

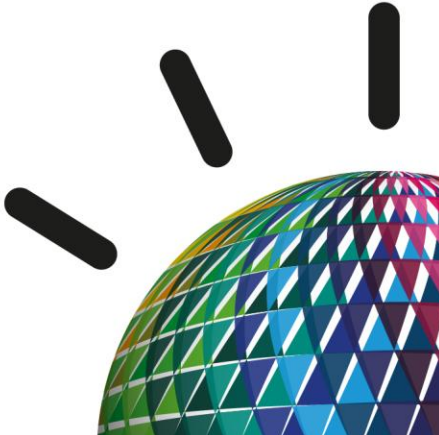
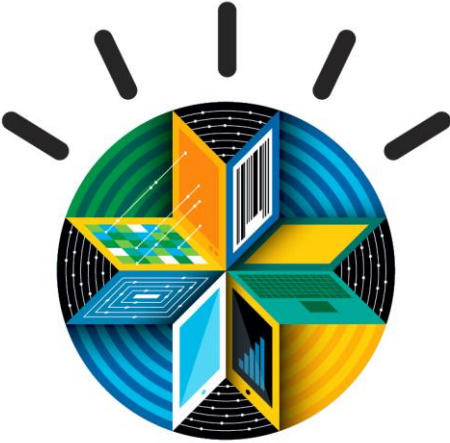


# UK Impact 2012

Change the Game

## IBM Mobile Enterprise Strategy

Jerome F Joubert



# Mobile is a mandatory transformation



**10 Billion** devices by 2020

**61%** of CIOs put mobile as priority

**45%** increased productivity with mobile apps



# With enormous opportunities



## Business to Enterprise



- Increase worker productivity
- Improved processing times
- Extend existing applications to mobile workers and customers
- Increase employee and business partner responsiveness and decisions
- Resolve internal IT issues faster
- Reduce personnel cost utilizing personal devices

## Business to Consumer



- Improve customer satisfaction
- Deeper customer engagement and loyalty
- Drive increased sales through personalized offers
- Customer service
- Competitive differentiator
- Improve brand perception
- Deeper insight into customer buying behavior for up sell and cross sell



