Five compelling reasons to start your mobile transformation

Lars-Olof "Lollo" Allerhed
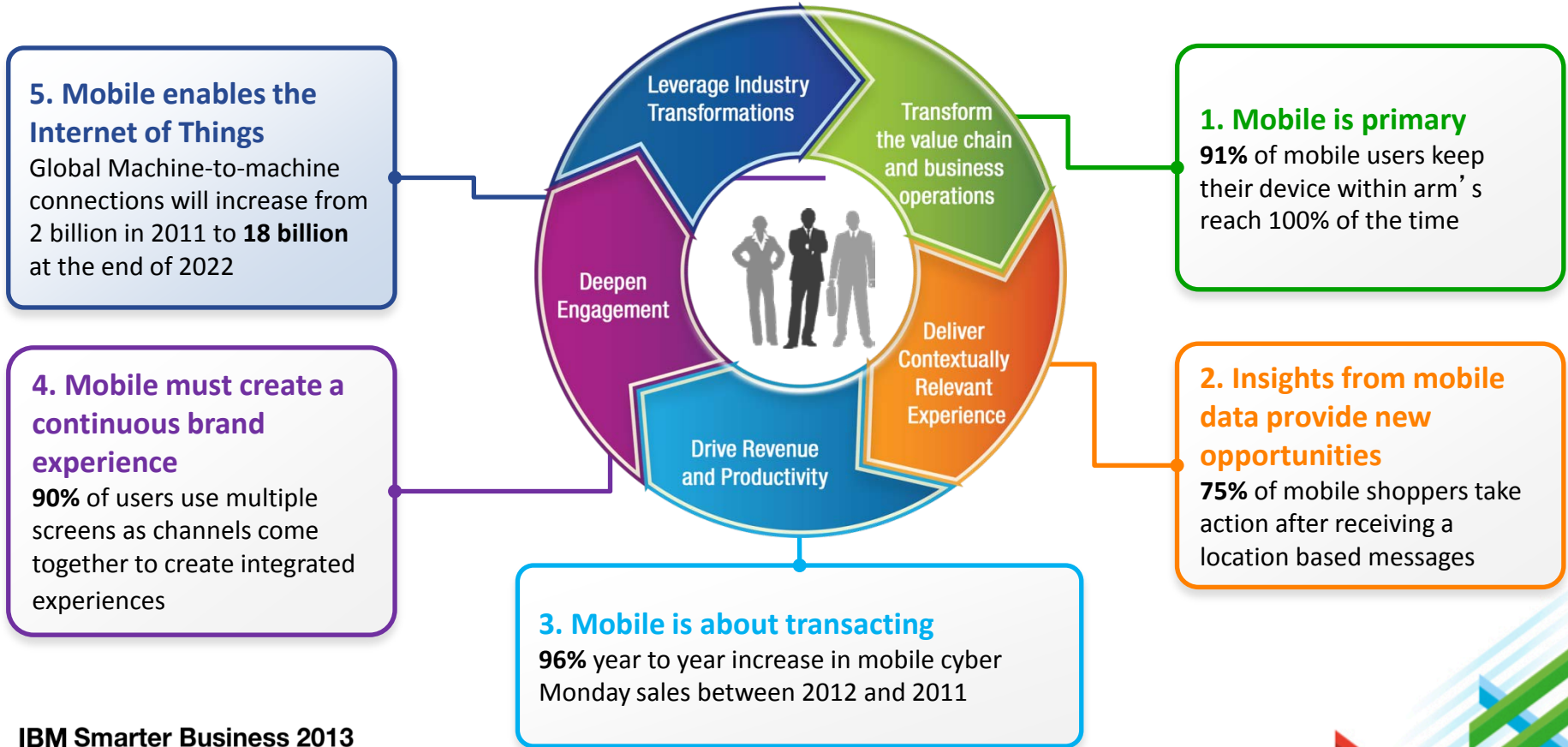
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Five mobile trends with significant implications for the enterprise

Leverage Industry Transformations

Transform the value chain and business operations

Deliver Contextually Relevant Experience

Drive Revenue and Productivity

Deepen Engagement

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

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

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

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

IBM

CIOs are recognizing the importance of mobile and are under pressure from the CSuite to support mobile initiatives

IBM

77% of CIOs plan to allow staff to use personal mobile devices to access company data and applications.

30% of CIOs say laptops could be replaced by tablets in the coming years.

41% of CIOs cite cost as a critical challenge.

