

Mobile Imperatives

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MOBILE IMPERATIVES

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A birthday cake with lit candles and bokeh lights in the background. The candles are lit, and the background is dark with bokeh lights. The text is overlaid on a dark horizontal band.

DON'T MISS THE PARTY

DEMAND IS NOW – UBIQUITOUS PRESENCE

THE MOBILE OPPORTUNITY

49%

UK adults using
mobile internet

55%

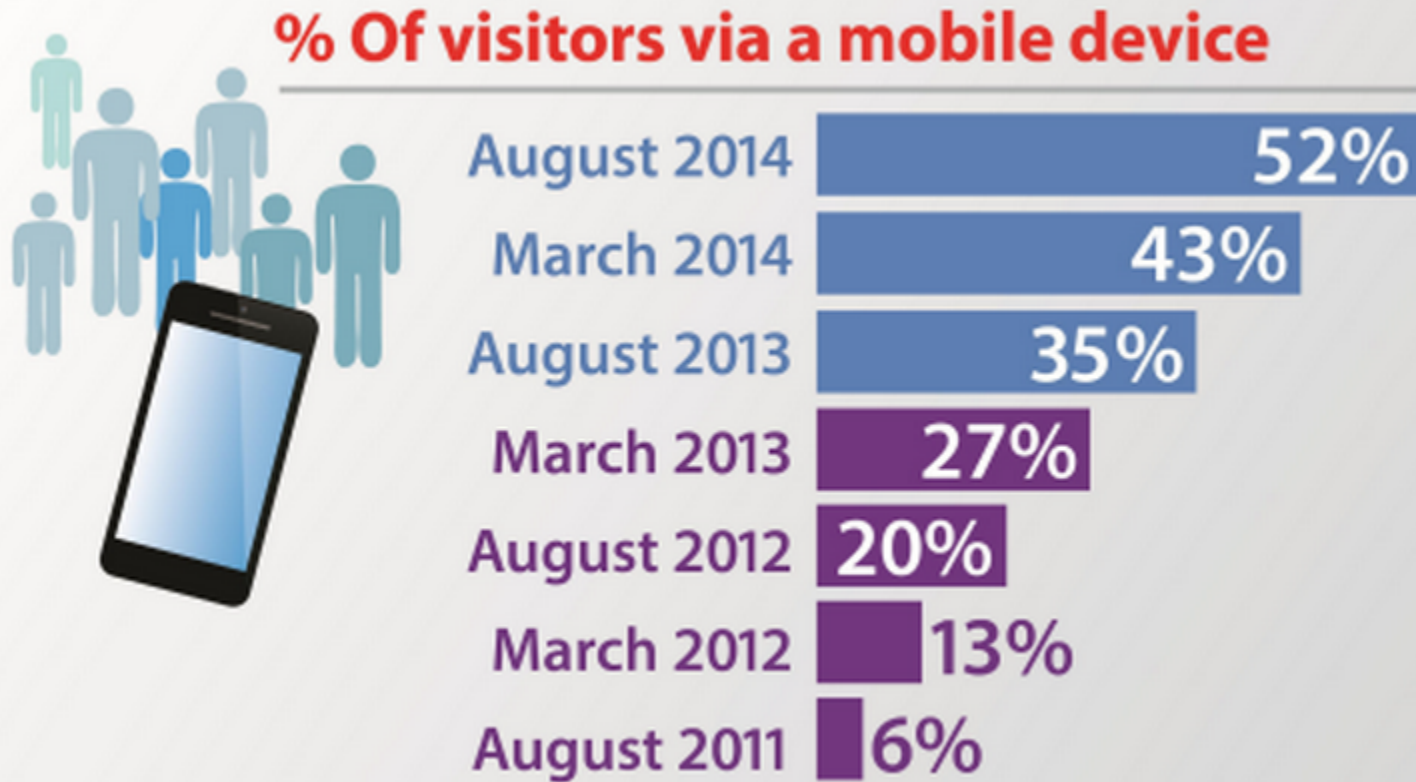
Of all retail internet
time via mobile

96%

Year on Year
growth of mobile
retail

DEMAND SPREADS TO ALL SECTORS

PUBLIC SECTOR MOBILE WEB ACCESS



Source: GOSS Interactive,
based on 5 million website visitors per month to 70 GOSS clients



