

Business Agility Lunch Series.

Innovate. Transform. Grow.



IBM MobileFirst Launch

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WW Mobile Business Agility Tiger Team



Announcing IBM MobileFirst

Executive Summary: Mobile First



TREND:

Exponential growth in smartphone adoption, applications and services is transforming the business landscape

- Mobile growth is forcing companies to rethink their business models
- A new emerging stack delivers high-fidelity mobile apps and services
- Mobile is inextricably linked to cloud delivered mobile apps and services
 - IT service and strategic outsourcing is increasingly becoming SaaS

OPPORTUNITY:

Use Mobile First to transform your business

- Mobile First is about re-imagining businesses around constantly connected employees and customers
- Adopt the emerging Mobile First software and systems, integrate with your Systems of Record, and differentiate your Systems of Engagement
- Consulting to transform your business to be Mobile First enabled

CHALLENGE:

Requires a novel blend of software, services and servers to achieve differentiation

- Ability to handle scale requirements associated with Mobile
- Providing end-to-end security throughout the Mobile First ecosystem
- Integrating mobile DevOps for multiple ecosystems
 - Transition to delivery model in the cloud including hybrid-on-premise



Mobile First will be at the core of software, services and systems



- **Mobile First** is about **re-imagining businesses** around constantly connected employees and customers
- It is accelerating the **coherent integration of cloud, social, and analytics**
- **Mobile First is NOT “Mobile Also”**
 - Not just another projection of back-end systems
 - Requires rethinking value in a larger ecosystem
 - Requires deep understanding of rapid industry shifts
 - Requires the creation of new models of customer value
 - Requires rapid creation of new solutions and integration models

Key Trends

- In 2012, **20% of IT spending will be driven by mobile, social networking, and big data analytics**
- By 2015, **the mobile worker population to reach 1.3 billion**, the US will have the largest percentage, but Asia will see the largest growth
- By 2015, the percentage of SAP organizations with a comprehensive, enterprise-wide mobile strategy will more than double from 32% to 67%
- 60% of large companies making their internal line-of-business applications accessible to workers on smartphones and tablet



Mobile First is driving new consumption patterns



Omnichannel

The physical, mobile, social, video, and web channels come together to enable a seamless experience that is responsive to a customer's constantly-shifting context

Context Fusion

Apps are used to perform a single task, based on the user's context (role, mobile event, location, ...)

App-centric

Users increasingly demonstrate a preference for apps that are downloaded from a single trusted source over mobile web browsing

