![Pulse IBM SolutionsConnect 2013]

IBM MobileFirst:
Put your business in motion

IBM

New technologies present opportunities for business
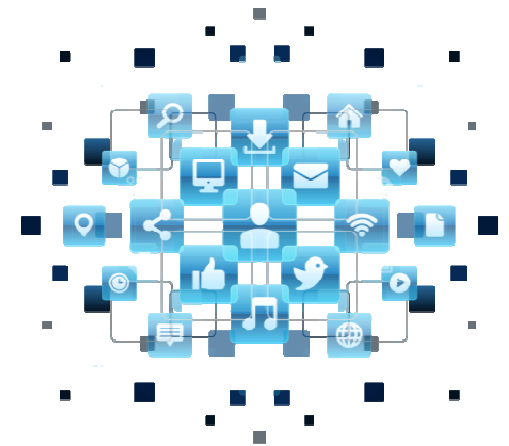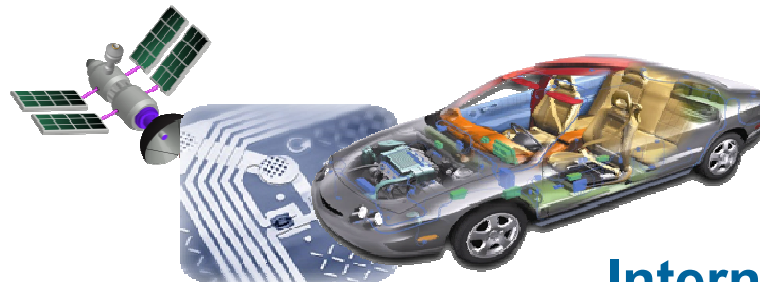
Big Data

Cloud

Mobile

Business
Customers ● Partners ● Employees

Social

Internet of Things

Five mobile trends with significant implications for the enterprise

Mobile enables the Internet of Things
Global Machine-to-machine connections will increase from 2 billion in 2011 to **18 billion** at the end of 2022

Mobile is a continuous brand experience
90% of users use multiple screens as channels come together to create integrated experiences

Mobile is primary
91% of mobile users keep their device within arm's reach 100% of the time

Insights from mobile data provide new opportunities
75% of mobile shoppers take action after receiving a location based messages

Mobile is about transacting
96% year to year increase in mobile cyber Monday sales between 2012 and 2011

Leverage Industry Transformations

Transform the value chain and business operations

Deepen Engagement

Deliver Contextually Relevant Experience

Drive Revenue and Productivity

Customers Partners Employees

Pulse

IBM.

Expanding our mobile portfolio with new capabilities

125+ patents for wireless inventions in 2012, bringing the total to 270

1H 2012

1H 2013

Worklight

IBM acquired:
IBM Worklight

IBM INTERACTIVE

Named leader in interactive design

Emptoris

IBM acquired:
Emptoris Rivermine Telecom Expense Management

IBM announced:
IBM Endpoint Manager for mobile devices

urban{code}

IBM acquired:
Urban Code DevOps Platform

IBM announced:
IBM MobileFirst

//CODiE//
2013 SIIA CODiE WINNER

Worklight named 'Best Mobile Development Solution'

IBM announced:
IBM MessageSight

developerWorks Labs

IBM announced:
IBM mobile cloud services
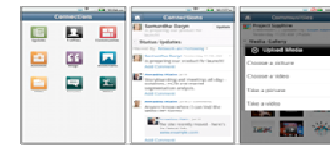
tealeaf
an IBM Company

IBM acquired:
Tealeaf CX Mobile

IBM announced:
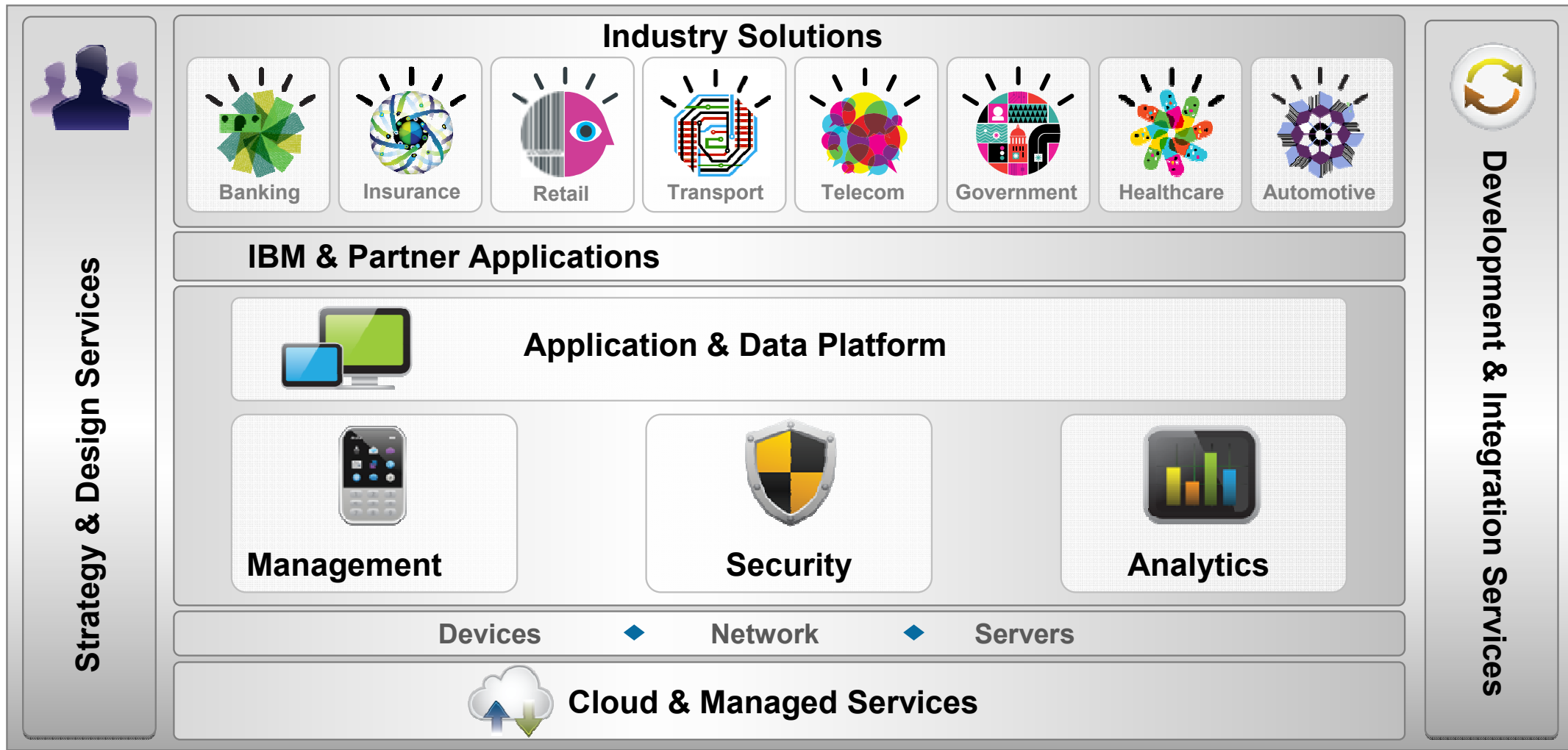**Managed Mobility and MAPM Services**

