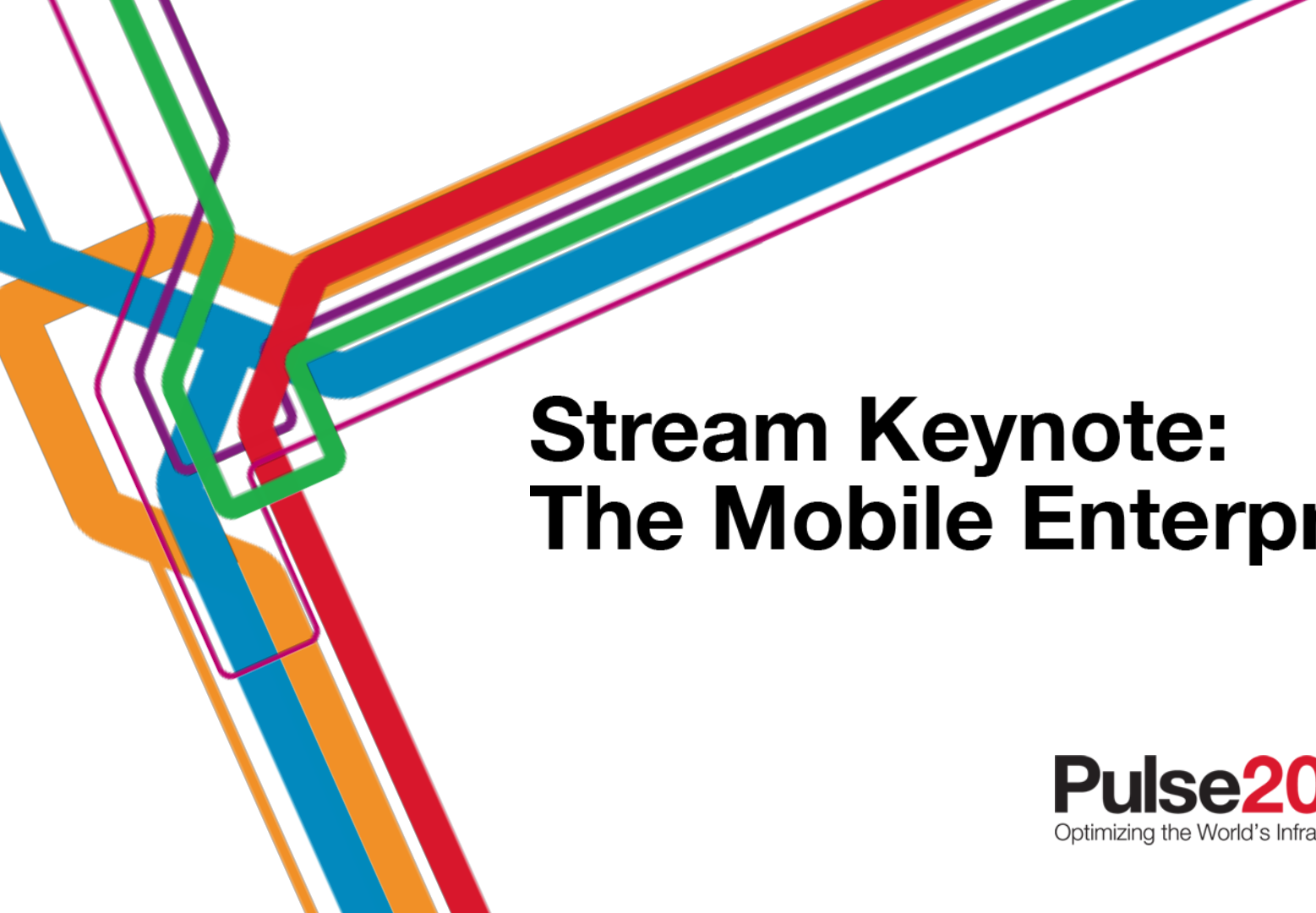
