



# IBM SolutionsConnect 2014

A New Era of Smart

## What's New in IBM MobileFirst

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IBM MobileFirst Platform Leader  
ASEAN



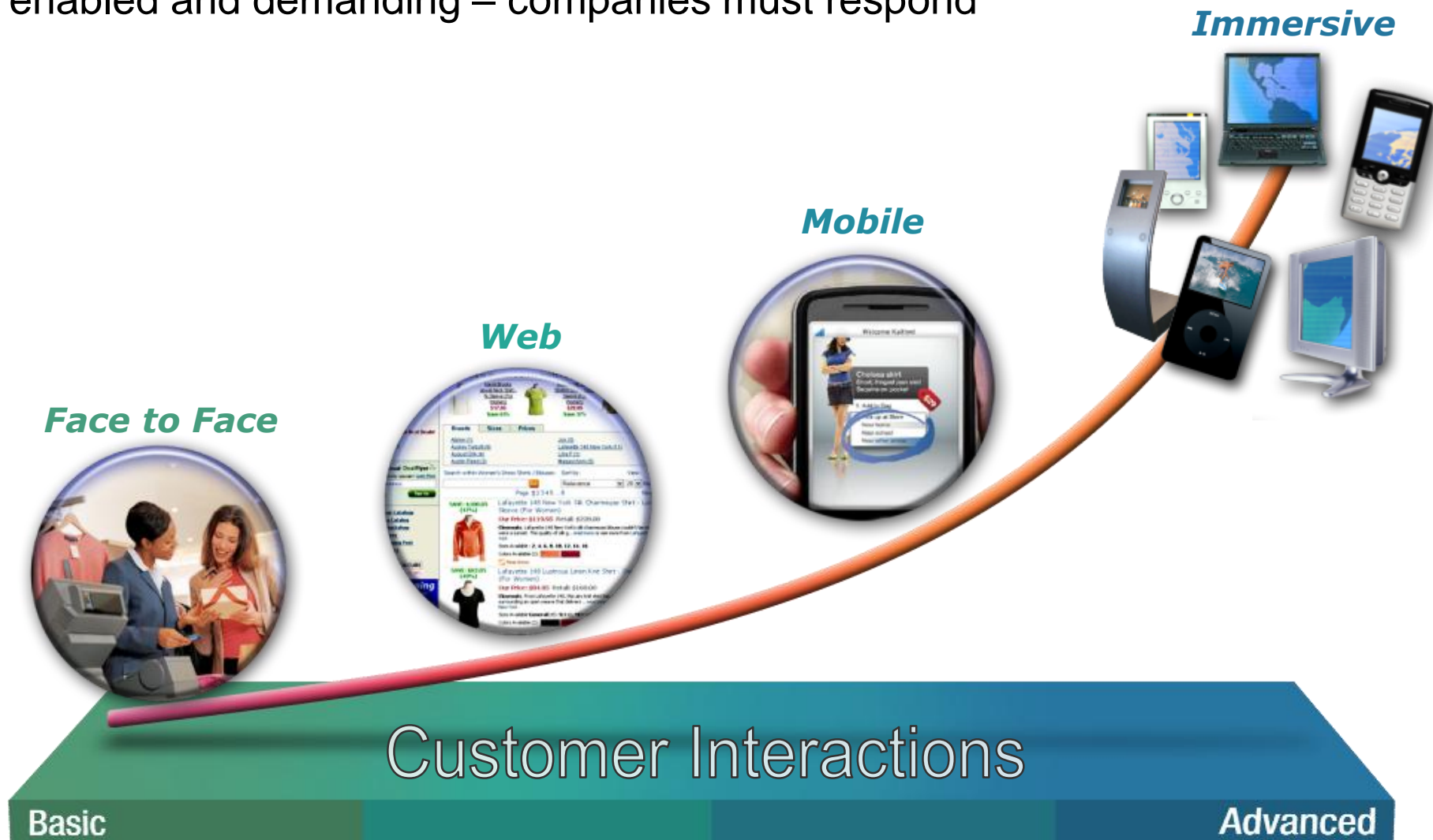


# IBM introduces the IBM MobileFirst offering portfolio





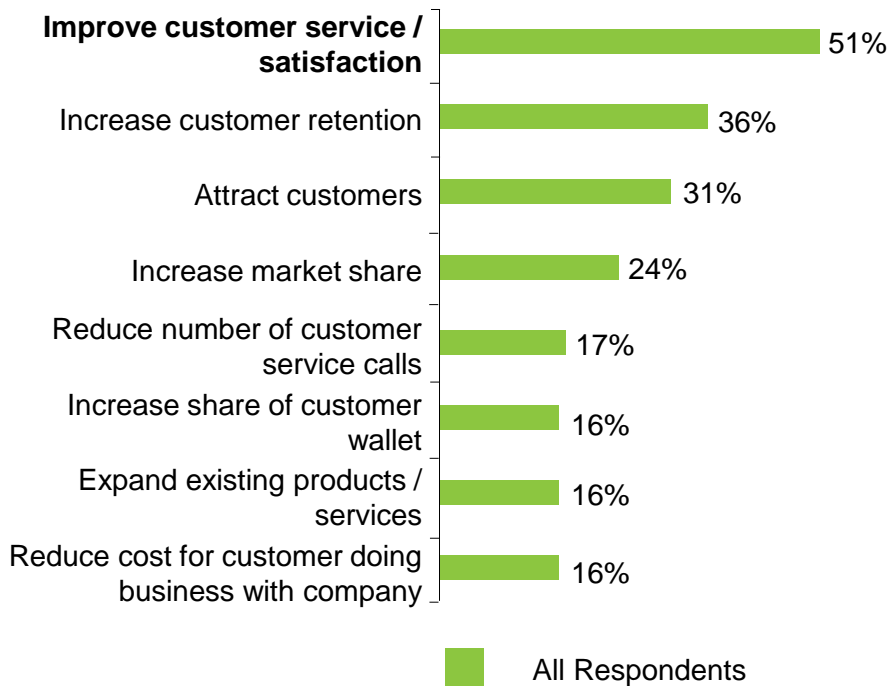
Consumers are becoming increasingly smarter, informed, enabled and demanding – companies must respond



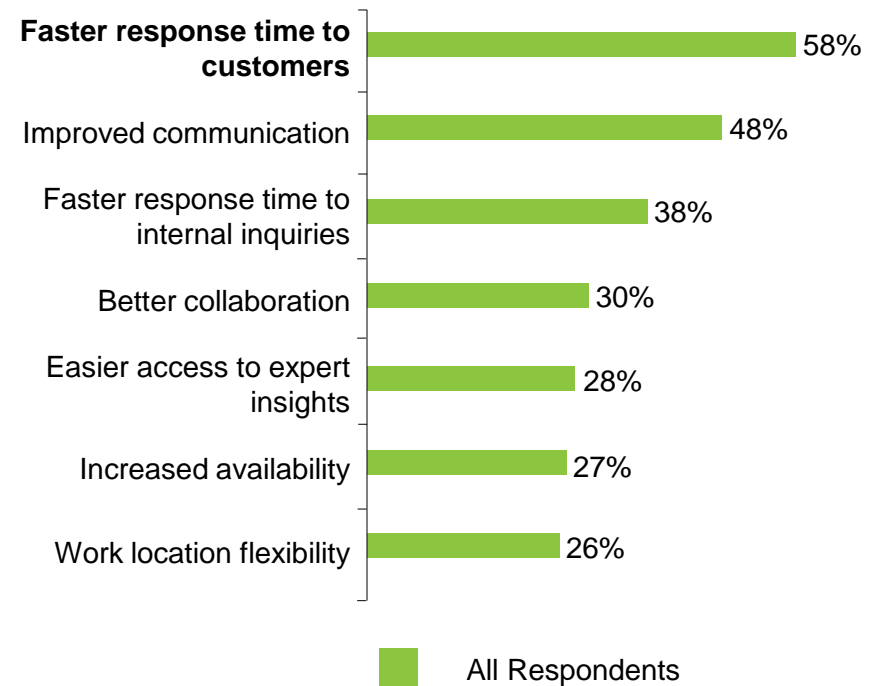


Companies are looking towards mobile to improve customer service, with a focus on responding more rapidly to customers

**Benefits of enhancing the customer experience**



**Benefits of improving employee productivity**



Source: Institute for Business Value, Mobile Enterprise Study, Q2. What are the most important benefits your organization is looking to achieve when using mobile to enhance the customer experience? (Select up to 3); Q6. What are the most important benefits your organization is looking to achieve when using mobile to improve employee productivity? (Select up to 3)



# IBM introduces the IBM MobileFirst offering portfolio





# IBM introduces the IBM MobileFirst offering portfolio





## IBM Tealeaf CX Mobile

*Visibility into the customer mobile experience to improve conversions and grow revenue*

- Automatically **detect customer struggles, obstacles or issues**
- Drill down into **actual user behavior**, complete with gestures
- **Translate customer feedback** into actionable improvements
- **Correlate customer behavior** with network and application data

Native Apps



Mobile Site



Tablet



Hybrid Apps



HTML5

**New!**

### What's new in IBM Tealeaf CX Mobile V8.8

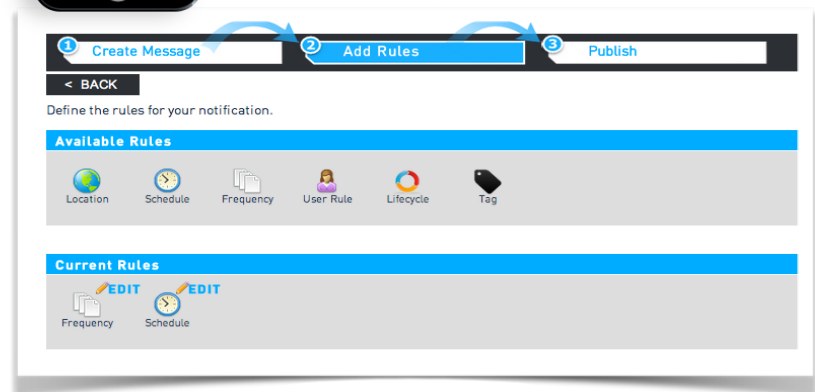
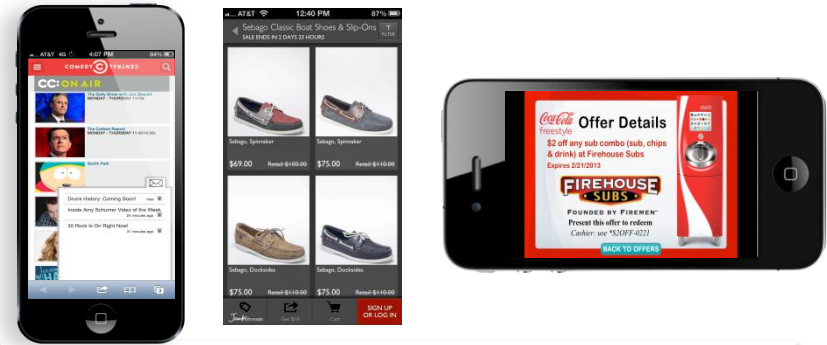
- Enhanced browser-based replay with added support for Google Chrome and WebKit
  - Hybrid replay and Browser Based Replay parity improvements
- Improved Document Object Model (DOM) rendering for Android-based devices