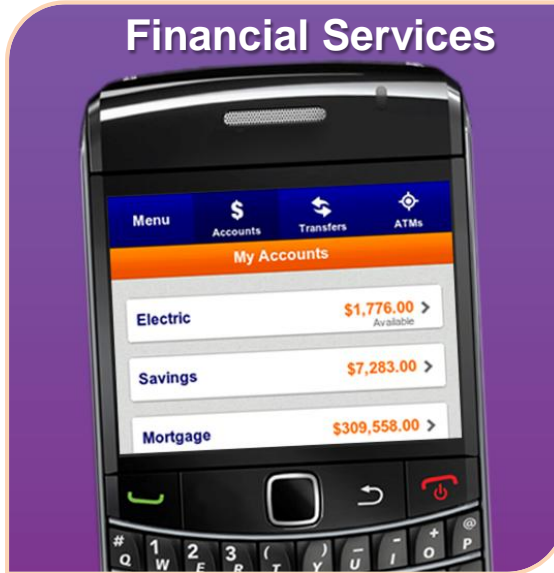
# Fundamentally changing industries



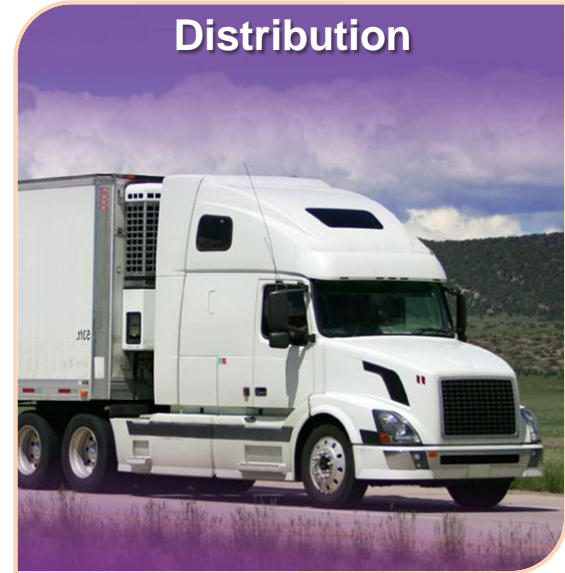
## Retail



## Financial Services



## Distribution



**Mobile banking will be the most widely used banking channel by 2020, if not sooner**

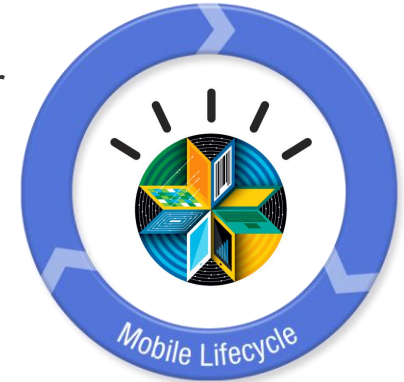
Source: *Mobile banking: A catalyst for improving bank performance*, Deloitte, 2010



# But also with some unique challenges

## *How do you quickly:*

- Engage with **anyone**, customers, partners or employees, no matter who owns the device
- Extend to **anything**, from instrumented machines to a broad spectrum of smart devices
- Execute business **anywhere**, with ubiquitous, trusted and secure transactions



### 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%)

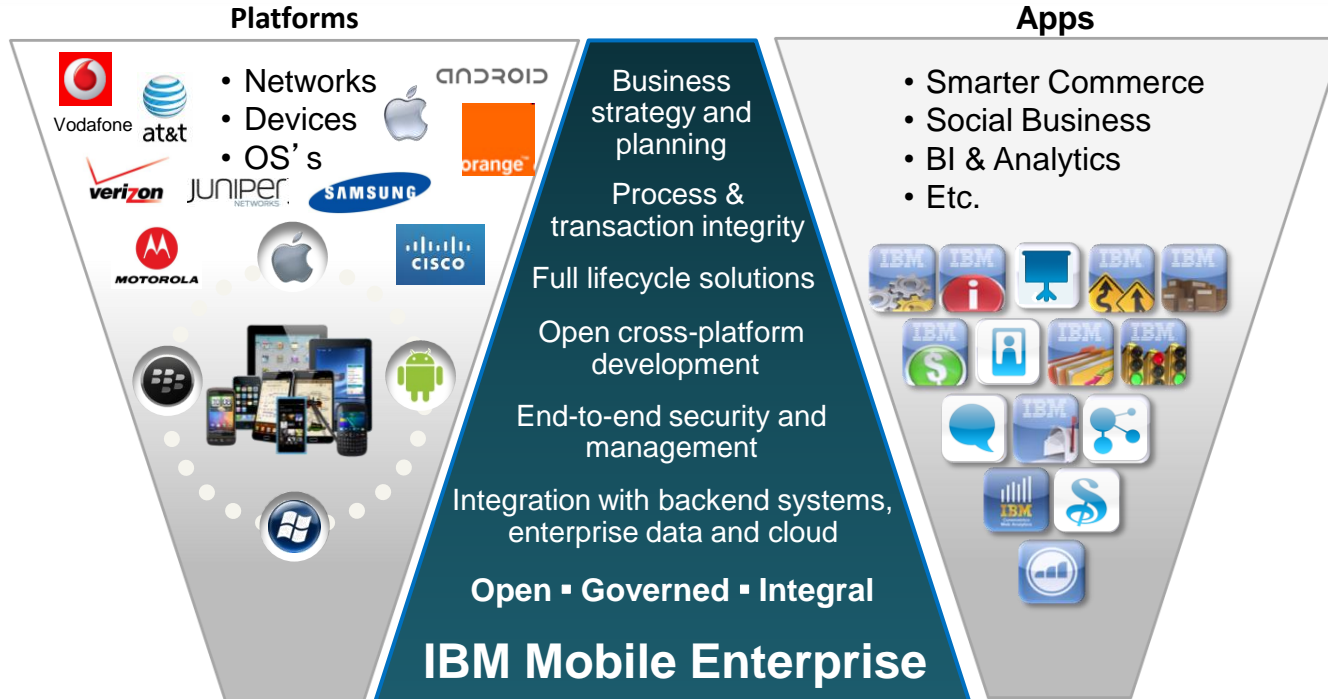
**200 Million employees BYOD**  
*(bring your own devices)*

