IBM MobileFirst: Business in Motion.

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Director, IBM MobileFirst

Mobile Is Everywhere
5 Trends with significant implications for the enterprise

1 **Mobile is primary**
91% of mobile users keep their device within arm's reach 100% of the time

2 **Insights from mobile data provide new opportunities**
75% of mobile shoppers take action after receiving a location based messages

3 **Mobile is about transacting**
96% year to year increase in mobile cyber Monday sales between 2012 and 2011

4 **Mobile must create a continuous brand experience**
90% of users use multiple screens as channels come together to create integrated experiences

5 **Mobile enables the Internet of Things**
Global Machine-to-machine connections will increase from 2 billion in 2011 to **18 billion** at the end of 2022

Imagine the Opportunities for a Mobile-First Organization

Leverage Industry
Transformations

Transform the
Value Chain

5

1

Customers

2

Deliver Contextually
Relevant Experience

4

Deepen
Engagement

3

Drive Revenue
and Productivity

Transform the Value Chain

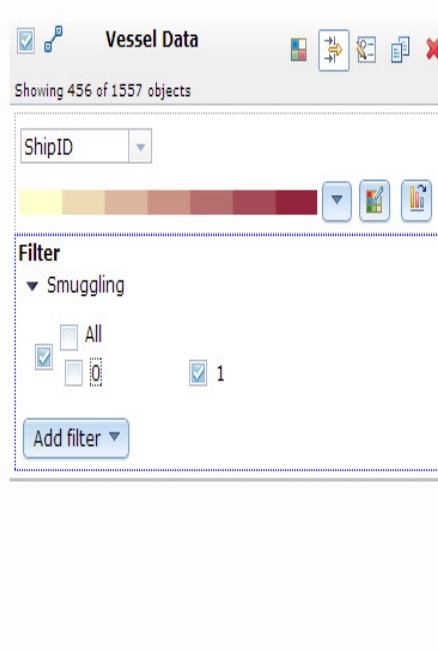CEMEX, UK-based manufacturer enables drivers to make 68% more shipments per day
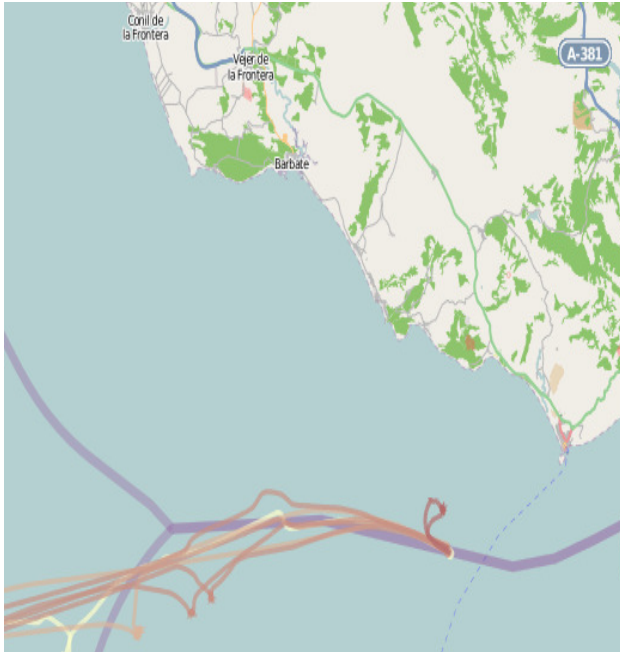
I want **a provider**

That prioritizes **my convenience**

Versus **their processes**

Which **streamlines our engagement**

In ways that **build loyalty**

Deliver Contextually Relevant Experience

IBM research lab uses "presence zones" to drive interactions using push notification and decision management features, prioritizing security with geo-fencing rules

I want **a business**

That helps **analyze information in real-time**

To **optimize decisions**

Based on **where I am**

While **protecting my security**

Drive Revenue & Productivity

Smartphone access saves nearly 400 employee-hours per month, contributing to over 40% YoY increase in new business

VCC General Contractor Construction Manager

I want **an employer**

That allows me to **work when I can**

Wherever **I am, with my own device**

In ways that **maximize my productivity**

In order to **help their bottom line**

Deepen Engagement

Grand Slam events improves user experience and increases productivity by 10 percent by providing a consistent multi-channel experience

I want **a relationship**

That enables me to **take action**

At the **right time**

In a **meaningful context**

In ways that **build trust**

Leverage Industry Transformations

Region of Eindhoven captures
data from cars and road sensors
to notify commuters
via smart phone app