## Xtify: Redefining Mobile Customer Engagement

*Fine-tuned segmentation for personalized mobile campaigns using rich push*

- **Guided message creation**
  - Drag and drop targeting with dynamic content insertion and event triggers
  - Set behavior-based campaign rules
- **Advanced customer segmentation**
  - Tailor messages to individual clients
  - Segment on demographics, location, device, recent activity, CRM data, etc.
- **Enterprise support and services**
  - Optional campaign management, analytics, Worklight app integration



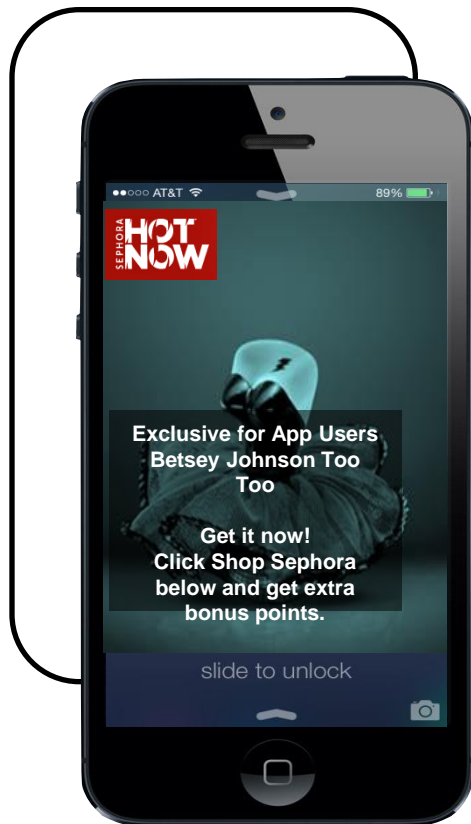
*“Together, Xtify and IBM will provide marketers with a new opportunity for client engagement anytime, anywhere, as consumers traverse across multiple digital channels – browsing in stores, shopping on mobile web sites or other online channels” – IBM media release, 3 October 2013*



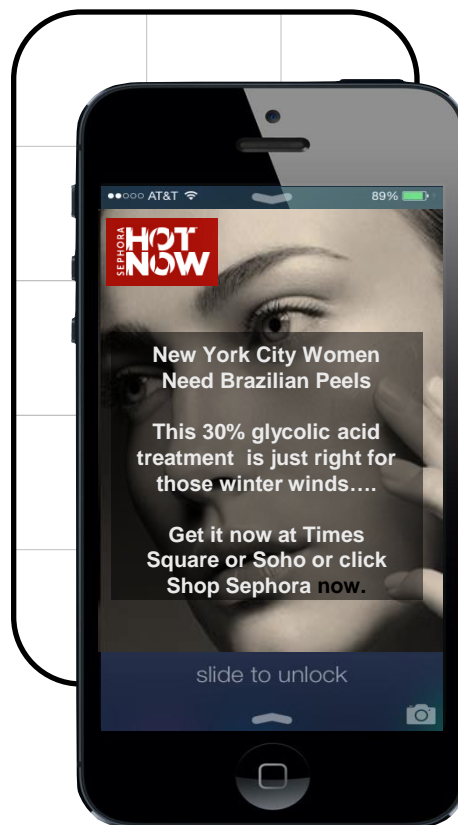


# Enable multiple levels of customer engagement with Xtify

**Broadcast**



**Narrowcast**



**1:1 Cast**





# Xtify in for retail

## 1. Encourage app usage

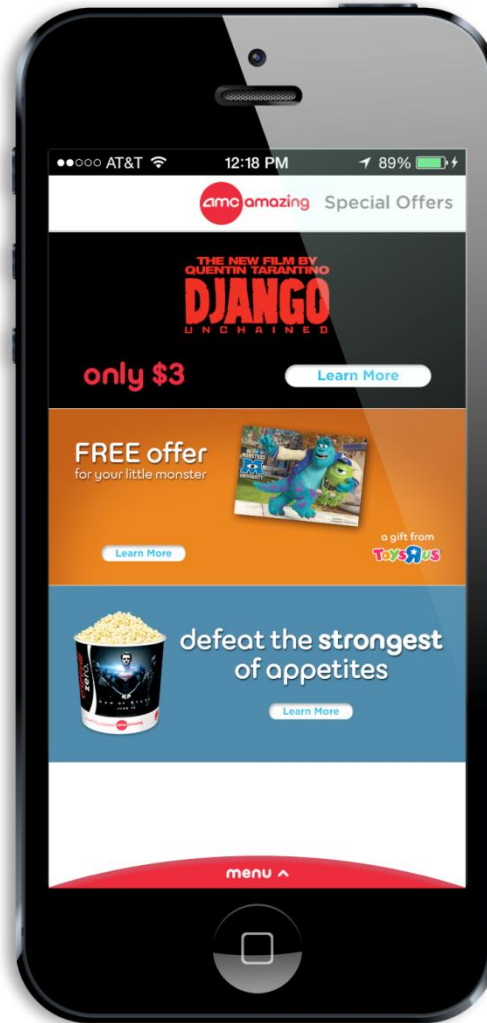


***Native Simple Push and  
SMS Messaging***



# Xtify in retail

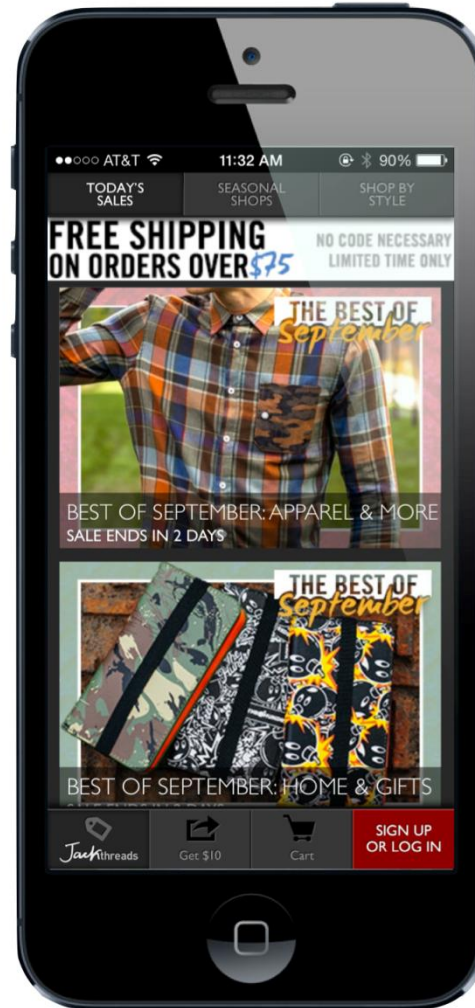
1. Encourage app usage
2. Introduce new promotions or products





## Xtify in retail

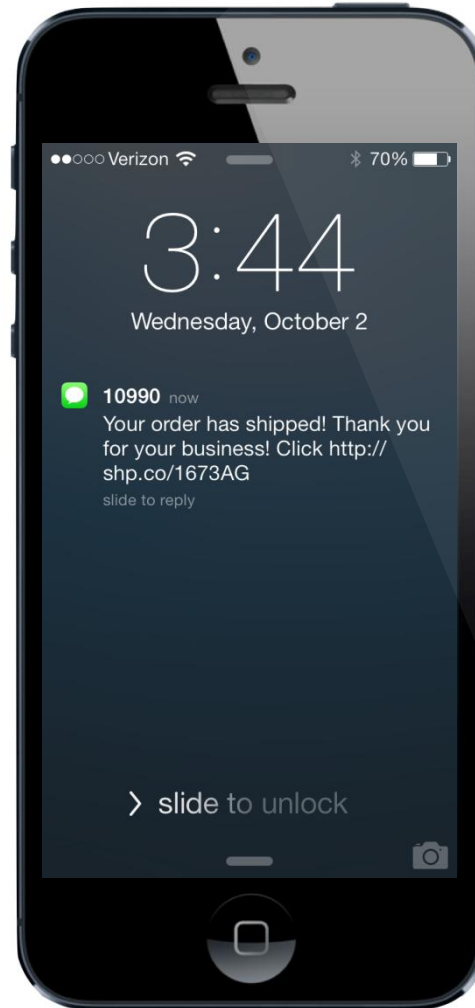
1. Encourage app usage
2. Introduce new promotions or products
3. Overcome cart abandonment





## Xtify use cases for retail

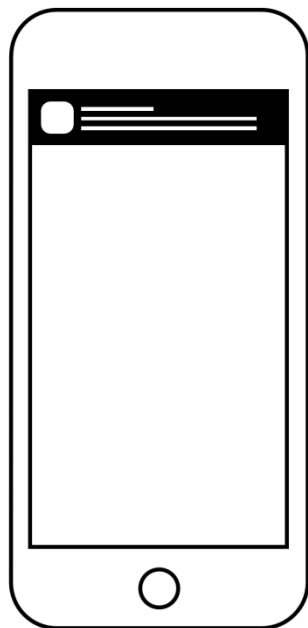
1. Encourage app usage
2. Introduce new promotions or products
3. Overcome cart abandonment
4. Deliver customer service messages



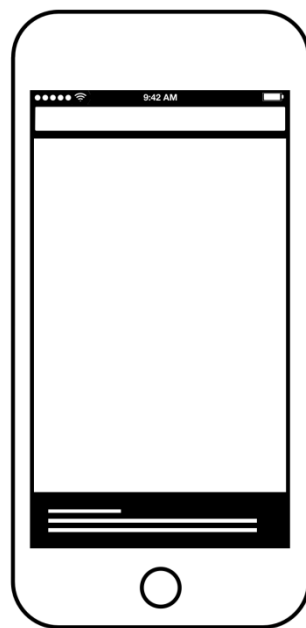
***App Push or SMS  
Push Messaging***



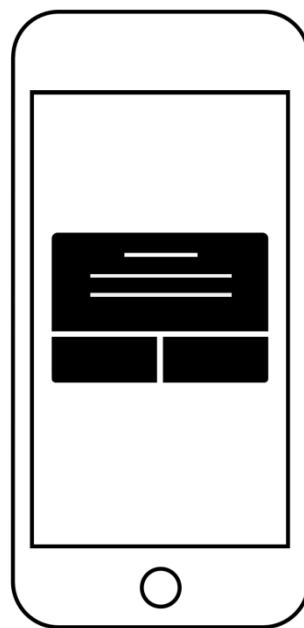
# Xtify supports multiple mobile channels including Native and Web Push Notifications, SMS, and Wallet