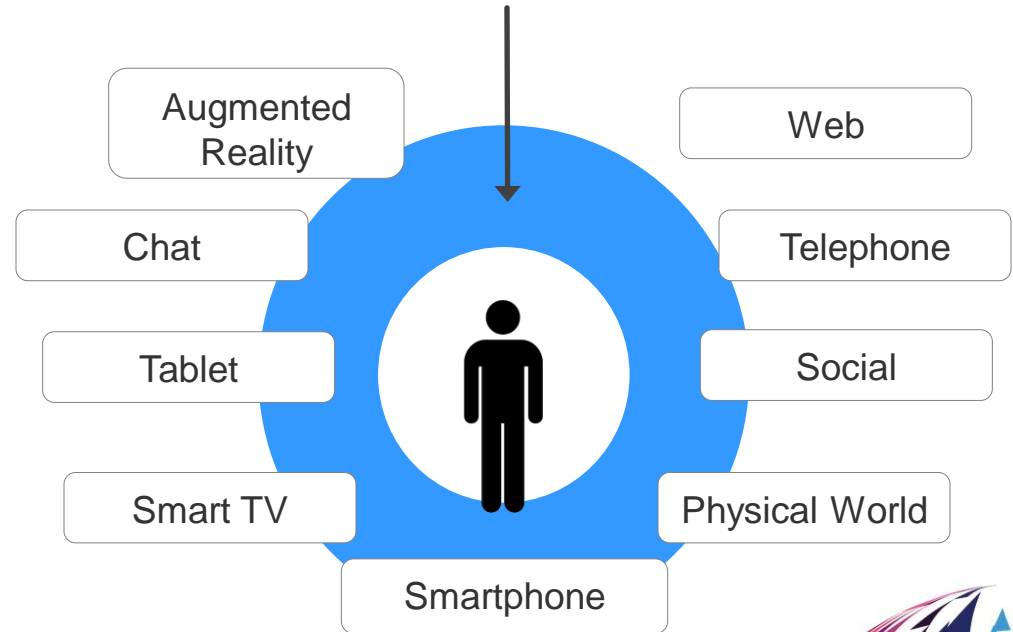
Activity Bursts

Average app usage is 72 seconds

Apps Chained

50% of mobile sessions are composed of sequences of apps, manually "integrated" by the user

New consumption patterns place users at the center. Mobile provides a seamless experience across all channels (e.g., retail, banking, call centers).



IBM MobileFirst Offering Portfolio



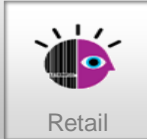
Industry Solutions



Banking



Insurance



Retail



Transport



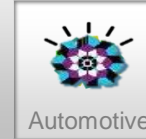
Telecom



Government



Healthcare



Automotive

Mobile Applications & Services

IBM Mobile Foundation



Mobile App
Platform



Mobile
Analytics



Mobile
Security



Mobile
Mgmt

Cloud Operating Environment

Consulting & Implementation Services



Industry Experience



Banking

Mobile banking
Mobile payments
Customer servicing

Insurance

Customer & agent care
Mobile claims
Mobile marketing

Retail

Mobile commerce
Next generation shopping experience
Mobile marketing

Travel & Transport

Mobile commerce
Customer experience management
Maintenance & operation management

Healthcare

Closed-loop “Circle of Care”
Membership management & claims
Spending analysis & reporting

Government

Unified first response management
Mobile-enable government agents
Citizen self-service

Automotive

Connected Car
Next gen automotive retail experience
Automotive finance

Telco

Subscription & service management
Mobile device management & analytics
Field service management



Mobile Claims

Document damages and process claims from the site of the incident



Closed-loop “Circle of Care”

Enable seamless interactions among care providers and patients



Connected Car

Provide safer, more efficient vehicle operations and management





Four Major Software Capabilities

IBM MobileFirst

Mobile App Platform

Lead Offering:

- IBM Worklight
- Rational Test Workbench

Add-ons:

- IBM Cast Iron
- IBM Mobile Development Lifecycle Solution

What this gets our clients:

- High end branded apps for B2C & B2E – Native or hybrid
- Middleware that supports the mobile channel
- Automation to help build high quality apps for many devices

Mobile Analytics

Lead Offering:

- IBM Tealeaf CX Mobile

Add ons:

- CoreMetrics

What this gets our clients:

- Improve mobile experience by tracking applications usage “through the eyes of the users”
- Optimize user experience
- Determine where the “fault” lies when servicing apps

Mobile Security

Lead Offering:

- IBM Security Access for Mobile
- IBM AppScan for mobile

Add ons:

- WebSphere DataPower

What this gets our clients:

- Contextual access control through the mobile channel
- Check for application source & runtime behavior to identify risks
- A robust gateway for the mobile channel

Mobile Management

Lead Offering:

- IBM Endpoint Manager for Mobile Devices
- IBM Worklight AppCenter

What this gets our clients:

- Manage devices & application distribution
- Ensure compliance with corporate policies
- A single infrastructure for managing all their IT endpoints (mobile alongside PCs & servers)
- Manage mobile applications via the Worklight AppCenter including provisioning, direct updates and user management





