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## Highlights

- Attract new customers, transform your value chain and increase productivity
  - Engage users by delivering engaging apps that are created with simplified multichannel development solutions
  - Turn interactions into an opportunity for return on engagement and investment
  - Provide a consistent brand experience for all interactions by connecting mobile apps to systems of record for continuous, trusted transactions
  - Deliver innovation by using cloud technologies to meet increased IT demands, lower costs and gain visibility and control
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# IBM MobileFirst

*Put your business in motion. Become a mobile enterprise.*

Mobile is the primary means of interaction and communication between employers, customers, family and friends; 91 percent of mobile users keep their device within reach 100 percent of the time.<sup>1</sup> These mobile interactions generate large amounts of data which, with the right analytics, can reveal facts about behavior and preferences that are otherwise impossible to learn.

Individuals use their handheld devices to perform countless confidential transactions with banks, stores, airlines and various other economic and social actors. Consumers increasingly purchase clothing, check in for flights, pay their mortgages and fill prescriptions on their mobile instruments. For example, these transactions have been analyzed to formulate innovative mobile-based advertising strategies, such as location-based advertising campaigns. These strategies have yielded tangible results: 75 percent of mobile shoppers take action after receiving location-based messages.<sup>2</sup>

Today, end-users are more instrumented, interconnected and intelligent than ever before. The ability to tag, sense, power and shrink things has extended mobility to not only phones and tablets, but to most other handheld devices and objects like smart meters. According to recent studies, the global number of machine-to-machine connections will increase to 18 billion instrumented and connected devices by the end of 2022.<sup>3</sup>



Handheld, portable devices are changing the way end-users interact with clients. Innovative enterprises are discovering the need to make their products, strategies and services available at all times to an increasingly mobile consumer. Whether enterprises seek to transform customer acquisition strategies, streamline internal business processes, or increase product and service innovations; companies can accomplish more by putting mobile, first.

## Overcoming mobile challenges

While the opportunities mobile presents are significant, enterprises face a number of challenges, specifically:

- **Engagement.** Autonomous consumers choose what to engage with and when.
- **Extension.** Compatibility is expected throughout a range of mobile devices, operating systems and instrumented machines.
- **Execution.** Full business transactions must be continuously enabled with low latency request/response characteristics.

Enterprises must be able to determine exactly how to engage consumers, extend business solutions to a wide variety of devices and constantly and precisely execute these strategies. Companies should also be ready to face challenges unique to mobile application development.

The application development lifecycle for mobile devices is more complicated because of the numerous mobile platforms and high demand for continuous updates. Also, applications must securely integrate into back-end enterprise services and cloud and must scale appropriately—even when demand occurs in less predictable patterns. Moreover, developers must implement a user interface for online and offline transactions and effectively determine how to take advantage of other unique mobile capabilities, such as geo-location. Applications must also be secure to help protect confidential information, even when applications are accessed by privately-owned customer devices.

## Taking advantage of mobile opportunities

Becoming a mobile enterprise enables you to:

- Attract new customers, transform your value chain and increase productivity using the new business models and insights from mobile interactions.
- Engage users with contextually relevant experiences, with apps that are created with simplified multichannel development solutions.
- Create an opportunity for return on engagement and investment, by developing interactions with mobile.
- Provide brand value consistently in interactions by connecting mobile apps to systems of record for continuous, trusted transactions.
- Innovate by using cloud technologies to meet increased IT demands, lower costs and gain visibility and control.

The mobile environment presents several opportunities both for enterprises seeking to increase business-to-business (B2B) processes, such as engaging with employees and partners; and for enterprises seeking to implement business-to-consumer (B2C) strategies.

The key benefits are as follows:

- B2B benefits include increased worker productivity, improved processing times and efficiencies gained through extending existing applications to mobile workers, partners and customers.
- B2C benefits include improved customer satisfaction, opportunities to deepen customer engagement and drive increased sales and differentiating levels of customer service.