I want to tag things through auto
ID technologies like RFID

Sense things through sensors
and actuators

Shrink things through developments
in miniaturization and nanotechnology

Create Thinking Things by imbedding
processing power

and **Power things** through advances
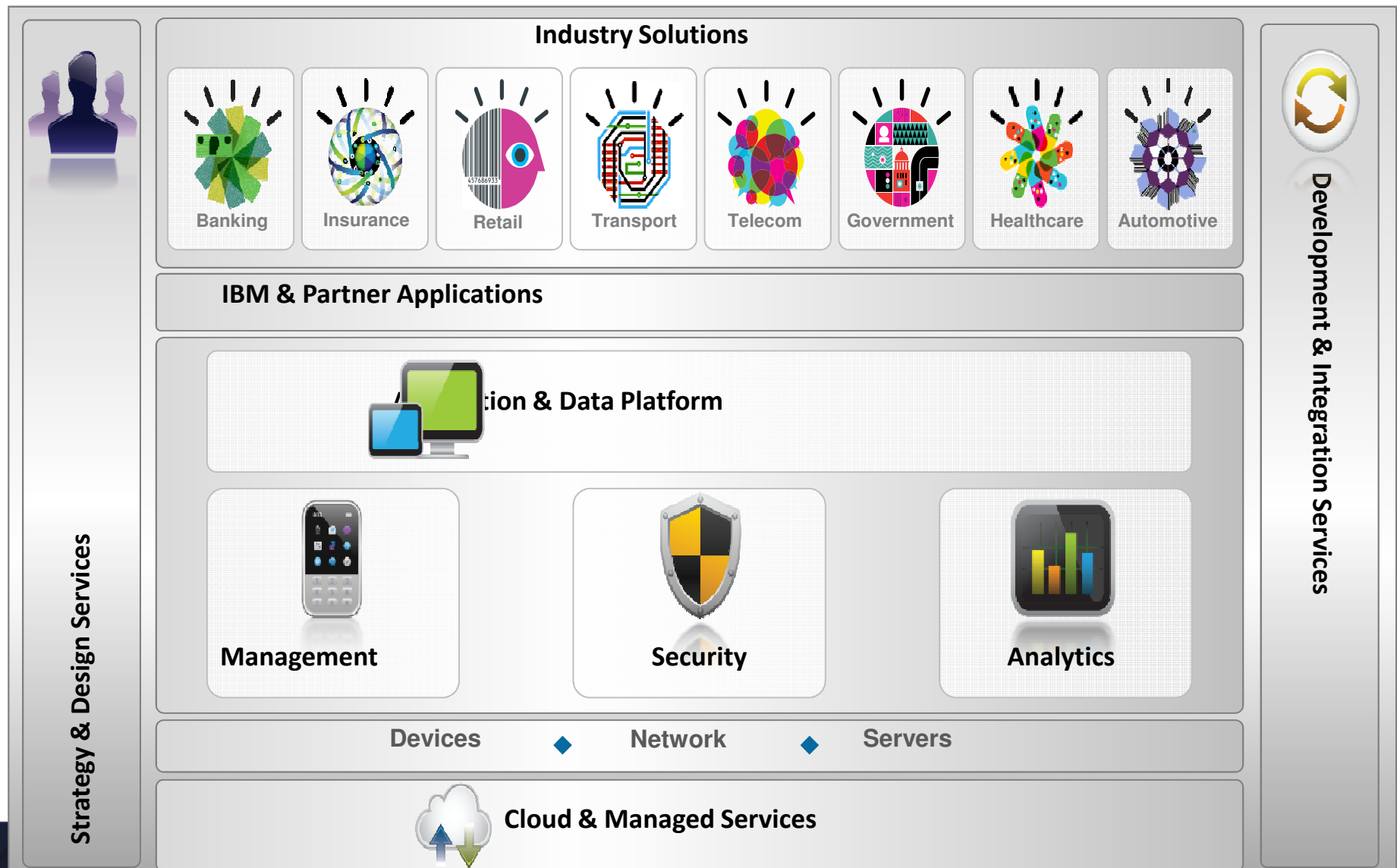in energy efficiency, storage and
generation

