



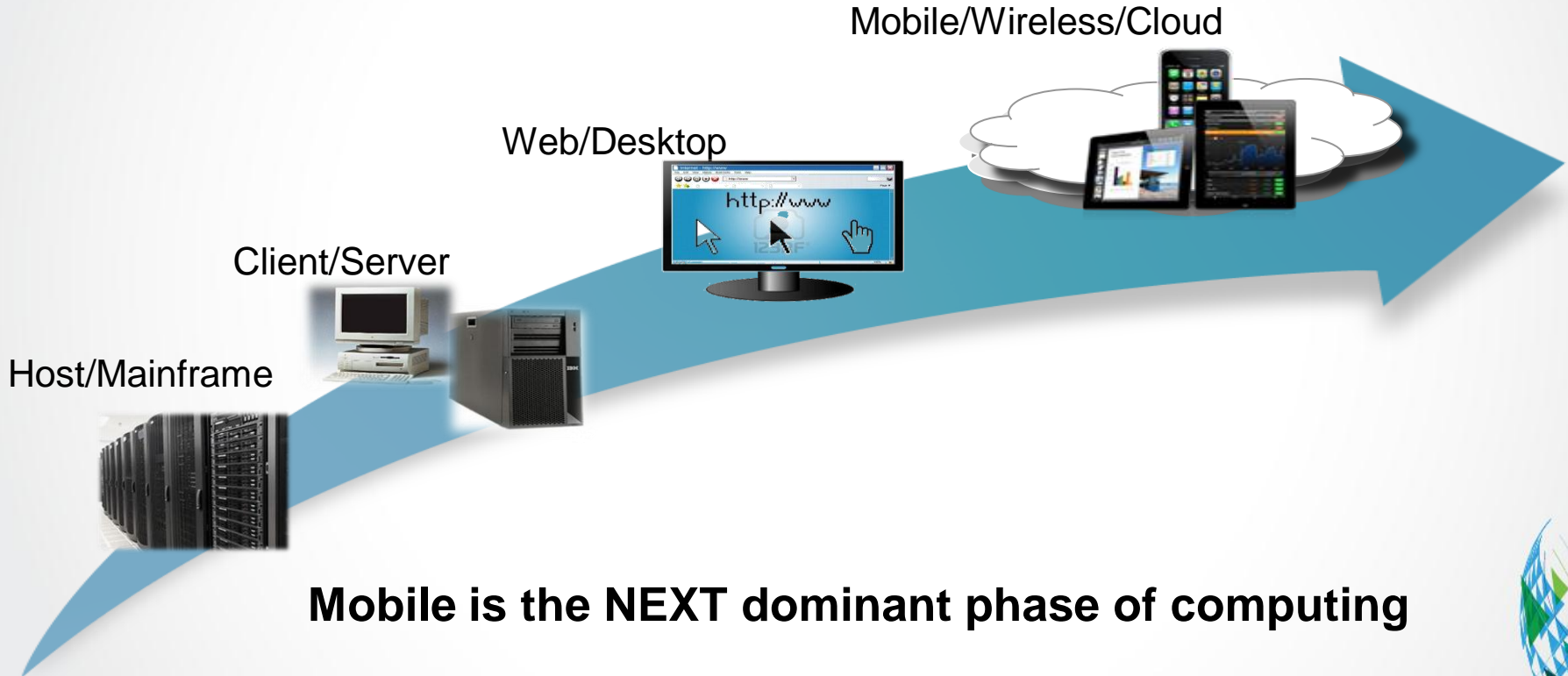
Business Agility in Action.