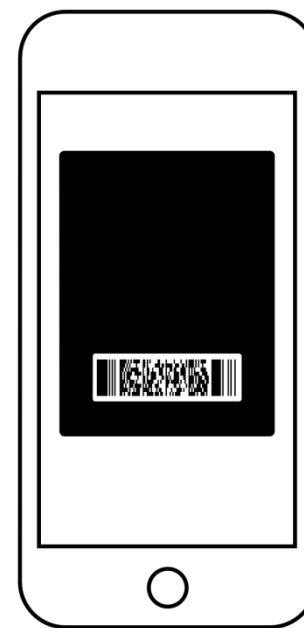
*Native Simple  
and Rich Push  
Notifications*



*Mobile Web  
Notifications*



*SMS  
Messaging*

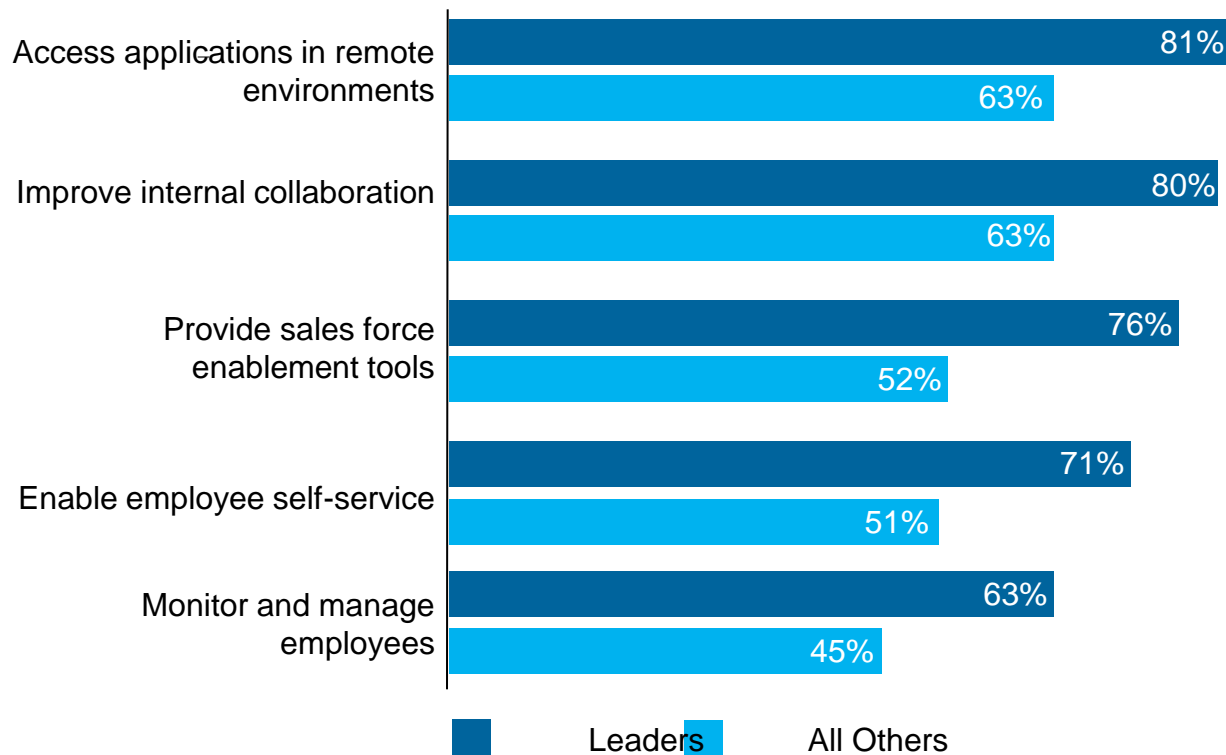


*iOS and  
Android  
Wallets*



# Organizations are placing greater importance on employees being more productive in the field

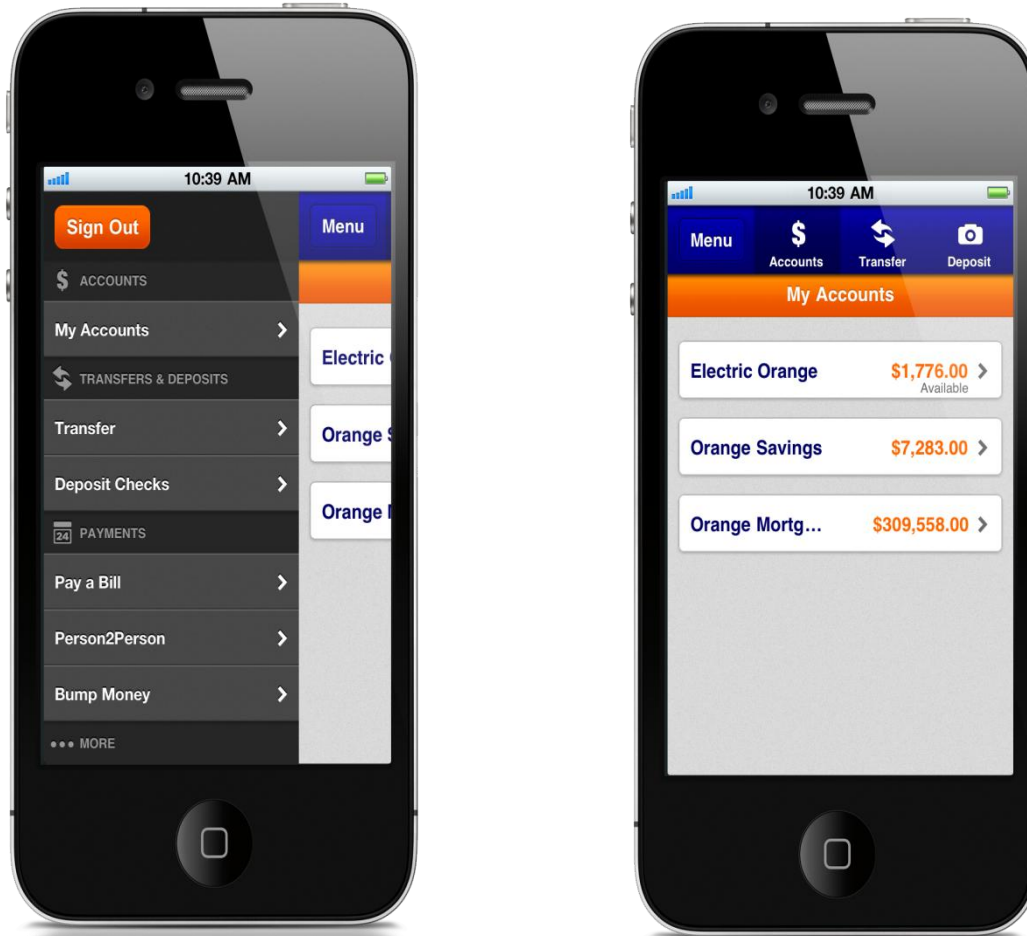
## Importance of mobile capabilities needed to enhance employee productivity



Source: Institute for Business Value, Mobile Enterprise Study, Q5. In considering how mobile can be used to improve employee productivity, how important are the following capabilities? (percent indicating agree or highly agree)



# What is mobile banking?







# What is mobile banking?

Retail Banking	Mobile Banking	Mobile Experience	Mobile Marketing	Mobile Payment	Proximity B2C Pmt Cloud B2C Pmt P2P Payment	
	SME Banking	Mobile Banking w/ multi-role Support	<b>Mobile Invoicing</b>	Mobile Collection / AR <sup>1</sup>	Mobile AP <sup>2</sup>	etc.
	Corp Banking	Mobile Banking multi-role Support	Mobile Executive Dashboard	Mobile Cash Management	Mobile Trade Finance	etc.
	Bank Internal	Mobile for Wealth Managers	Mobile for Relation Managers	Mobile for Meeter-Greeter	Mobile for Brach Managers	etc.

AR = Accounts Receivable  
AP = Accounts Payable



# IBM introduces the IBM MobileFirst offering portfolio

The diagram illustrates the IBM MobileFirst offering portfolio, structured as follows:

- Industry Solutions:** A row of eight icons representing different industries: Banking, Insurance, Retail, Transport, Telecom, Government, Healthcare, and Automotive.
- IBM & Partner Applications:** A central horizontal bar, highlighted with a red border, representing the core application layer.
- Application & Data Platform:** A section containing an icon of a laptop and monitor, representing the platform layer.
- Analytics, Security, and Management:** Three distinct service boxes below the platform, each with an icon: Analytics (bar chart), Security (shield), and Management (mobile phone).
- Devices, Network, and Servers:** A row of three boxes representing the infrastructure layer, separated by diamond symbols.
- Cloud & Managed Services:** The bottom-most section, featuring a cloud icon with up and down arrows.

Vertical labels on the sides indicate the scope of services:

- Strategy & Design Services:** Located on the left side.
- Development & Integration Services:** Located on the right side.



# IBM Partner Applications – Treasure Frontier

The image displays three overlapping iPad simulator screenshots of the 'Treasure Frontier' application interface.

- Top-Left Screenshot:** Shows the 'INVESTMENT PREFERENCE' screen. The title bar is green with 'FHR'. A sidebar on the left lists menu items like 'Disclosure', 'Important Notice to Clients', 'Personal Details', etc. The main content area asks the user to 'Please select the most appropriate option below to indicate your investment risk preference.' and features a 'RISK SELECTION' dropdown menu.
- Top-Right Screenshot:** Shows a 'Report' screen. The title bar is green with 'Report'. It includes 'Print' and 'E-mail' buttons, and 'Previous page' and 'Next page' navigation buttons. Below the navigation is a section titled 'Important Notices' with some text.
- Bottom Screenshot:** Shows the 'E-Application' screen. The title bar is green with 'E-Application'. A sidebar on the left lists menu items like 'General', 'Personal Details', 'Proposed Insured/Covered', etc. The main content area is titled 'CLIENT'S DETAIL' and contains a form with the following fields:
  - Title (dropdown)
  - Name1, Name2, Name3 (text inputs)
  - Name 3 (text input)
  - New IC No., Old IC No./ Birt Cert No. (text inputs)
  - Army/ Police/ Passport No., Gender (radio buttons for Male/Female)
  - DOB (MM/DD/YYYY), Age (ALB) (text input and slider)
  - Marital Status (dropdown)
  - Nationality, Nationality Others (dropdowns)
  - Permanent Resident., Religion (text input and dropdown)
  - Race, Rage Others (dropdowns)