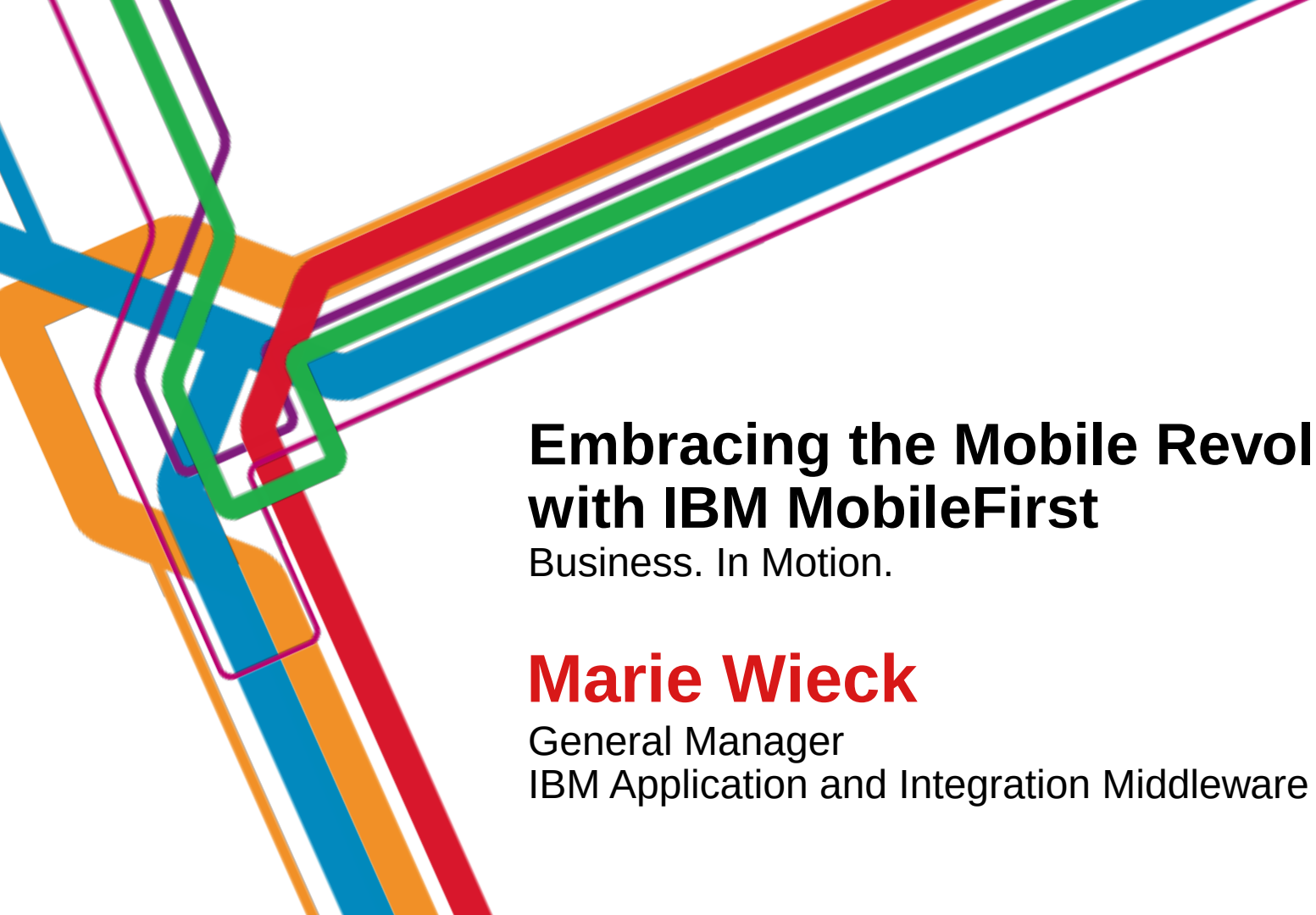