Expanding our mobile portfolio with new capabilities

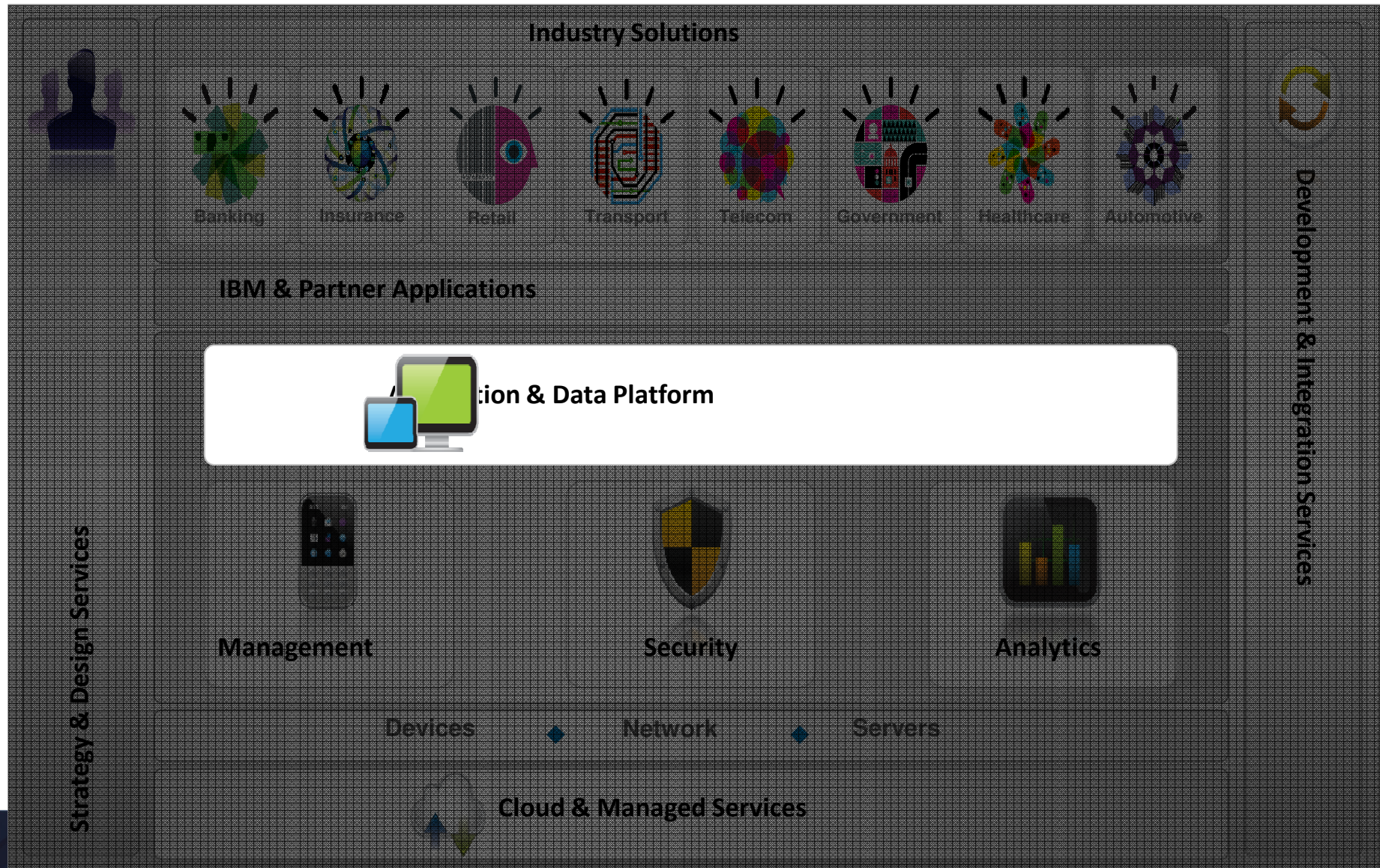125+ patents for wireless inventions in 2012, bringing the total to 270

2012 1H

IBM Endpoint Manager

IBM Cast Iron

Emptoris

IBM acquired:
Emptoris Rivermine Telecom Expense Management

Worklight

IBM announced:
IBM Mobile Foundation

IEM INTERACTIVE

Named leader in interactive design

2013 1H

IBM announced:
IBM MobileFirst

urban{code}

IBM acquired:
Urban Code DevOps Platform

2H

tealeaf. an IBM Company

IBM acquired:
Tealeaf CX Mobile

IBM announced:
Managed Mobility and MAPM Services and IBM Security Access Manager for Cloud and Mobile

IBM announced:
IBM Mobile Development Lifecycle Solution

IBM announced:
IBM Connections Mobile

IBM MobileFirst offering portfolio

Industry Solutions

| Banking | Insurance | Retail | Transport | Telecom | Government | Healthcare | Automotive |

IBM & Partner Applications

...tion & Data Platform

Strategy & Design Services

Management

Security

Analytics

Devices ◆ Network ◆ Servers

Cloud & Managed Services

Development & Integration Services

IBM MobileFirst offering portfolio

IBM MobileFirst Platform

For clients who need to:

