling Node.js...  
**IBM**



User Modeling Ruby W...  
**IBM**



Node-RED Starter  
**Community**



Vaadin Rich Web Starter  
**Community**



WordPress On Bluemix  
**Experimental**

### Runtimes

Run an app in the language of your choice



Solutions:  
Pre-built services to  
apps faster.

Watson

DevOps

Bluemix Dedicated

## IBM bakes Twitter data into Bluemix and Watson Analytics cloud services

Aims to help firms make better business decisions

By [Carly Page](#)

Tue Mar 17 2015, 11:39



**BIG BLUE** IBM has joined forces with fellow blue-hued company Twitter to bring data from the social network to its cloud-based services.

**Building on the Twitter partnership it announced last year,** IBM on Tuesday announced new cloud data services that will help firms use conversations and insights from the social network to make better business decisions.

Get started with the bold new partnership  
between people and computers today.

# Build an iOS app using the IBM Mobile Data for Bluemix service

21 August 2014

PDF (814 KB)

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**Kevan Holdaway**

Software Engineer, IBM  
Mobile Cloud Services  
[Find me on LinkedIn](#)



**Belinda Vennam**

Software Engineer, IBM  
Mobile Cloud Services  
[@BeeMarieV](#)



**Nick Gibson**

Software Engineer, IBM  
Mobile Cloud Services

You may already know about some of the benefits of [Bluemix](#), IBM's open platform for developing and deploying mobile and web applications. The many pre-built services in Bluemix make it easy for developers to build and enhance applications. In this tutorial, we'll show how to build an iOS application using the IBM Mobile Data for Bluemix service.

**WATCH:** [Developing iOS Apps on Bluemix using IBM MobileFirst Platform for iOS](#)

Looking for the new **iOS 8 beta services in the MobileFirst Platform**? Here's how to [get started](#). And please view our [updated BlueList sample code](#).

Have you ever gone to the grocery store and forgotten the exact ingredient your spouse needed for that fabulous soufflé recipe? Or the lunchbox dessert the kids had requested for the next day? What if they all could enter their requests into a shared grocery list, and you could receive push notifications alerting you to the updates?

Enter the BlueList application. It's a simple iOS app to which we'll add the IBM Mobile Data for Bluemix service to store, delete, update, and query objects stored on the cloud. A future tutorial will show you how to add the Push and CloudCode services, so you can get



Develop and deploy your next app on the IBM Bluemix cloud platform.

Start your free trial



Alerts

Retention 4

Client	Policy Premium	Policies in Household	Years as Client
Allish Kimber	\$672.00	2	3
Allen Buchinski	\$804.00	2	3
Paul Cashman	\$540.00	3	1

Unpaid Premium: Client missed monthly premium of \$56.00 due 7/31/14. Policy lapse date 8/31/14. Policy renews in 11/30/14.

Policy Lapse: Client's policy lapsed on 12/14/14. Policy renews on 12/14/2014.

Surrender Notice: Insurance Company has sent notice to Paul Cashman would like to surrender his 2012 Honda Accord Insurance Policy.

Client List

Quinn Cycles

Patrick Clough

Client since 2009

ASSETS AND LIABILITIES

\$52,000	Primary Checking	
\$39,000	Business Risk Free CD	Business Plus CC
\$26,000		Truck Loan
\$13,000		

Relationship Overview

BANK ACCOUNTS

Primary Checking \$16,432.97

Business Risk Free CD

LIABILITIES

\$11,910 Net

Category Retention (4)

Allish Kimber

Policy Premium

Unpaid Premium

Client missed monthly premium of \$56.00 due 7/31/14. Policy renews on 12/14/2014.