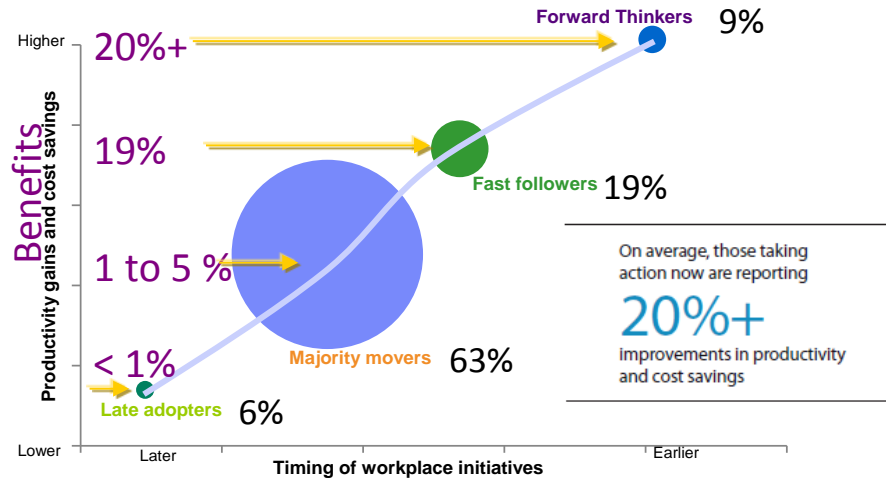**25+** Almost all the CIOs said they expect to deploy more than 25 mobility applications in the next two years.

56% report strong demand from employees to support a wide range of mobile devices.

Mobility is a client investment priority

Mobility is the #1 priority; forward thinking CIOs are:

- Creating a mobility strategy
- Supporting the greatest # of devices and BYOD
- Developing mobile app platform and app stores
- Tendency to buy managed services; outsource

- Deploying Cloud based delivery alternatives
- Evaluating Self service, automation and crowd sourcing support
- Unified communications, collaboration and social networking tools

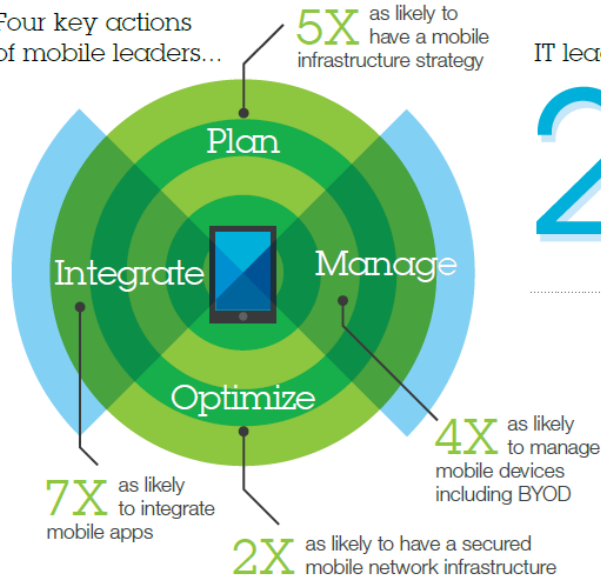## Reporting 20% improvements in productivity and costs savings

Higher

Benefits
Productivity gains and cost savings

20%+   **Forward Thinkers**   9%

19%

1 to 5 %

< 1%

Fast followers 19%

On average, those taking
action now are reporting

20%+

improvements in productivity
and cost savings

Majority movers   63%

Late adopters 6%

Lower

Later   **Timing of workplace initiatives**   Earlier

IBM Center for Applied Insights
Thought Leadership White Paper   May 2012

**Achieving success with a
flexible workplace**

*Forward thinkers' best practices to enhance productivity,
spur innovation and reduce costs*

Learn more... click for your copy

IBM Smarter Business 2013

Putting mobile first – best practices of mobile technology strategists

Is your IT infrastructure prepared for mobile business?

The *IBM Global IT Study on Mobile Infrastructure* asked 361 IT decision makers to identify best practices in mobile.
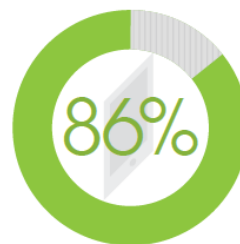
Four key actions of mobile leaders...

5X as likely to have a mobile infrastructure strategy

Plan

Integrate

Manage

Optimize

7X as likely to integrate mobile apps

2X as likely to have a secured mobile network infrastructure

4X as likely to manage mobile devices including BYOD

IT leaders in mobile are...

