Worklight Lizenzierung

Olaf H. Kappel
zSW Solution Sales Leader

kappel@de.ibm.com

Trademarks

The following are trademarks of the International Business Machines Corporation in the United States and/or other countries.

* Registered trademarks of IBM Corporation

The following are trademarks or registered trademarks of other companies.

Adobe, the Adobe logo, PostScript, and the PostScript logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States, and/or other countries.

IT Infrastructure Library is a registered trademark of the Central Computer and Telecommunications Agency which is now part of the Office of Government Commerce.

Intel, Intel logo, Intel Inside, Intel Inside logo, Intel Centrino, Intel Centrino logo, Celeron, Intel Xeon, Intel SpeedStep, Itanium, and Pentium are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both.

Microsoft, Windows, Windows NT, and the Windows logo are trademarks of Microsoft Corporation in the United States, other countries, or both.

Windows Server and the Windows logo are trademarks of the Microsoft group of countries.

ITIL is a registered trademark, and a registered community trademark of the Office of Government Commerce, and is registered in the U.S. Patent and Trademark Office.

UNIX is a registered trademark of The Open Group in the United States and other countries.

Java and all Java based trademarks and logos are trademarks or registered trademarks of Oracle and/or its affiliates.

Cell Broadband Engine is a trademark of Sony Computer Entertainment, Inc. in the United States, other countries, or both and is used under license therefrom.

Linear Tape-Open, LTO, the LTO Logo, Ultrium, and the Ultrium logo are trademarks of HP, IBM Corp. and Quantum in the U.S. and other countries.

* Other product and service names might be trademarks of IBM or other companies.

Notes:

Performance is in Internal Throughput Rate (ITR) ratio based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput that any user will experience will vary depending upon considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve throughput improvements equivalent to the performance ratios stated here.

IBM hardware products are manufactured from new parts, or new and serviceable used parts. Regardless, our warranty terms apply.

All customer examples cited or described in this presentation are presented as illustrations of the manner in which some customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics will vary depending on individual customer configurations and conditions.

This publication was produced in the United States. IBM may not offer the products, services or features discussed in this document in other countries, and the information may be subject to change without notice. Consult your local IBM business contact for information on the product or services available in your area.

All statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

Information about non-IBM products is obtained from the manufacturers of those products or their published announcements. IBM has not tested those products and cannot confirm the performance, compatibility, or any other claims related to non-IBM products. Questions on the capabilities of non-IBM products should be addressed to the suppliers of those products.

Prices subject to change without notice. Contact your IBM representative or Business Partner for the most current pricing in your geography.
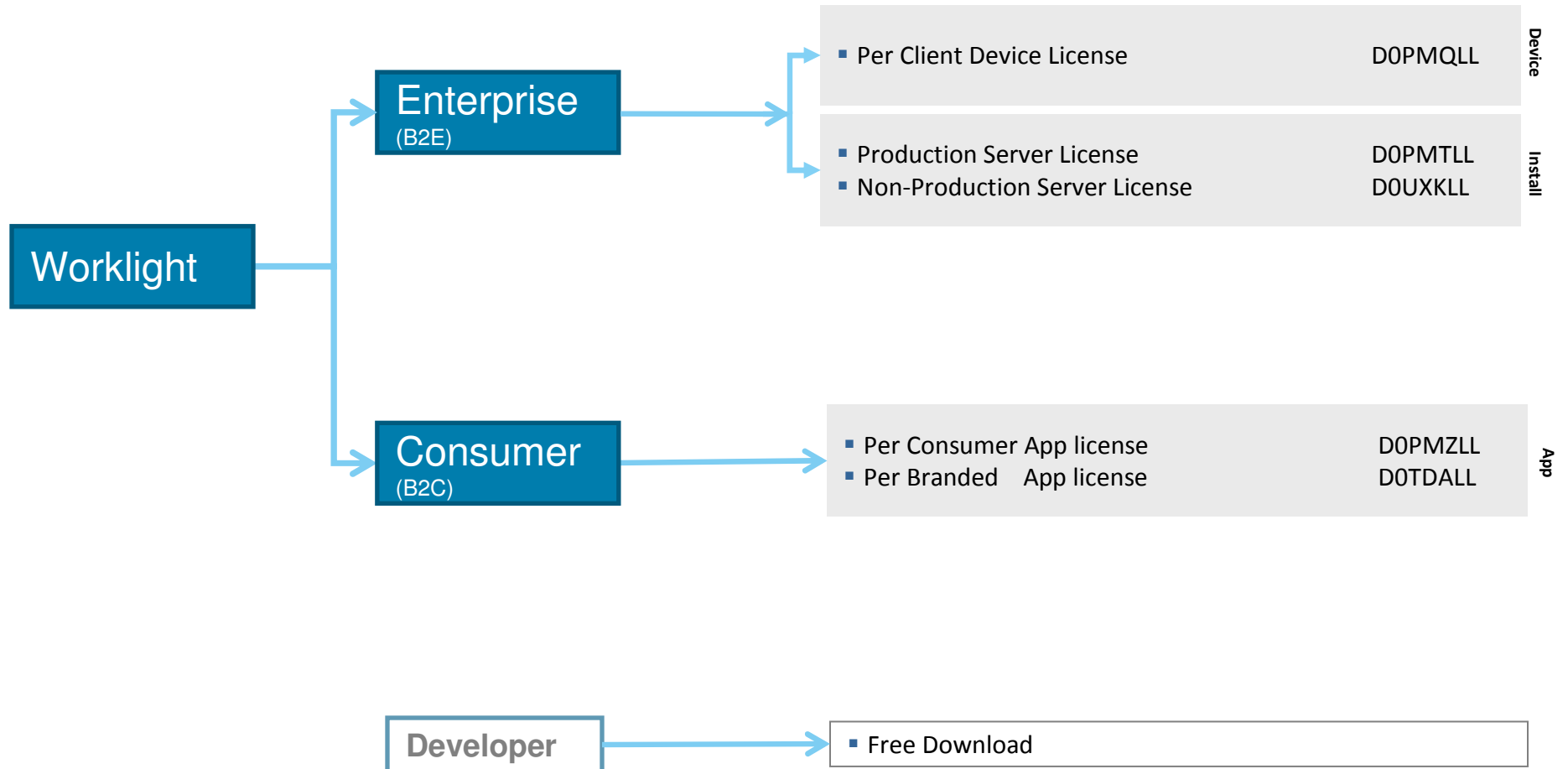
This information provides only general descriptions of the types and portions of workloads that are eligible for execution on Specialty Engines (e.g, zIIPs, zAAPs, and IFLs) ("SEs").   IBM authorizes customers to use IBM SE only to execute the processing of Eligible Workloads of specific Programs expressly authorized by IBM as specified in the "Authorized Use Table for IBM Machines" provided at www.ibm.com/systems/support/machine_warranties/machine_code/aut.html   ("AUT").   No other workload processing is authorized for execution on an SE. IBM offers SE at a lower price than General Processors/Central Processors because customers are authorized to use SEs only to process certain types and/or amounts of workloads as specified by IBM in the AUT.