- Quickly develop and deploy high quality mobile apps across multiple platforms

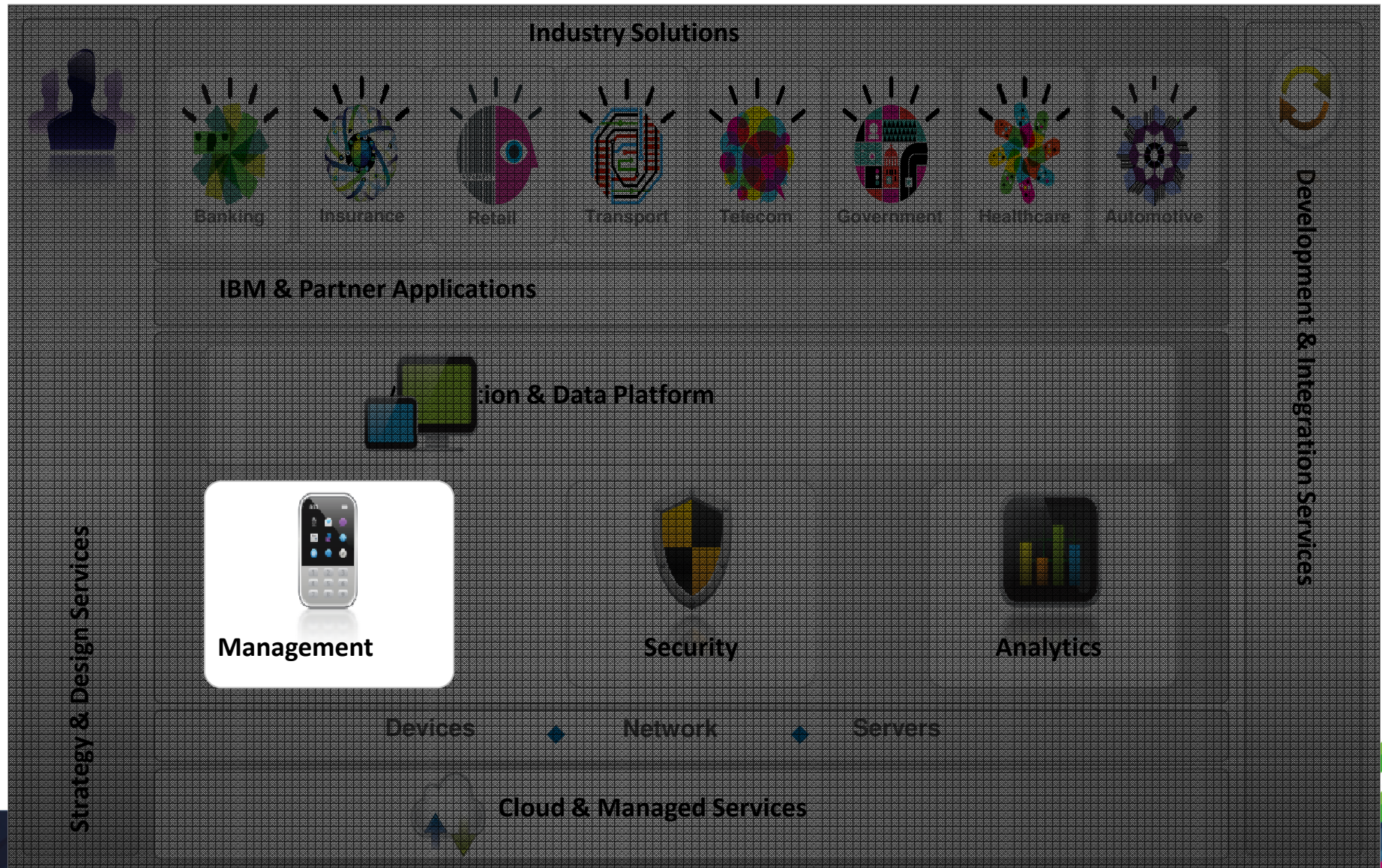- Seamlessly connect rich mobile applications to enterprise data and services

Key offerings:

- IBM Worklight
- IBM Rational Test Workbench
- IBM Mobile Application Platform Management Services

IBM MobileFirst Platform offers:

✓ Native, web, or hybrid app development

✓ Tools to build & test high quality apps for many devices

✓ Management, security, continuous delivery & distribution of apps

✓ Easy connectivity to existing data & services for mobile usage

✓ On-premises or managed service delivery

IBM MobileFirst offering portfolio

Industry Solutions

Banking Insurance Retail Transport Telecom Government Healthcare Automotive

IBM & Partner Applications

Application & Data Platform

Strategy & Design Services

Development & Integration Services

Management

Security

Analytics

Devices Network Servers

Cloud & Managed Services

IBM MobileFirst Management

For clients who need to:

