



IBM SolutionsConnect 2014

A New Era of Smart

Feb 19-2014 | Thailand



IBM MobileFirst Offering Portfolio





St. Peter's Square 2013

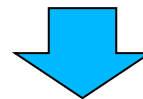


Scenario Context

- JKE Bank is a global financial institution serving clients across the world.
- JKE Bank provides a set of web-based, self-service applications, enabling its customers to access account information and other important services, minimizing the need to contact a call center or walk into a branch
- JKE Bank would like to build it's brand image by revamping the digital experience on all their channels
- JKE is embarking on a transformation program to provide exceptional digital experience to their customers
- This would involve creating great user experience on their web portal, regardless of form factor, as well as offer specific services leveraging inherent capability of mobile devices

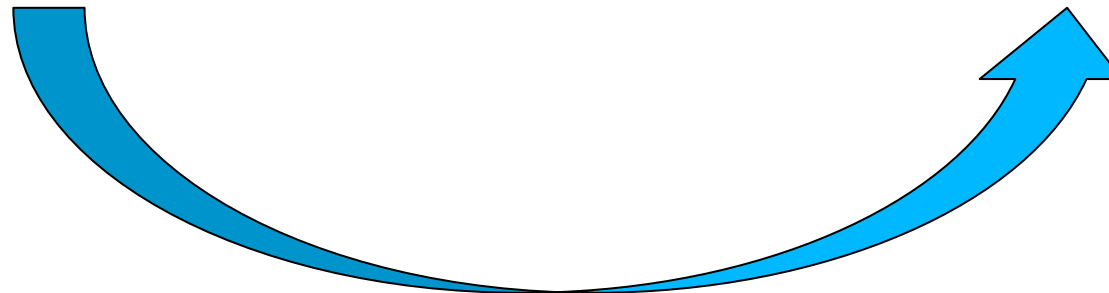


Initiatives



Provide Exceptional Digital Experience

Leverage Mobile devices for specific service offerings



Continuously Build and deliver application



1

Mobile Analytics

2

Responsive UI Design

3

Mobile Application Delivery



Poll Question

How do you know if your customers are struggling with your web or Mobile App ?

- A. Don't Know
- B. Call center complaints
- C. Social Media complaints
- D. Poor rating and comments



A Day in the Life of Customer Experience Management...

- Catherine is a world class marketer who works for JKE Bank. She serves in the bank's eChannels division.
- Catherine leads a team that recently started promoting its banking services portal on tablet devices.
- Catherine sources most of the marketing execution and support of the bank's public websites and social media to digital agencies.
- JKE Bank, with the help of its agency, made the decision to *leverage its standard web portal for tablet audiences*, as well





A Day in the Life of Customer Experience Management...

- Catherine receives an email which alerts her to a mounting problem with the bank's tablet users.
- Catherine turns to her dashboard and drills down on the issue that indicates customers are increasingly spending an *unusually long time on the website but failing at trying to login.*
- As she replays and employ **usability analytics features**, *Catherine detects struggle using the heat map and scroll map overlays on the pages.*





A Day in the Life of Customer Experience Management...

- She sees that users are repeatedly failing at the login screen. Next, Catherine observes that most of these users are also ultimately not scrolling to the area where the log-in error message is located because the user is zoomed in too tightly.
- Catherine then is able to isolate the issue to a segment of users for which the usability and content layout is not optimized for tablet experiences, especially mini tablet form factors.





A Day in the Life of Customer Experience Management...

- Catherine determines this is a worthwhile issue to fix based on the inordinately high number of users affected.
- She has the system email a sample offending session to Peter, the website project manager with one of the bank's digital agency.
- Peter then accesses the replay and proceeds to redesign the page for a more optimal experience on tablets based on access to qualitative behavioral analytics.