## Introducing IBM MobileFirst

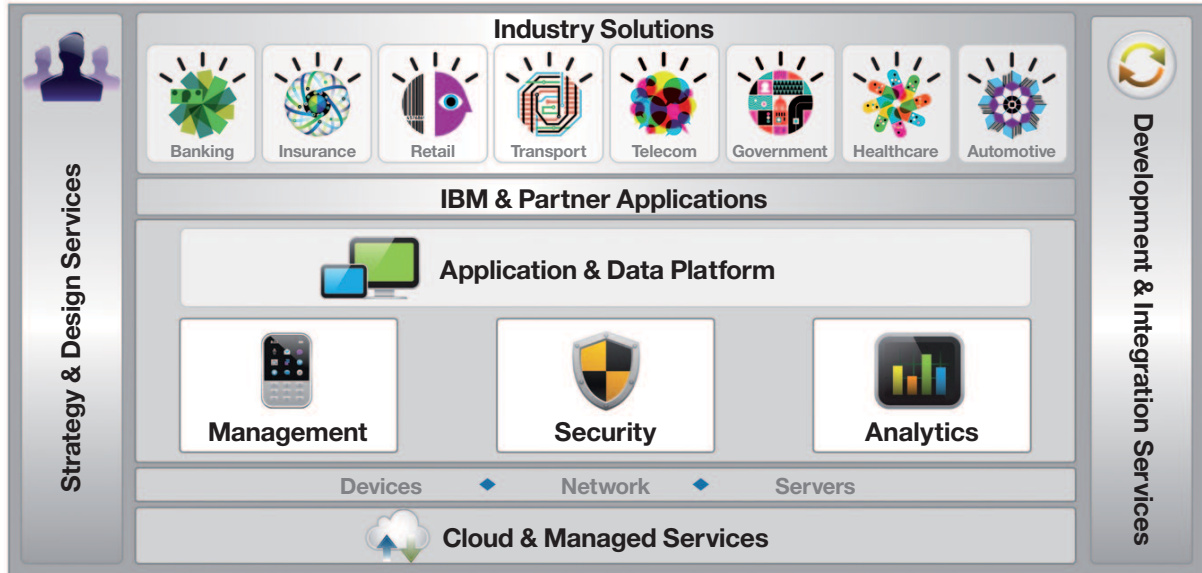


Figure 1. Portfolio of IBM MobileFirst offerings

IBM MobileFirst is designed to enable organizations turn their interactions into an opportunity to drive return on engagement and investment. IBM combines deep industry expertise with mobile, analytics, cloud, social and security technologies. This can help enterprises capture new markets, efficiently extend their businesses to mobile employees, customers and business partners and maintain the integrity of their assets.

IBM helps to deliver a wide range of software and service offerings that can help clients with their buying needs. IBM MobileFirst is an approach to engagement and IT that is essential for the future of business growth and innovation.

IBM has enabled thousands of businesses to implement mobile strategies. IBM MobileFirst is designed to help enterprises realize, build and implement solutions that:

- Transform value chains with newly imagined interactions
- Turn interactions into opportunities for return on engagement and investment
- Connect mobile apps to systems of record for continuous transactions
- Ensure trusted interactions at the application, device and network levels
- Use cloud-based services to capture unique mobile insights

Mobile transactions are the key to future business growth and innovation. IBM MobileFirst is designed to help businesses capture the value of transactions on the go, data insights and business strategies; with strategies and solutions designed to meet the requirements of a mobile world.

### Broad portfolio of mobile solutions

IBM's mobile solutions portfolio provides the key elements of an application and data platform with the management, security and analytics capabilities needed for the enterprise. In addition to meeting mobile-specific requirements, the portfolio enables more rapid integration between social and cloud services and back-end technologies that help secure and manage strategic business processes.

#### IBM MobileFirst Platform

Engage mobile customers, partners and employees with mobile applications that let them execute the desired actions.

Key offerings include:

- **IBM Worklight®:** An open, mobile application platform for smartphones and tablets. Develop, run and manage HTML5, hybrid and native applications.
- **IBM Rational Test Workbench:** Automated testing for high-quality mobile apps.

#### IBM MobileFirst Management

Help enhance business productivity as you manage mobile devices, expenses, data, applications and services throughout their lifecycles.

Key offerings include:

- **IBM Endpoint Manager for Mobile Devices:** Unify the management and security of your mobile devices and traditional endpoints while integrating them into your existing IT infrastructure.
- **IBM Emptoris Rivermine® Telecom Expense Management:** A solution that is designed to help you manage, track and reduce mobile expenses while ensuring compliance with corporate mobile policies.

#### IBM MobileFirst Security

Enable trusted, better-quality interactions with security at the network, device and application layers and manage the entire mobile environment.

Key offerings include:

- **IBM Security Access Manager for Cloud and Mobile:** Single Sign On (SSO) capability, context-aware risk-based access security and policy compliance.
- **IBM Security AppScan®:** Vulnerability testing, scanning and reporting for mobile Web applications and Web elements (JavaScript, HTML5) of hybrid mobile apps.

#### IBM MobileFirst Analytics

Optimize the mobile experience by gaining insights into mobile usage.

Key offerings include:

- **IBM Tealeaf® CX Mobile:** Gain complete visibility of the experiences of mobile customers across mobile website, hybrid and native apps. Eliminate the obstacles that block successful conversions.