Stream Keynote: The Mobile Enterprise

Pulse2013

Optimizing the World's Infrastructure



Embracing the Mobile Revolution with IBM MobileFirst

Business. In Motion.

Marie Wieck

General Manager
IBM Application and Integration Middleware

Please note

IBM’s statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at IBM’s sole discretion.

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision.

The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user’s job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.

In the New Computing Era, We Have Moved From…

Single transactions to		personalized **engagement**
Millions of PCs to		**billions** of mobile devices
Structured data to		massive amounts of **unstructured** data
Static applications to		**dynamic** services
Rigid infrastructure to		an **elastic** cloud infrastructure
Reactive security		Intelligent, **proactive** protection

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

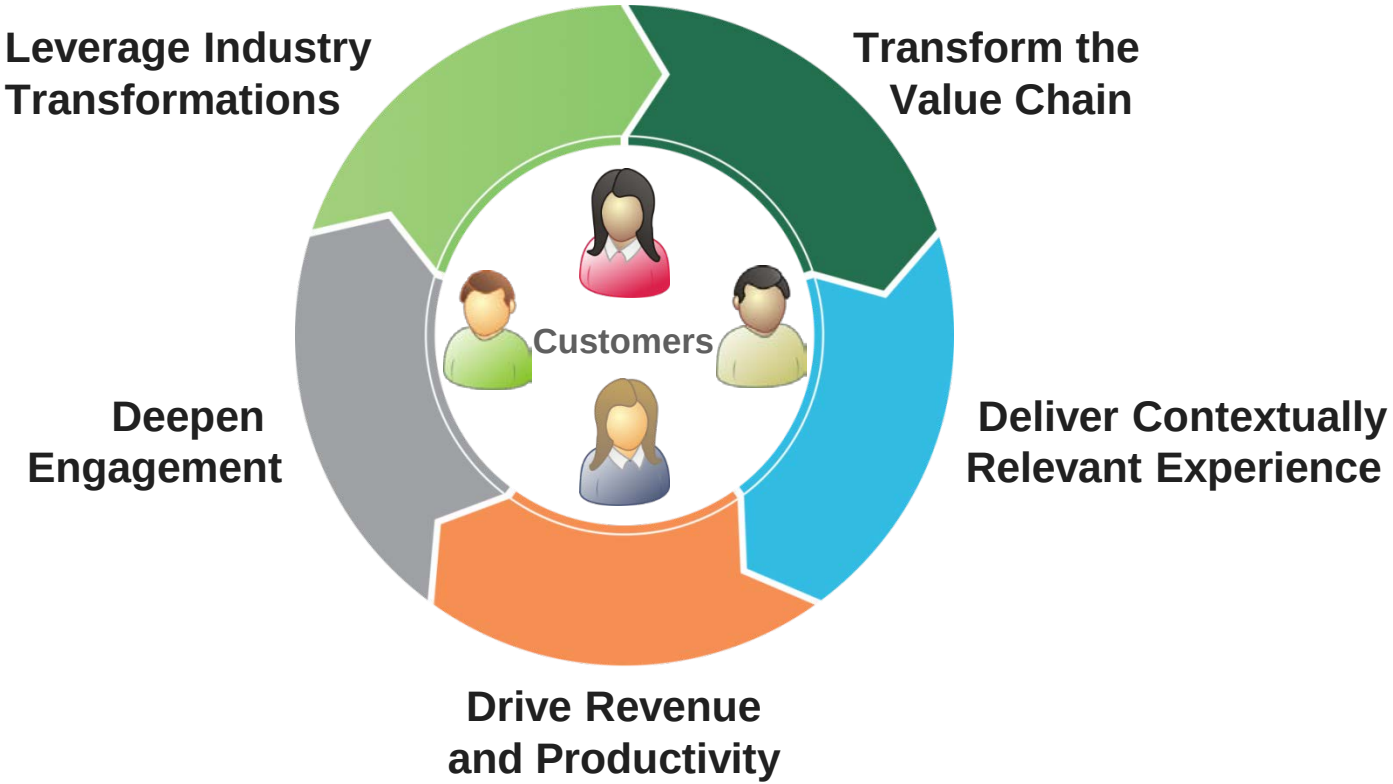
2 **Insights from mobile data provide new opportunities**
75% of mobile shoppers take action after receiving a location based messages