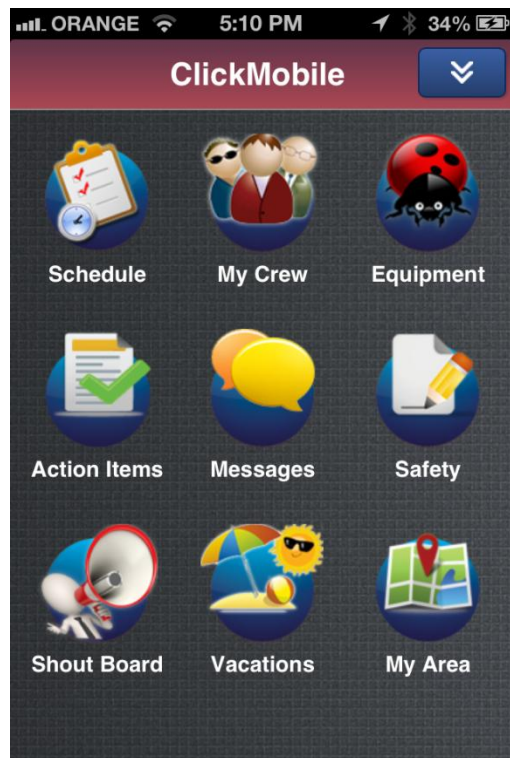
# IBM Partner Applications – ClickSoftware



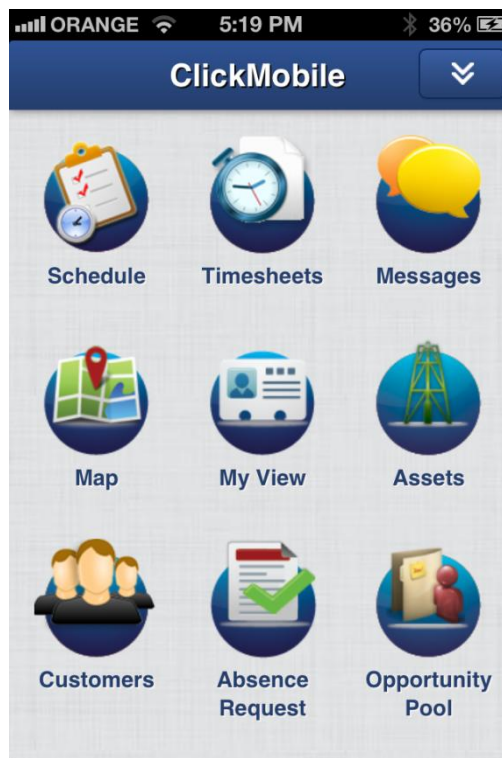


# IBM Partner Applications – ClickSoftware

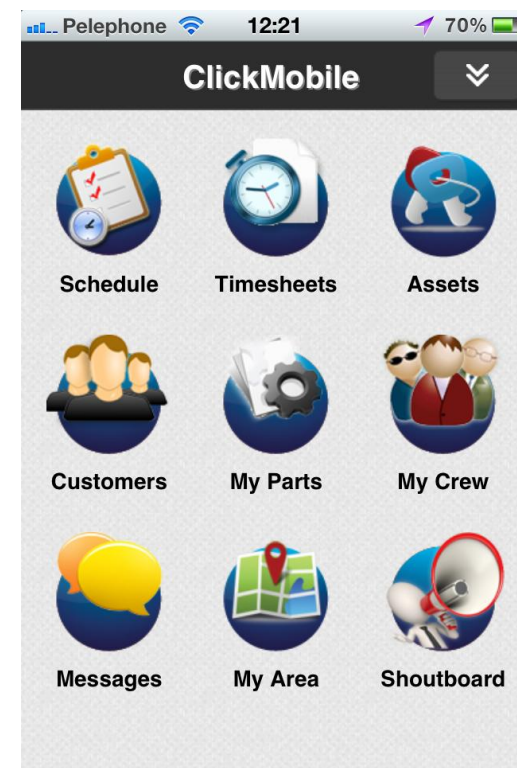
Crew & Equipment Management



Installations & Repair



Maintenance and Repair

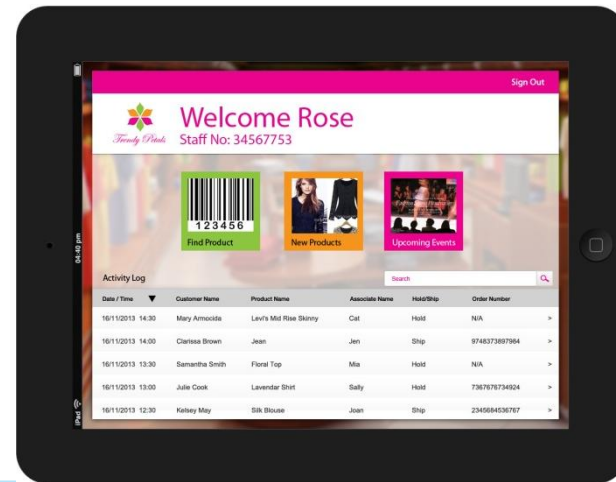
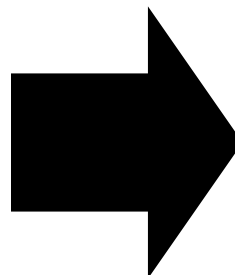
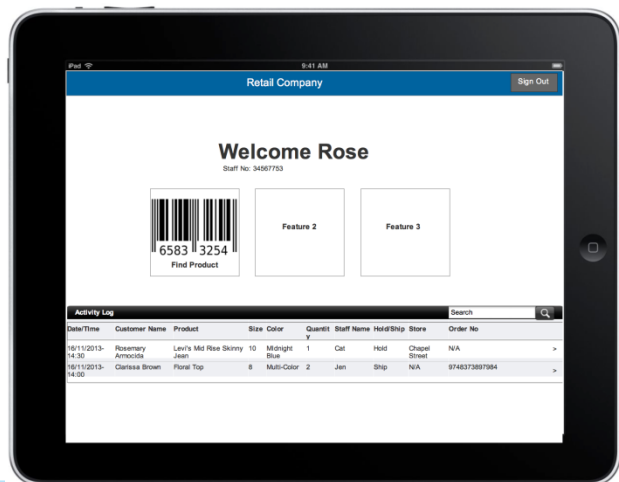
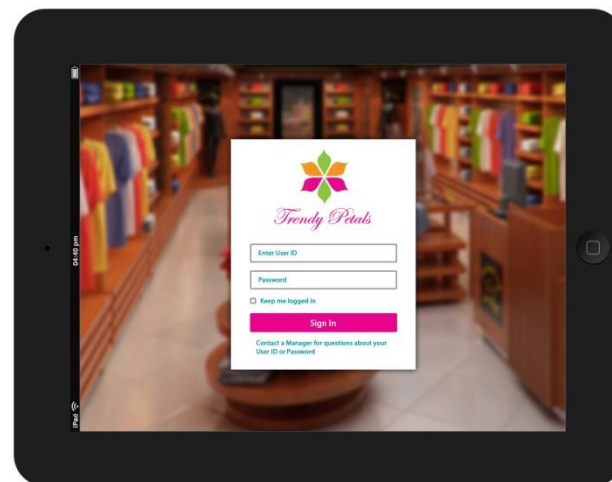
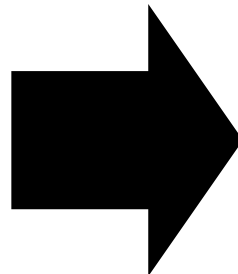
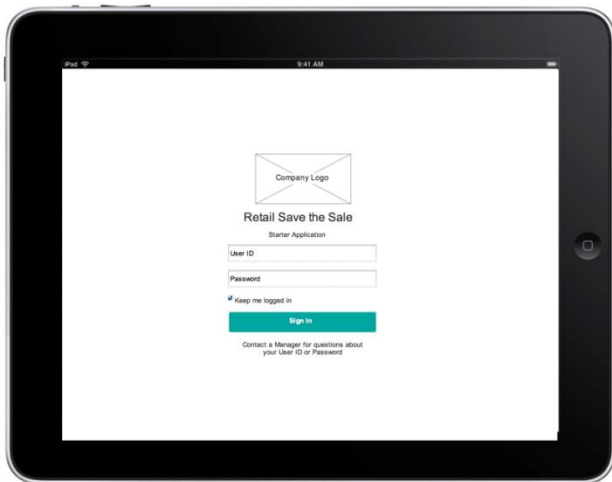






# IBM Starter App for Retail - Save the Sale

Built on extensible style sheets, providing functionality ready for customization and styling: example of base design “skinned”





# Predict

2014 Predictions  
 Hits a Tipping Point  
 Market Consolidation  
 Build Out

## The Bottom Line

*“Procuring enterprises must look for a strategic platform partner. Now is the time to lay the groundwork for a more strategic approach to mobilization. Look for a **strategic mobile application platform partner** that has a future-oriented roadmap that will provide **extensibility** (think 100s or 1,000s, not single-digit applications), **scalability** (rapidly from a few to potentially millions of customers and back down again) and **flexibility** (prioritizing **open-source standards** and some degree of agnosticism to tools, standards and infrastructures).”*

**– Yankee Group December 2013**

December 2013

TS

Hits Many

2

4

17

The mobile ecosystem has been experiencing dramatic growth for a number of years now. But in 2014, several segments—namely mobile commerce, mobile app development and mobile broadband—will reach a tipping point as consolidation works to pare down the market. We expect to see new entrants

### COMPANIES MENTIONED

Acision, Adobe, Aeris Communications,



# IBM introduces the IBM MobileFirst offering portfolio







# IBM Worklight mobile application platform

*Speeding the development, integration and management of mobile applications and infrastructure*

## **Accelerate Development**

- Web, hybrid, and native development: open, flexible, standard-based, multi-screen/omni-channel
- Functional testing
- Development lifecycle tools and integration

## **Facilitate App Security and Trust**

- Server-enforced authentication
- App authenticity and user-app-device binding
- Secure and syncable on-device storage
- App version enforcement

## **Enable User Engagement**

- Unified push and SMS notifications
- Geolocation and context collections and intelligence
- Mobile-friendly integration