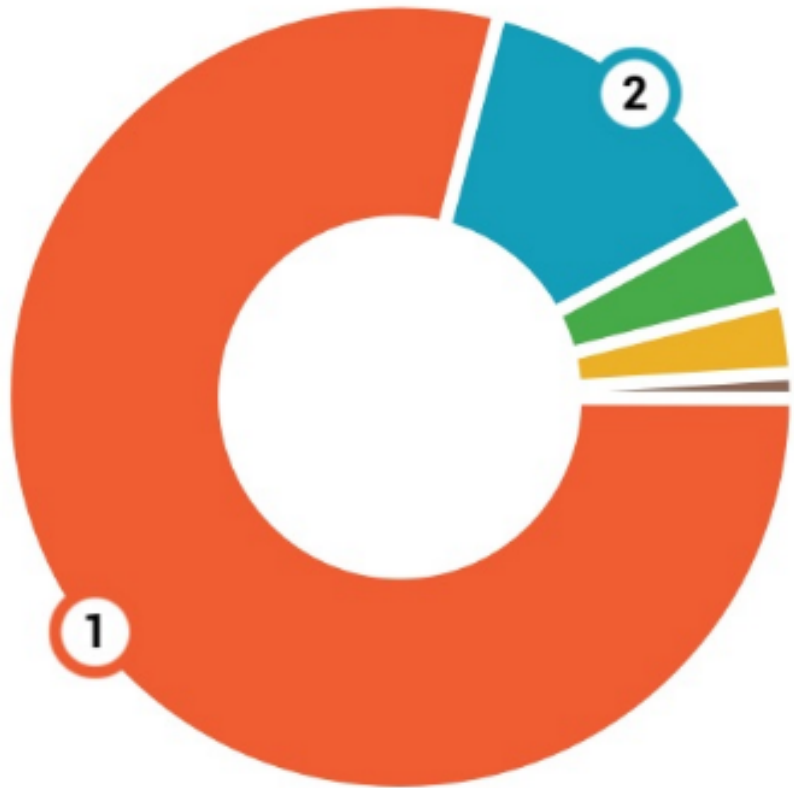
UNEXPECT THE EXPECTED
BUILD FOR FLEXIBILITY – FUTURE PROOF

Q4 2007 MARKET SHARE



1	Palm	16%
2	RIM	31%
3	Symbian	8%
4	Microsoft	36%
5	iOS	9%

Q2 2013 MARKET SHARE



1	Android	79%
2	iOS	13%
3	Windows	4%
4	Blackberry	3%
5	Other	1%



A JOB WORTH DOING

ARCHITECT FOR ENTERPRISE – ASSURE QUALITY

CONSIDERATIONS

SCALABILITY

SECURITY

AVAILABILITY

PERFORMANCE

INTEGRATION

INSIGHT

MANAGE RISK AND SECURITY

£66BN

Annual cost of mobile security threats to UK SMEs

1M

Android-based questionable and malicious apps

74%

People use smartphones at work
(58% in restaurant)



USERS USERS USERS

HIGH EXPECTATIONS, LOW PATIENCE – DELIGHT & ENGAGE



DELIVER SOMETHING SPECIAL

No.1


Reason people
switch banks: poor
mobile experience

1h45

Average time spent
on tablets per day

THINK

Context
Entertainment
Testing
Feedback
Engagement



IBM MOBILEFIRST

THE LEADING MOBILE PLATFORM FOR BUSINESS

IBM MOBILEFIRST PORTFOLIO



Industry Solutions



Banking



Insurance



Retail



Transport



Telecom



Government



Healthcare



Automotive



Strategy & Design Services

IBM and Partner Applications



Application & Data Platform



Management



Security



Analytics

Development & Integration Services

Devices

Network

Servers



Cloud & Managed Services



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Thank You

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