Innovate. Transform. Grow

Mobile Challenges

Jon Baxter

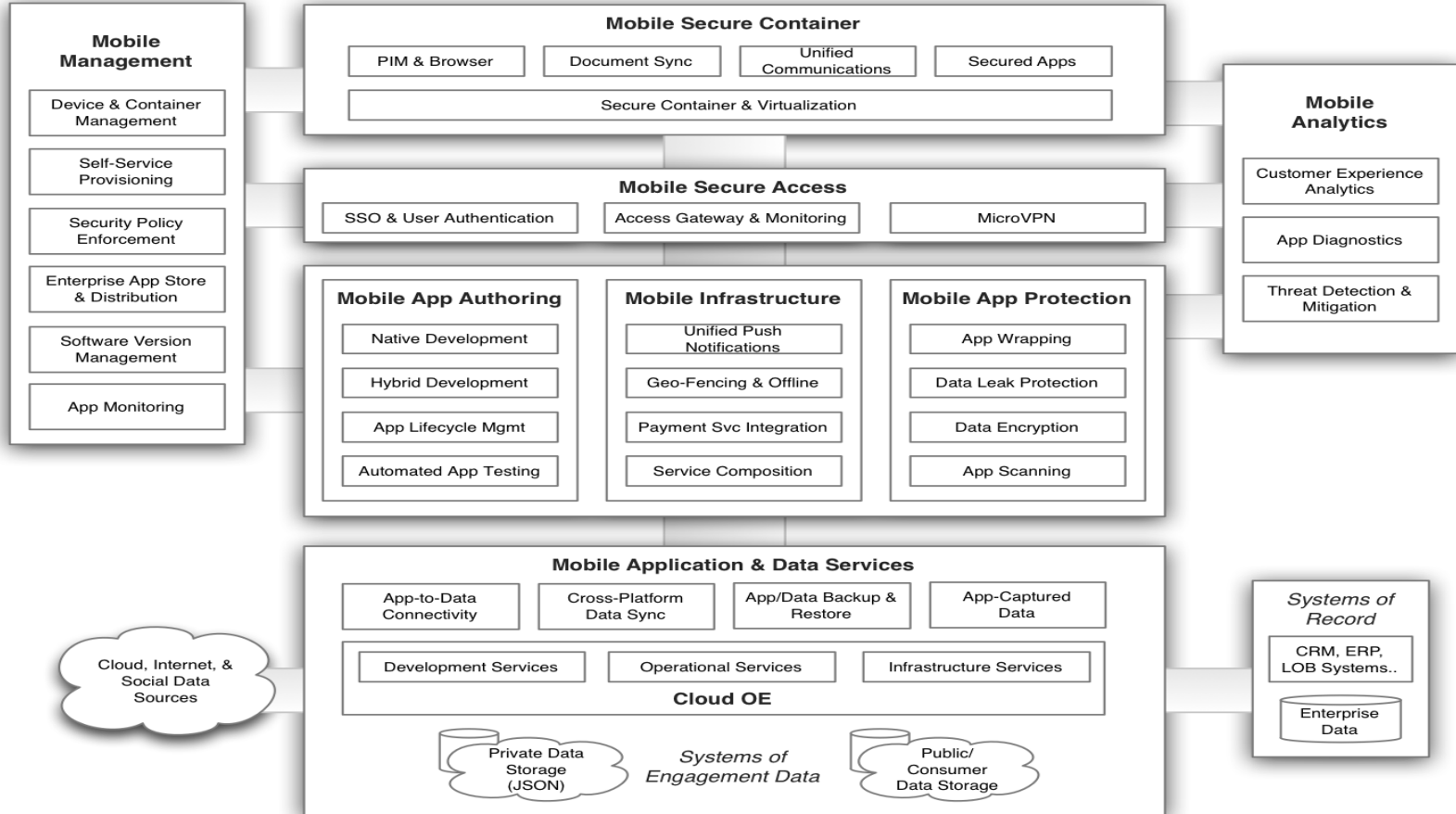
ANZ Marketing Manager



Mobile trends

- Smartphones & Tablets have become the device of first choice
- 2013 875m Smartphones WW up 27% (41%2012) – Strategy Analytics
 - Samsung 33%, Apple 21%,
- One-third of computers sold worldwide in the fourth quarter of 2012 were tablets – Canalsys
 - Apple 20%, HP 11%, Lenovo 11%, Samsung 9%
Microsoft 3%
- 4G represent 0.9% of devices consuming 19% of data traffic – Cisco
- PayPal partnering with offline retailers – non-bank financial transactions
- Mobile apps as a different rather than another channel
 - Vs web duplication
 - Disaster recovery (CFA)
- Enterprise app store
 - Field Force automation
 - New employee
 - Role based aggregated at the enterprise

