Introduction to IBM Worklight
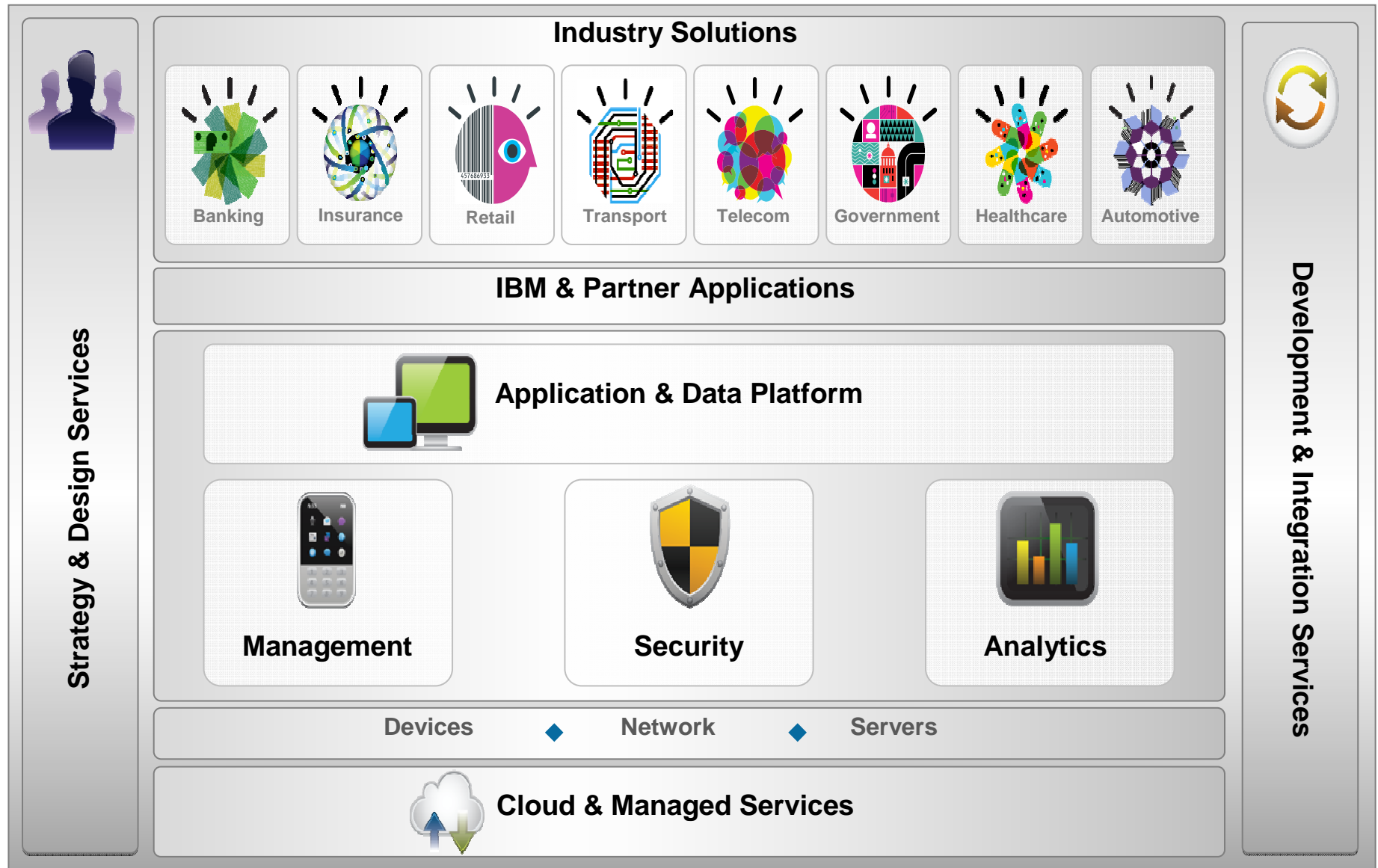
Put your business in motion