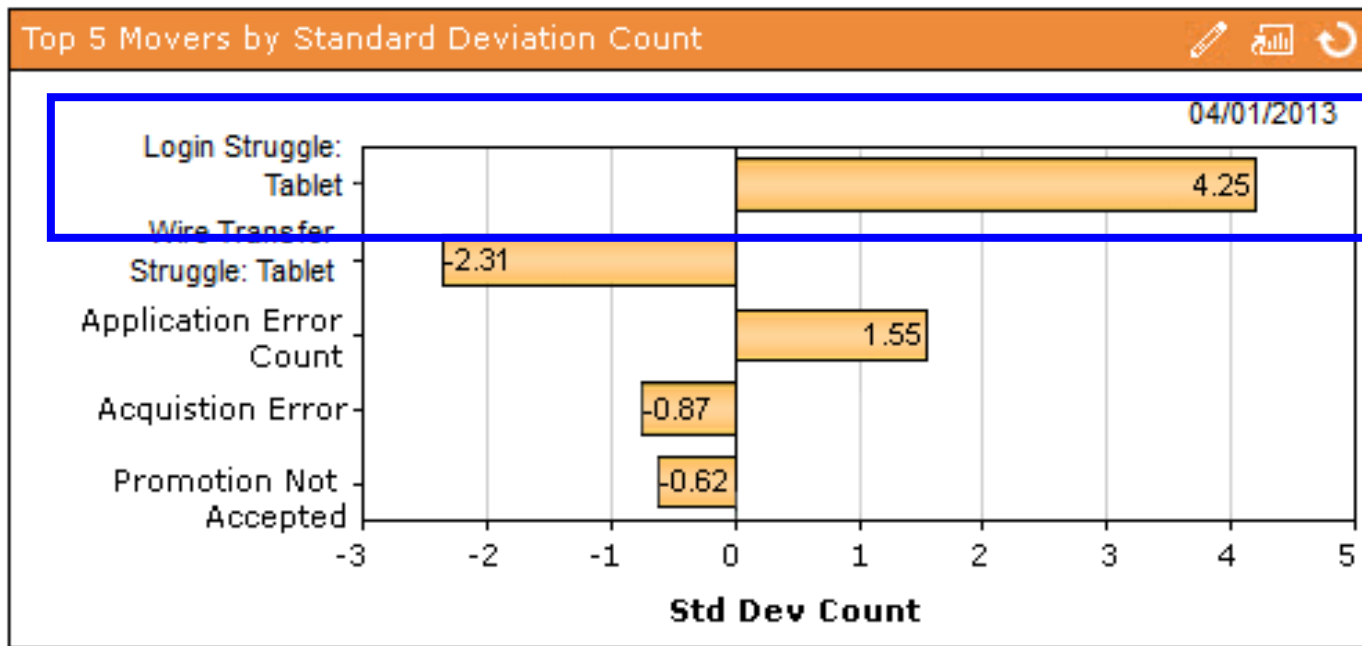
Global Error Page	No	18
Global Error Page	Yes	16
Unknown Obstacle	No	329
Unknown Obstacle	Yes	44
Slow Response Time	No	14
Slow Response Time	Yes	13
Status Code Error	No	14
Status Code Error	Yes	17
Unhandled Exception	No	16
Unhandled Exception	Yes	12
Totals		493

[Email](#) [Replay](#)

Session ID	22921
Session Start	08/28/2013 00:30:20
Duration	00:00:00
Cancelled Pages	0
Avg Page Gen	0.210 (s)
Avg View Time	0.000 (s)

	Status	RT Time	Net Time	Gen Time	View Time	Size
404	0.001	0.000	0.001	0.000	00:00:00	1
200	0.680	0.052	0.618	0.000	00:00:00	32
200	0.824	0.040	0.784	0.000	00:00:00	46
200	1.055	0.049	1.006	0.000	00:00:00	56
200	0.880	0.040	0.840	0.000	00:00:00	46
200	2.001	0.046	1.955	0.000	00:00:00	47
200	1.457	0.042	1.415	0.000	00:00:00	47
200	1.594	0.042	1.552	0.000	00:00:00	47

3		/store/index.php/olympus-stylus-750-7-1mp-digital-camera.html
5		/store/index.php/electronics/digital-cameras
5		/store/index.php/catalog/product/view/id/48/ta/kodak-easyshare-c530-5mp-digital-camera/category/12/
6		/store/index.php/checkout/cart/
7		/store/index.php/checkout/cart/
8		/store/index.php/checkout/cart/



[For Individuals](#) | [For Businesses](#) | [Access My Account](#)

[Login](#) | [Home](#) | [Contact Us](#) | [En Español](#)
 Search [Go](#)

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TIME TO REMODEL?