2X more likely to experience revenue growth of *at least* 10%.

more likely to get IT budget increase.

86% of IT leaders in mobile believe that an external IT service provider can help them achieve their mobility goals.

Find out what it takes to be an IT leader in mobile. Pre-register for the publication at http://bit.ly/studyreg.

IBM MobileFirst

Creating business and IT challenges

Enterprise Business Model Changes
- New business opportunities based upon geolocation
- 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.)
- Faster time-to-market demands and iterative delivery

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%)
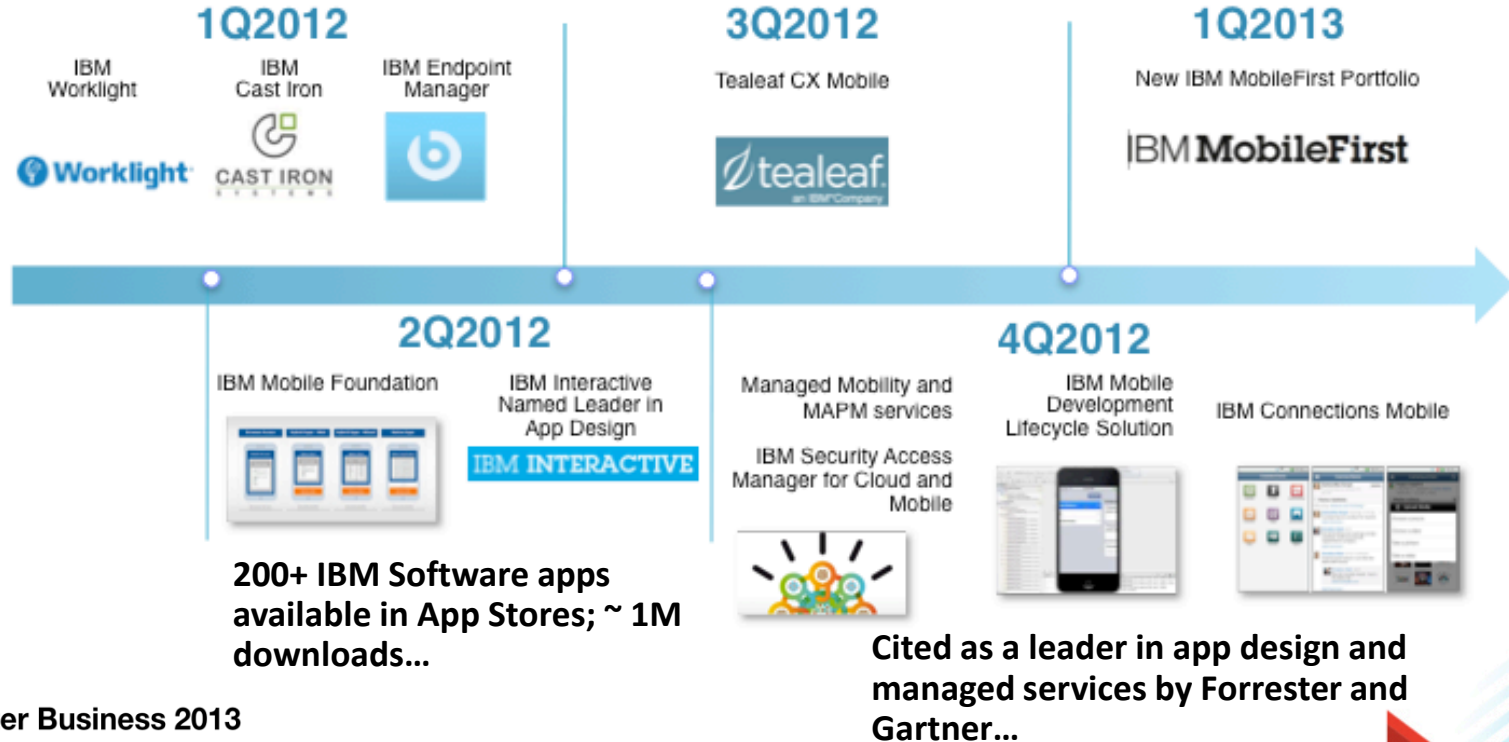3. Integrating cloud services to mobile devices (51%)