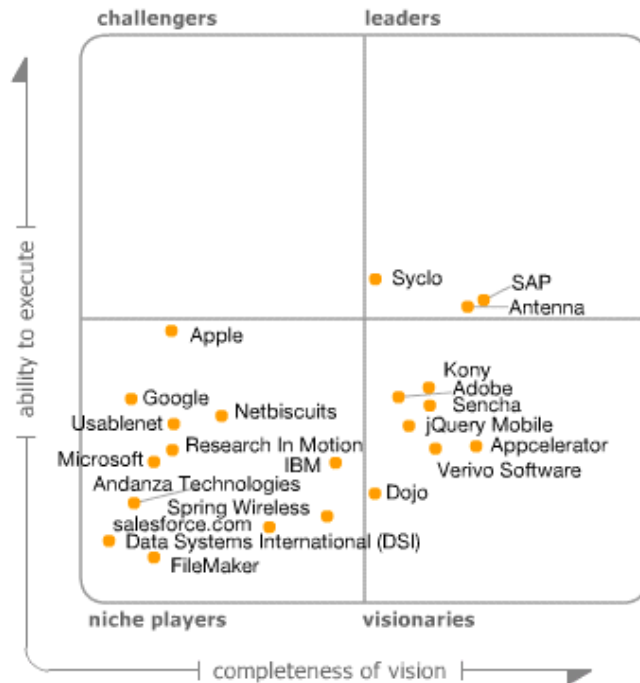
Mobile Marketecture



Magic Quadrant for Mobile Application Development Platforms

Source: Gartner (April 2012)

- Mobile application development has become a top concern for enterprise CIO & CMOs.
- 48% believe they will become leaders in their industries by fully adopting innovative mobile solutions
- One model for B2C, B2B *and* B2E
- Maturing from native toolkit to Web toolkit to cross-platform suite



As of April 2012



Mobile development and delivery challenges

1. Delivering for multiple platforms
2. Deliver high quality apps
3. Frequency & Intensity
4. Integrating with Enterprise business models



Customer Ratings

► Average rating for the current version: ★★★★★ 18 Ratings

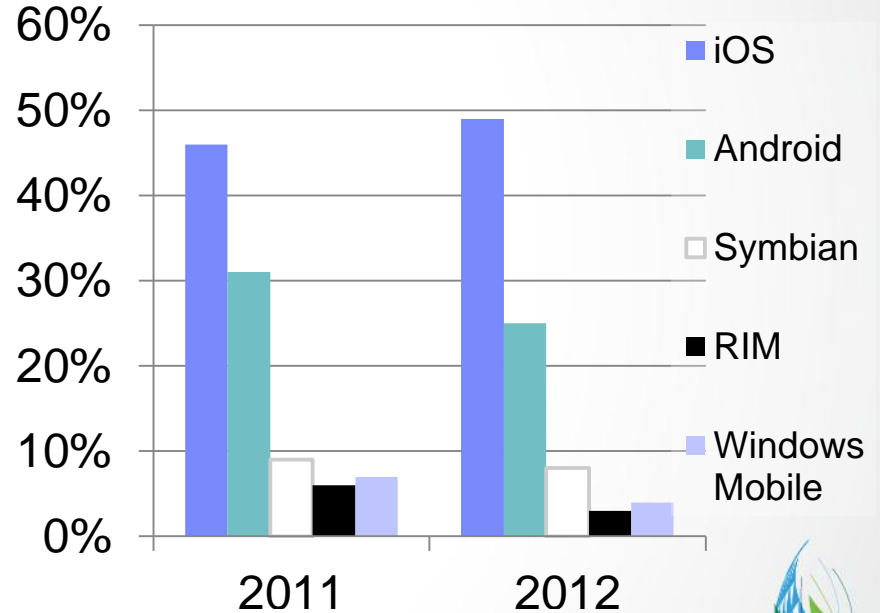
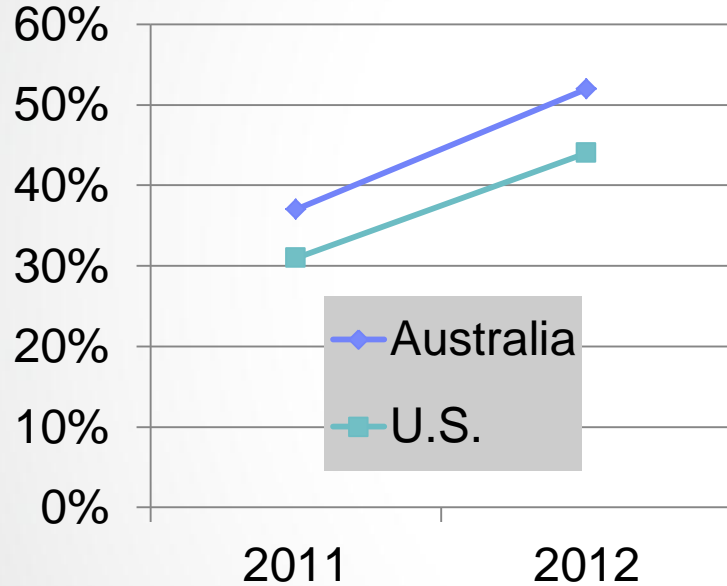
▼ Average rating for all versions: ★★★★★ 1903 Ratings