4.25% APR HELOC

Start your next house project with a great rate

[Learn more about home equity](#)

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1-877-641-7786
 Live Customer Care
 M-F, 8 a.m.-8 p.m. ET
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Savings & Checking Deposit Rates Money Market Account CD Account Checking Account Savings Account IRA	Loans & Lines of Credit Loan Rates Home Equity Loans & Lines Mortgage Loans Auto Loans Boat, RV, Motorcycle Loans	Credit & Prepaid Cards Visa Credit Card Bank Card Debit Card Visa Gift Cards	Tools & Calculators ATM Locator General Loan Calculators Auto Loan Calculators Credit Card Calculators Mortgage Calculators Savings Calculators	Bank Resource Center Log in to Online Banking Sign up for Online Banking Tools & Calculators Learn About Banking Printable Bank Forms
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Home Equity Loans and Lines of Credit

The equity in your home can help you pay a lower interest rate for your projects and expenses. Choose a home equity loan for a lump-sum payment or a home equity line of credit to take out money as you need it.

Use your home equity loan or line of credit for home projects, debt consolidation, education expenses, medical costs and new car financing.

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TO REMODEL?
% APR HELOC
next house project with a great rate
about home equity

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Start Replay

Previous

Next

Request

Response

Replay

Overlays

Browser: Safari

Browser Platform: Apple iOS

Browser Major Version: iOS 6.2

Traffic Type: Tablet

Replay Render: Safari|HTML

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[Access My Account](#)

Go

Login Account

Username

Password

[Forgot Password?](#)

[Forgot Username?](#)

Login

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Live Customer Care:

M-F, 8 a.m.-8 p.m. ET

[More Contact Information](#)