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

IBM has been building up our Mobile Enterprise capabilities

10 acquisitions to strengthen our position in mobile since 2006……

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

Doubling 2013 investment ……

1Q2012

IBM Worklight

IBM Cast Iron

IBM Endpoint Manager

Worklight

CAST IRON SYSTEMS

3Q2012

Tealeaf CX Mobile

tealeaf an IBM Company

1Q2013

New IBM MobileFirst Portfolio

IBM **MobileFirst**

2Q2012

IBM Mobile Foundation

IBM Interactive Named Leader in App Design

IBM **INTERACTIVE**

Managed Mobility and MAPM services

IBM Security Access Manager for Cloud and Mobile

4Q2012

IBM Mobile Development Lifecycle Solution

IBM Connections Mobile

200+ IBM Software apps available in App Stores; ~ 1M downloads…

Cited as a leader in app design and managed services by Forrester and Gartner…

IBM MobileFirst Offering Portfolio

IBM Worklight mobile application platform

Speeding the development, integration and management of mobile applications and infrastructure

Accelerate Development
• Web, hybrid, and native development: open, flexible, standard-based, multi-screen/omni-channel
• Functional testing
• Development lifecycle tools and integration

Facilitate App Security and Trust
• Server-enforced authentication
• App authenticity and user-app-device binding
• Secure and syncable on-device storage
• App version enforcement

Enable User Engagement
• Unified push and SMS notifications
• Geolocation and context collections and intelligence
• Mobile-friendly integration

Support Mobile Analytics
• Efficient acquisition of analytics data
• Development, operational, and business analytics
• Offline and online event management integration

IBM Worklight goes beyond mobile app UI creation to deliver mobile optimized, standards-based, middleware and tools for enterprise-grade mobile applications and services creation
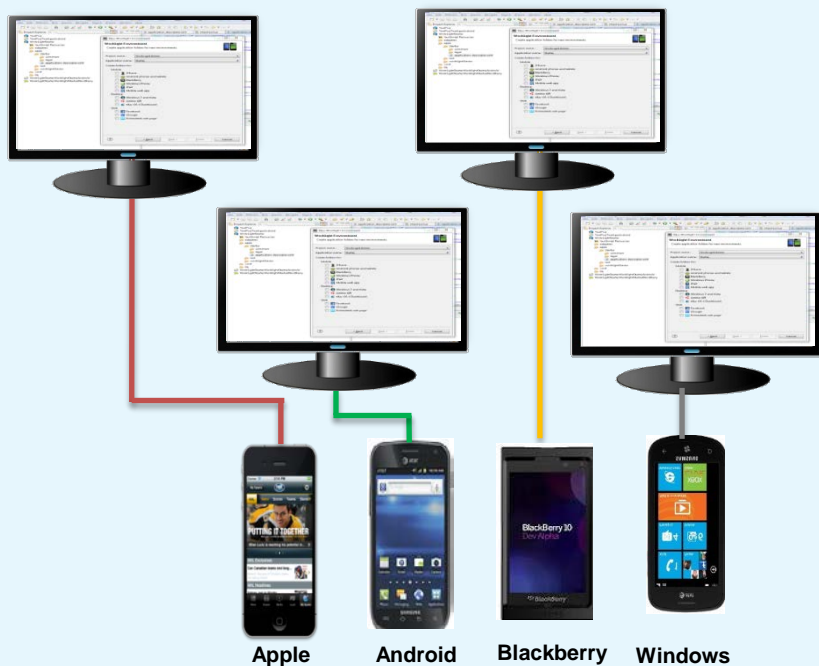
//CODiE//
2013 SIIA CODiE WINNER

Multi-platform development with a shared codebase

From the complexity of many…

- Multiple sets of tools & frameworks
- Four codebases to develop and maintain
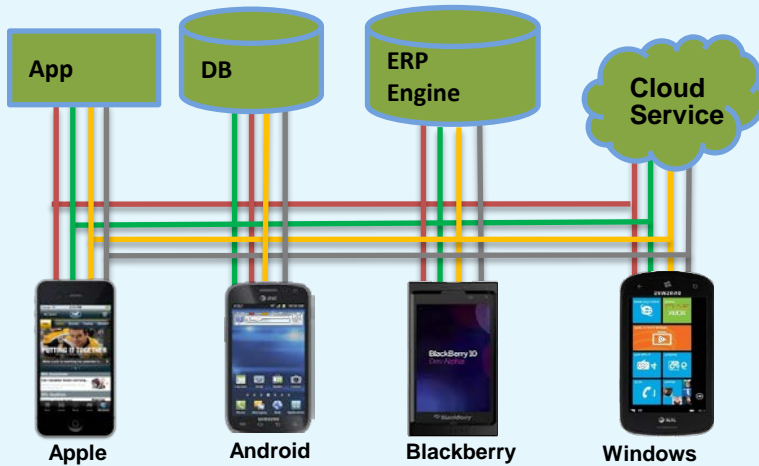
To the simplicity of one