Product Catalog

Edge Sleeveless Pleated Lace-Shoulder Dress

Complete the Look

Red Glass Stone Statement Bracelet \$149.00	Shimmery Silver Latch-Front Clutch \$74.00	Etched Necklace in Silver and Black \$58.00
---	--	---

Suggested Items

VT Living Tie Back Wrap Dress \$119.00	Ruffle Front Cotton Dress with Sash \$84.00	Edge Pleated Dress \$150.00
--	---	-----------------------------

\$408.96 Add All to Cart

Jon Witla

Expert Tech

32 MIN

Needs 4 Items

OPEN WORK ORDERS

- Troubleshoot Internet #1376542 8:00AM
- Install Modem #1376542 10:00AM
- Satellite Dish Upgrade #1376542 12:00PM
- Troubleshoot Internet #1376542 2:00PM

COMPLETED WORK ORDERS

You have no completed work orders.

Flights

Crime Incident alert

Wilson Park 10298 S. Portal Ave.

1154

Standard Satellite

Crime Incident alert

Wilson Park 10298 S. Portal Ave.

1154

Standard Satellite

Cancel Request

Back up is on the way

1st Responder .25 Miles

Dispatched Parties

Lieutenant - Patrick Clough

Lieutenant - Jon Witla

Special Requests

20-200

118 of 132 4 of 4

Last updated 2 minutes ago

Deadline 1:58 PM 3/9 0 Remaining

Pumps Women's Shoes 1st Floor

Leather Platform Pumps 1400006 Women's Shoes 1st Floor

Asymmetrical Zip-Front Leather Jacket 1515029

Pick Queue Order List

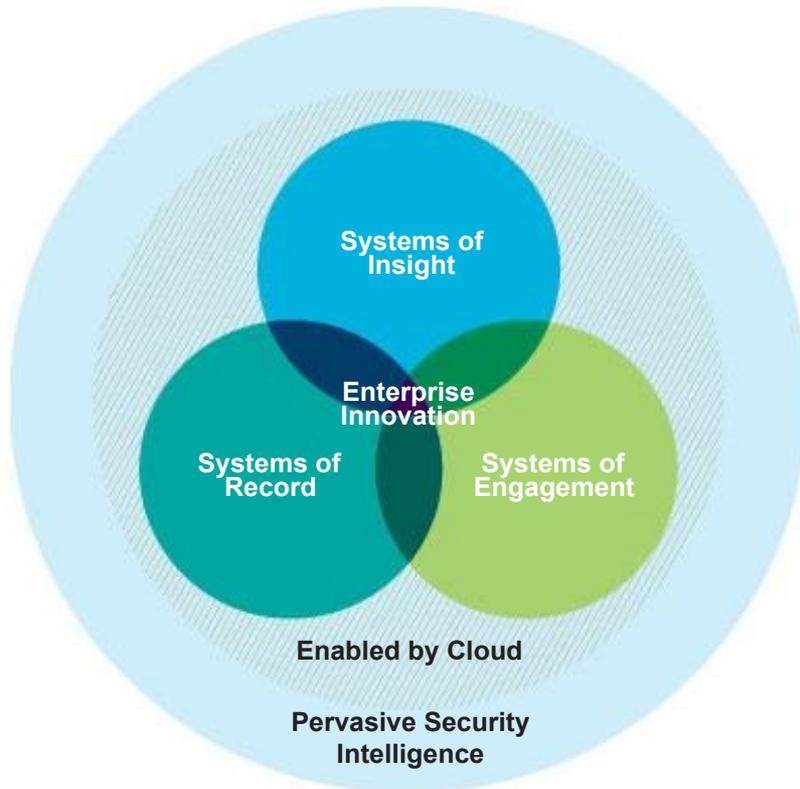
Deadline 12:37 PM 3/9 0 Remaining

Leather Platform Pumps 1400006 Women's Shoes 1st Floor

Pumps Women's Shoes 1st Floor

Pick Queue Order List

# Leaders will take a systematic and integrated approach to drive enterprise innovation



## Systems of Engagement

How are you harnessing mobile and social to transform relationships with customers, employees and citizens?

## Systems of Insight

How are you harnessing Big Data for competitive advantage?

## Systems of Record

How are you transforming your existing IT systems for the requirements of the new era?

# Thank You!

Profile Files



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