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



Transform the Value Chain

CEMEX, UK-based manufacturer enables drivers to make 68% more shipments per day

CEMEX
Building the future

I want **a provider**

That prioritizes **my convenience**

Versus **their processes**

Which **streamlines our engagement**

In ways that **build loyalty**

Deliver Contextually Relevant Experience

Large retailer delivers personalized and contextually relevant real-time shopping experiences based on known shopping patterns

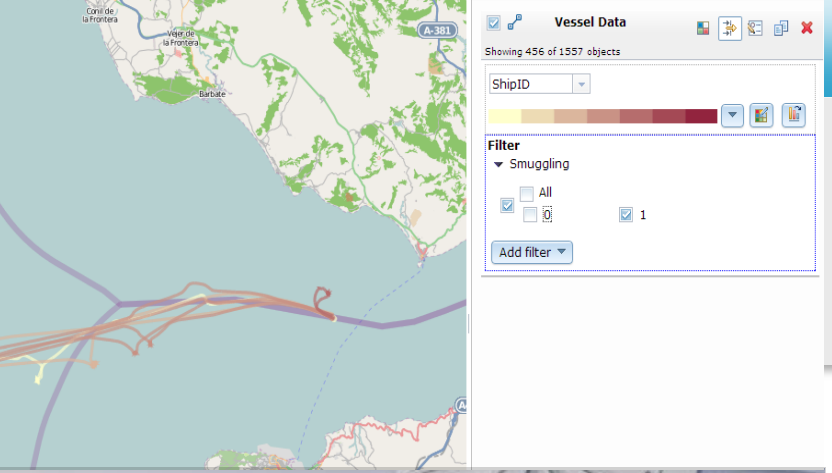
I want **a retailer**

That helps me **find what I want**

And gives me **customized offers**

Before, not after, **I need them**

In order to maximize **my shopping experience**



Deliver Contextually Relevant Experience

IBM research lab uses location services to drive interactions using push notification and decision management features while 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**

Drive Revenue & Productivity

Government agency collaborates and provides access to 3rd party developers to create secure quality apps leveraging analytics and distributes in its enterprise app store

I want **an employer**

That allows me to **work with the tools I want**

And allows me to **improve those tools**

With the **common knowledge of our workforce**

In order for us to **optimize productivity**

Deepen Engagement

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

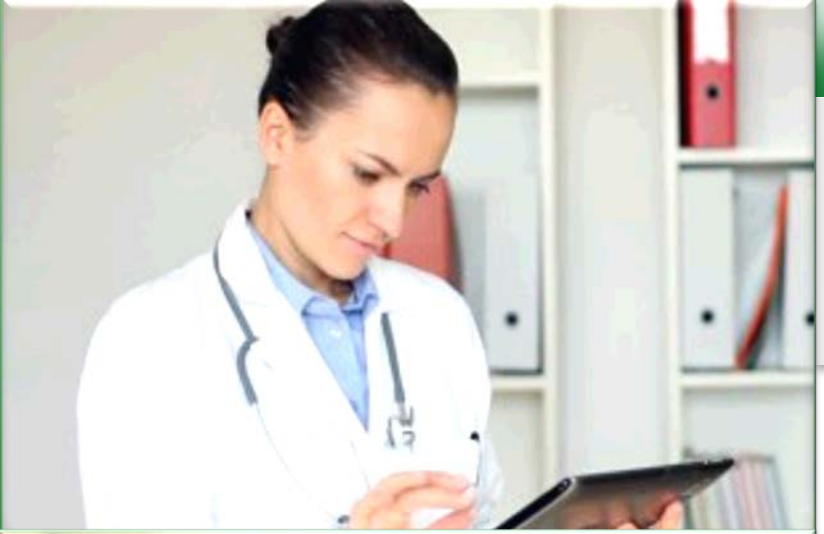
I want **a relationship**

That enables me to **take action**

At the **right time**

In a **meaningful context**

In ways that **build trust**



Leverage Industry Transformations

Healthcare provider setting time and location based services to have secure access to sensitive medical information

I want to protect privacy for our patients through secure context-based access to medical data

while **delivering the rapid access** needed by our healthcare professionals to deal with emergency situations