2

Pricing Model for IBM Worklight Platform

- **No Fee** for **IBM Worklight Development Licenses**
  http://www.ibm.com/developerworks/mobile/worklight/index.html

- Two Pricing Models Available for Worklight Platform:

  - ➤ **Worklight Consumer Edition** – Per Application with Unlimited Devices/Installs

  - ➤ **Worklight Enterprise Edition** – Per Device with Unlimited Applications plus Fee for Each Server Install.

  - ➤ Typically Consumer Edition is used for B2C and Enterprise Edition is used for B2E, but we have flexibility in how the models are applied.

- Both Models provide a License that includes all features of IBM Worklight (Studio, App Center, Server, Console, App Server, Database) including a License for IBM Mobile Test Workbench for Automated Testing of Worklight Applications.

- IBM Worklight is part of **IBM's Passport Advantage Program** which means most Enterprise Customers have entitled discounts and terms that will apply to IBM Worklight.

Product Name	IBM List Price	Subscription & Support
IBM Worklight Consumer Edition	$160,000 / Application	20% of License and 1 Year S&S
IBM Mobile Foundation Consumer Edition Additional Brand Deployment	$30,000 / Application	20% of License and 1 Year S&S
IBM Worklight Enterprise Edition	$155 / Client Device	20% of License and 1 Year S&S
	$36,600 / Install	20% of License and 1 Year S&S

Definition einer 'Worklight App'

The blue image below is a **screen shot from the Worklight Console**. It shows a view of an Application Object in the Worklight Server which conforms to the definition of an Application for licensing purposes. The content inside the blue box makes up a Single Application for licensing purposes:
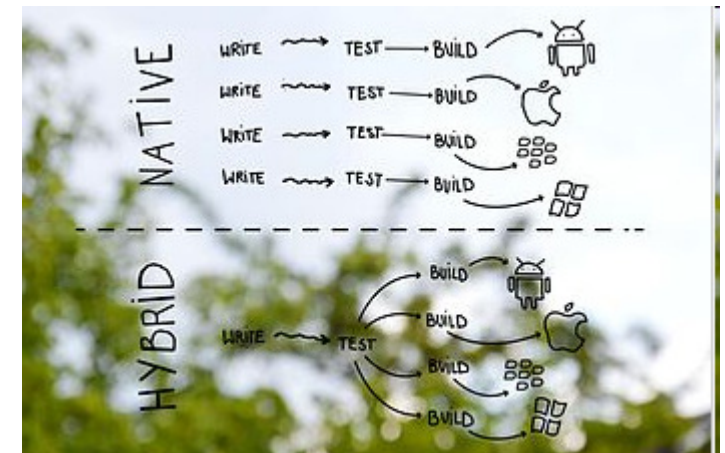