IBM announced:
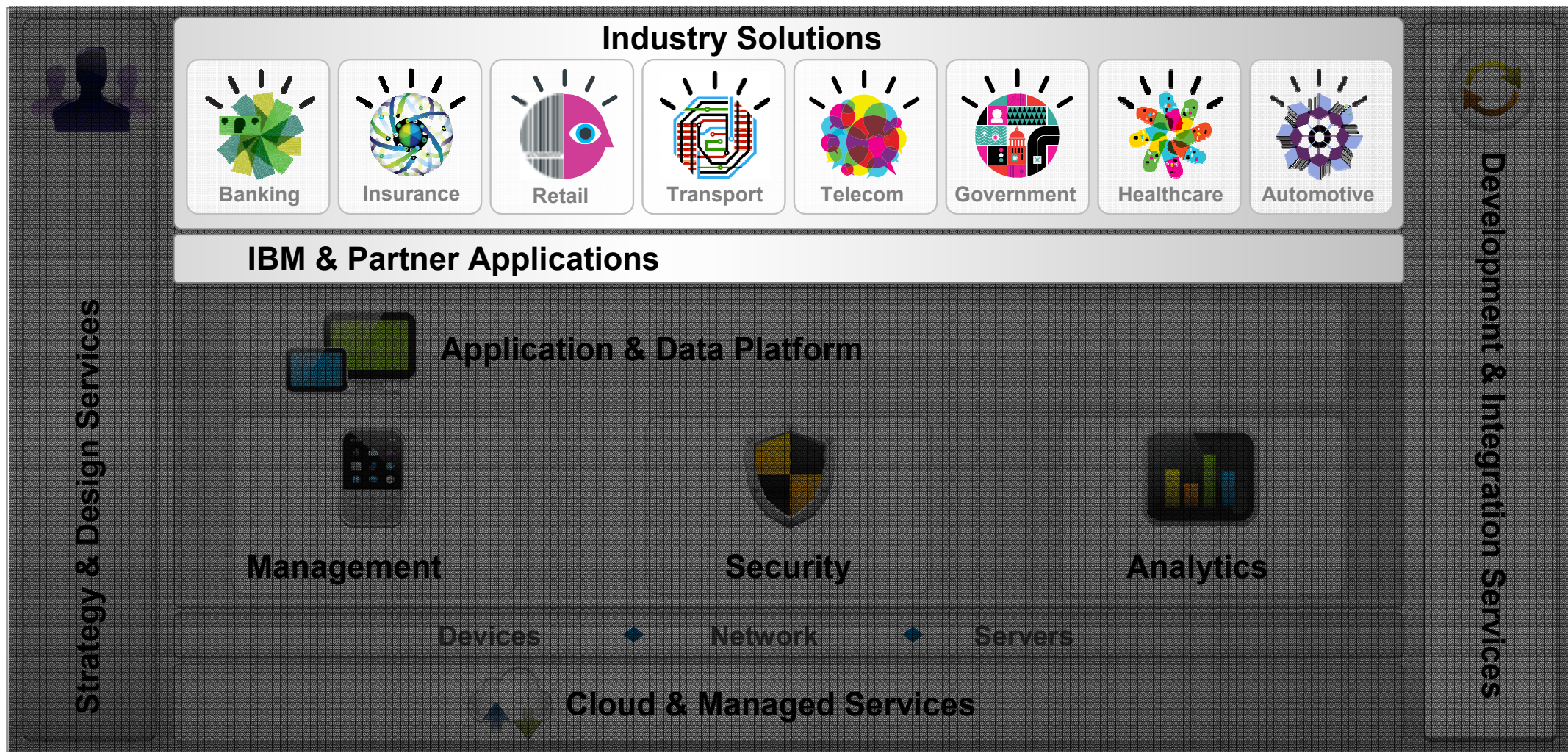**IBM Security Access Manager for Cloud and Mobile**
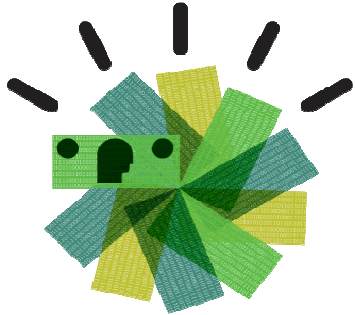
IBM announced:
IBM Connections Mobile

2H 2012

Introducing IBM MobileFirst

Strategy & Design Services

Industry Solutions

| Banking | Insurance | Retail | Transport | Telecom | Government | Healthcare | Automotive |

IBM & Partner Applications

Application & Data Platform

Management

Security

Analytics

Devices ◆ Network ◆ Servers

Cloud & Managed Services

Development & Integration Services

IBM

IBM MobileFirst offering portfolio

Industry Solutions

Banking · Insurance · Retail · Transport · Telecom · Government · Healthcare · Automotive