And **ensuring compliance** w**ith regulatory requirements** in a productive and cost-effective manner

Leverage Industry Transformations

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

VVV EINDHOVEN

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

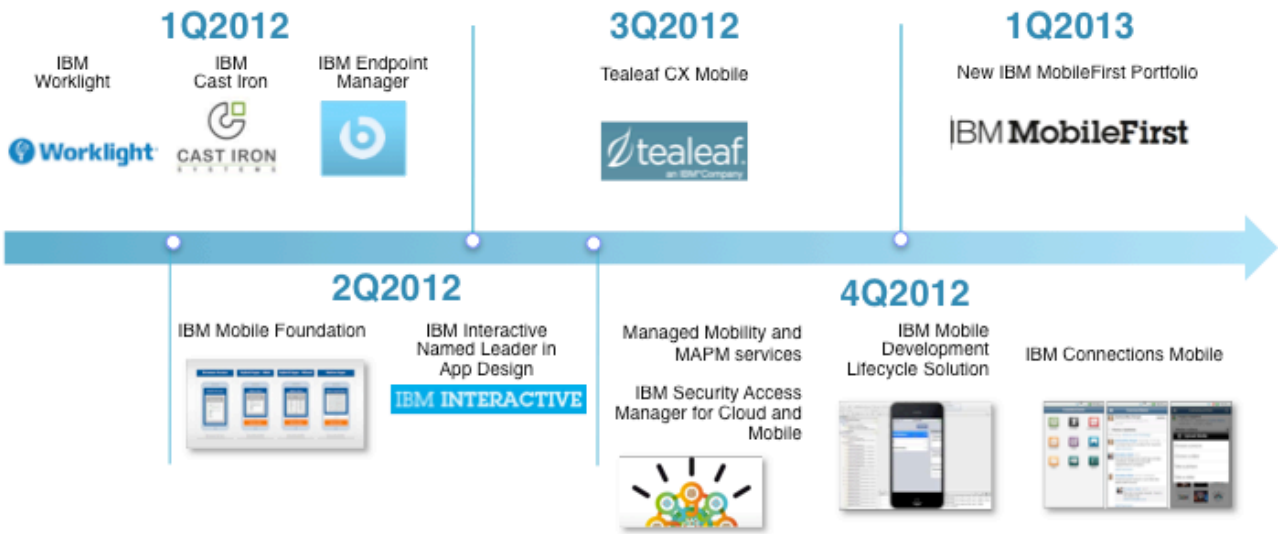
Air Canada runs over 1400 daily flights
between the United States and Canada

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 …



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

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

Announcing the Industry's Most Comprehensive Mobile Portfolio

IBM MobileFirst

1 The Broadest Portfolio of Mobile Solutions

2 The Deepest Set of Services Expertise

3 New Industry Partnerships and Resources for Developers

Put Your **Business** in Motion.

IBM MobileFirst Offering Portfolio

IBM MobileFirst

1 The Broadest Portfolio of Mobile Solutions

- Automated testing for high quality apps
  IBM Rational Test Workbench Beta
- Single sign-on & support for latest platforms
  Worklight 5.0.6
- Scale to millions of connections & messages
  IBM Messaging Appliance
- Federal FIPS 140-2 certified & support for latest platforms
  IBM Endpoint Manager for Mobile Devices
- Identify security vulnerabilities in iOS apps
  IBM AppScan 8.next
- Gain complete visibility of mobile customers experiences across website, hybrid and native apps
  Tealeaf CX Mobile 8.7

