Mobility: ready to play?

The workstation of the future and the evolution of corporate business model

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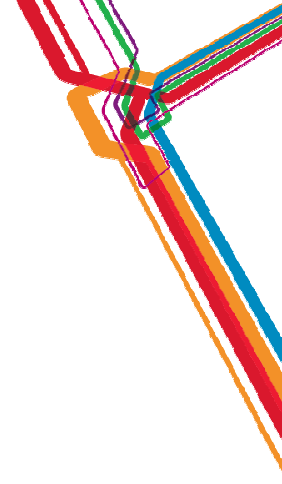
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Mobility: the consumerization of IT

472 Million
Estimated number of Mobile Devices shipped in 2011

62%
Estimated percentage of BYOD (Bring Your Own Device) adoption for corporate business in 2014

26 times
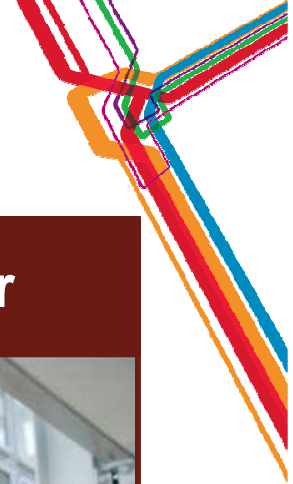Estimated mobile data traffic increase between 2010 and 2015

1,3 Million
Estimated number of mobile applications available in 2011 versus 75 thousands on PCs

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Mobility: enormous set of opportunities…

Business to Enterprise

- Increase worker productivity
- Increase sales engagements
- Extend existing applications to mobile workers and customers
- Increase employee responsiveness and decision making speed
- Resolve internal IT issues faster and reduce IT management costs
- Reduce personnel cost (adopting BYOD initiatives)

Business to Consumer

- Improve customer satisfaction
- Deeper customer engagement and loyalty
- Drive sales through personalized offers
- Customer service
- Improve brand perception
- Deeper insight into customer buying behavior for up sell and cross sell

…but also business and IT challenges

Enterprise Business Model Changes

- New business opportunities based upon geo location
- Anytime, anywhere business transactions
- Importance of social business interactions

App Development Lifecycle Complexity

- Complexity of multiple device platforms with fragmented Web, native, and hybrid model landscape
- Connecting the enterprise back-end services in a secure and scalable manner
- Unique mobile requirements (user interface, connected/disconnected use, version upgrades, etc.)

Mobile Security and Management

- Protection of privacy and confidential information
- Use of client-owned smart phones and tablets
- Visibility, Security & Management of mobile platform requirements

Top Mobile Adoption Concerns:

1. Security/privacy (53%)
2. Cost of developing for multiple mobile platforms (52%)
3. Integrating cloud services to mobile devices (51%)

Managing Mobile Devices – The Problem

Security & Management Challenges

- Potential unauthorized access (lost, stolen)
- Disabled encryption
- Insecure devices connecting to network
- Corporate data leakage

End User

- Mail / Calendar / Contacts
- Access (VPN / WiFi)
- Apps (app store)
- Enterprise Apps