Source: 2011 IBM Tech Trends Report

<https://www.ibm.com/developerworks/mydeveloperworks/blogs/techtrends/entry/home?lang=en>



# How do we have to think about mobile differently?





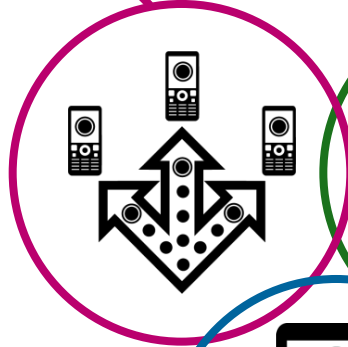
# IBM strategy addresses client mobile initiatives



## Extend & Transform

**Extend** existing business capabilities to mobile devices

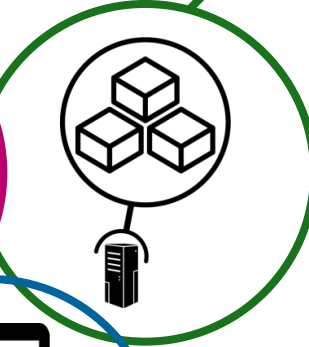
**Transform** the business by creating new opportunities



## Build & Connect

**Build** mobile applications

**Connect** to, and **run** backend systems in support of mobile



## Manage & Secure

**Manage** mobile devices, services and applications

**Secure** my mobile business



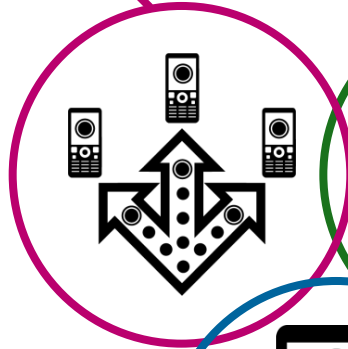
# Providing leadership in required capabilities



## Extend & Transform

### Key Capabilities

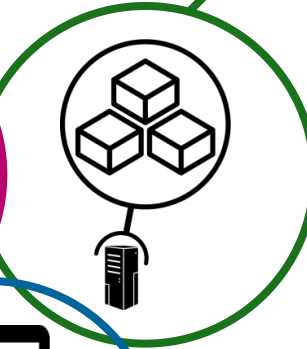
- Strategy, planning and implementation
- Mobile-enabled solutions including analytics, commerce, and social business
- Mobile as a service



## Build & Connect

### Key Capabilities

- Mobile web, hybrid and native app development
- Enterprise data, service, and application integration
- Enterprise wireless networking



## Manage & Secure

### Key Capabilities

- Mobile lifecycle management
- Device analytics and control
- Secure network communications & management





# A deeper look at **Extend & Transform** capabilities



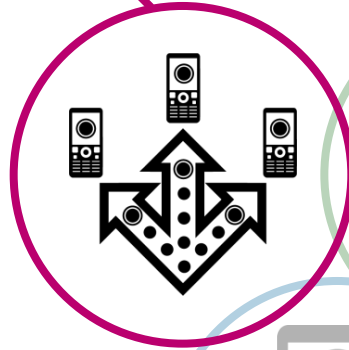
## **Extend & Transform**

***Extend** existing business capabilities to mobile devices*

***Transform** the business by creating new opportunities*

### **Key Capabilities**

- Strategy, planning and implementation
- Mobile-enabled solutions including analytics, commerce, and social business
- Mobile as a service



## **Build & Connect**



## **Manage & Secure**



# Incorporating mobile into your business strategy



## IBM Mobile Strategy Accelerator

A rapid, yet structured approach to expand the business impact of mobile solutions within your enterprise through development of a roadmap and associated business outcomes.