IBM MobileFirst

IBM Global Business Services - Mobile

- **Mobile Enterprise Strategy.** Develops an enterprise level mobile business vision as well as a portfolio of mobile capabilities and applications, resulting in an actionable roadmap that optimizes mobile opportunities and accelerates time to market.
- **Mobile & Multi-Channel Strategy.** Helps clients define effective B2C multi-channel strategies that include effective use of Mobile technology.
- **Mobile Design and Development.** Design and development of custom Mobile solutions working closely with IBM's award-winning "IBM Interactive" design agency to ensure every solution we build embodies the best user experience possible.
- **Enterprise Solutions for Mobile.** Plan and implement solutions to key enterprise Mobile concerns, such as Mobile Device Management , Security & Enterprise App Stores
- **Mobile Testing.** Helps clients manage the increasingly complex task of testing their evolving mobile application portfolio against disparate devices and form factors.

IBM Global Technology Services - Mobile

- **IBM Mobile Enterprise Services for Managed Mobility**
Device Management
- **IBM Mobile Infrastructure Strategy and Planning**
Infrastructure planning
- **IBM Mobile Application Platform Management**
managed apps
- **IBM Network Infrastructure Services for Mobile**
network optimisation and planning
- **IBM Mobile Security Services**
Managed Security Services



Mobile Apps – Top Challenges



Creating rich, yet cost-effective mobile apps in a fragmented technological landscape.



Connecting the enterprise back-end services in a secure and scalable manner



Controlling the growing portfolio of applications deployed “in the wild”



IBM Worklight Mobile Application Development Platform



- Flexible development, back-end integration and ongoing management of rich, cross-platform mobile apps using standards-based technologies and tools
- Mobile-optimised middleware delivering an enterprise-grade services layer that meets the needs of mobile employees and customers



Fast and cost-effective development, integration and management of rich, cross-platform mobile applications





IBM Worklight

Rich, cross-platform application development

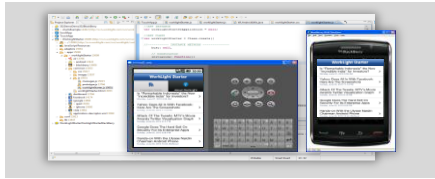
Key capabilities:

- Multi Platform Native, Web & Hybrid app dev
- Support for new device OS releases
- Open approach to 3rd-party integration
- Strong authentication framework
- Encrypted offline availability
- Enterprise back-end connectivity
- Unified push notifications
- Data collection for analytics
- Direct updates and remote disablement
- Packaged runtime skins



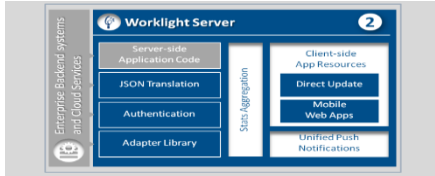


IBM Worklight Overview



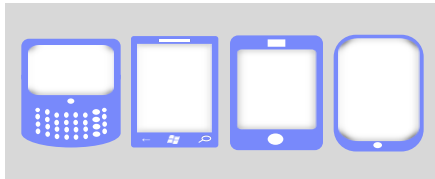
Worklight Studio

The most complete, extensible environment with maximum code reuse and per-device optimization



Worklight Server

Unified notifications, runtime skinning, version management, security, integration and delivery



Worklight Runtime Components

Extensive libraries and client APIs that expose and interface with native device functionality