- Implement BYOD with confidence

- Manage secure sensitive data, regardless of the device

- Manage, track and optimize mobile expenses

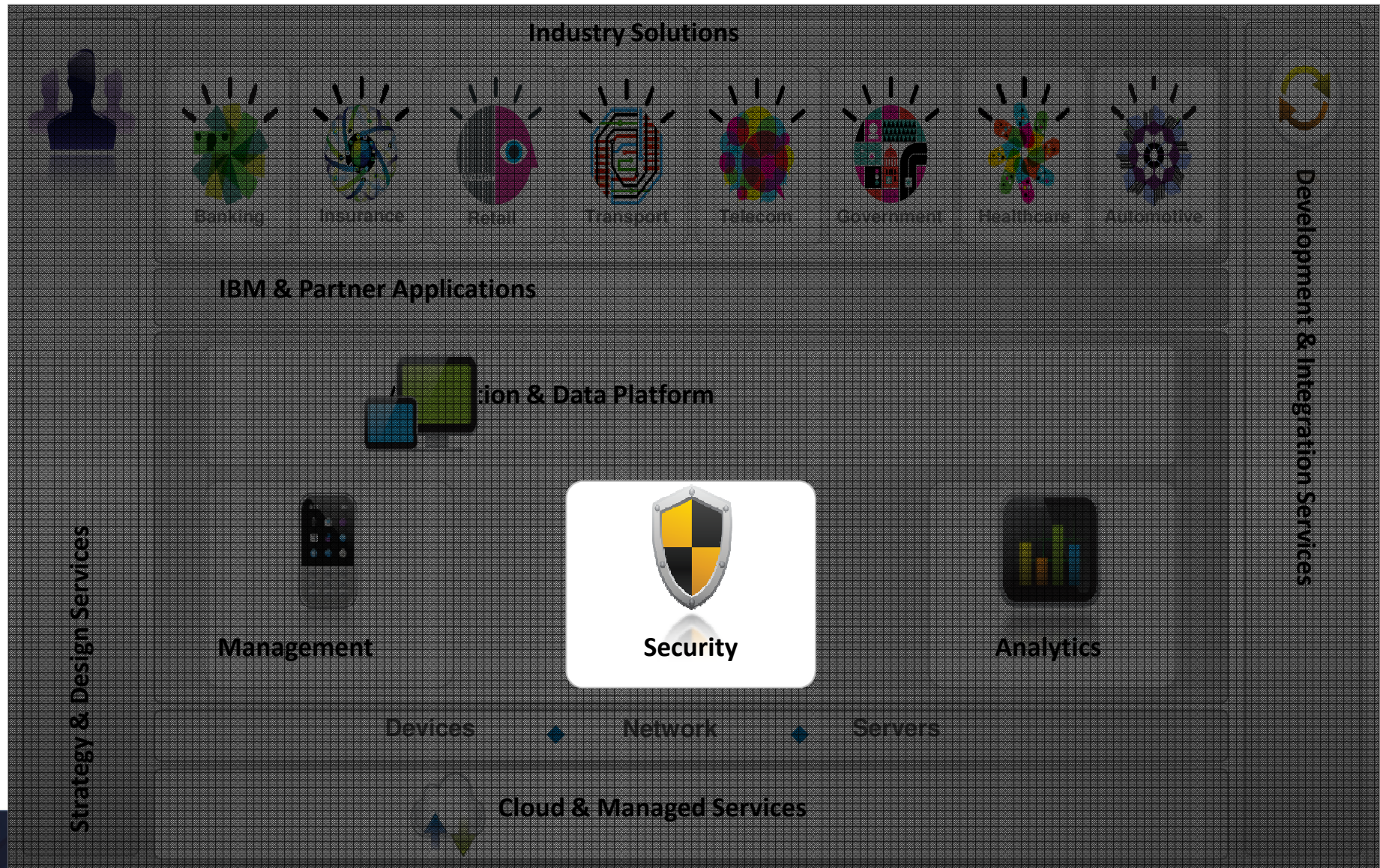- Handle multi-platform complexities with ease

Key offerings:
- IBM Endpoint Manager for Mobile Devices

- IBM Emptoris Rivermine Telecom Expense Management

- IBM Mobile Enterprise Services for managed mobility

IBM MobileFirst Management offers:
- ✓ Unified management across devices
- ✓ Selective wipe of corporate data
- ✓ Configuration & enforcement of password policies, encryption, VPN access & camera use
- ✓ Streamlined workflow between development & operations with an integrated Enterprise App Store
- ✓ Optimize telecom expenses with detailed usage analyses
- ✓ End-user portal for management of mobile equipment, carrier plans, and usage tracking
- ✓ On-premises or managed service delivery

IBM MobileFirst offering portfolio

Industry Solutions

Banking · Insurance · Retail · Transport · Telecom · Government · Healthcare · Automotive

IBM & Partner Applications

...ion & Data Platform

Management · **Security** · **Analytics**

Devices · Network · Servers

Cloud & Managed Services

Strategy & Design Services

Development & Integration Services

IBM MobileFirst Security

For clients who need to:

- Protect devices and data
- Defend the network
- Ensure secure access

- Safeguard mobile apps
- Preserve user experience without compromising security

Key offerings:

- IBM Security Access Manager for Cloud and Mobile
- IBM Security Appscan

IBM MobileFirst Security offers:

✓ Context aware risk – based access control

✓ Mobile threat protection

✓ Strong session management & Single Sign–on

✓ Vulnerability analysis for mobile apps

✓ Visibility and analysis of security events from the device, network, user end app behavior