## **Support Mobile Analytics**

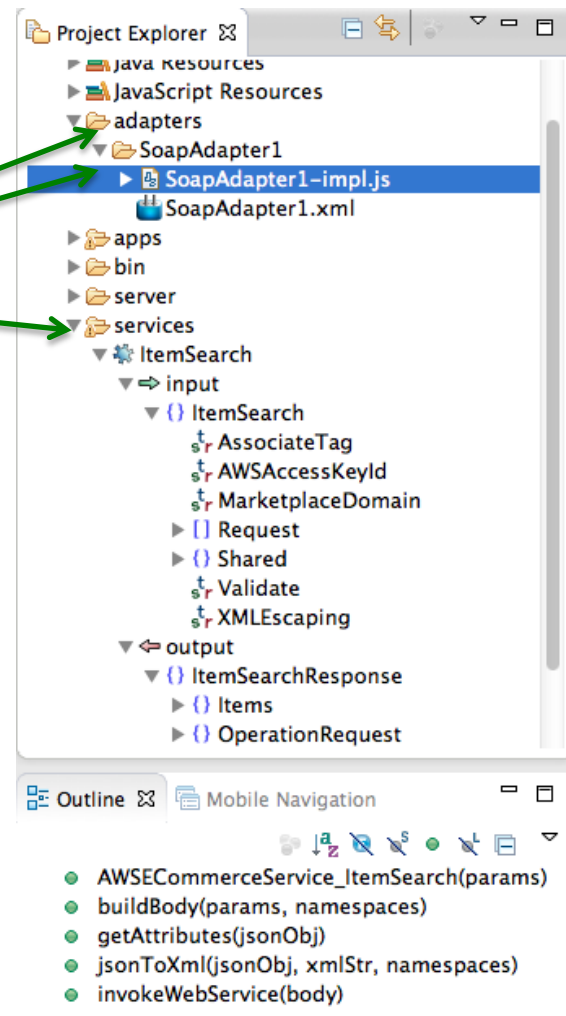
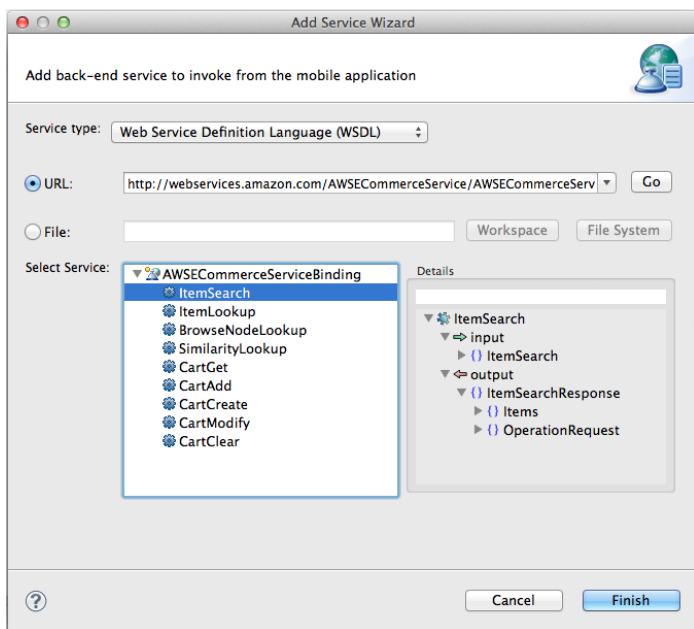
- Efficient acquisition of analytics data
- Development, operational, and business analytics
- Offline and online event management integration

*IBM Worklight goes beyond mobile app UI creation to deliver mobile optimized, standards-based, middleware and tools for enterprise-grade mobile applications and services creation*



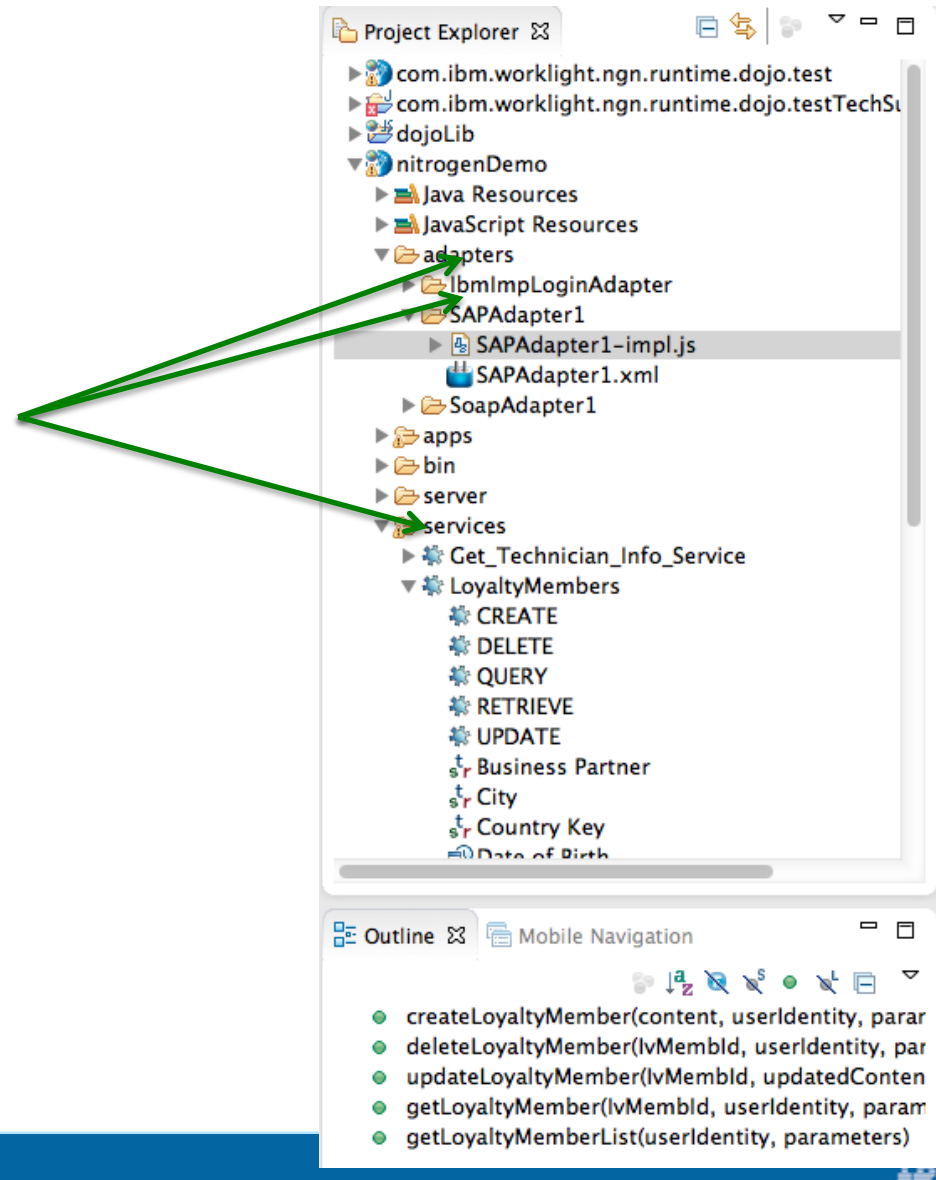
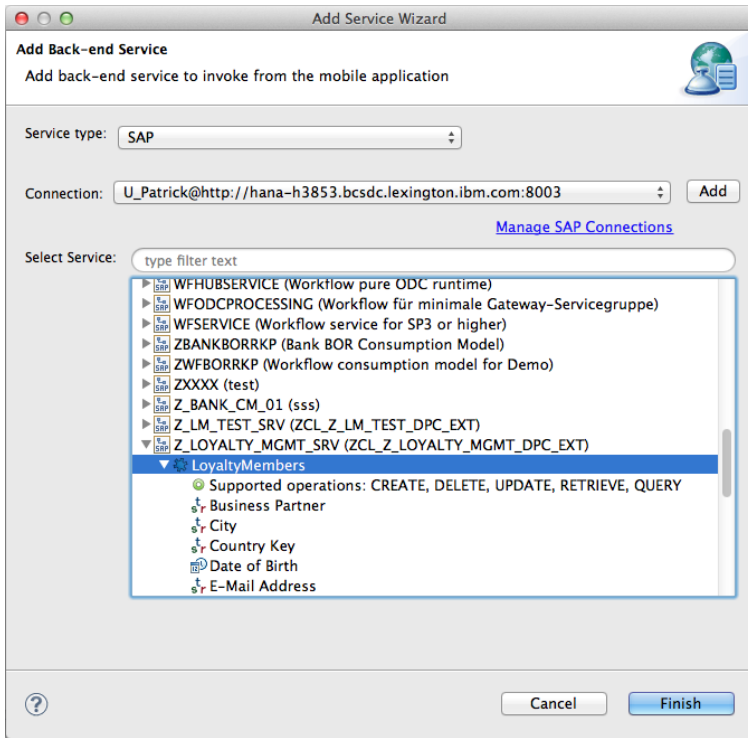