- One development environment
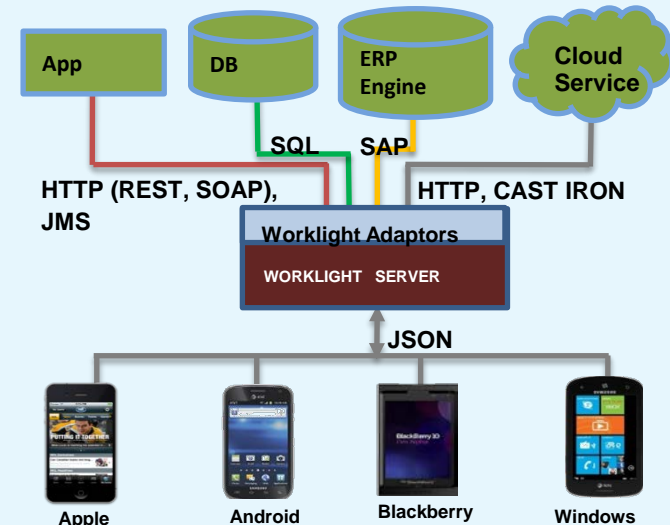- One codebase to develop and maintain

Apple   Android   Blackberry   Windows

Apple   Android   Blackberry   Windows

Controlled back-end integration

From multiple point-to-point integrations