IBM & Partner Applications

Application & Data Platform

Management · **Security** · **Analytics**

Devices ◆ Network ◆ Servers

Cloud & Managed Services

Strategy & Design Services

Development & Integration Services
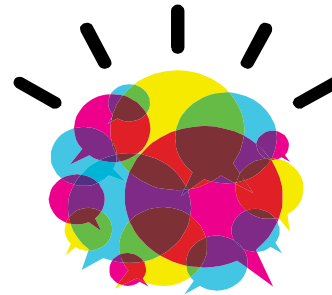
IBM

IBM MobileFirst is transforming industries

Banking
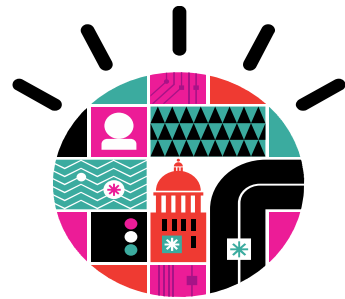
Government

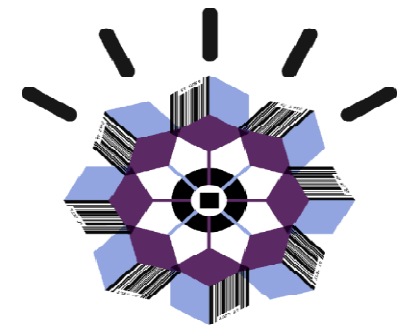**Telecom**

Retail
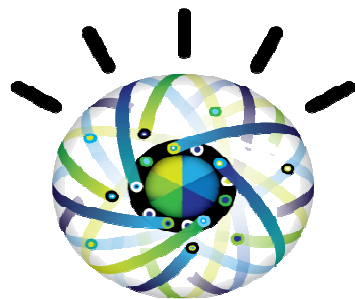
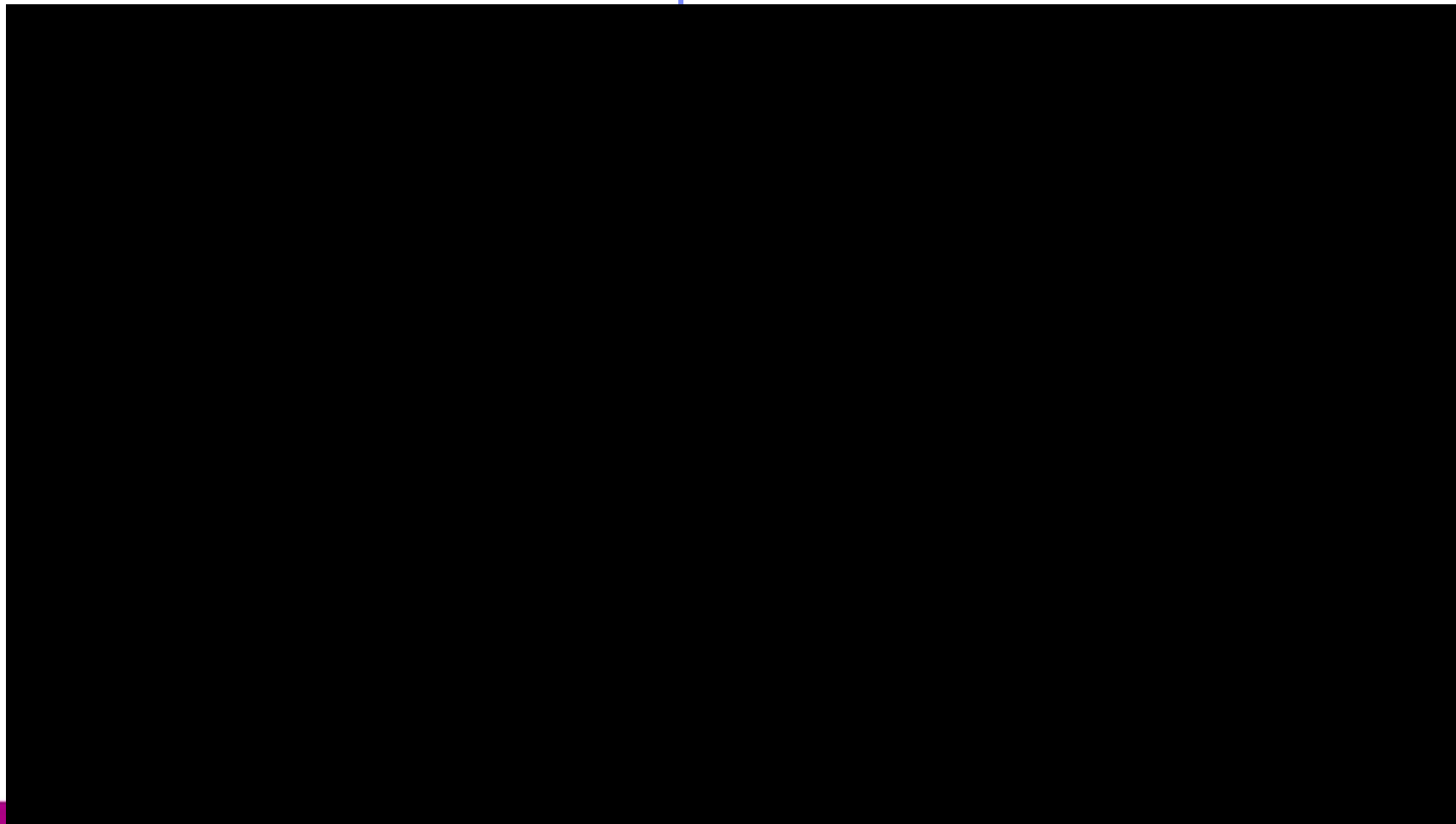**Insurance**

Healthcare
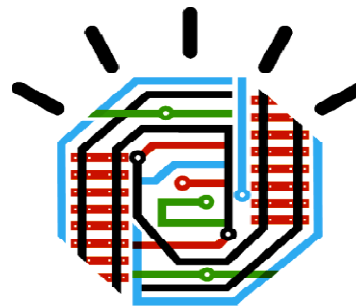
Transport

Automotive

Air Canada: How self-service helped an airline transform their brand

IBM

IBM MobileFirst offering portfolio

Strategy & Design Services

Industry Solutions

Banking   Insurance   Retail   Transport   Telecom   Government   Healthcare   Automotive

IBM & Partner Applications

Application & Data Platform

Management   **Security**   **Analytics**

Devices   Network   Servers

Cloud & Managed Services

Development & Integration Services
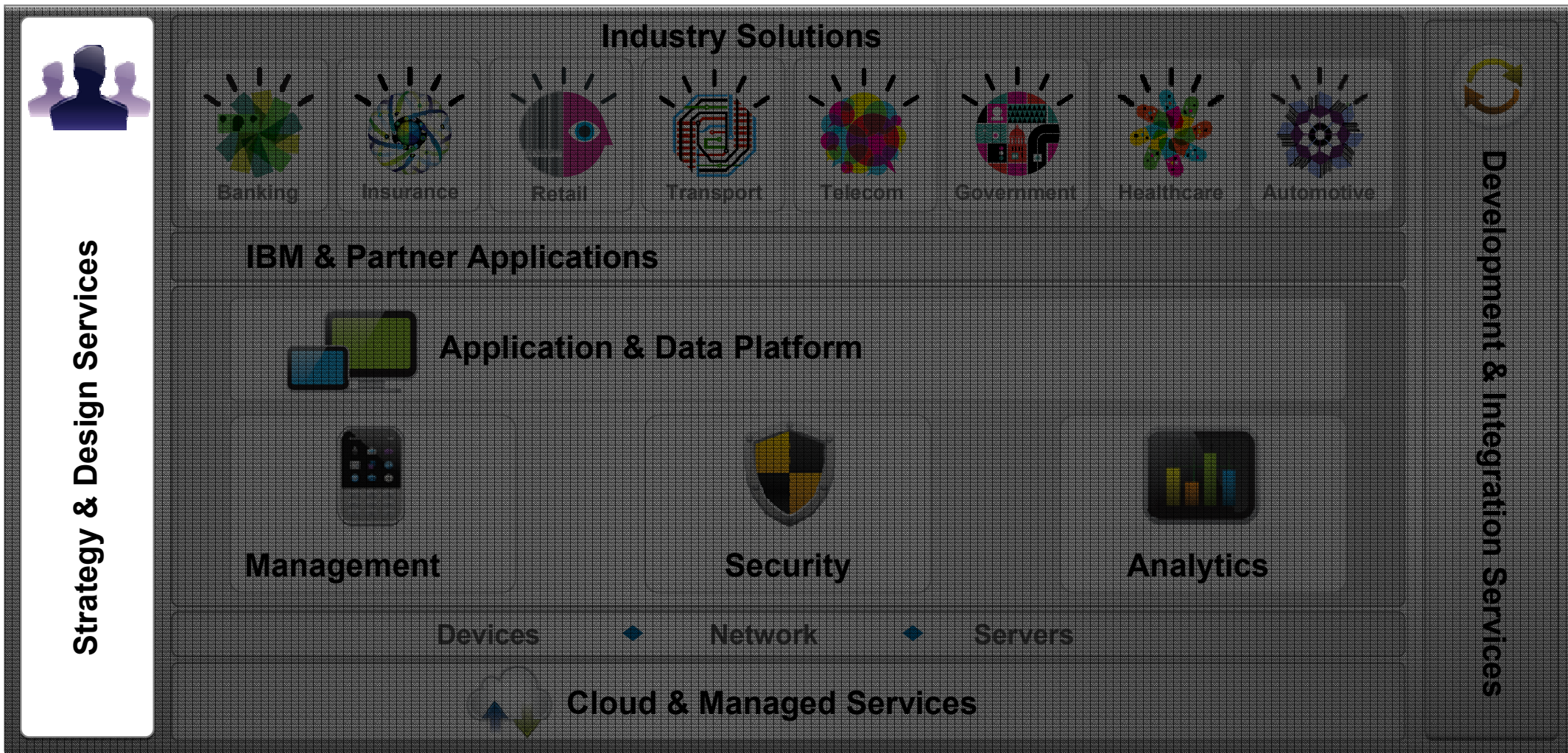
IBM MobileFirst Strategy & Design Services