C
eat rate

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My Account

Login Account

Username





Browser: Safari

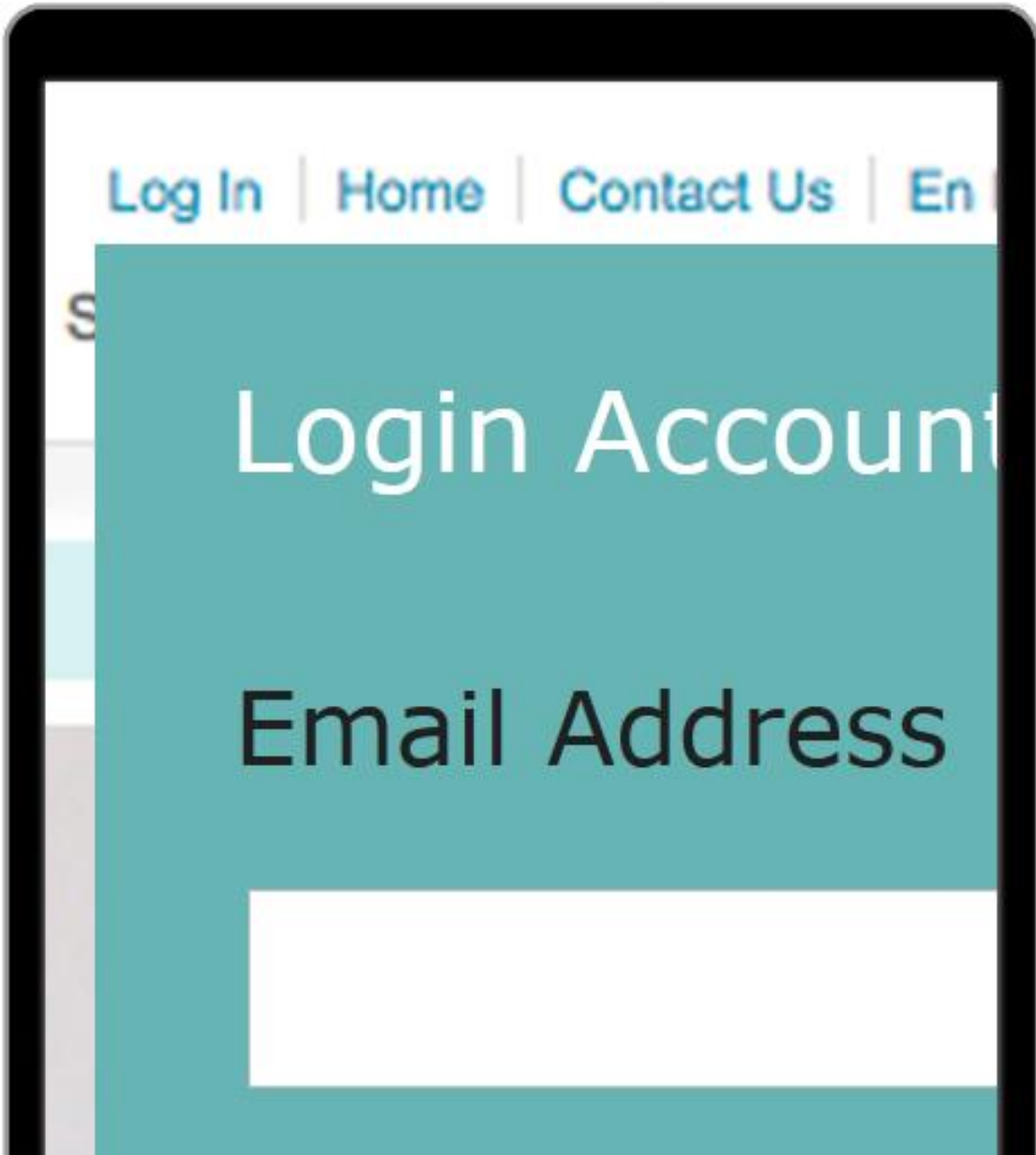
Browser Platform: Apple iOS

Browser Major Version: iOS 6.2