Encryption not enforced

VPN / WiFi

Corporate Network Access

iCloud

iCloud Sync

iTunes Sync

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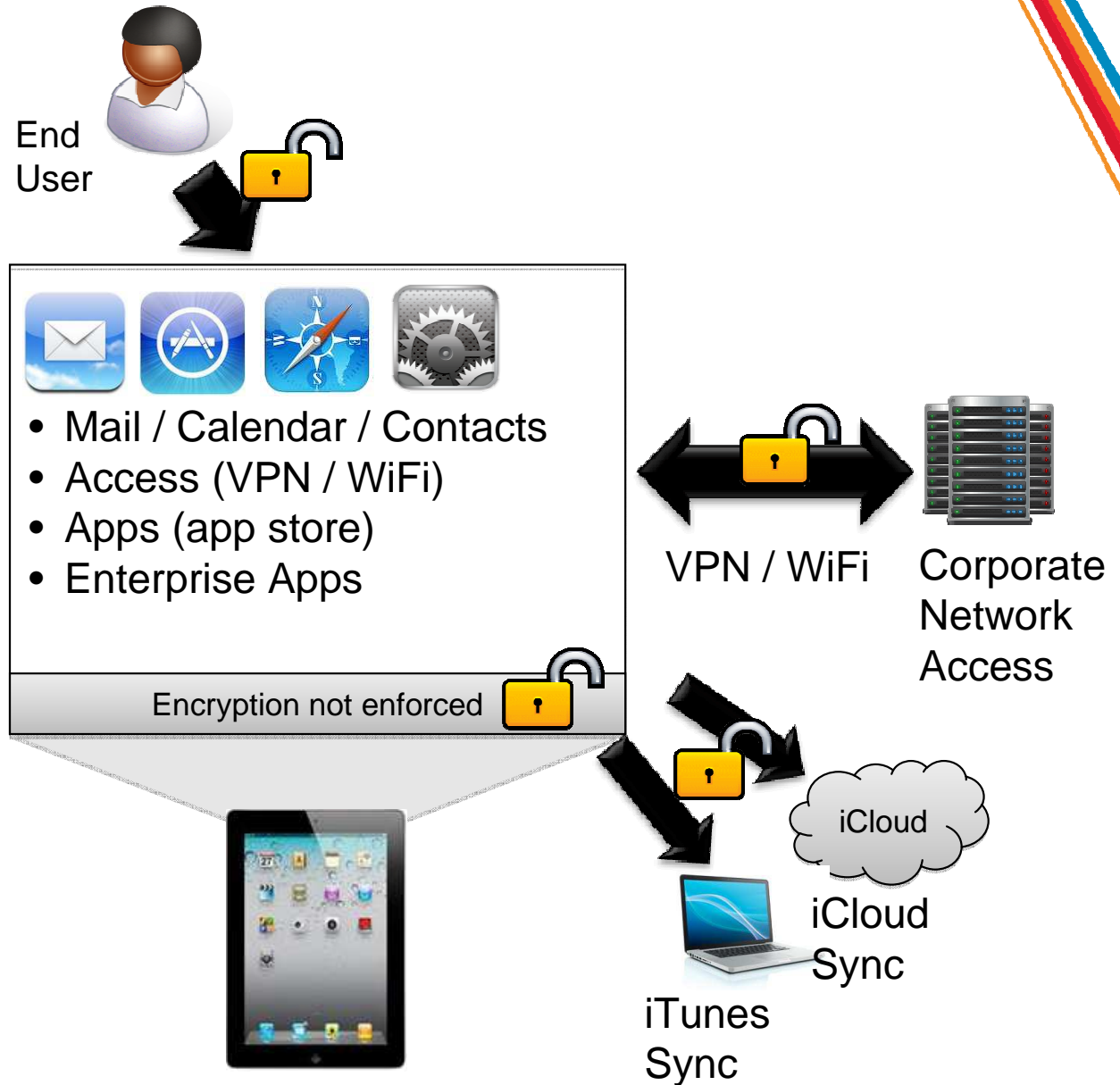
Mobile applications management: the problem

Web Application	Mobile Web Application	Hybrid Mobile Application	Native Mobile Application
Desktop and mobile using open web programming models	Mobile only using open web client programming models	Mobile only, app runs on device leveraging open web via JavaScript bridge	Mobile only, using native languages
Limited to no device-specific functionality	Off-line capabilities	Native device capabilities	Native appearance, device capabilities, performance

Mobile Browser Execution   Application Store download and install

Richness of Mobile Presentation / Services

Portability (cross-device reuse)

Maintenance Cost (TCO)

Mobility: the IBM solution

Banking   Insurance   Healthcare   Telecom   Retail   Government   Others

IBM Enterprise Mobile Platform

Business Results

| Extending business to mobile customers and workforce | Improve operational efficiencies and reduce costs | Differentiate the customer experience | Enable new services and business models |