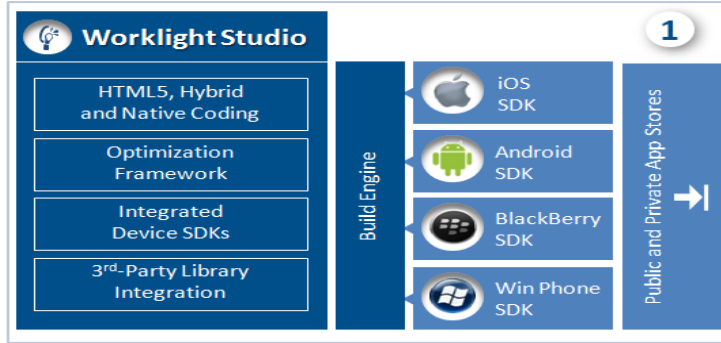


Worklight Console

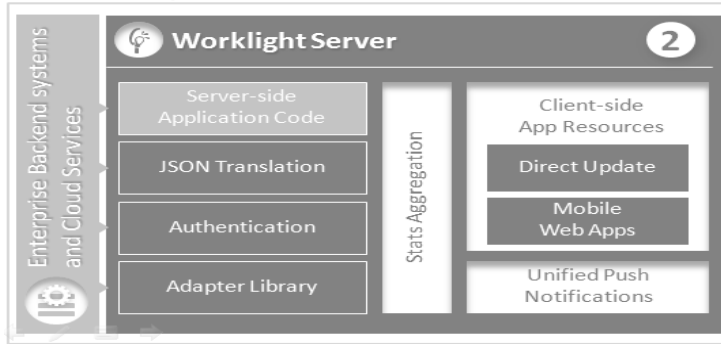
A web-based console for real-time analytics and control of your mobile apps and infrastructure



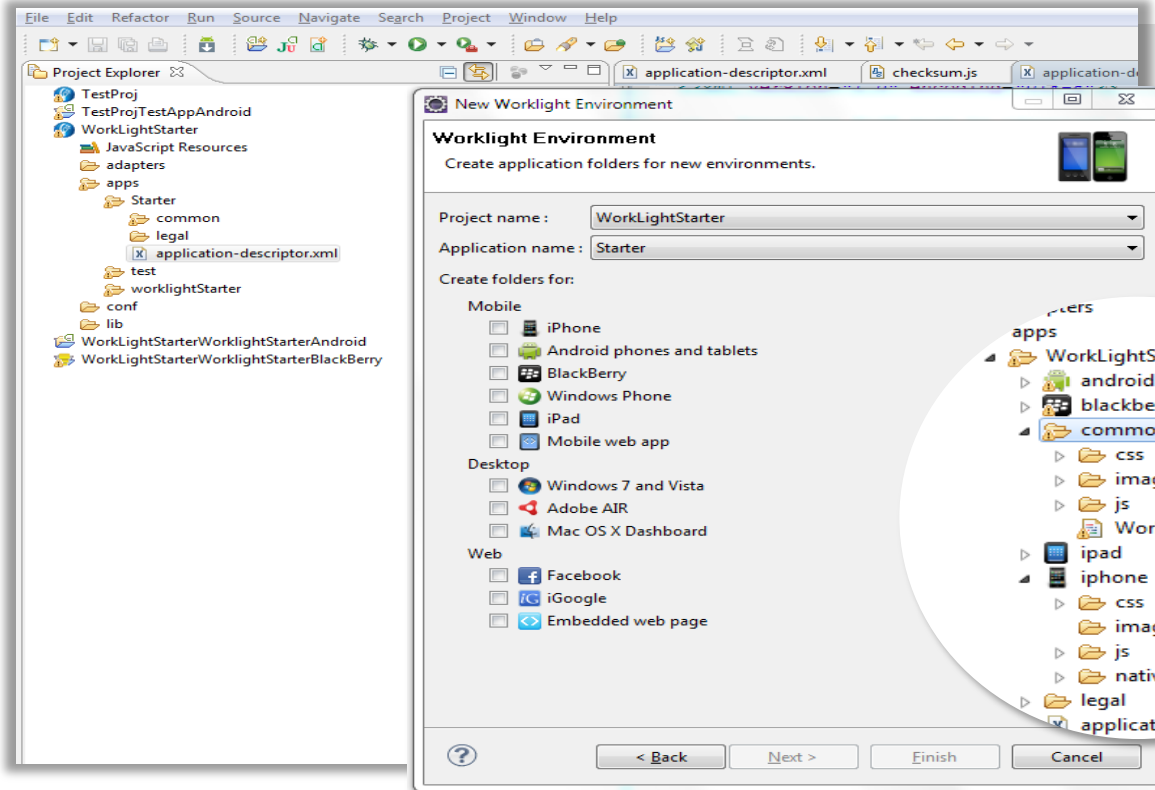
Worklight Studio



- Eclipse-based IDE
- Combining native and standard web technologies in one multiplatform app
- Environment-specific optimization
- 3rd-party libraries integration
- Device SDK integration
- Back-end connectivity utilities