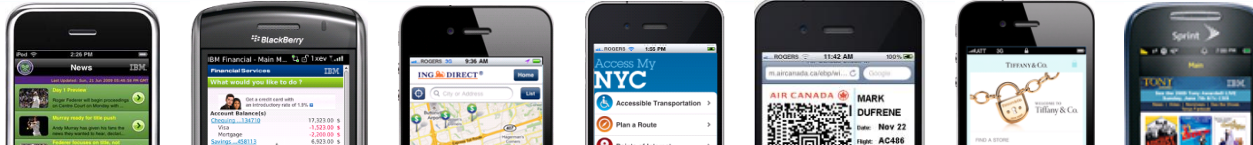


### Client Challenge

Understand how to effectively integrate the unique capabilities offered by mobile devices into their business

### Key Capabilities

- Develop an enterprise level mobile business vision and supporting rationale as well as a portfolio of mobile capabilities/applications.
- The strategy is balanced by tactical recommendations addressing device/platform type as well as infrastructure and integration requirements.
- The result is an actionable roadmap that optimizes mobile opportunities and accelerates time to market.



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# Applying expertise anytime to accelerate results



## *IBM solutions for social business*

IBM provides a comprehensive portfolio of mobile solutions for social business and analytics.



Visit [www.ibm.com/socialtogo](http://www.ibm.com/socialtogo)

### Client Challenge

Provide employees with anytime access to the social collaboration tools – on the devices they use -- to help drive business results

### Key Capabilities

- Mobile solutions for social collaboration:
  - Push email, calendar, contacts
  - Presence, IM chat and telephony
  - Online meetings
  - Social software for access to your professional network
  - Business document viewer
  - Web experiences on multi-channel sites
- Business analytics
- Device appropriate interfaces for the leading mobile devices
  - Apple®, Google Android, Research In Motion® BlackBerry®, Nokia





For VCC, becoming a social business means new opportunities, increased sales and improved productivity

*“We can capture and tap all our information wherever we happen to be, improving the way we work and the speed and effectiveness in which we service customers, communicate and close new business.”*

Wayne Alley,  
Vice president, VCC

## Customer Needs

Expand business opportunities by enabling collaboration among remote project managers, giving them access to crucial data, analytics and expertise while in the field – via their smartphones.

## Key Features & Outcomes

- New business opportunities and increased sales:  
The ability to connect with other project managers in real time contributes to an over 40 percent year-over-year increase in new business.
- Enhanced productivity  
Collaborative access to expertise across the enterprise enables project managers to work five times faster while in the field
- Greater efficiency: Smartphone access saves approximately 400 employee-hours per month



# Embrace mobile across buy, market, sell, and service



## *IBM Smarter Commerce*

Applying mobile to enhance business performance across the commerce value chain



### Client Challenge

Improve engagement with customers, employees, and partners

### Key Capabilities

- Empower employees and partners with extend mobile access to critical commerce processes
- Reinvent customer interactions with mobile sales and service
- Extend marketing reach with mobile campaigns and location-based services
- Refine the mobile customer experience with analysis of mobile usage





US Cellular uses mobile marketing to boost marketing campaign volume and performance

*“We know that IBM Unica has the vision and expertise to help us—no matter which direction we choose or what challenges we face,” said Tompson. “That gives us a lot of confidence.”*

*John Tompson,  
Senior Manager, Campaign Analytics,  
U.S. Cellular*

## Customer Needs

As US Cellular expands and grows, it needs to be more responsive to local customer needs and to track and measure the large number of varied messages that were being communicated to customers