Workforce Optimization

Product and Service Innovation

Customer Care and Insights

3rd Party Mobility Services

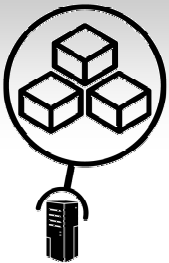Social Collaboration

User Notification

Location Services

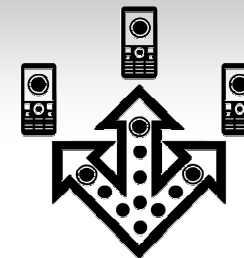Mobile Payments

Social Mobile Commerce

Build mobile applications

Connect to, and **run** backend systems in support of mobile

Manage mobile devices and applications
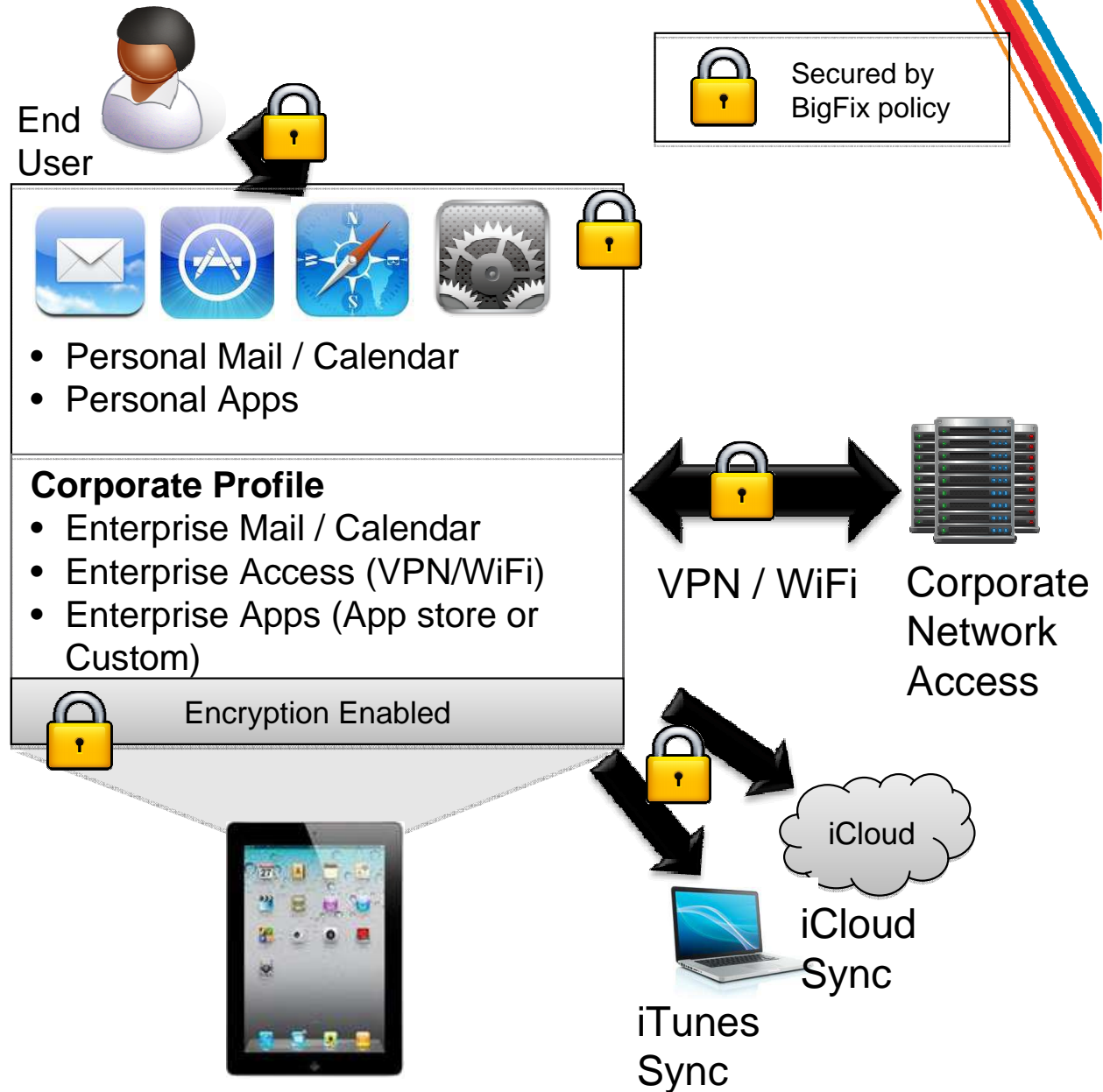
Secure my mobile business

Extend existing business capabilities to mobile devices

Transform the business by creating new opportunities

Managing Mobile Devices – The Solution

IBM Endpoint Manager for Mobile Devices

- Enable password policies
- Enable device encryption
- Force encrypted backup
- Disable iCloud sync
- Access to corporate email, apps, VPN, WiFi contingent on policy compliance!
- Selectively wipe corporate data if employee leaves company
- Fully wipe if lost or stolen

End User

Secured by BigFix policy

- Personal Mail / Calendar
- Personal Apps

Corporate Profile
- Enterprise Mail / Calendar
- Enterprise Access (VPN/WiFi)
- Enterprise Apps (App store or Custom)

Encryption Enabled

VPN / WiFi

Corporate Network Access

iCloud

iCloud Sync

iTunes Sync

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Mobile applications management: The Solution

IBM Worklight

an open and advanced mobile application platform for HTML5, hybrid and native apps; compatible with prominent HTML5 and mobile native libraries and tools

- **Application Development**
  - Build once. Run anywhere.
  - Runtime Skins for different resolutions
  - Standards based language
  - Application Lifecycle Management
  - Multi-factor authentication

- **Application Security**
  - Secured offline access
  - On device encryption of user data
  - Single sign-on mechanism
  - SSL encryption
  - Protection against reverse engineering vulnerabilities

- **Application Management**
  - App distribution
  - App Version management
  - Remote disabling apps
  - Direct Update
  - Push Notification service management
  - Analytics and Usage report

Mobility: ready to play? Let's work together!

- Mobility is an enterprise priority that helps transform your business and is driving key client initiatives

- IBM Endpoint Manager has extensive capabilities for managing and securing mobile devices

- IBM Worklight extend capabilities for development, integration and management of rich mobile applications

- IBM provides additional services and offerings too

IBM is a leader in the mobile enterprise space

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World's Infrastructure