- Multiple sets of integrations to enterprise resources to build and maintain

- YOU manage caching, synchronization and end-to-end encryption

App   DB   ERP Engine   Cloud Service
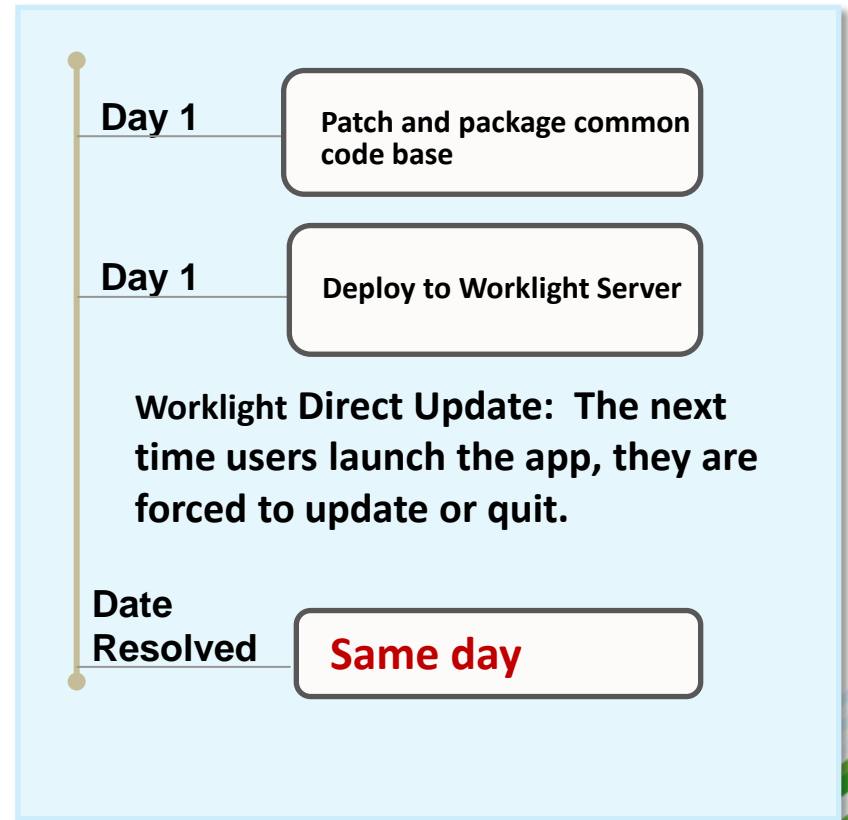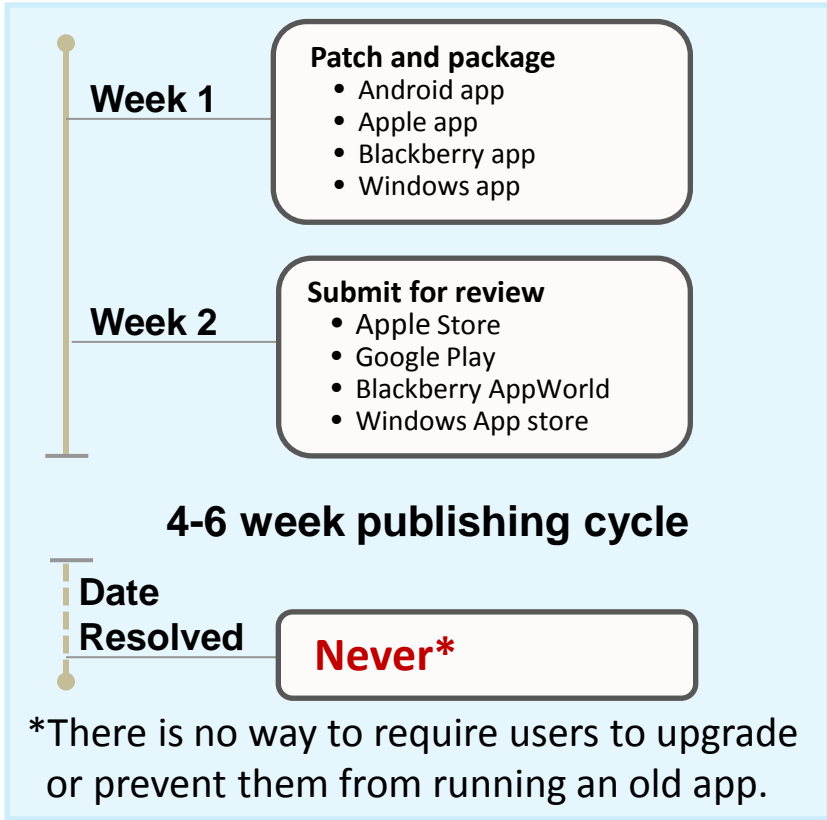
Apple   Android   Blackberry   Windows