IBM MobileFirst offering portfolio
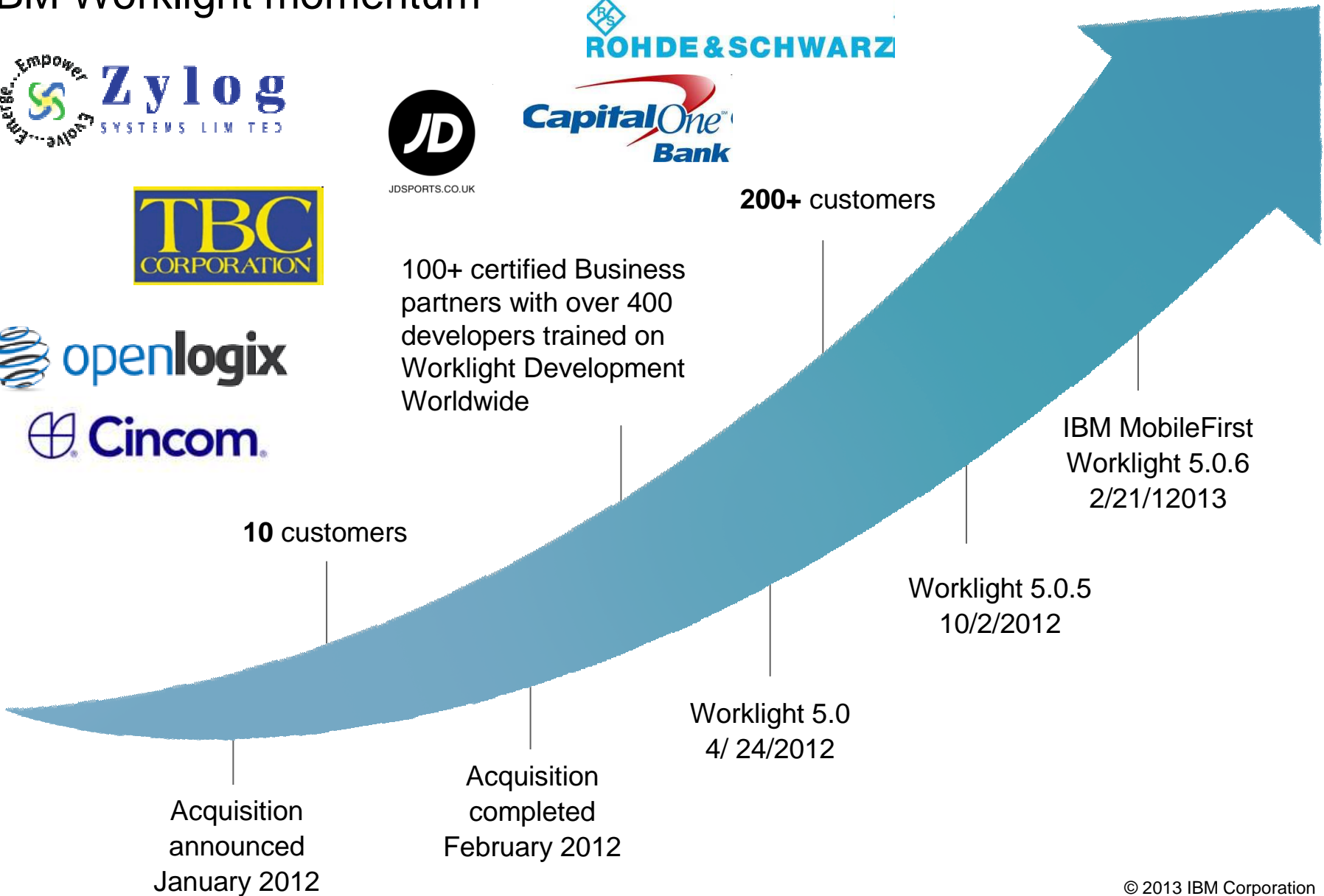

Industry Solutions
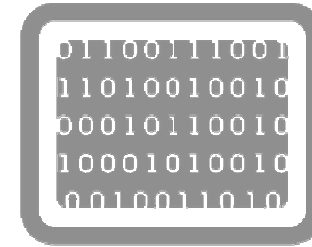
Banking Insurance Retail Transport Telecom Government Healthcare Automotive

IBM & Partner Applications

Application & Data Platform

Management

Security

Analytics

Devices ♦ Network ♦ Servers

Cloud & Managed Services

Strategy & Design Services

Development & Integration Services

IBM Worklight momentum

Rohde & Schwarz

Zylog SYSTEMS LIMITED

JD JDSPORTS.CO.UK

Capital One Bank

TBC CORPORATION

openlogix

Cincom

200+ customers

100+ certified Business partners with over 400 developers trained on Worklight Development Worldwide