LEGENDE:
SINGLE APPLICATION = EINZELNE ANWENDUNG
APP STORE DEPLOYABLE = IM APP STORE BEREITSTELLBAR URL
ACCESSIBLE = ÜBER URL ABRUFBAR

Worklight App Definition for Pricing

- A Worklight App can be deployed to various target platforms (Apple, Android, BlackBerry, Mobile Web Site, etc), and be able to share a common code base with platform specific look & feel and capabilities. The **platform choice is not limited**, as a Worklight App can be a **Hybrid App** with app store presence, access to **native functions** and **offline** capabilities, or a **Mobile Web Site accessible by unique URL**.

- A Worklight App (Hybrid App or Mobile Web Site) is generated from a Worklight App project using Worklight Studio, the eclipsed based development tool. A Worklight App **is hosted and managed by Worklight Server for version and per application usage statistics**.

Win new Workloads: Mobilize the Mainframe

NEW!!! Mobilize the Mainframe Starter Kit: Pre-priced Mobile application development environment for Linux on System z – **Lowest available pricing**

	Entry Configuration	*Advanced Configuration*
Hardware Offering	**1 IFL** with16/32 GB memory with z/VM* (zBC12, z114) / (zEC12, z196)	**2 IFL** with 32/64 GB memory with z/VM (zBC12, z114) / (zEC12, z196)
PPA Software Offering	WebSphere Worklight 6.1 Consumer Edition for Linux on System z (includes 1 Mobile Application) and *WebSphere Application Server 8.5 for Linux on System z	WebSphere Worklight 6.1 Consumer Edition for Linux on System z (includes 2 Mobile Applications) and WebSphere Application Server 8.5 for Linux on System z
Combined Pricing - US	**$120K / $140K** (zBC12, z114) / (zEC12, z196)	**$240K / $280K** (zBC12, z114) / (zEC12, z196)

Mobilize the Mainframe Entry Edition
This is ideal for clients that do not have a full Mobile strategy and are testing the Mobile market and want a low financial commitment.

Mobilize the Mainframe Advanced Edition
This is ideal for clients that do have a Mobile Strategy and are committed to executing and have built the business case for investing in Mobile Solutions.

Mobilize the Mainframe Play

- 20 new clients purchasing Worklight on System z in 4 Quarter 2013

→ Worldwide Talentpool **zMobile Champions**

- Assisting deal closure: zMobile collateral, zMobile Demos, Proof of Concepts, lab resources, workshops
- Assisting deployment

→ Incremental Incentives

Mobile – Retail Customer (example)

Customer gets 16-day ROI for Worklight on System z mobile solution with CICS

The need:

The Retail customer differentiates its network of distribution centers, which use advanced technology to support a modern, efficient and cost-effective supply chain. The challenge was that the distribution center managers had to access this Denver system from a terminal in an office, and then make a number of journeys across the massive facilities to work with their teams in the fulfillment process, and do so without real-time access to data.

Solution components:
- IBM Worklight for Linux on System z
- IBM zEnterprise 196

The solution:

Worklight on Linux on System z – integrated with CICS allowed customers distribution center managers to access warehouse information on a mobile device, accessible at all 25 centers and throughout each 500,000 square foot facility. With the IBM Worklight solution on Linux on System z, client s managers will now have contextual data in an easy-to-read, mobile-rendered format, and be able to make accurate deployment decisions with real-time data as they move through the facilities.

The benefit:

The indicative results of the POC demonstrated significant cost savings, which equated to an approximate return on investment of only 16 days

Mobile – Humana
Worklight Solution transforms Humana operations, adds mobile capabilities

The need:

It was high time for Humana to modernize its legacy applications and automate many of its manual in-take processes. In light of a modernization process Humana wanted to explore options to begin the move to mobile.

The solution:

The process started with a modernization roadmap compiled in a set of workshops and events which led to the implementation of an integrated set of solutions.

The benefits:

Humana staff can now execute process tasks from mobile devices, and the company also realized overall improvements to efficiency and effectiveness through automation. This solution gives them the capability of being very flexible and agile with the mobile app in terms of implementing business rules and changing them.

Client:	Humana
Industry:	Healthcare
Customers:	12 Mio Health plan members in USA

Solution components:
- IBM Worklight
- CICS Interdependency Analyzer
- CICS Performance Analyzer
- BPM on z/OS
- Linux on z
- zEC 12

Mobile Internet users will surpass PC internet users by 2015

The number of people accessing the Internet from smartphones, tablets and other mobile devices will surpass the number of users connecting from a home or office computer by 2015, according to a September 2013 study by market analyst firm IDC.

PC is the new Legacy!