Single Shared Codebase

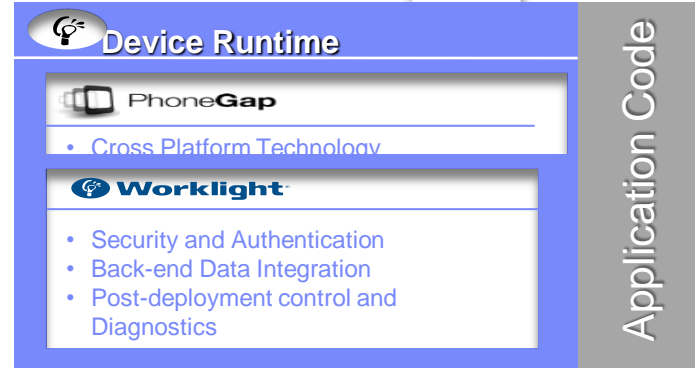
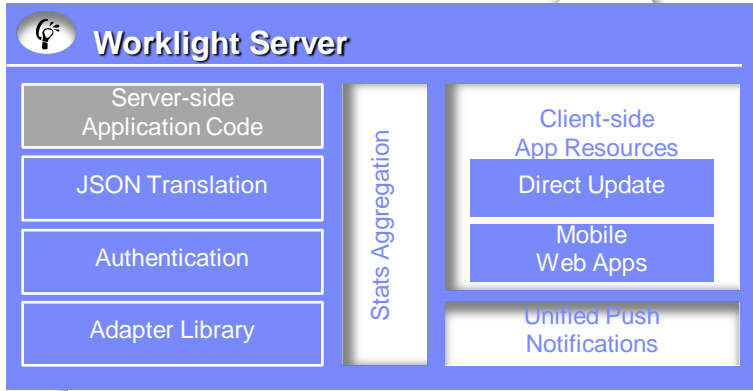
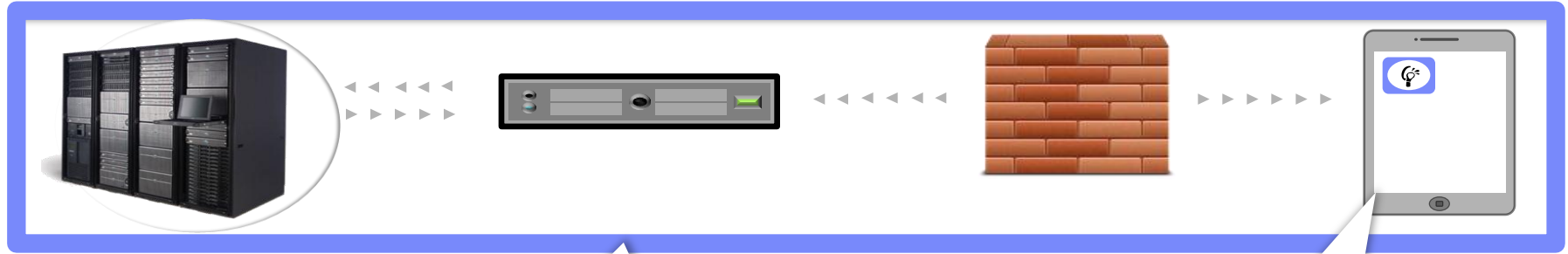