Delivering for multiple platforms



Smartphone Adoption %



Source: Our Mobile Planet : <http://www.thinkwithgoogle.com/mobileplanet/>



Delivering for multiple platforms

	Apple iOS	Android	Blackberry OS	Windows Phone
Languages	Objective-C, C, C++	Java (some C, C++)	Java	C#, VB.NET and more
Tools	Xcode	Android SDK	BB Java Eclipse Plugin	Visual Studio, Windows Phone development tools
Packaging format	.app	.apk	.cod	.xap
App stores	Apple App Store	Google Play	Blackberry App World	Windows Phone Marketplace





Software innovation used to be expensive...

“When I built my first company in 1999 it cost **\$2.5 million** in infrastructure just to get started and another **\$2.5 million** in team costs to code, launch, manage, market and sell our software. So it’s not surprising that typical “**A rounds**” of venture capital were **\$5 to \$10 million.**”


Mark Suster, GRP Partners

...but software innovation costs 90% less than it used to.



Deliver high quality apps

Customer Ratings

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▼ Average rating for all versions:  1903 Ratings





Deliver High Quality Apps

Native



Web

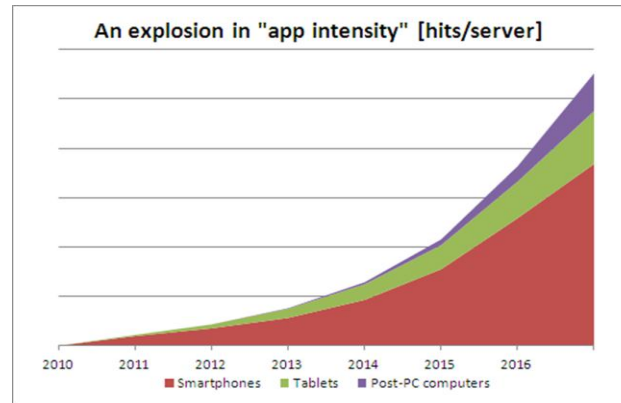


Hybrid



Frequency & Intensity

- As Mobile devices sre driving significant capacity management issues
- Great apps get refreshed often – sometimes with disastrous results !



Integrating with Enterprise Business models

- Mobile Apps Aren't just mobile apps
<http://youtu.be/8M8RoxBvkSY>
- MiiBrand
http://www.youtube.com/watch?feature=player_embedded&v=Xthuqibw6ng
- New Business Models will be driven by Integrating Mobile with the enterprise
 - Integration and Messaging
 - Security & Translation Services
 - Business Analytics
 - Business Rules Management
- Device & App ownership -
 - B-C vs B-E vs B-B



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The pace will quicken

- Biometrics
 - Fingerprints, Voice, Touch
- Sensors
 - Pressure, chemical, infrared, heat, Cardio, Blood, Ultrasound
 - Non GPS Location services
- Payment
 - Paypal, NFC
 - Non Scan Ticketing models
- Consolidation
 - Identification & security
 - Loyalty programs
- Augmented reality
 - night vision, product data, DIY guide
- API exposure & management
- NEW alliances & models



Summary

- Organisations are moving from 'Mobile Also' to 'Mobile First'
- Barrier to entry can be low & low risk / high reward
- New business models can be tried and burned quickly
- There will be winners and losers and game changers
- There is value in exposing Brand and Corporate assets
- Mobile is different & is returning value
- There is a need for an Enterprise Strategy & Architecture view of Mobile.



IBM **MobileFirst**



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