# Autodiscovery of WSDL SOAP services



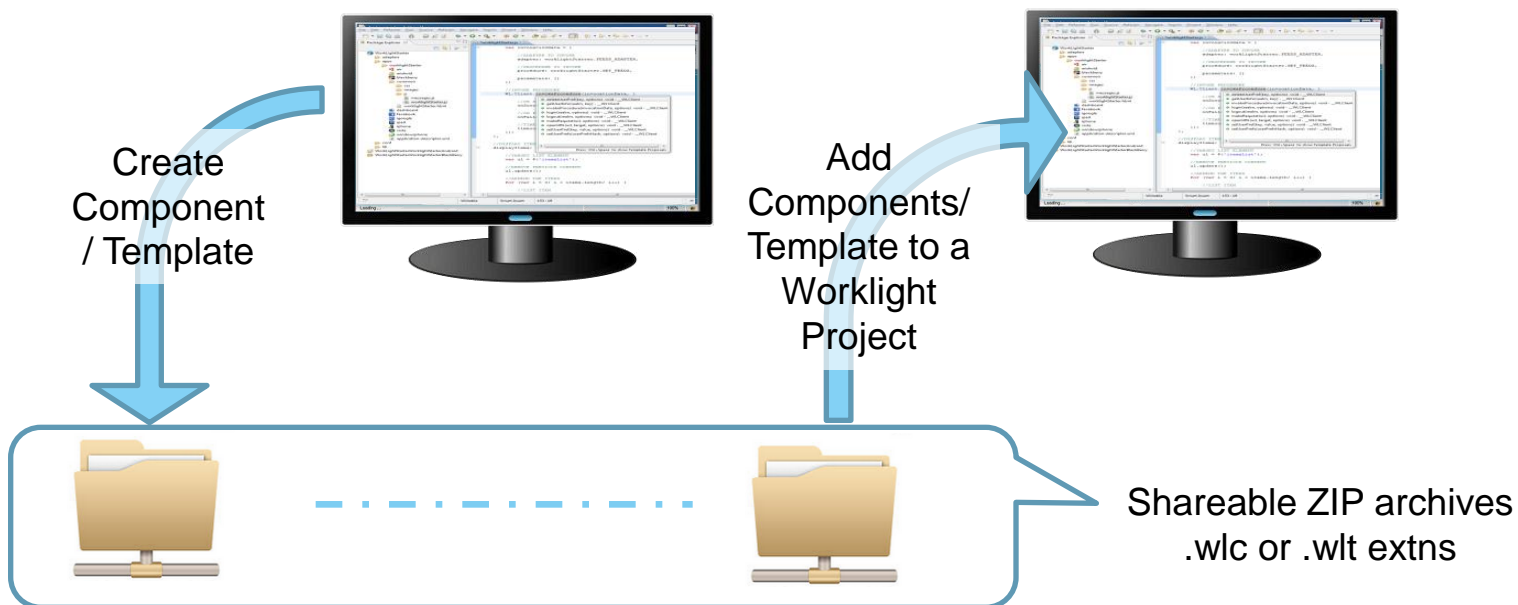


# Autodiscovery of SAP Netweaver services





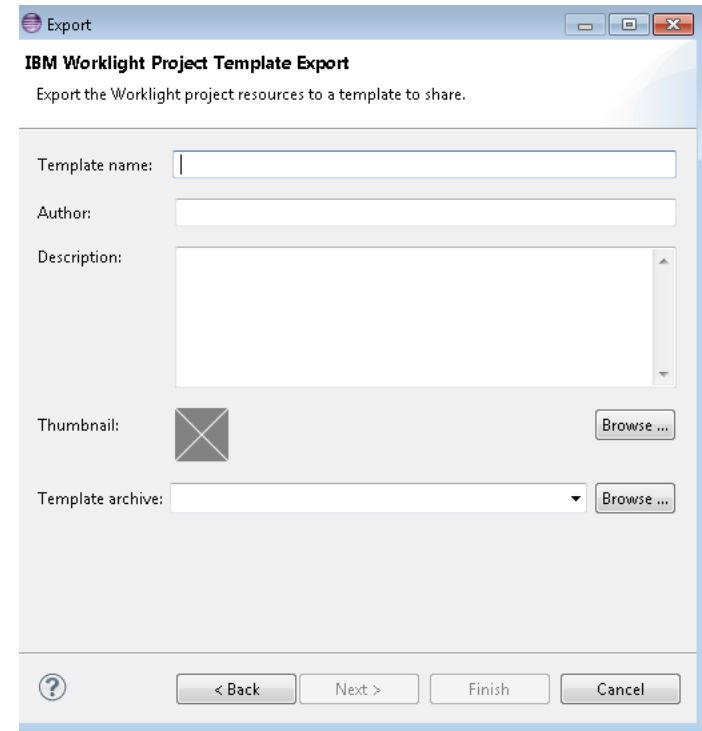
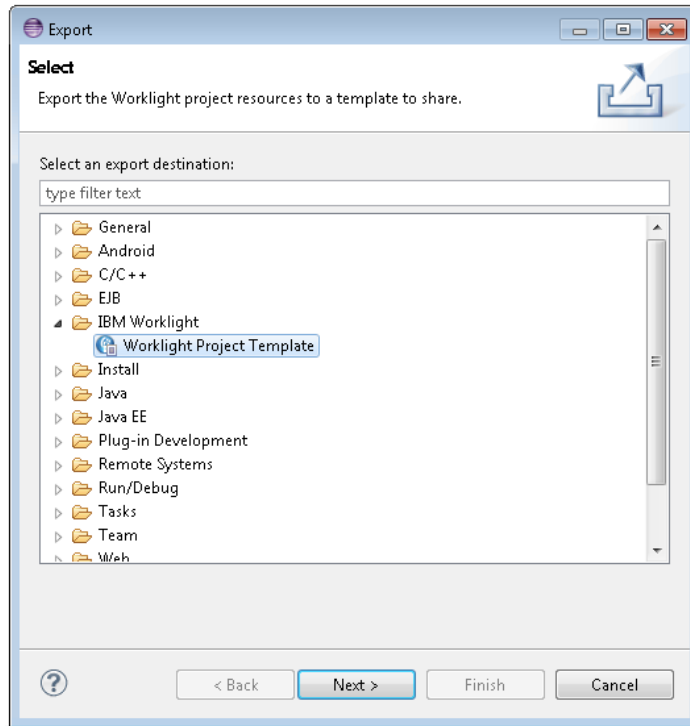
## Worklight accelerating app development by reusing resources



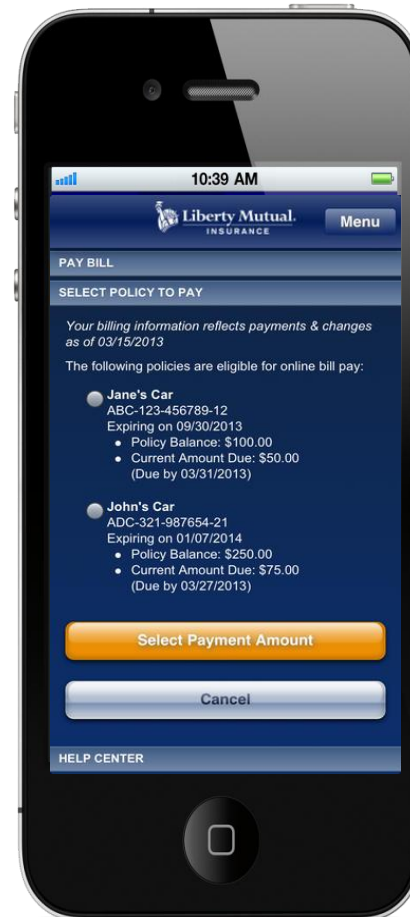
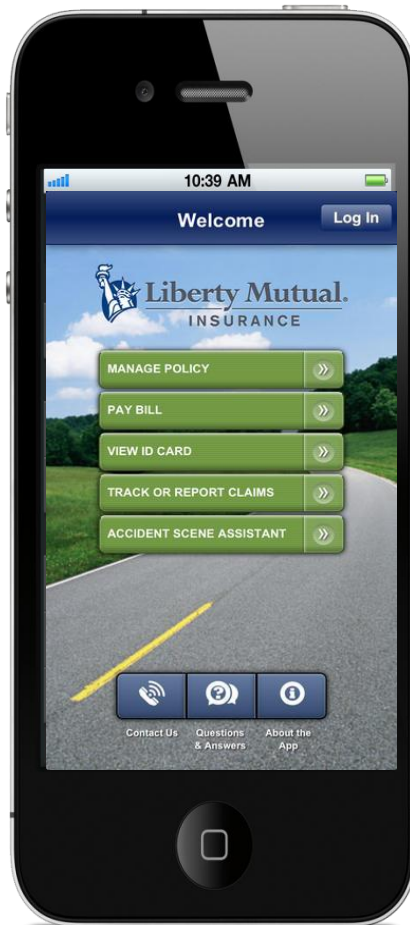
- Application Components:
  - A reusable library (Client or server runtime) that developers can add to their applications.
- Worklight Project Templates:
  - A reusable worklight hybrid project that developers can use to jump start new application development
- Wizard for creating Worklight Component / Template
- Components / Templates are stored/retrieved from a configurable download folder



# Create Worklight project templates



- A User can export Worklight Hybrid projects as Templates for re-usability.
- Right click on a Worklight project and click Export > IBM Worklight > Worklight Project Template
- On the Export page the Worklight Project Templates basic information is captured such as Template name , Author, Description, Thumbnail and Template archive. The extensions supported are zip or wlt for the Template archive option.
- The Template archive is created at the selected location.







# Liberty Mutual

Multi-Platform Hybrid Application for:

## Account Management

- Pay your bill
- View your policy
- View your auto insurance ID cards
- Update your contact information
- Go paperless and much more

## Claim Management

- Report and track your claim to remain updated on its progress. Some claims features include:
- Map your location using GPS
- Take pictures of damage
- Collect contact information
- Submit the claim
- Search for auto repair shops and schedule an inspection
- Request a callback from your Claim Representative
- Share your own insurance information
- Record a voice note to help you remember key details