IBM MobileFirst offering portfolio
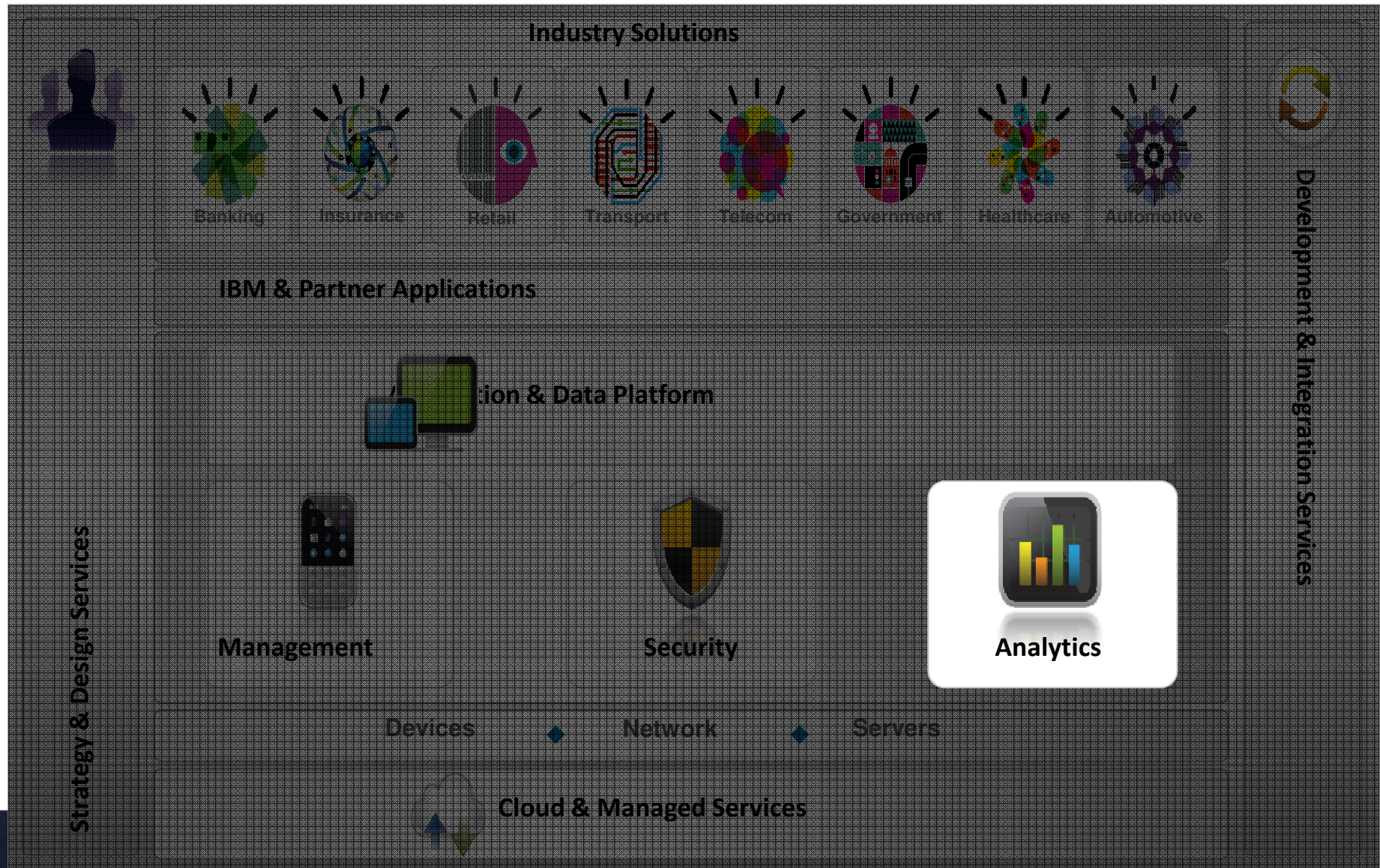
IBM MobileFirst Analytics

For clients who need to:

- Optimize digital & mobile experiences to drive online conversion
- Analyze mobile behaviors and quantify business impact of user struggles
- Improve customer service resolution and drive loyalty
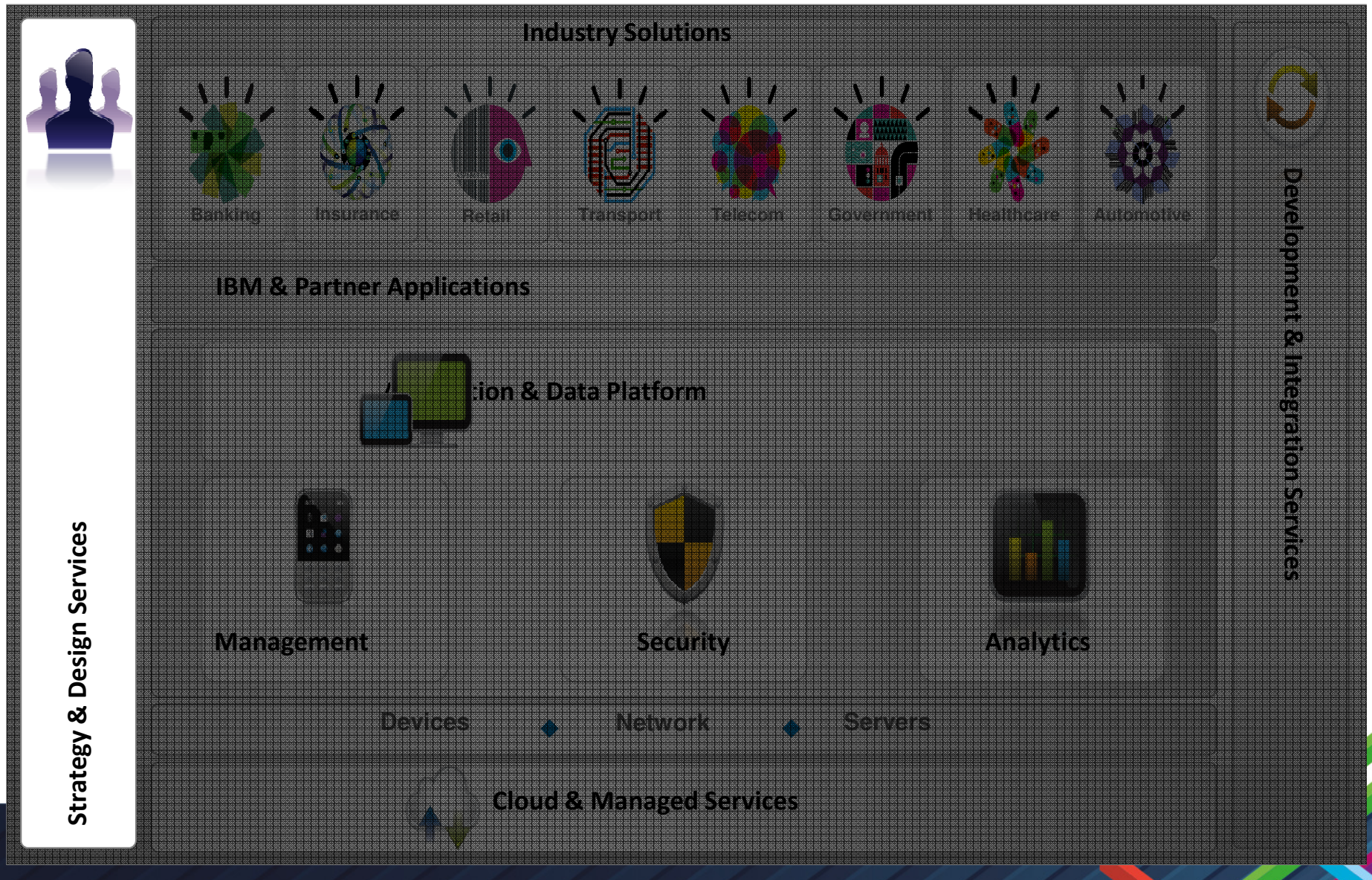
Key offerings:

- IBM Tealeaf CX Mobile

IBM MobileFirst Analytics offers:

- ✓ Automatic detection of customer issues through user and mobile device data
- ✓ User behavior drill down with high fidelity replay & reporting of the user experience
- ✓ Correlated customer behavior with network and application data
- ✓ High conversion and retention rates with quantifiable business impact analysis

The IBM mobile application development lifecycle

Design & Develop

Instrument

Obtain Insight

Integrate

Manage

Test

Deploy

Scan & Certify

IBM MobileFirst offering portfolio

Industry Solutions

Banking Insurance Retail Transport Telecom Government Healthcare Automotive

IBM & Partner Applications

...ion & Data Platform

Management   **Security**   **Analytics**

Devices ◆ Network ◆ Servers

Cloud & Managed Services

Strategy & Design Services

Development & Integration Services

IBM MobileFirst Strategy & Design Services

For clients who need to:

- Ensure mobile projects yield measurable business value
- Link mobile investments to ROI and IT strategy
- Establish plans for growth and maturity of mobile initiatives

Key offerings:

- Mobile Strategy Accelerator
- IBM Interactive
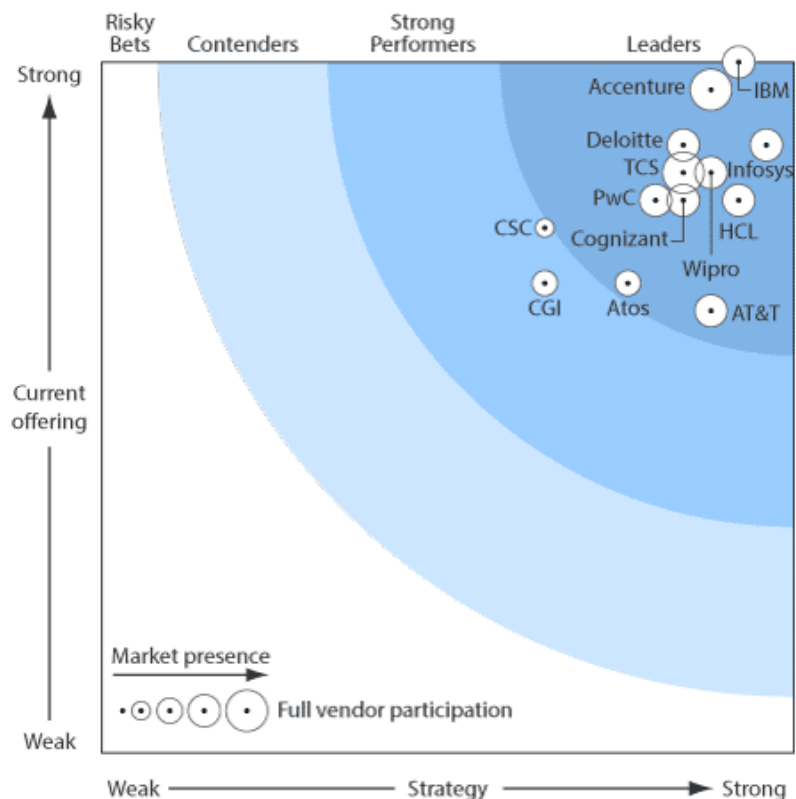- IBM Mobile Infrastructure Strategy and Planning Services

IBM MobileFirst Strategy & Design Services offer:

✓ Customer journey mapping for mobile engagement

✓ Accelerated mobile strategy & business case creation

✓ Vision and delivery of compelling mobile web experience

✓ Detailed strategies for infrastructure for mobile enterprise IT & communication initiatives