For clients who need to:

- Ensure mobile projects yield measurable business value

- Link mobile investments to ROI and IT strategy

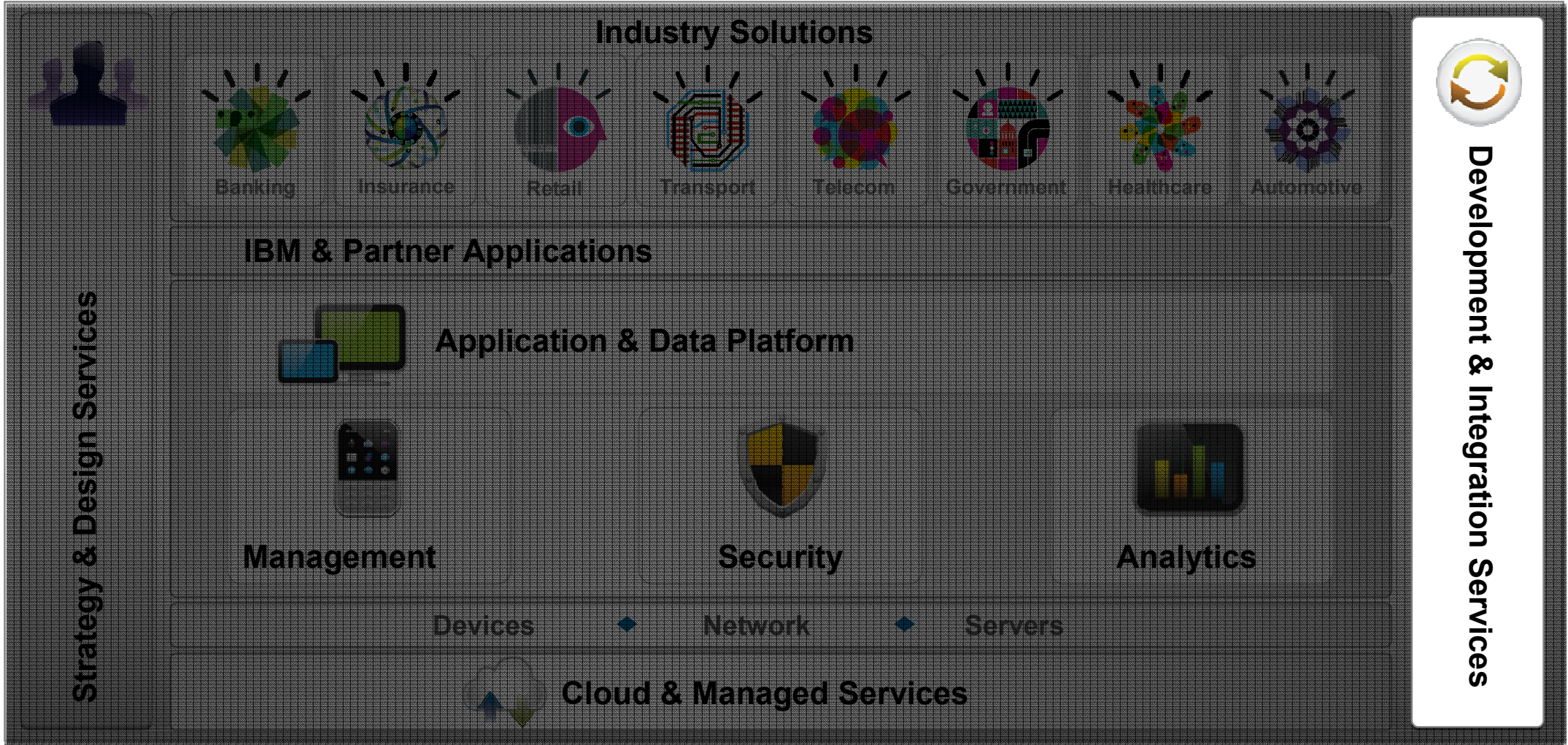- Establish plans for growth and maturity of mobile initiatives

Key offerings:

- Mobile Strategy Accelerator

- IBM Interactive

- IBM Mobile Infrastructure Strategy and Planning Services

IBM MobileFirst Strategy & Design Services offer:

✓ Customer journey mapping for mobile engagement

✓ Accelerated mobile strategy & business case creation

✓ Vision and delivery of compelling mobile web experience

✓ Detailed strategies for infrastructure for mobile enterprise IT & communication initiatives

IBM MobileFirst offering portfolio

Industry Solutions

Banking   Insurance   Retail   Transport   Telecom   Government   Healthcare   Automotive

IBM & Partner Applications

Application & Data Platform

Management   **Security**   **Analytics**

Devices   ◆   Network   ◆   Servers

Cloud & Managed Services

Strategy & Design Services

Development & Integration Services

IBM

IBM MobileFirst Development & Integration Services

For clients who need to:

- Develop new mobile applications

- Integrate mobile applications with enterprise IT systems

- Manage and secure mobile environments

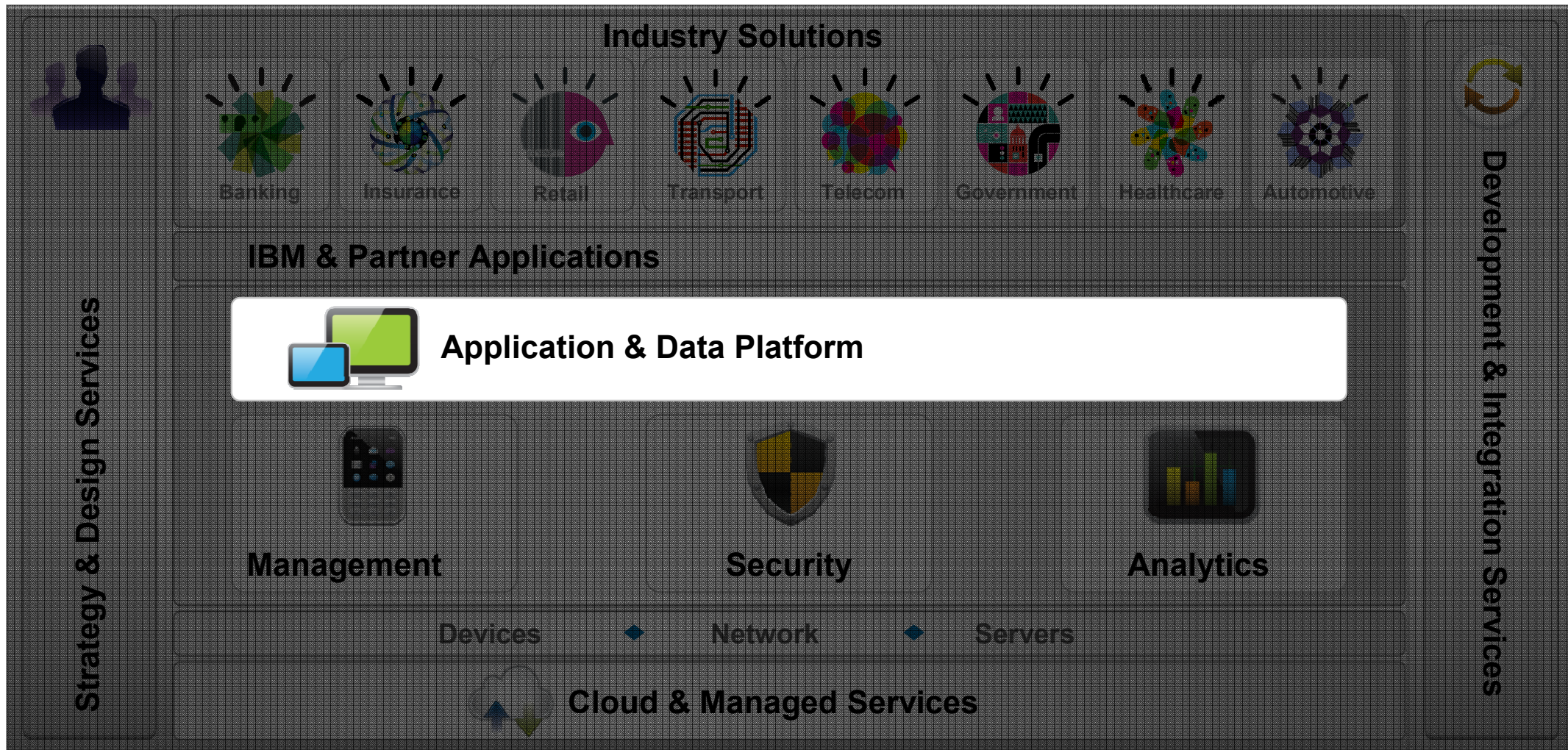- Maintain visibility, control and automation of mobile devices

Key offerings:

- IBM Mobile Application Development from the Cloud

- IBM Mobile Application Management Services

- IBM Mobile Enterprise Services - Mobile Application Platform Management

IBM MobileFirst Development & Integration Services offer:

- ✓ Fast cycle development of mobile applications across platforms

- ✓ Mobile app integration for seamless connectivity and data management

- ✓ Secure and seamless wired, wireless, cellular and WiFi network access including increased network bandwidth required for voice, data and video

- ✓ Secure mobile device and application management

IBM MobileFirst offering portfolio

Industry Solutions

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IBM & Partner Applications

Application & Data Platform

Management   **Security**   **Analytics**

Devices   ◆   Network   ◆   Servers

Cloud & Managed Services

Strategy & Design Services

Development & Integration Services

IBM MobileFirst Platform

For clients who need to:

- Quickly develop and deploy high quality mobile apps across multiple platforms

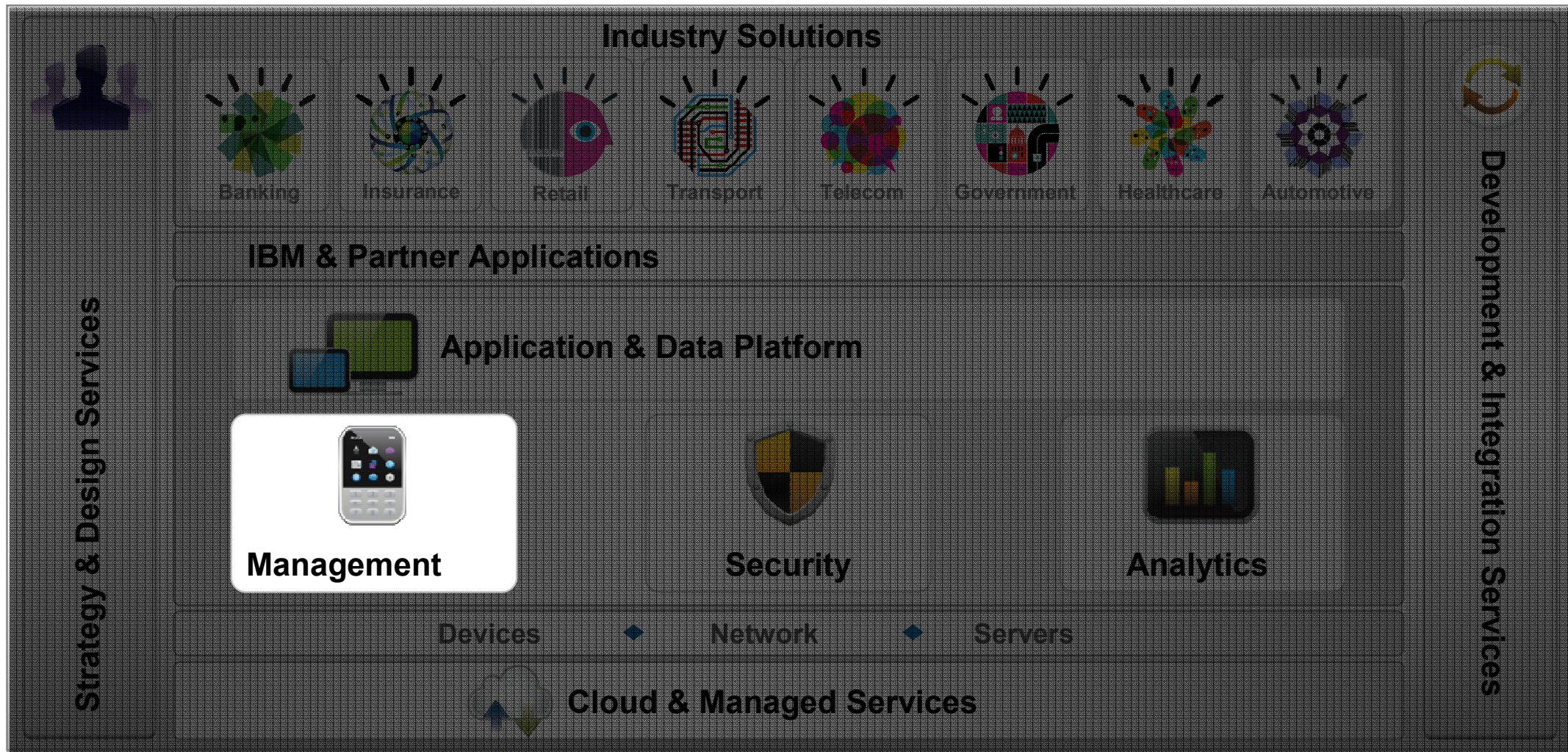- Seamlessly connect rich mobile applications to enterprise data and services
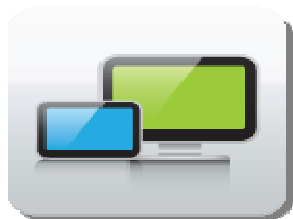
Key offerings:

- IBM Worklight

- IBM Rational Test Workbench

- IBM Mobile Application Platform Management Services

IBM MobileFirst Platform offers:

✓ Native, web, or hybrid app development

✓ Tools to build & test high quality apps for many devices

✓ Management, security, continuous delivery & distribution of apps

✓ Easy connectivity to existing data & services for mobile usage

✓ On-premises or managed service delivery

IBM MobileFirst offering portfolio

Industry Solutions

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IBM & Partner Applications

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IBM MobileFirst Management

For clients who need to:

- Implement BYOD with confidence

- Manage secure sensitive data, regardless of the device

- Manage, track and optimize mobile expenses

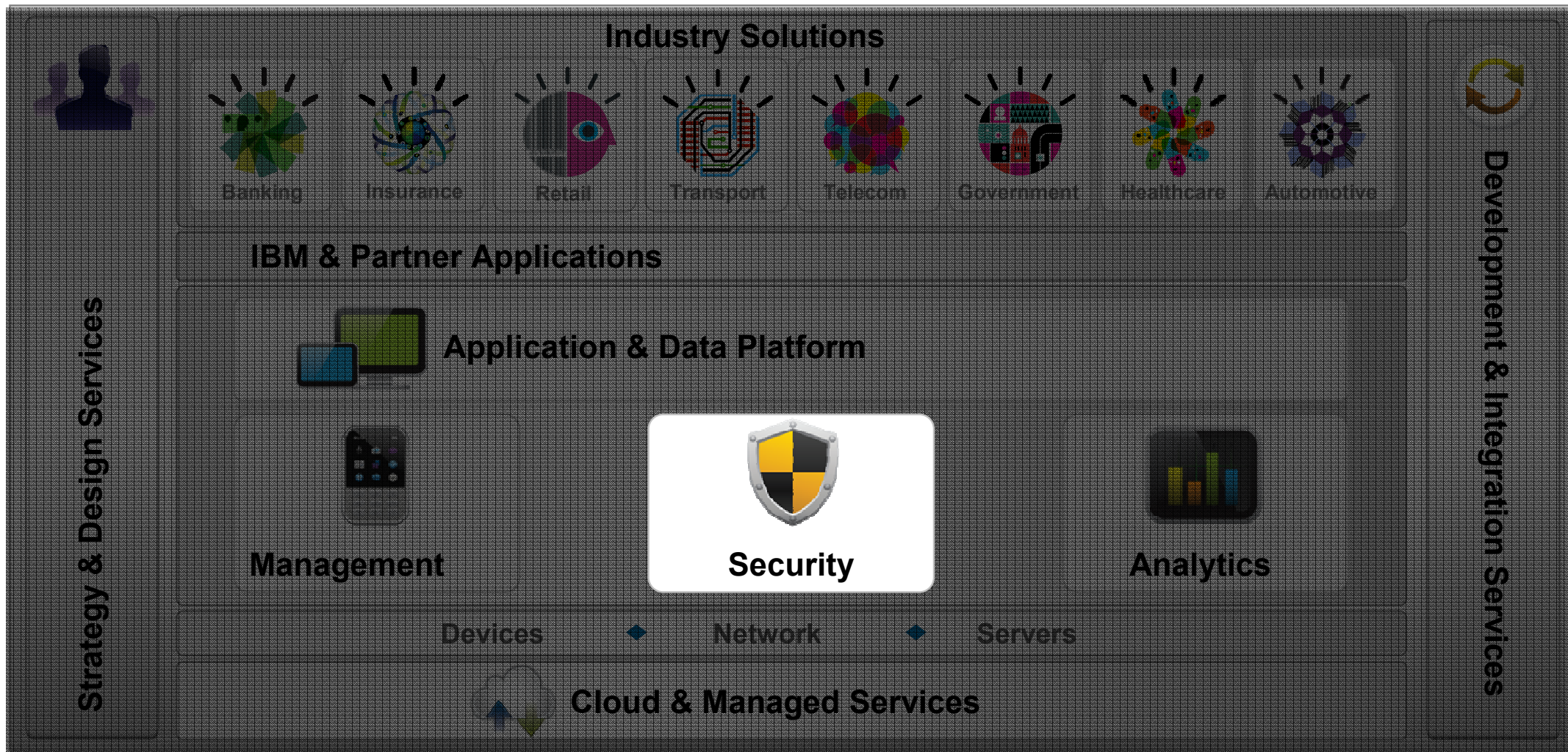- Handle multi-platform complexities with ease

Key offerings:

- IBM Endpoint Manager for Mobile Devices

- IBM Mobile Enterprise Services for managed mobility

IBM MobileFirst Management offers:

- ✓ Unified management across devices

- ✓ Selective wipe of corporate data

- ✓ Configuration & enforcement of password policies, encryption, VPN access & camera use

- ✓ Streamlined workflow between development & operations with an integrated Enterprise App Store

- ✓ End-user portal for management of mobile equipment, carrier plans, and usage tracking

- ✓ On-premises or managed service delivery

IBM MobileFirst offering portfolio

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IBM & Partner Applications

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Cloud & Managed Services

IBM MobileFirst Security

For clients who need to:

- Protect devices and data

- Defend the network

- Ensure secure access

- Safeguard mobile apps

- Preserve user experience without compromising security

Key offerings:

- IBM Security Access Manager for Cloud and Mobile

- IBM Security Appscan

IBM MobileFirst Security offers:

- ✓ Context aware risk – based access control

- ✓ Mobile threat protection

- ✓ Strong session management & Single Sign–on

- ✓ Vulnerability analysis for mobile apps

- ✓ Visibility and analysis of security events from the device, network, user end app behavior