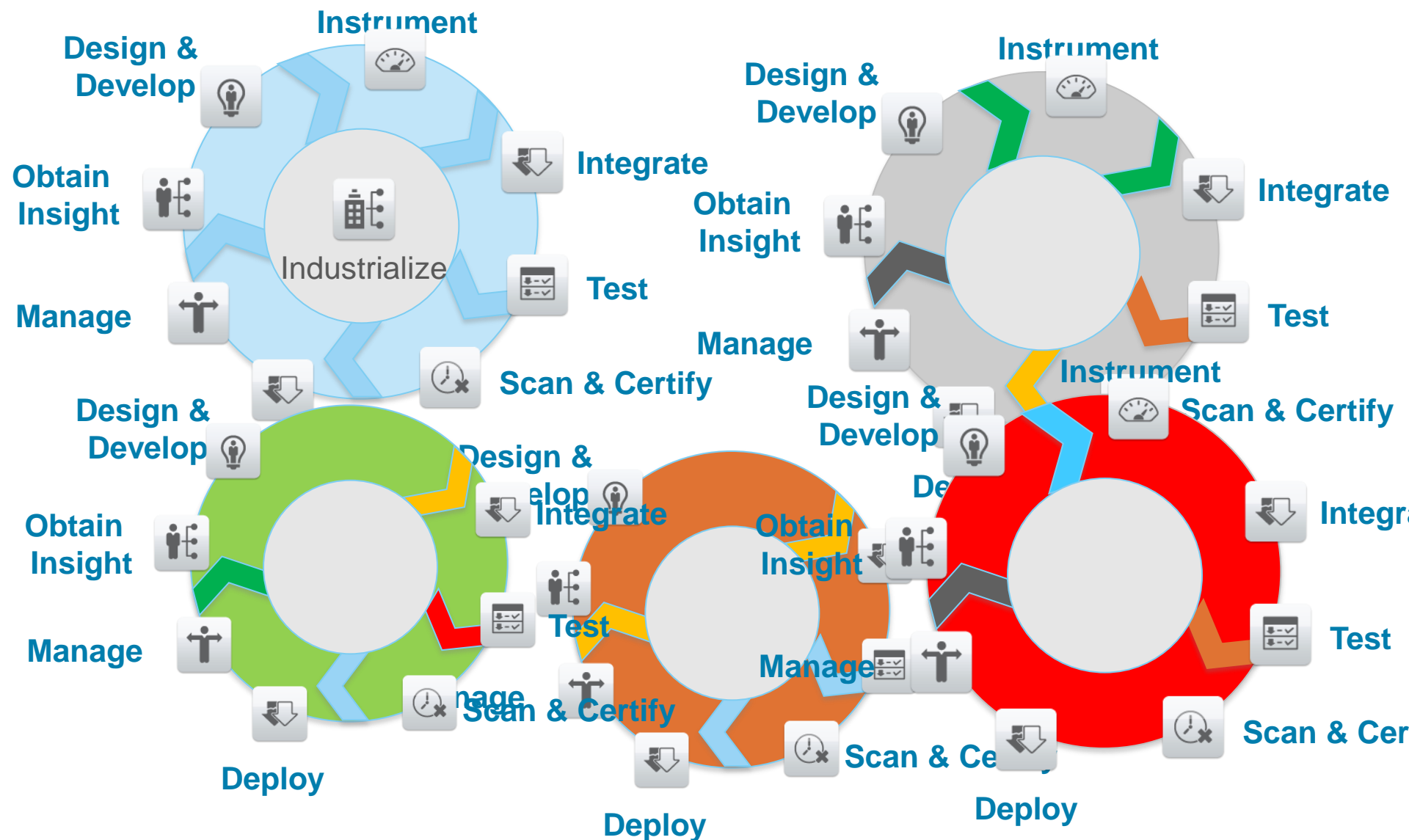
# The Mobile Lifecycle







# The mobile enterprise development lifecycle





# The IBM mobile application development lifecycle





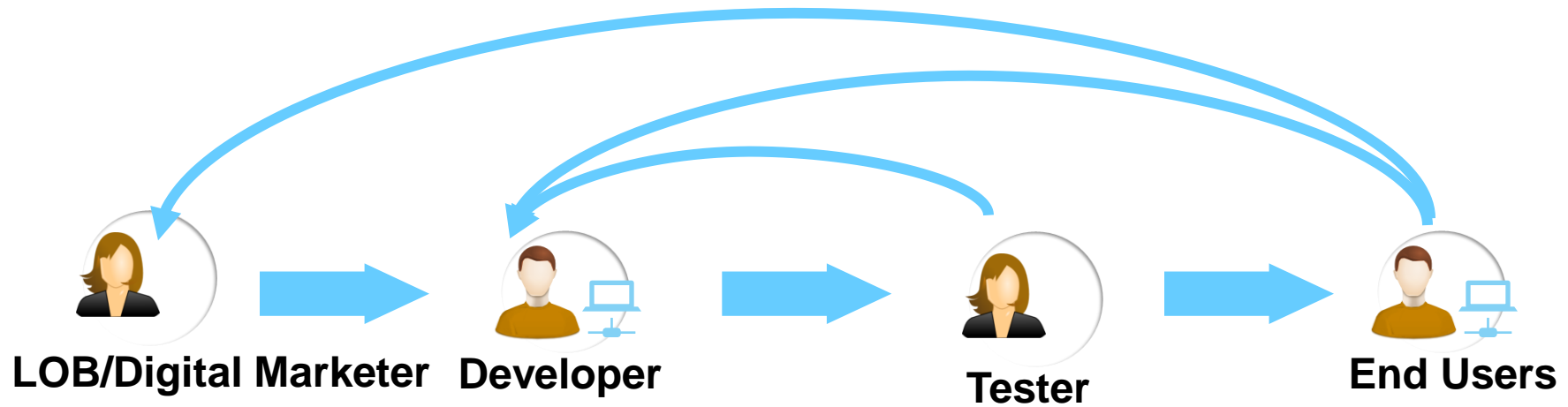
# IBM Mobile Quality Assurance (beta)

## Challenges once the mobile app is delivered to the field



“When someone leaves a negative review in the app store, it scars your app for life, you can’t respond to it, and you can’t learn more about the problem in order to fix it quickly.”

- Mobile Orchard



- How effective our mobile app is at engaging customers?
- How can I stay on top of all the comments and feedback from customers and turn them into an actionable strategy?

- How could I get visibility to issues that customers experience in production so that I can address them quickly?
  - How can I get more people to test the apps so that we can cover different devices, network carriers, and OS versions?

- How can I get the latest and greatest build without wasting my time to track that down?
- How can I quickly submit bug reports with screenshots and device details right from the application?

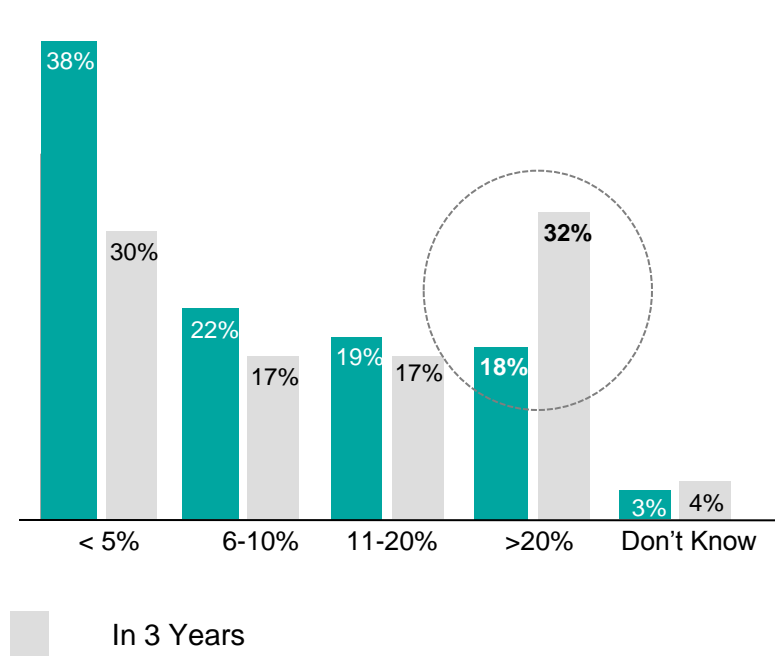
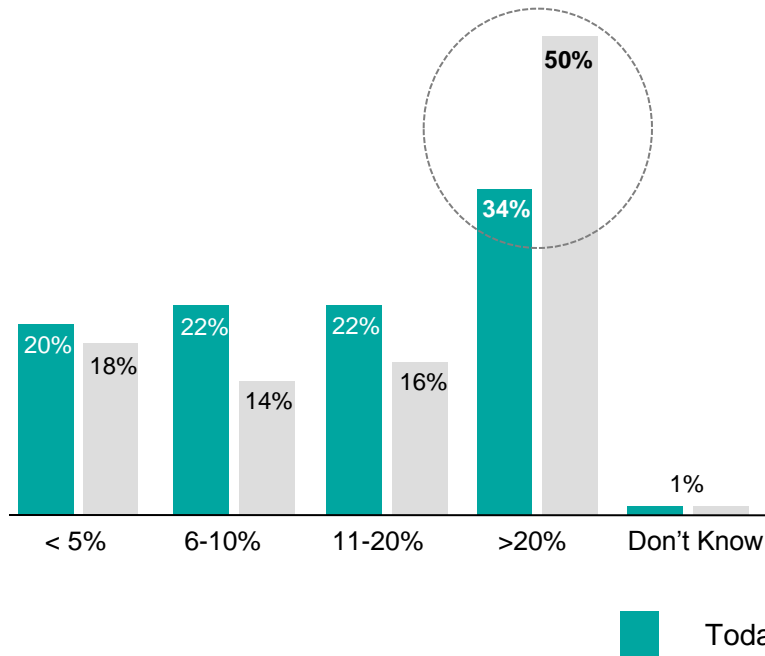
- How can I provide direct and constructive feedback?



# Organizations are looking to increase the number of employees that are working outside the traditional office

Percentage of mobile workers today and expected in 3 years (Leaders)

Percentage of mobile workers today and expected in 3 years (All Others)



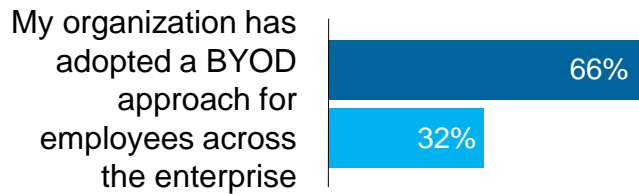
*78% of leaders and 44% of all other companies identified 'enabling employees outside the office' as an infrastructure investment priority*

Source: Institute for Business Value, Mobile Enterprise Study, QS11. Approximately what percentage of your organization's employees are remote / mobile workers (i.e. work from home or other locations)? What percentage do you anticipate in 3 years?

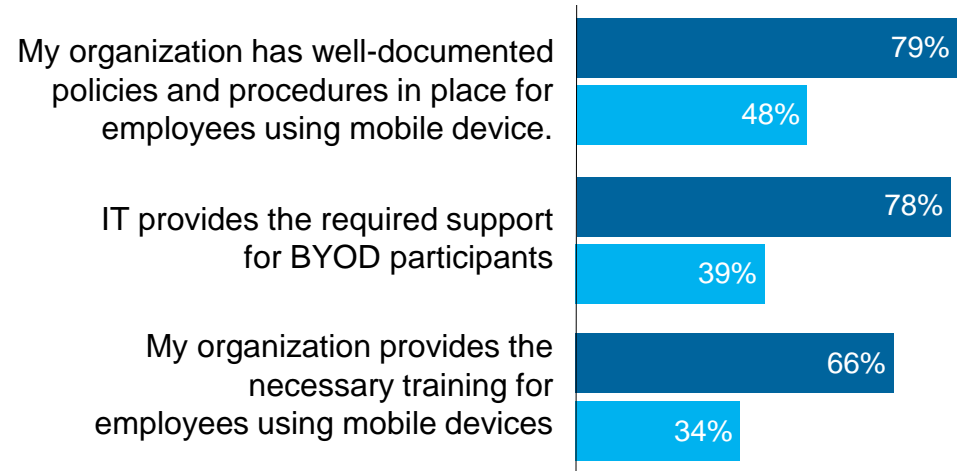


# To drive employee productivity, leaders are embracing bring-your-own-device (BYOD) and providing the needed support

## Adoption of BYOD



## Support for BYOD programs



■ Leaders    ■ All Others

Source: Institute for Business Value, Mobile Enterprise Study, Q17. To what extent do you agree or disagree with the following statements about your organization's ability to manage mobile devices? (percent indicating agree or highly agree)



# IBM introduces the IBM MobileFirst offering portfolio





# Fiberlink, an IBM company

## Total Enterprise Mobility Management



Experts in delivering mobile management and security as a service



- ✓ Mobile Device Management
  - Broad range of mobile OS support
- ✓ Mobile Application Management
  - SDK and App-Wrapping
- ✓ Dual Persona – Container Support
- ✓ Secure Productivity Suite
  - Secure Mail
  - Secure Browser
- ✓ Secure Document Sharing
- ✓ Enterprise App Catalog
- ✓ SaaS Offering

Over 3500 customers

Recognized Market Leadership

★ Recognized as a market leader by Gartner 2013 MDM Magic Quadrant





# IBM introduces the IBM MobileFirst offering portfolio







# 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 Mobile
- IBM Security Appscan
- Trusteer, an IBM company

## 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 Security Access Manager for Mobile

Available as either virtual or physical appliance

Mobile Security Intelligence & Compliance

Mobile Identity Management

Mobile Access Management

**IBM Security Access Manager  
for Mobile**



## Solution Highlights

- **Enable secure access to mobile and web applications** with single sign-on, session management and context-based access control
- **Improve identity assurance with flexible authentication schemes**, such as one-time passwords and RSA SecurID token support
- **Enforce context-aware authorization** using device fingerprinting, geographic location awareness and IP reputation scores
- **Obtain security intelligence and demonstrate compliance** by integrating with IBM® QRadar® Security Intelligence Platform to get actionable insights for reducing risks
- **Realize a fast time to value and lower total cost of ownership (TCO)** with an easy-to-deploy-and-manage physical appliance or virtual appliance

**Safeguard mobile, cloud and social interactions across the enterprise with the new appliance based solution - ISAM for Mobile**