Common code placed
in primary file

Environment optimisation
code is maintained separately



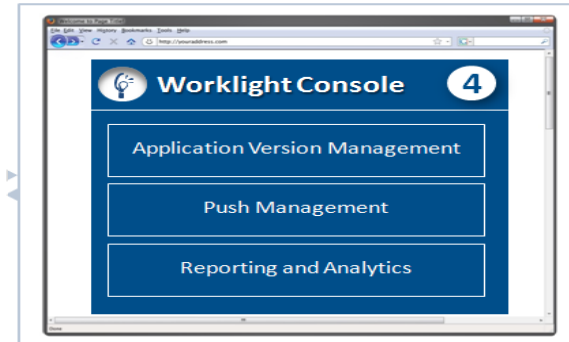
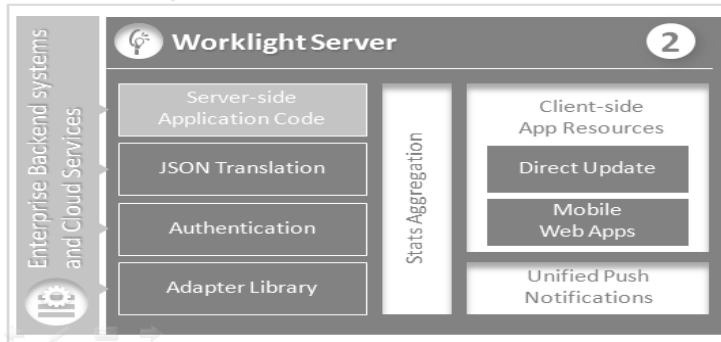
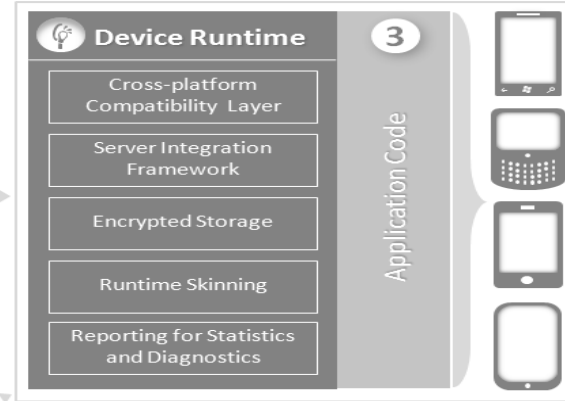
Worklight Runtime Architecture



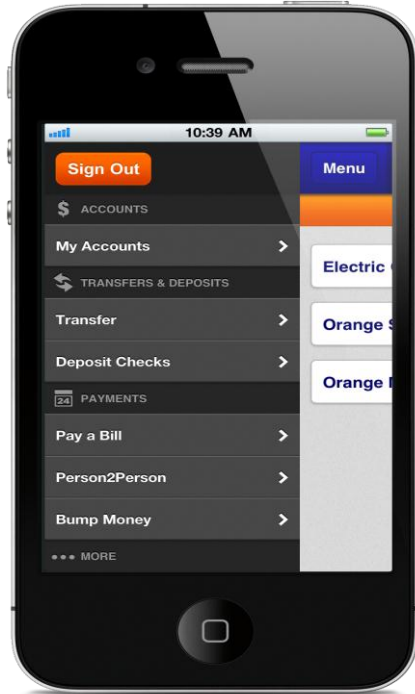
Worklight Console



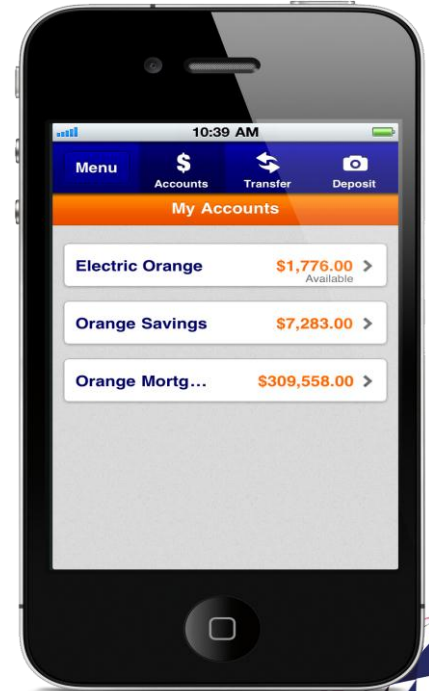
- Application Version Management
- Push management
- Usage reports and analytics
- Reports of custom application events
- Configurable audit log
- Administrative dashboards for:
 - Deployed applications
 - Installed adapters
 - Push notifications
- Data export to BI enterprise systems