IBM MobileFirst offering portfolio

Strategy & Design Services

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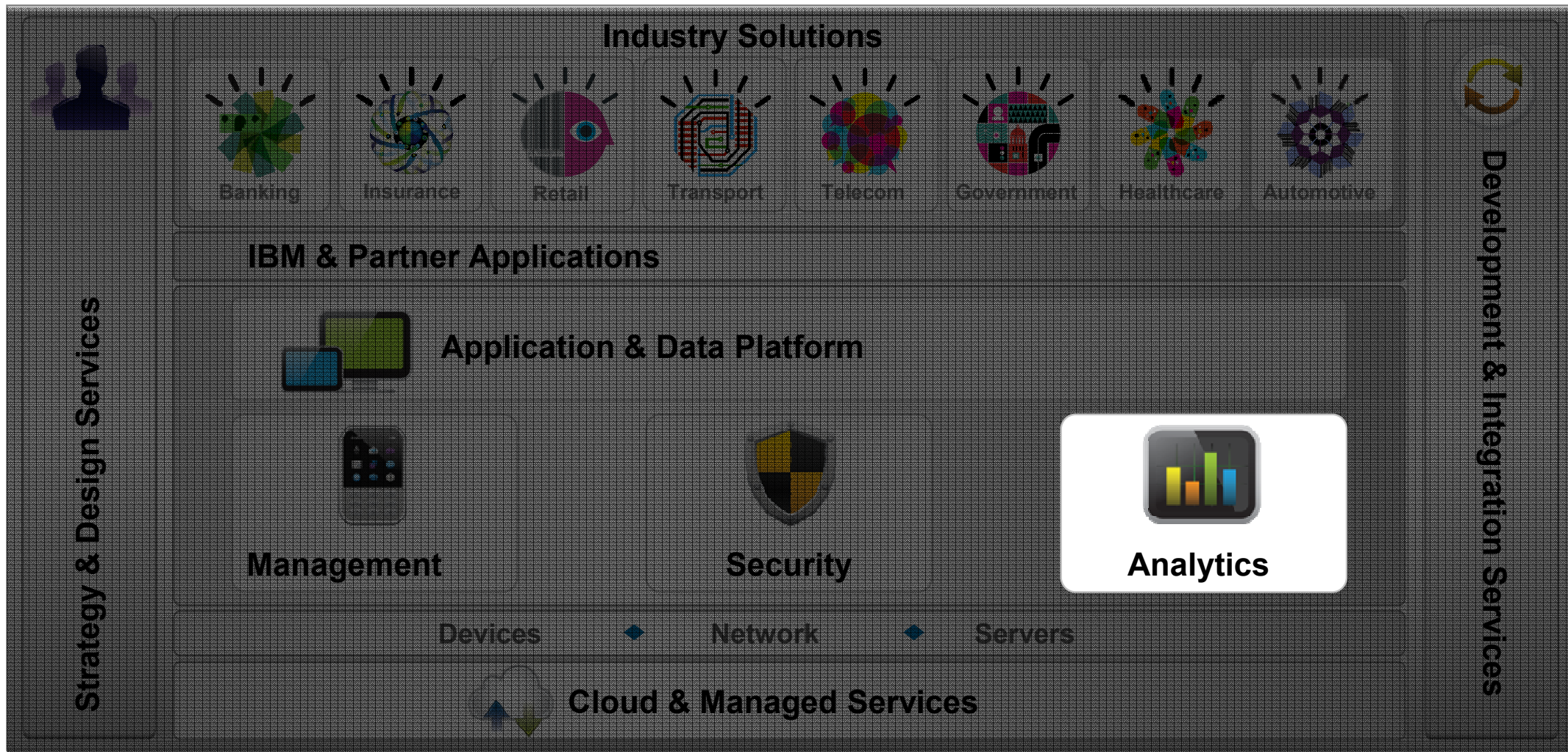
IBM MobileFirst Analytics

For clients who need to:

- Optimize digital & mobile experiences to drive online conversion

- Analyze mobile behaviors and quantify business impact of user struggles

- Improve customer service resolution and drive loyalty

Key offerings:

- IBM Tealeaf CX Mobile

- IBM Coremetrics

- IBM Worklight

IBM MobileFirst Analytics offers:

- ✓ Automatic detection of customer issues through user and mobile device data

- ✓ User behavior drill down with high fidelity replay & reporting of the user experience

- ✓ Correlated customer behavior with network and application data

- ✓ High conversion and retention rates with quantifiable business impact analysis

IBM

IBM MobileFirst offering portfolio
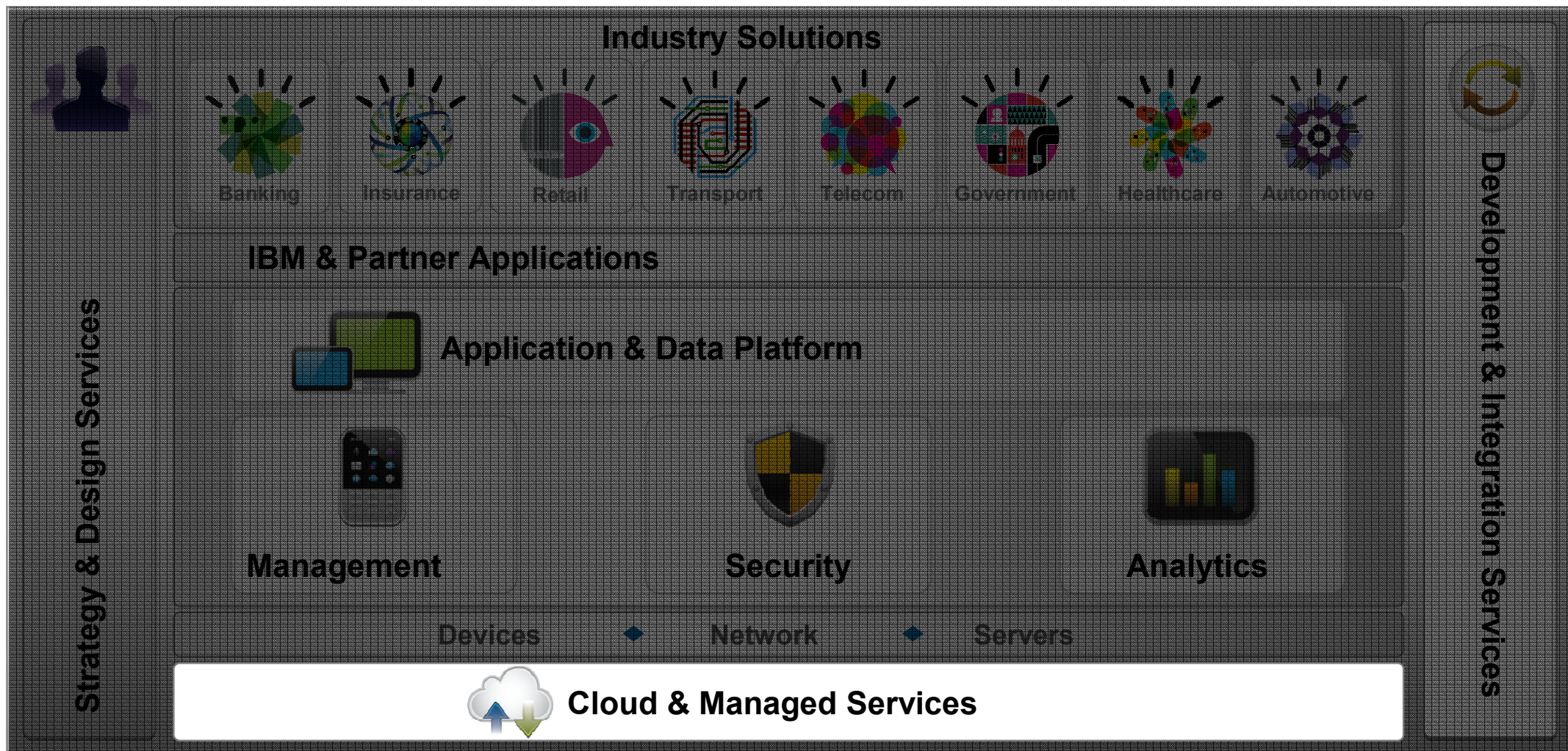
Cloud and Managed Services