## IBM Security AppScan

*Identify vulnerabilities in web and mobile application source code*

- **Native Android** and **iOS** application support
- Better vulnerability detection from:
  - **Risk assessment of over 40,000 APIs**
  - **Full call and data flow analysis** for Java, JavaScript, Object-C (Mac OS X)
- Provides identification of **sensitive data leak** sources
- Helps reduce **malware susceptibility** of mobile apps



**New!**

### What's new in IBM Security AppScan V8.7

- ✓ Native support extended for iOS to accelerate enterprise usage
- ✓ Enhanced support for JavaScript analysis in hybrid mobile apps
- ✓ Out-of-the-box support for IBM Worklight built apps to incorporate context aware risk-based access



# Trusteer advances the IBM MobileFirst security strategy and strengthens IBM's portfolio of integrated solutions

## IBM Security Framework



**Trusteer**  
new threats, new thinking

← IBM Enters Web Fraud Protection  
*leading web fraud capabilities assists IBM's financial services and web commerce customers*

← Strengthens IBM Mobile Security  
*as part of IBM MobileFirst, Trusteer helps enable secure transactions from devices to the back office*

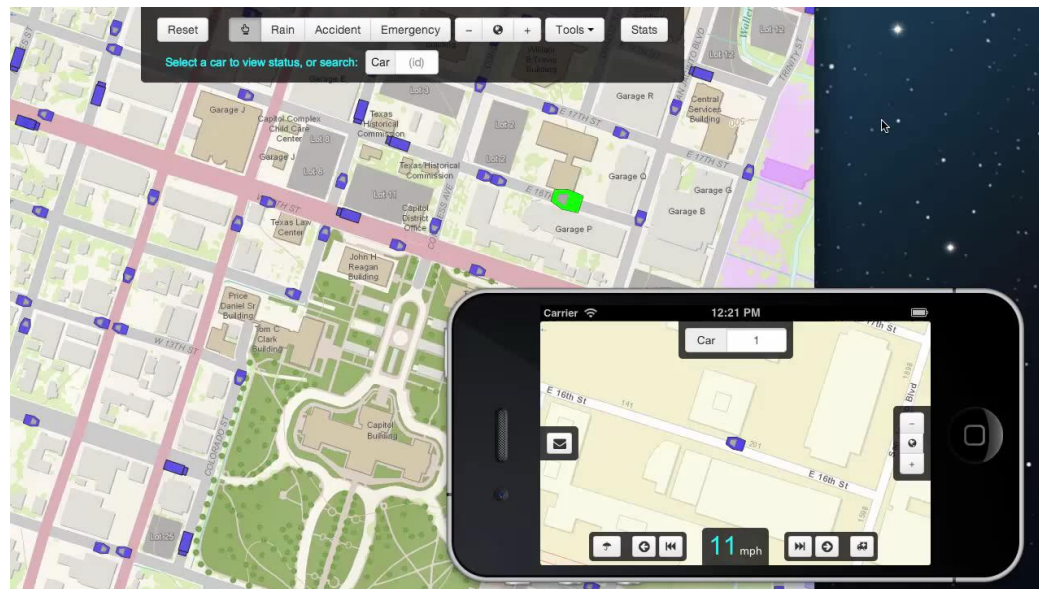
← Extends Advanced Threat Protection  
*provides a unique endpoint solution to help identify and prevent Advanced Persistent Threats*

← Security-as-a-Service  
*cloud-based deployment enables rapid adoption and real-time updates*



# How the Connected Car + Mobile Changes How We Drive and Pay for Insurance

## IBM MobileFirst Connected Car Demo





# IBM MessageSight

*Real Time Messaging for the Interconnected World*

## Client Value

A powerful appliance that provides secure and real time connectivity from the edge of the enterprise to mobile devices and smart sensors at massive scale

## What's New?

### Scale

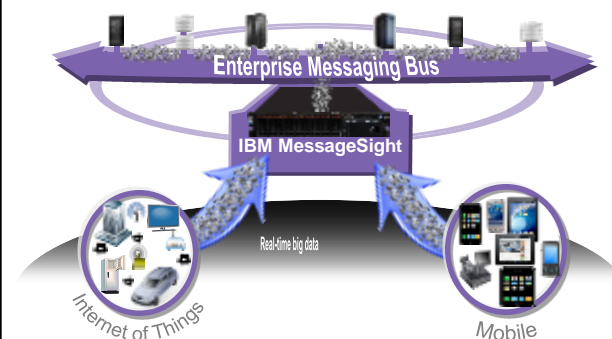
Designed to scale to over one million connected devices handling millions of messages per second.

### Secure

Policy based security approach with no user accessible operating system ensures secure bi-directional messaging across millions of devices

### Simple

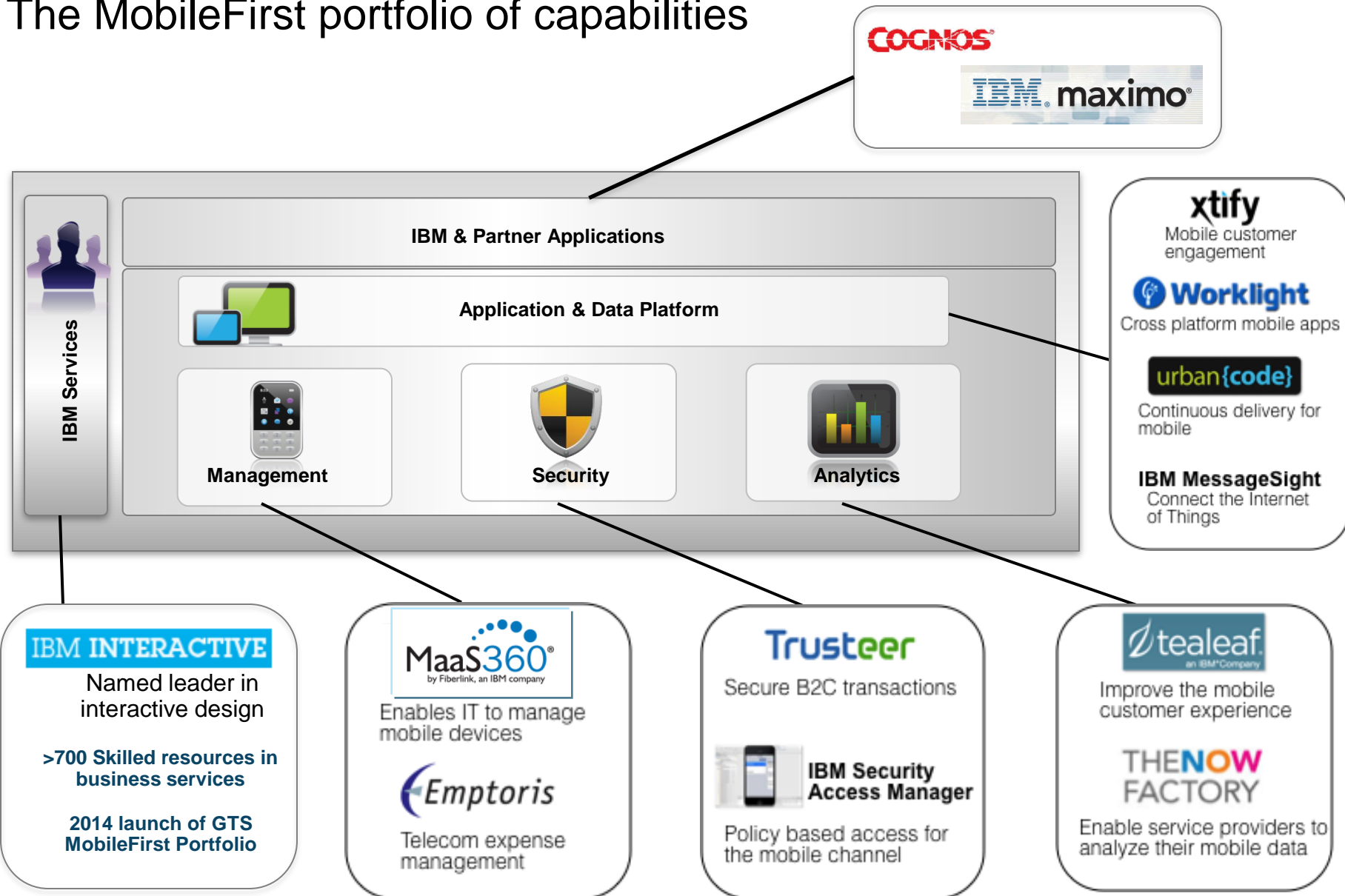
Developer friendly with support for JavaScript API's, WebSockets and native mobile apps; configure and deploy within 30 minutes







# The MobileFirst portfolio of capabilities







## Building momentum with industry influencers



Named Leader in Mobile Enterprise Application Platforms  
 Named Leader in Application Security Testing  
 Named Leader among Global Digital Marketing



TEI of Worklight: 363% five-year ROI  
 TEI of IBM Managed Mobility Services: 108% three-year ROI  
 The Forrester Wave™: Enterprise, Mobility Services, Q1 2013



Named Leader in Marketscape for Enterprise Mobility Consulting (May 2013)  
 Named a Leader in Marketscape: Worldwide Enterprise Mobility Consulting 2013 Vendor Analysis (June 2013)



CODiE Award for Best Mobile Development Solution (May 2013)



IBM AppScan 8.7 – Hottest products at RSA Conference 2013



IBM Interactive – Webby CSR for City Forward project

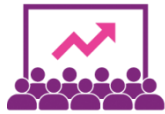


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# Impact2014

The Venetian, Las Vegas, NV, USA – April 27 – May 1

## The Top Ten Reasons to Attend Impact 2014



1. Discover innovative strategies



2. Learn how to transform your business

3. Hear first-hand from clients and Business Partners.



4. Understand smarter process linkages and integration.



5. Learn why and how businesses are choosing IBM cloud computing.



6. Hear innovative strategies

7. Learn how to leverage the explosion in the volume of data.



8. Gain expertise in implementing solutions.



9. Explore the potential of cutting-edge technologies.



10. Overcome the challenge of managing and securing



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# IBM introduces the IBM MobileFirst offering portfolio



# Think Mobile, First

THANK

The word 'THANK' is rendered in large, white, sans-serif capital letters. Each letter serves as a frame for a portrait of a different person. The portraits are: 'T' - a smiling Black man; 'H' - a smiling Asian woman; 'A' - a smiling white man in a suit; 'N' - a man with glasses and a red shirt; 'K' - a smiling woman in a red shirt; 'A' - a smiling man in a green shirt; 'N' - a smiling man in a green shirt; 'K' - a smiling man in a green shirt.

YOU

The word 'YOU' is rendered in large, white, sans-serif capital letters. Each letter serves as a frame for a portrait of a different person. The portraits are: 'Y' - a smiling man in a purple shirt; 'O' - a smiling woman in a green shirt; 'U' - a smiling man in a white shirt; 'O' - a smiling woman in a purple shirt; 'U' - a smiling man in a white shirt.

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