### Deep set of mobile services

Enterprises are embracing the mobile revolution at a rapid pace. Based on numerous client engagements in more than a dozen industries, IBM has gained deep expertise in how enterprises will be transformed in a mobile world. This expertise to develop mobile strategies, as well as design and implement mobile projects, is available to clients through the IBM MobileFirst portfolio.

#### IBM MobileFirst Strategy & Design Services

Explore, assess and plan your mobile platform to address current and future business and technology requirements and prioritize objectives.

Key offerings include:

- **Mobile Strategy Accelerator:** Enables you to create a successful mobile strategy and develop an enterprise-level mobile business vision with a prioritized roadmap.
- **Mobile Infrastructure Strategy and Planning:** Helps you develop robust mobile infrastructure strategies for a flexible workplace that enables your users to choose—and bring—their own devices.
- **IBM Interactive:** An interactive agency with that can help you imagine, discover and deliver compelling user experiences.

#### IBM MobileFirst Development & Integration Services

Develop, deploy, integrate and manage application and infrastructure elements of your mobile enterprise and end-user platforms.

Key offerings include:

- **IBM Application Management Services:** Helps provide capabilities to address tough business challenges and gain better business outcomes from your SAP investment.
- **IBM Mobile Application Platform Management Services:** Services to develop, deploy and manage end-user mobile applications

#### Cloud & Managed Services

Services for mobile application development, device management and network infrastructure enable enterprises to use alternate delivery models to improve efficiency and overcome obstacles to innovation.

- **IBM Mobile Enterprise Services for managed mobility:** Services to manage smartphones, tablets and ruggedized devices across your global enterprise.
- **IBM Mobile Application Development from the Cloud:** Provides fast cycle mobile development and delivery of prototypes, new applications and upgrades.

#### Engaging set of mobile apps and solutions

There are over 200 IBM mobile applications in the app store with more than one million downloads. If you want to extend to mobile or customize by vertical, IBM MobileFirst is designed to provide the breadth and scope of expertise necessary to think mobile, first.

#### Wide array of industry solutions

Customize your mobile strategy to your specific industry and unique business initiatives. IBM MobileFirst offers tailored mobile strategies and implementations in the following key industries addressing key initiatives:

- **Banking.** Mobile banking; mobile payments; customer servicing
- **Insurance.** Customer and agent care; mobile claims; mobile marketing
- **Retail.** Mobile commerce; next generation shopping experience; mobile marketing
- **Travel and Transportation.** Mobile commerce; customer experience management; maintenance and operation management
- **Healthcare.** Closed-loop “circle of care”; membership management and claims; spending analysis and reporting
- **Government.** Unified first response management; mobile-enable government agents; citizen self-service
- **Automotive.** Connected car; next generation automotive retail experience; automotive finance
- **Telecommunications.** Subscription and service management; mobile device management and analytics; field service management

#### IBM & Partner Applications

Reinvent client interactions when you use mobile apps for social business and commerce. Help improve workforce productivity with mobile apps that tap into the collective intelligence of your organization and enable mobile access to business intelligence dashboards and inject mobile into business processes.

Key offerings include:

- **IBM mobile solutions for social business:** Helps enable your organization to engage its people to innovate and its customers to become advocates.
- **IBM Business Process Management solutions:** Helps provide the ability to extend your core business processes into your mobile strategy, giving you visibility and control to take your business with you wherever you go.

## Next steps with IBM MobileFirst

Start your mobile journey today by visiting our website, [ibm.com/mobilefirst](http://ibm.com/mobilefirst), to learn more. Schedule a workshop with IBM subject matter experts to develop a strategy and prioritized list of next steps to make mobile a primary tool for your enterprise. To schedule or inquire, email [ibmmobile@us.ibm.com](mailto:ibmmobile@us.ibm.com).

## Why IBM?

IBM has helped nearly 1,000 clients become mobile enterprises by utilizing thousands of its mobile experts, more than ten mobile acquisitions and 270 patents in wireless innovations. IBM can combine deep industry expertise with mobile, analytics, cloud, social and security technologies to help enterprises capture new markets, efficiently extend their businesses to mobile employees, customers and partners and maintain the integrity of their assets.

## For more information

To learn more about IBM MobileFirst, please contact your IBM representative or IBM Business Partner, or visit the following website: [ibm.com/mobilefirst](http://ibm.com/mobilefirst)

Additionally, IBM Global Financing can help you acquire the software capabilities that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize a financing solution to suit your business and development goals, enable effective cash management, and improve your total cost of ownership. Fund your critical IT investment and propel your business forward with IBM Global Financing. For more information, visit: [ibm.com/financing](http://ibm.com/financing)



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<sup>1</sup> Source: "China Mobile 50k survey"; Morgan Stanley Research; 2011.

<sup>2</sup> JiWire Mobile Audience Insights Report Q42011.

<sup>3</sup> GSMA, Machina Research.



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