Traffic Type: Tablet

Replay Render: Safari|HTML

Screen Action: Rotate ↻



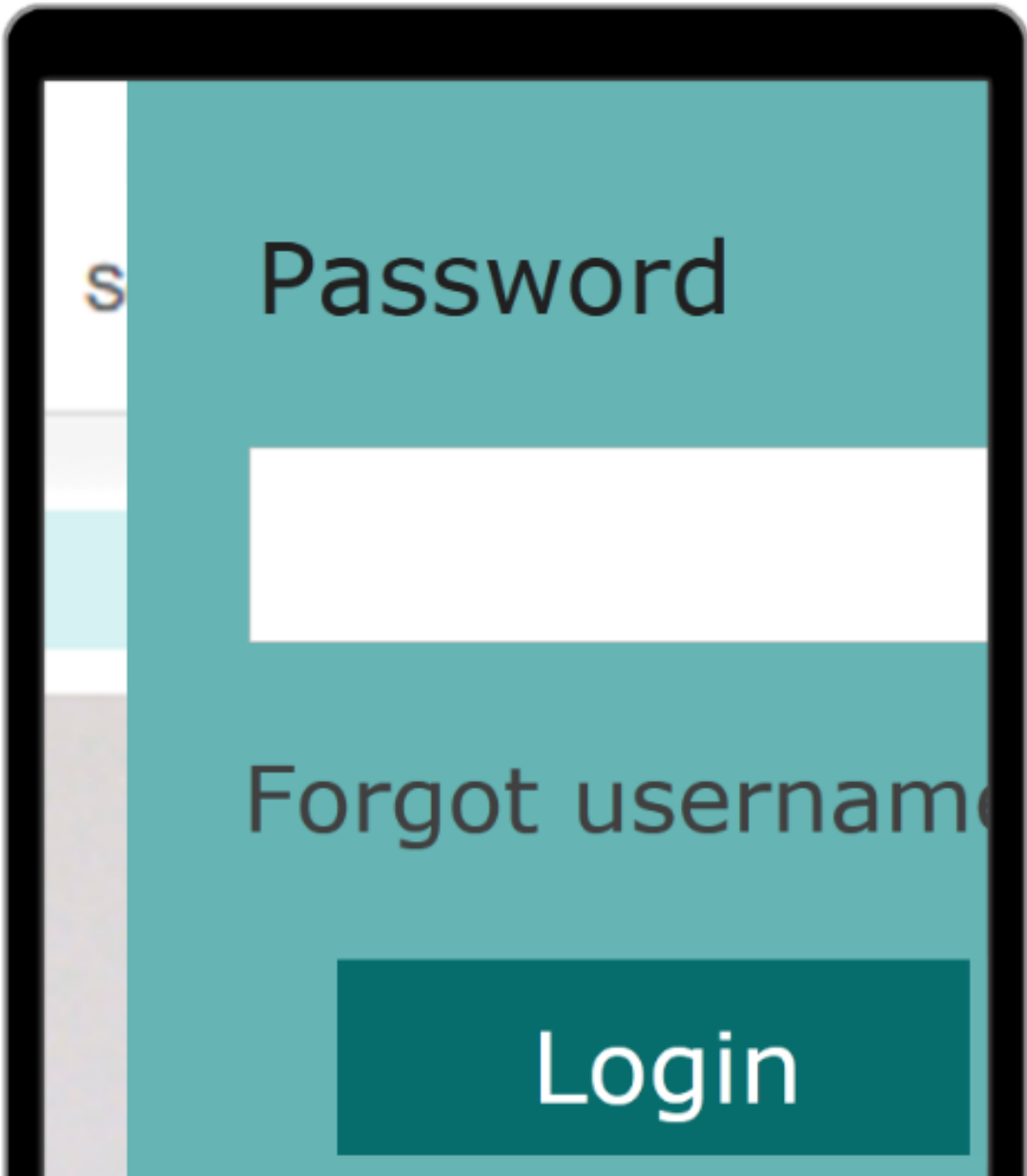


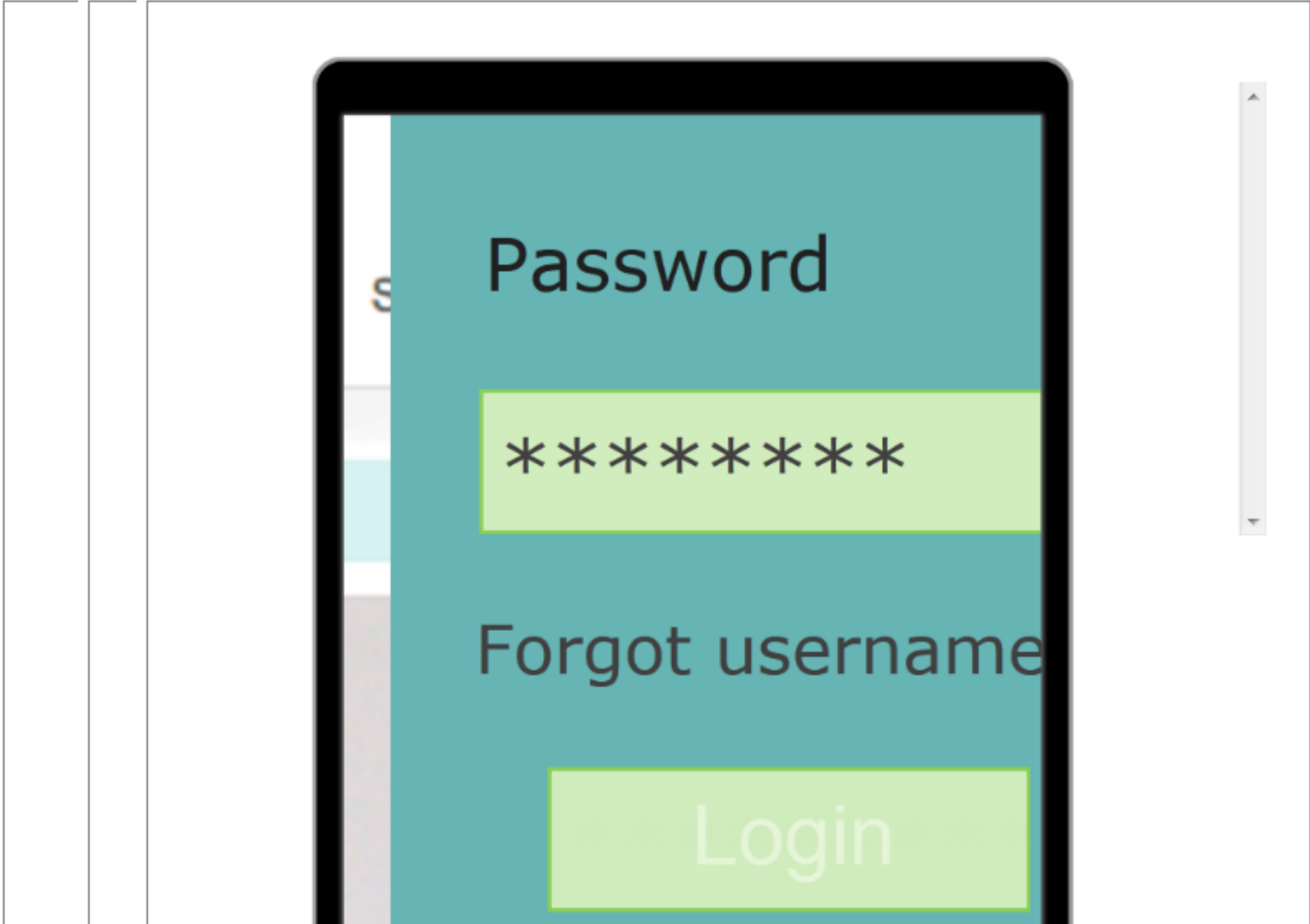
[Log In](#) | [Home](#) | [Contact Us](#) | [En](#)