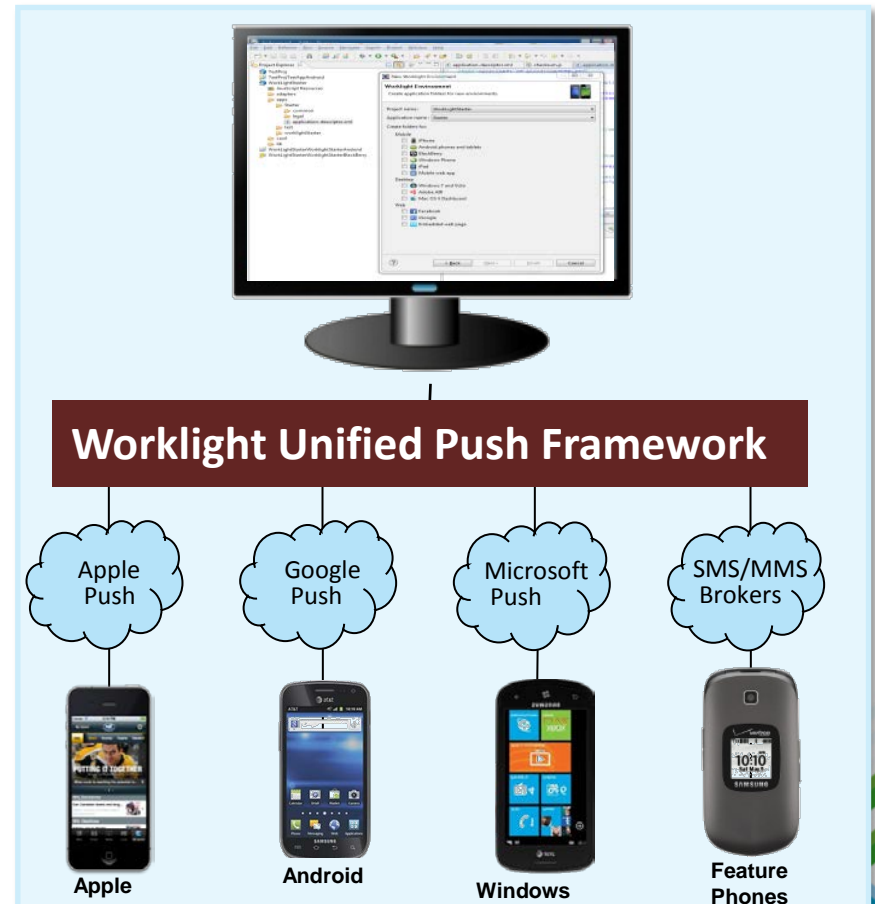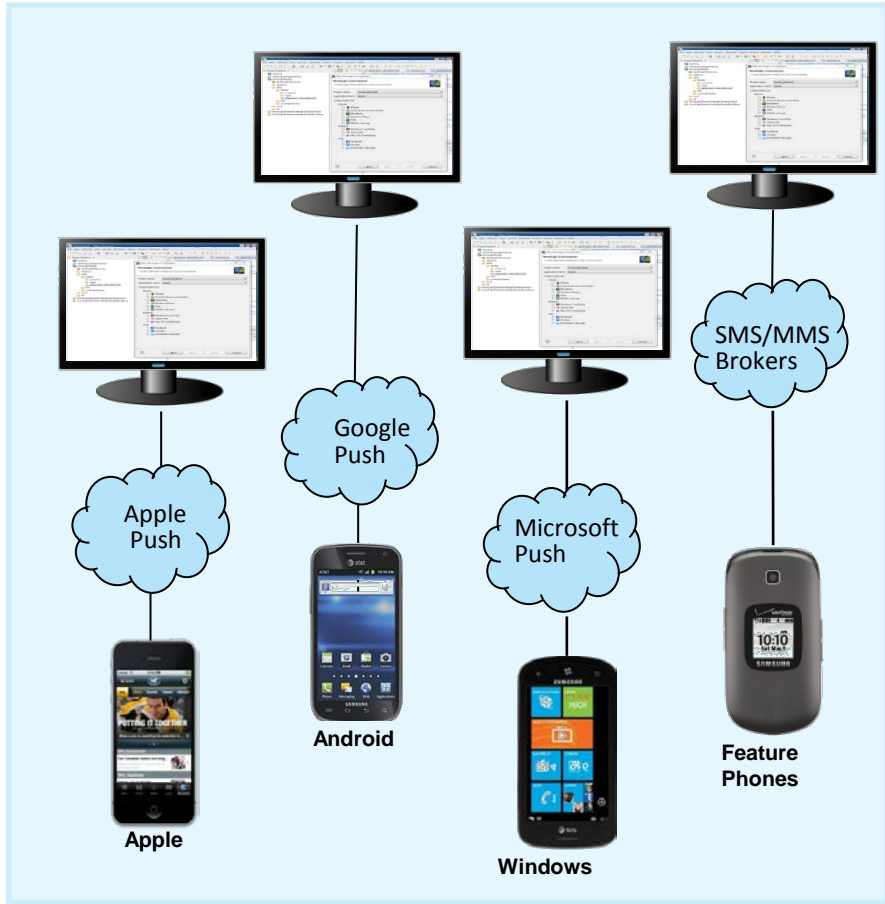## To streamlined, transparent access