## Key Features & Outcomes

- Strong campaign design and template functionality allowing company to quickly and cost-effectively design, execute and measure customer interactions
- Multi-wave and multi-channel support including ability to send marketing campaigns and follow-ups to customer’s mobile devices via SMS
- Prior to IBM Unica, U.S. Cellular analysts executed, analyzed and tracked two campaigns per month. Now, the company executes an average of seven campaigns per month—an increase of 250 percent





# Take your business with you wherever you go

## *Business Process Management*

IBM makes it possible to integrate BPM into your mobile strategy



### Client Challenge

Every day you are challenged to do more, better, and faster

### Key Capabilities

- Gives peace of mind that comes from knowing that important and time sensitive tasks will find employees wherever they might happen to be
- Finding expertise is instant, and innovation doesn't have to wait for that mythical "down time"
- Provides a single view that consolidates tasks from multiple IBM process sources





## Ottawa Hospital Brings mobile technology Bedside to Achieve Better Care

*"I have never had care process improvement initiatives that were as positive as this one, the stakeholders were riveted to our meetings. They were extremely excited about the options they were being presented with."*

*Glen Geiger, CMO  
The Ottawa Hospital*

### Customer Needs

The Ottawa Hospital had an aggressive goal of becoming a top 10 percent performer in quality of care and patient safety in North America.

### Key Features & Outcomes

- Improvements in patient flow through electronic closed-loop consults and easy access to patient information
- Using iPads, doctors achieve seamless interactions among hospital staff, receive more patient engagement and improve the overall patient experience.
- 'Circle of Care' visual interface improves communication and collaboration within the care team
- Benchmarking process and execution to use historic and real-time data to make better patient care decisions



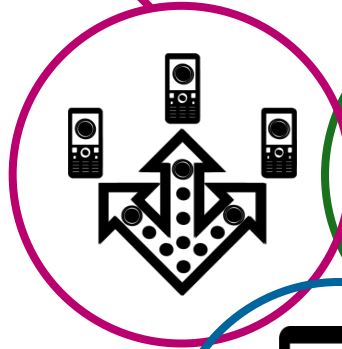
# Part of IBM's leadership in required mobile capabilities



## Extend & Transform

### Key Capabilities

- Strategy, planning and implementation
- Mobile-enabled solutions including analytics, commerce, and social business
- Mobile as a service



## Build & Connect

### Key Capabilities

- Mobile web, hybrid and native app development
- Enterprise data, service, and application integration
- Enterprise wireless networking



## Manage & Secure

### Key Capabilities

- Mobile lifecycle management
- Device analytics and control
- Secure network communications & management



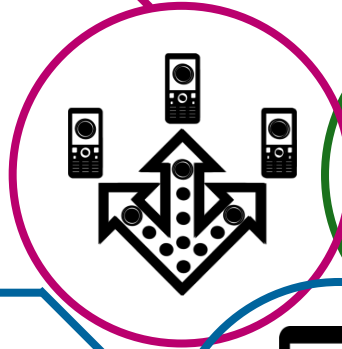
# IBM services help you become a mobile enterprise



## Extend & Transform

### Key Services Capabilities

- Strategy, planning, implementation
- Integrated voice, data, video support
- Mobile-enabled legacy applications through desktop virtualization



## Build & Connect

### Key Capabilities

- Design, deployment and management of enterprise wireless networks
- Mobile application platform installation and management



## Manage & Secure

### Key Capabilities

- Mobile device lifecycle, expense management and help desk
- Cloud-based mobile device security management
- Data and wireless network security
- Mobile application management including native, web, hybrid and virtual applications



***Mobile infrastructure strategy and planning consulting services can help you develop a road map that aligns your mobile strategy with business priorities***



# IBM Mobile: Delivering mobile critical success factors



## Open

standards-based and future ready



## Governed

proactive end-to-end security; centralized deployment, management, maintenance and support for applications, devices and infrastructure



## Integral

business processes and systems are completely integrated from the mobile access points to the back-end systems





Learn more at: [www.ibm.com/mobile-enterprise](http://www.ibm.com/mobile-enterprise)