For clients who need to:

- Manage complex IT infrastructures and/or multi vendor mobile environments

- Optimize IT resources across the extended enterprise

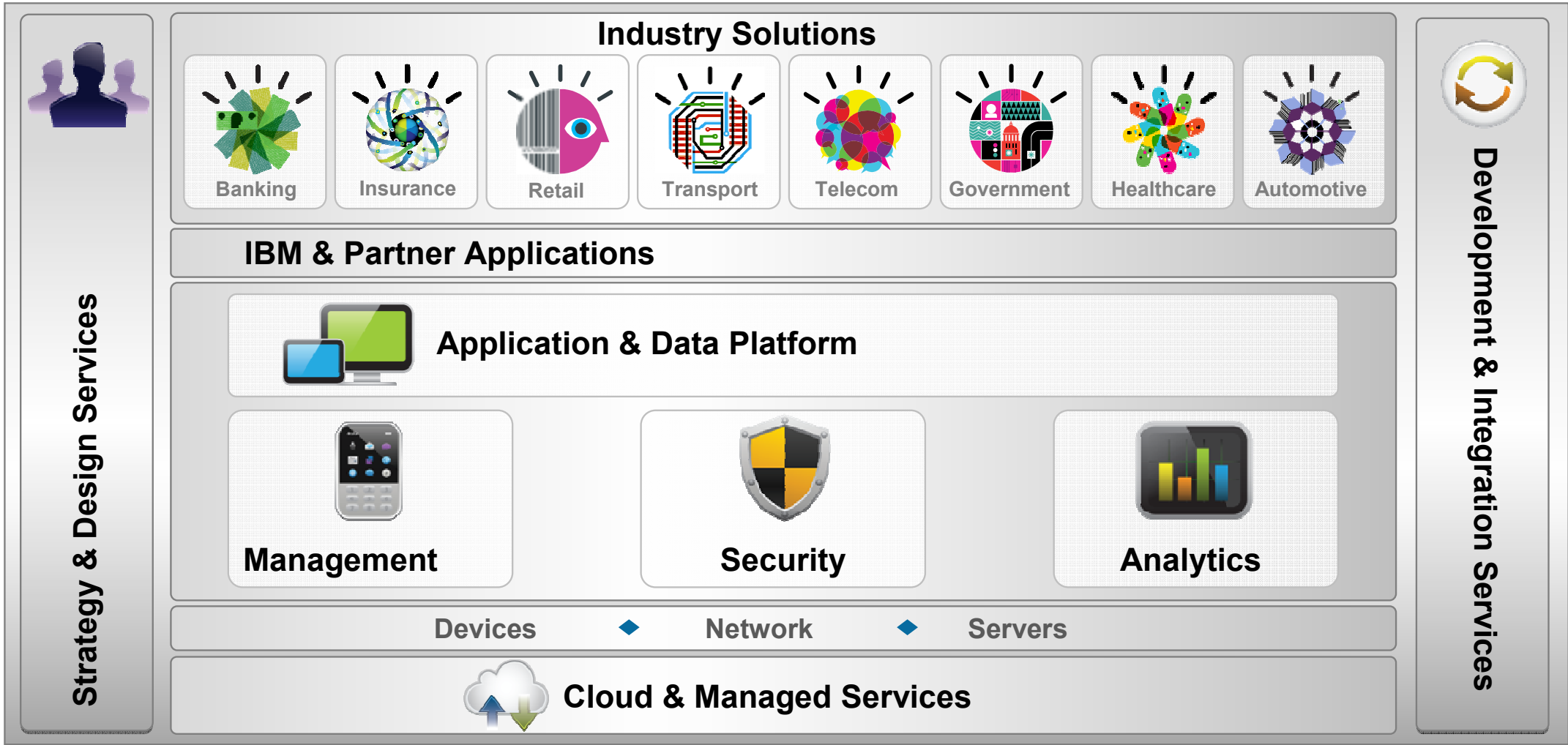- Address shortages or gaps in mobile IT skills

Key offerings:

- IBM Mobile Enterprise Services for managed mobility

- IBM Mobile Application Development from the Cloud

IBM Cloud and Managed Services offer:

✓ Flexible and scalable compute power with access to greater network bandwidth

✓ Predictable allocation of, and investment in, current skills and IT resources that support mobile initiatives

✓ Multi-vendor integration and device support

✓ Highly efficient coordination of global mobile projects

IBM MobileFirst offering portfolio

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IBM & Partner Applications

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Development & Integration Services

Three ways to get started with IBM MobileFirst

1 **Learn more:**
ibm.com/mobilefirst

2 **Join the conversation:**
LinkedIn: ANZ MobileFirst
facebook: IBMMobile

3 **Talk with your IBM representative or Business Partner to find the right next step for you**

On ramp to mobile workshop

IBM
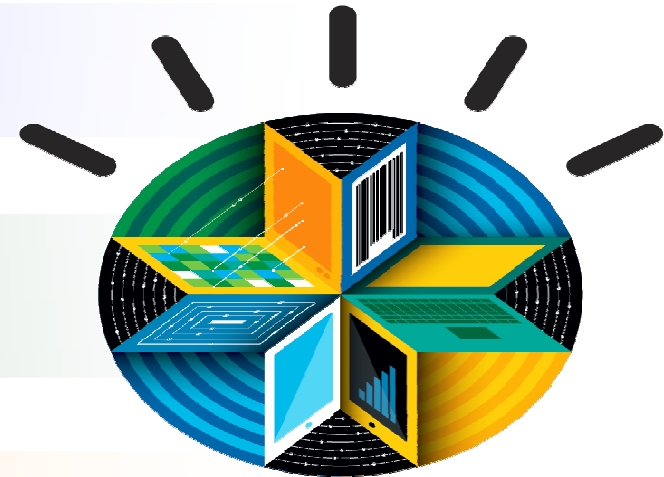
One day interactive workshop with an IBM Mobile expert to help enterprises plan and develop a customized roadmap for success

Workshop

For Line of business and IT leaders seeking expertise and experience in developing, enhancing, and/or executing their mobile enterprise strategy.

Client Value

- Industry expertise with top use cases and successes
- Capability assessment including identification of opportunities and gaps in mobile strategy
- A detailed client report and next steps

Highlights

- Interactive discussion to understand client business drivers, pains and requirements
- Overview of IBM MobileFirst Strategy, technology & POV's
- Industry trends & imperatives
- Structured working session to outline next steps

To schedule a workshop, email: jbaxter@au1.ibm.com

Learn more at: www.ibm.com/mobilefirst