- Worklight transforms enterprise data into mobile-friendly, JSON format

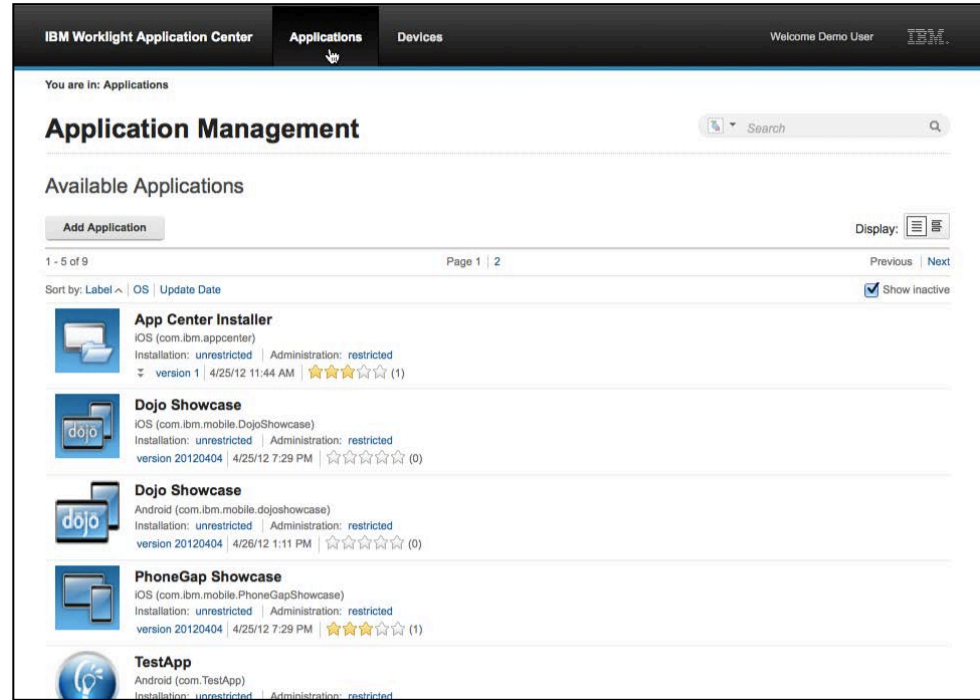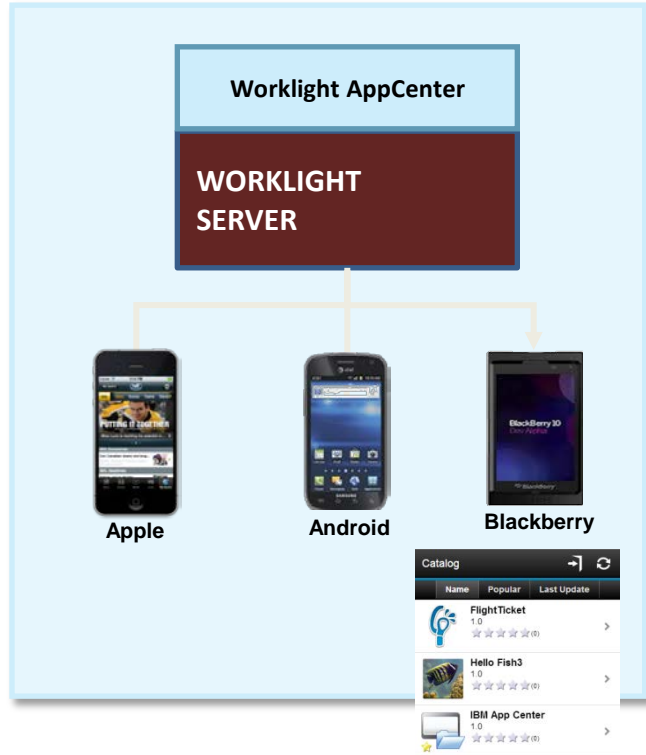- Worklight Server manages caching, data synchronization and end-to-end encryption

App   DB   ERP Engine   Cloud Service

SQL   SAP

HTTP (REST, SOAP), JMS   HTTP, CAST IRON

Worklight Adaptors

WORKLIGHT SERVER

JSON

Apple   Android   Blackberry   Windows

Timely and controlled updates

Week 1

Patch and package
- Android app
- Apple app
- Blackberry app
- Windows app

Week 2

Submit for review
- Apple Store
- Google Play
- Blackberry AppWorld
- Windows App store

4-6 week publishing cycle

Date Resolved

Never*

*There is no way to require users to upgrade or prevent them from running an old app.

Day 1

Patch and package common code base

Day 1

Deploy to Worklight Server

Worklight Direct Update: The next time users launch the app, they are forced to update or quit.

Date Resolved

Same day

Centralized push notifications

SMS/MMS Brokers

Google Push

Apple Push

Microsoft Push

Android

Apple

Windows

Feature Phones

Worklight Unified Push Framework

Apple Push

Google Push

Microsoft Push

SMS/MMS Brokers

Apple

Android

Windows

Feature Phones

One App Store for all of your devices

- Efficient deployment of development artifacts to stakeholders for test and feed-back
- Easier employees enablement for up to date mobile apps access
- Advanced control via ACL and LDAP support

IBM's global mobile expertise

Thousands of consultants with mobile solution and managed services expertise

● IBM Interactive Centers
● Mobile Enterprise Services
  Delivery & Support Centers
● Networking Delivery &
  Support Centers

Highlights:

- Thousands of mobility, integrated communications and networking professionals
- 270 mobile patents
- 30+ research labs supporting mobility

- 48 networking delivery and support centers
- 11 mobile enterprise services delivery and support centers
- Customer support in 50 languages
- Global standard processes, tools and measurements

IBM Smarter Business 2013

Questions?

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500+
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