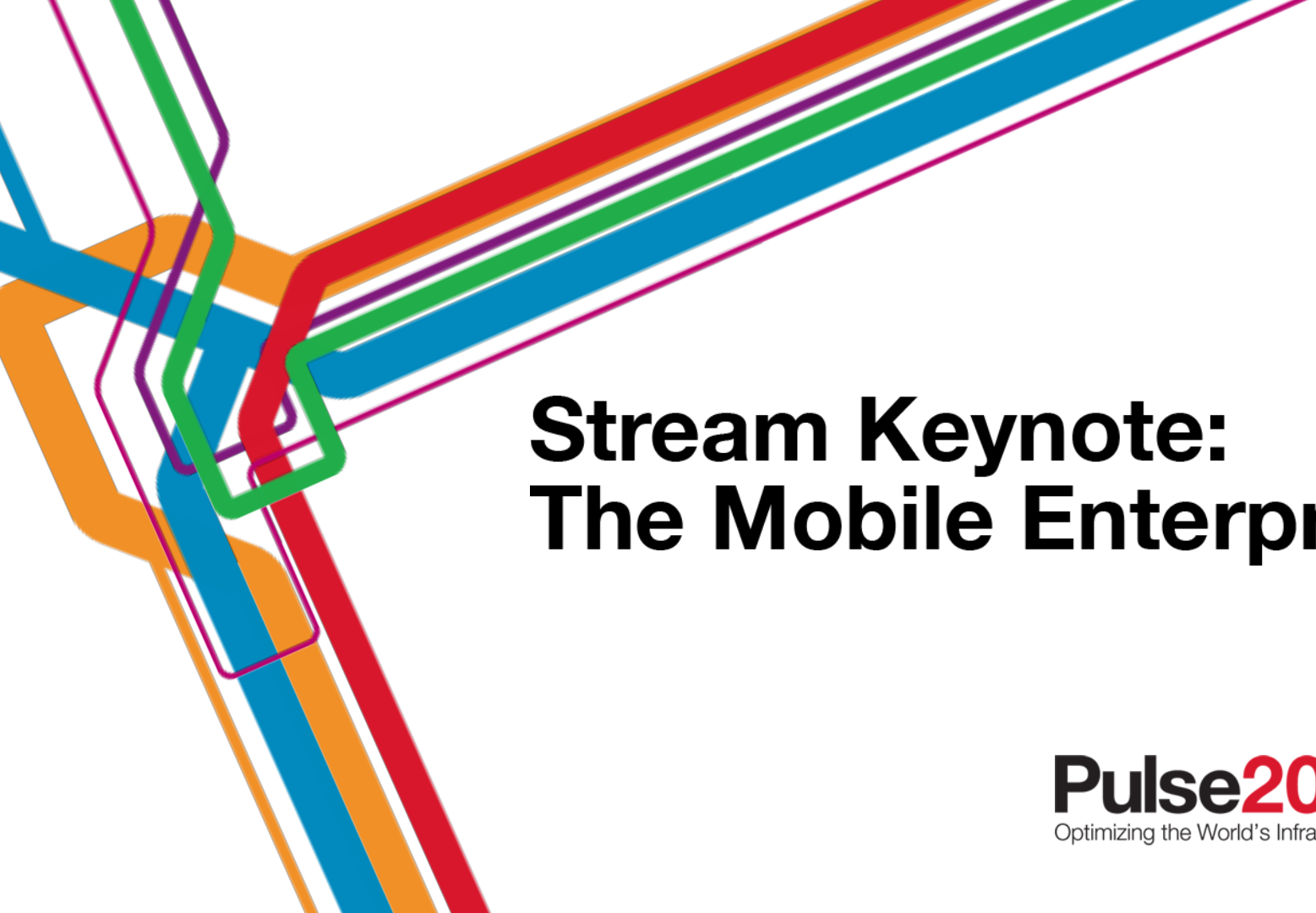
2 The Deepest Set of Services Expertise

- Best Practices - IBM Mobile Maturity Model
- IBM Interactive Design Services for Mobile
- New IBM Mobile Client Workshops
- *Innovation* Workshop (Free 1-day workshop)
- *Discovery* Workshop
- Mobile Strategy Accelerator
- Mobile Infrastructure Strategy & Planning

3 New Industry Partnerships and Resources for Developers

- IBM technology to be deployed to Nokia Siemens Networks base stations
  ASPN Solution
- Innovative Partnerships
  AT&T and Apple
- New Resources for Developers
- New Ready for IBM Mobile Program
- New SVP Mobile Reseller Authorization

Think Mobile, First
www.ibm.com/mobilefirst



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