IBM MobileFirst
Worklight 5.0.6
2/21/12013

10 customers

Worklight 5.0.5
10/2/2012

Worklight 5.0
4/ 24/2012

Acquisition
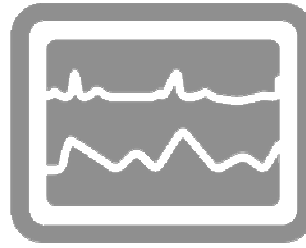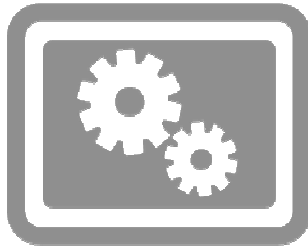announced
January 2012

Acquisition
completed
February 2012

3

Mobile app development imperatives and challenges

Building & Deploying Mobile Apps

How do I develop & deliver across platforms?

- Secure code and reuse across platforms
- Management needs for B2C / B2B / B2E
- Analytics & continuous improvement
- Address multi-channel and multi-tier
- Rapid Prototyping

Mobile Lifecycle Management & Testing

How do I test and manage the lifecycle of the app?

- Access to device inventory
- Test automation & planning
- Lifecycle management
- Team collaboration
- Fit within existing enterprise development process

Data Access & Integration

How do I integrate into existing systems?

- Short project cycles & integration effort
- Different data usage patterns for mobile
- Content delivered in context
- Driving engagement (push) across multi-tier systems

IBM Worklight: A 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

//CODiE//
2013 SIIA CODiE WINNER

**"Best Mobile Development Solution"
voted by SIIA members, 2013 CODiE Awards**

IBM Worklight Customer Value Proposition

Support multiple devices and fragmented operating environments

- Standards-based technology platform
- Mix Web and native technologies in the same mobile application (HTML5/JS/CSS, Apache Cordova, jQuery Mobile or any other library)
- Build once, deploy to many platforms
- Android, iOS, Blackberry, Windows Phone, Windows 8, Java ME, mobile Web and desktop Web
- Runtime skins to handle device specifics

Integration and connectivity to corporate data

- Streamlined access to data, applications and cloud services
- Server-side caching

Secure the mobile enterprise

- Secured offline access; on device encryption
- Device single sign-on; SSL encryption
- Protection against mobile app tampering
- Multi-factor authentication

Challenge of app governance and delivery

- App distribution and version management
- Remote application disablement
- Direct Update for enforced version upgrades
- Unified push notification framework
- Custom shells for development governance
- Analytics and usage reporting
- High availability and private cloud deployment options (WAS ND, PureApplication Systems)

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Why mobile development is **different**

Mobile apps are different.

- **They are more strategic –** Greater urgency and immediacy of engagement
- **They are context-aware –** sensor richness provide invaluable context
- **They run on unstable networks–**interruption is the norm, not the exception
- **Smaller footprint –** More challenging to make compelling and easy to use
- **Always on –** An opportunity to deliver greater value since always within arms' reach

Management is different.

- Smaller screens pulling content from more sources: **need to choreograph** content from multiple repositories and applications , both on premises and in the cloud
- Greater challenges of application **governance, distribution, and version management**
- **AppStore Terms of Service** present challenges for managing B2C apps

Development is different.

- **Faster development** cycles
- **More devices** to support, each with its own set of capabilities, OS and UI behaviors
- **More development approaches** to choose from – Web, HTML, Native or a mix
- More **third-party and open-source tools, frameworks and libraries** to choose from

Security is different.

- **Greater risks** of exposing applications and data on small, light and always on portable devices
- **Greater authentication challenges** associated with content mashups
- **AppStore** Terms of Service can limit security options