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# BACKUP

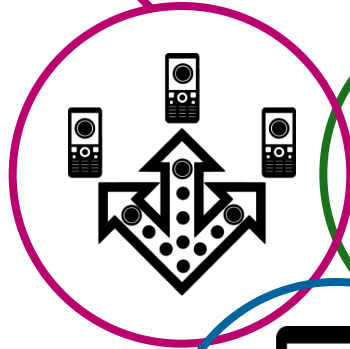


# IBM has a broad set of mobile capabilities



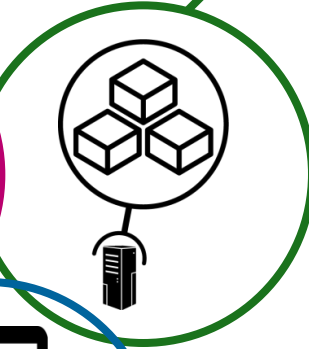
## Extend & Transform

- Strategy, planning and implementation services
- Mobile-enabled solutions including analytics, commerce, and social business
- Mobile as a service
- Pre-built analytics, commerce, and social business apps
- IBM Interactive user interface design services
- Mobile enable legacy applications through desktop and client virtualization



## Build & Connect

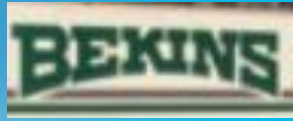
- Development and testing of mobile apps (native, hybrid, web/HTML5/Dojo/Sencha/jQuery)
- Traceability and collaboration across requirements, code and testing
- Tools for Mobile Software Development Lifecycle (SDLC)
- Large shared codebase across multiple devices and environments
- Integrated device SDKs
- Runtime skinning for apps
- Enhanced connections to enterprise data and apps
- Integration with device capabilities
- Packaging and publishing mobile apps for app stores and marketplaces
- Unified push notification framework
- Aggregated user statistics and event reporting for monitoring and analytics



## Manage & Secure

- Device analytics and control
- Mobile environment analytics
- Endpoint & data protection
- Secure network communications & management
- Mobile lifecycle management
- Provisioning & configuration management
- Mobile expense management
- Mobile security & Access management
- Mobile security intelligence
- Private app stores and Catalogs
- Device inventory & policy management
- Encrypted local device data storage
- Physical device management services





## Better customer and driver satisfaction



### Customer Needs

- Get rid of paperwork in the field

### Key Features & Outcomes

- Mobile accurate reporting
- Less time waiting at cargo bays and drop off areas
- Reduce inbound calls to dispatches
- Better customer and deliver satisfaction





For Kurimoto, becoming a social business means lowering barriers to technical collaboration and product innovation.

*“Users are saying that SKILLOOP has resolved the problem of not knowing whom to ask for advice. This has been helpful in increasing people's skills.”*

Akitoshi Oda  
Chief of Technology Management, Kurimoto

## Customer Needs

Increase customer satisfaction by offering innovative industrial products that unite the company's core technologies in new and creative ways

## Key Features & Outcomes

- Ongoing cross-divisional exchanges supported by mobile devices
- Higher visibility of experts and expertise
- Increased customer satisfaction – new product innovations that result from deeper communication and technical understanding





Integration of traditional radio communications with unified communications creates unprecedented levels of coordination between public safety agencies, creating timely and accurate emergency response when people's lives are at stake.

*"We now work hand in hand with county and state public safety organizations during emergency situations and events like the Super Bowl to communicate faster and more efficiently with field personnel and external agencies."*

Emergency Management Coordinator

## Customer Needs

- Needed to be able to coordinate effort across departments to minimize response time and improve decision-making to prevent crime and save lives.
- Soft-radio, group IP communications chat, text messaging, click-to-call, and on-line meetings to give command officials better insight into every situation, helping them direct the most appropriate

## Key Features & Outcomes

- Provided project cost savings by reducing the number of physical radios needed in the center by 80 percent
- Increased cooperation and synergy of action between levels of government
- Supports economic development by assisting in proving that the city can handle emergency management demands of major events and crisis responses