IBM was positioned as a leader in the Forrester Wave™: Enterprise Mobility Services, Q1 2013

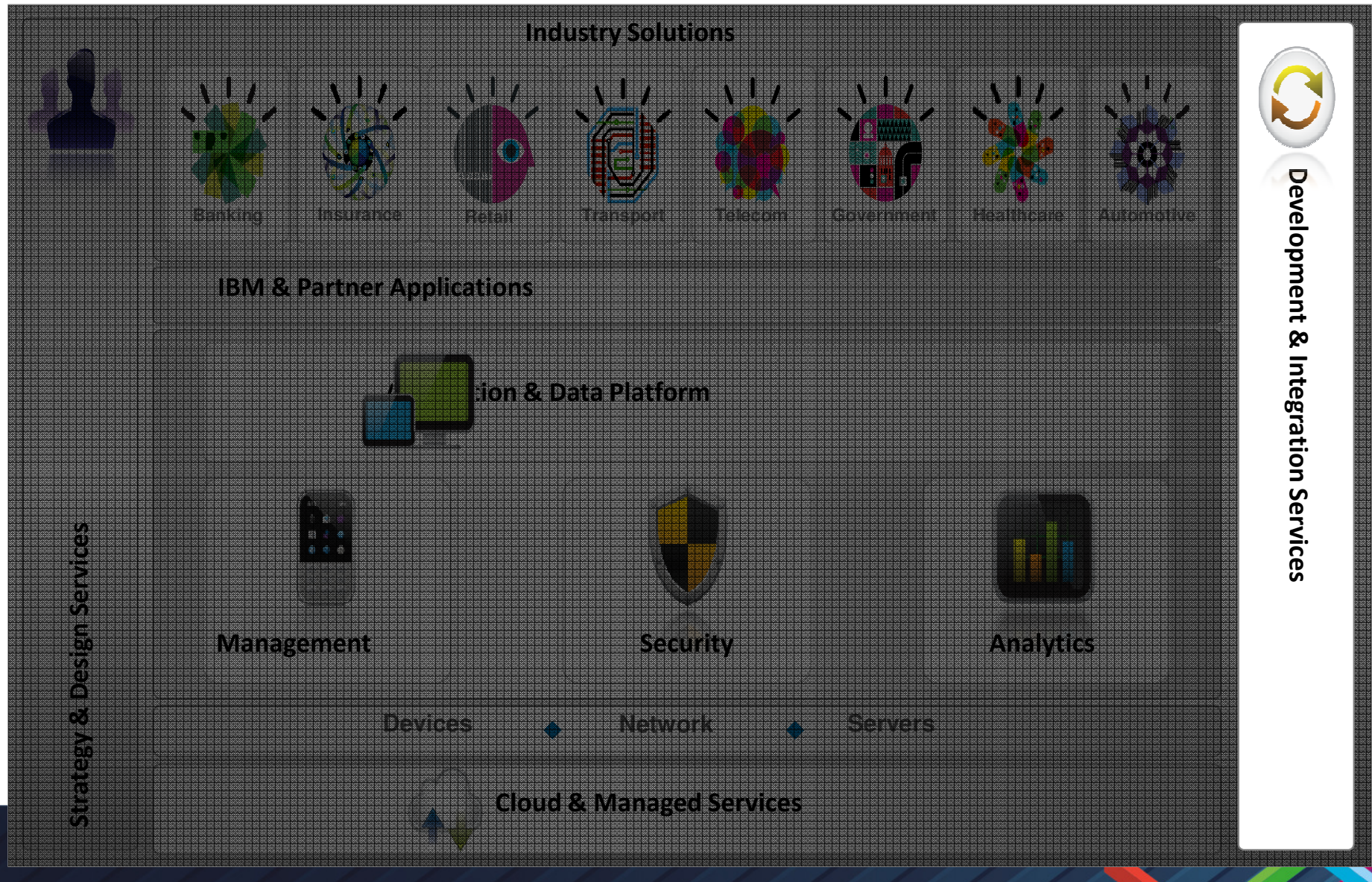*IBM received the highest score possible in "Current Offering"*

IBM SolutionsConnect 2013

IBM MobileFirst offering portfolio

Industry Solutions

Banking Insurance Retail Transport Telecom Government Healthcare Automotive

IBM & Partner Applications

...tion & Data Platform

Management   Security   Analytics

Strategy & Design Services

Development & Integration Services

Devices   Network   Servers

Cloud & Managed Services

IBM MobileFirst Development & Integration Services

For clients who need to:

- Develop new mobile applications
- Integrate mobile applications with enterprise IT systems
- Manage and secure mobile environments
- Maintain visibility, control and automation of mobile devices

Key offerings:

- IBM Mobile Application Development from the Cloud
- IBM Mobile Application Management Services
- IBM Mobile Enterprise Services - Mobile Application Platform Management

IBM MobileFirst Development & Integration Services offer:

- ✓ Fast cycle development of mobile applications across platforms
- ✓ Mobile app integration for seamless connectivity and data management
- ✓ Secure and seamless wired, wireless, cellular and WiFi network access including increased network bandwidth required for voice, data and video
- ✓ Secure mobile device and application management