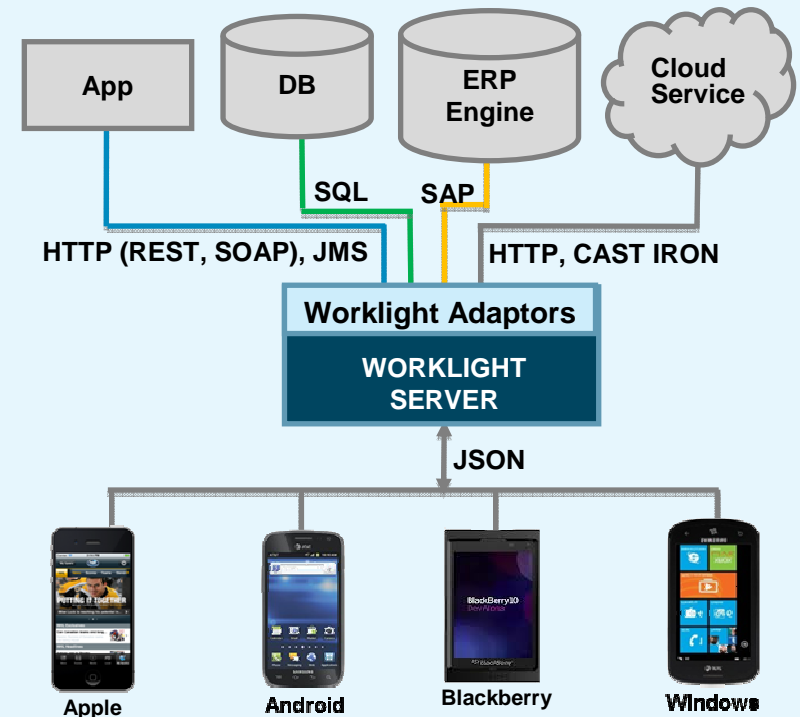# Leverage existing investments in applications, data, and services

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
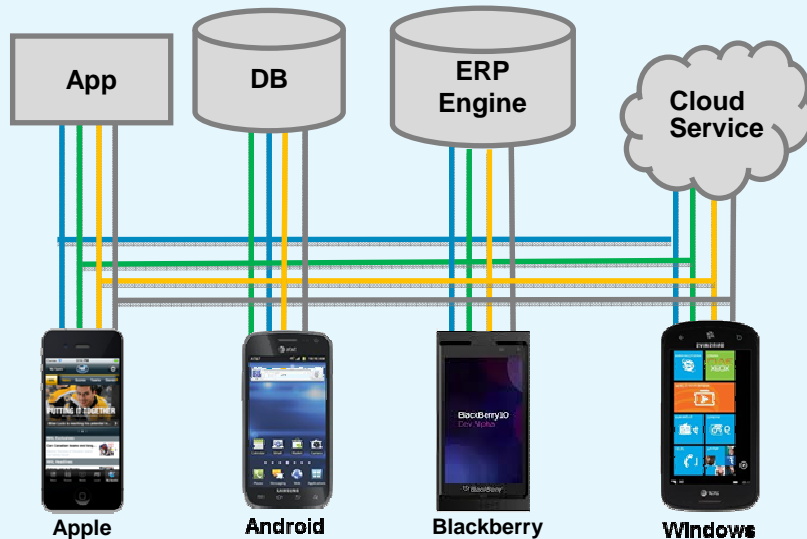
To streamlined, transparent access

- 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

Three Ways to Get Started with IBM

1 **Download the free IBM Worklight Developer Edition:**
ibm.com/developerworks/mobile/worklight

2 **View tutorials, read forums and interact with other developers:**
ibm.com/developerworks

3 **Learn more: ibm.com/mobilefirst**

THANK YOU
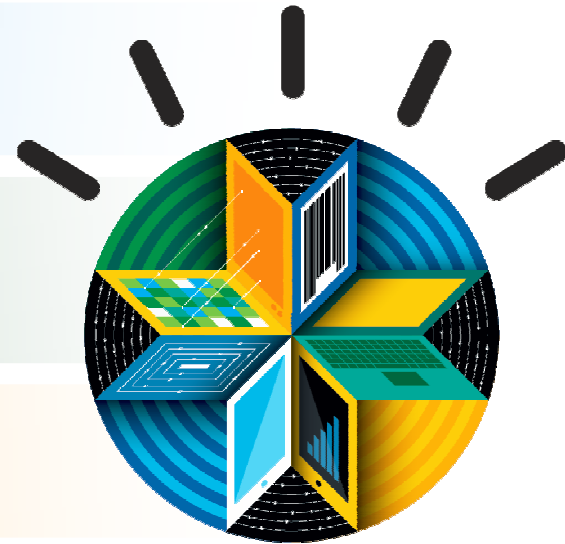
Learn more at: www.ibm.com/mobilefirst