ING Direct creates a “bank branch in your pocket”



- New customer experience with mobile as the channel
- Creates new revenue generation opportunity
- Simplify consumer experiences
- Re-use existing mobile-optimized web content
- Support multiple mobile platforms consistently on a tight schedule



Customer Spotlight – Lotte



Public Utility



Adding Mobile Devices Without Adding Infrastructure

Serving 4.5 million customers in the southwestern region of the United States, this electric company of 25,000 employees is a leader in clean energy while exceeding reliability standards and keeping consumer costs below average. They are experiencing a migration from traditional endpoints to mobile devices.

Customer Needs

- Support 20,000+ mobile devices
- Corporate and employee-owned, many platforms and OS versions
- High availability for certain devices used in the field
- Adherence to Internal security policies, external regulations

Key Features & Outcomes

- Scalability to 250,000 endpoints room to grow
- Added mobile devices to existing IEM deployment in days
- Ability to integrate with Maximo, Remedy
- Responsiveness and agility of product and product team



IBM Office of the CIO



Extending Corporate Access

“IBM's BYOD program “really is about supporting employees in the way they want to work. They will find the most appropriate tool to get their job done. I want to make sure I can enable them to do that, but in a way that safeguards the integrity of our business.”

Jeanette Horan, IBM CIO

Customer Needs

- Support BYOD for a variety of mobile platforms securely for a highly mobile population
- Scale to hundreds of thousands of devices

Key Features & Outcomes









- 120,000 mobile devices, 80,000 personally owned, supported in months
- Integrated Lotus Traveler, IBM Connections, IBM Sametime, and IBM Endpoint Manager



IBM MobileFirst







Industry Solutions

 Banking	 Insurance	 Retail	 Transport	 Telecom	 Government	 Healthcare	 Automotive
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Mobile Applications & Services

IBM Mobile Foundation

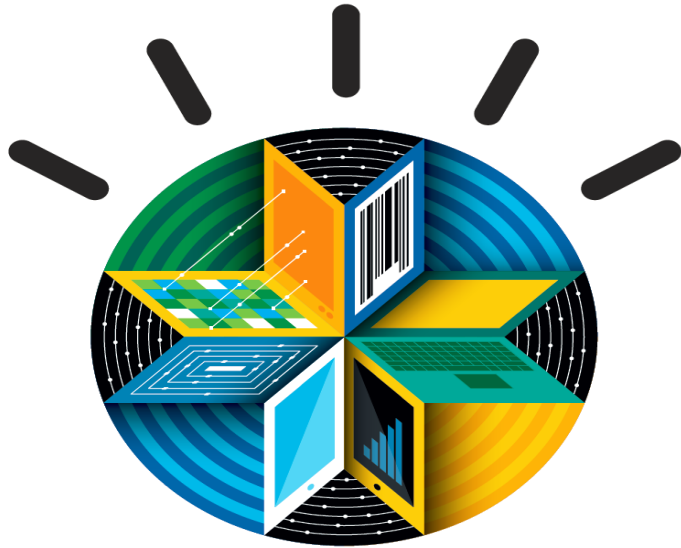
 Mobile App Platform	 Mobile Analytics	 Mobile Security	 Mobile Mgmt
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Cloud Operating Environment

Consulting & Implementation Services



Next Steps



- Learn more at:
www.ibm.com/mobile-enterprise
 - Access white papers and webcasts
 - Get product and services information
 - Download and begin using IBM Endpoint Manager
- Talk with your IBM representative or IBM Business Partner to find the right next step for you