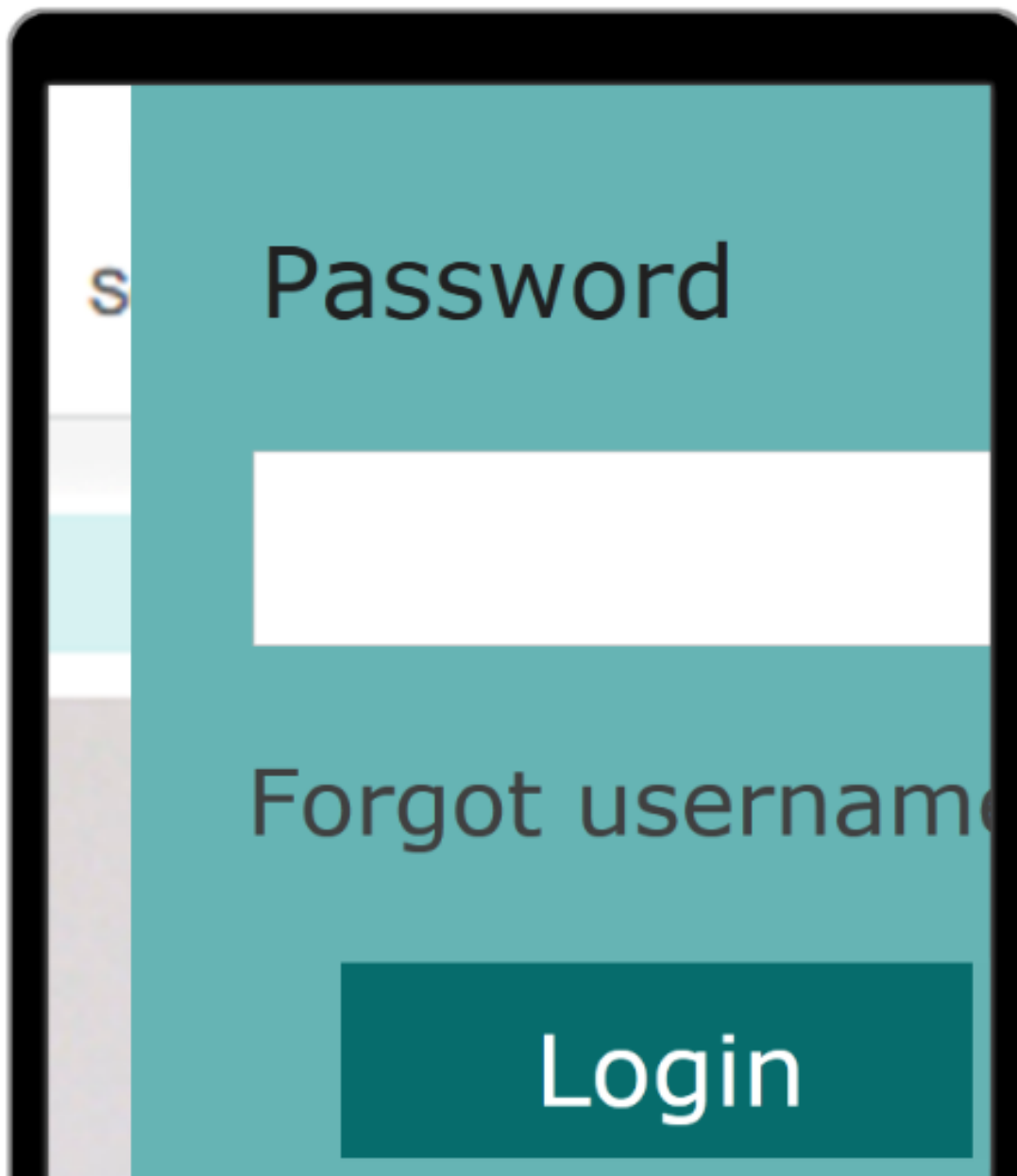
Login Account

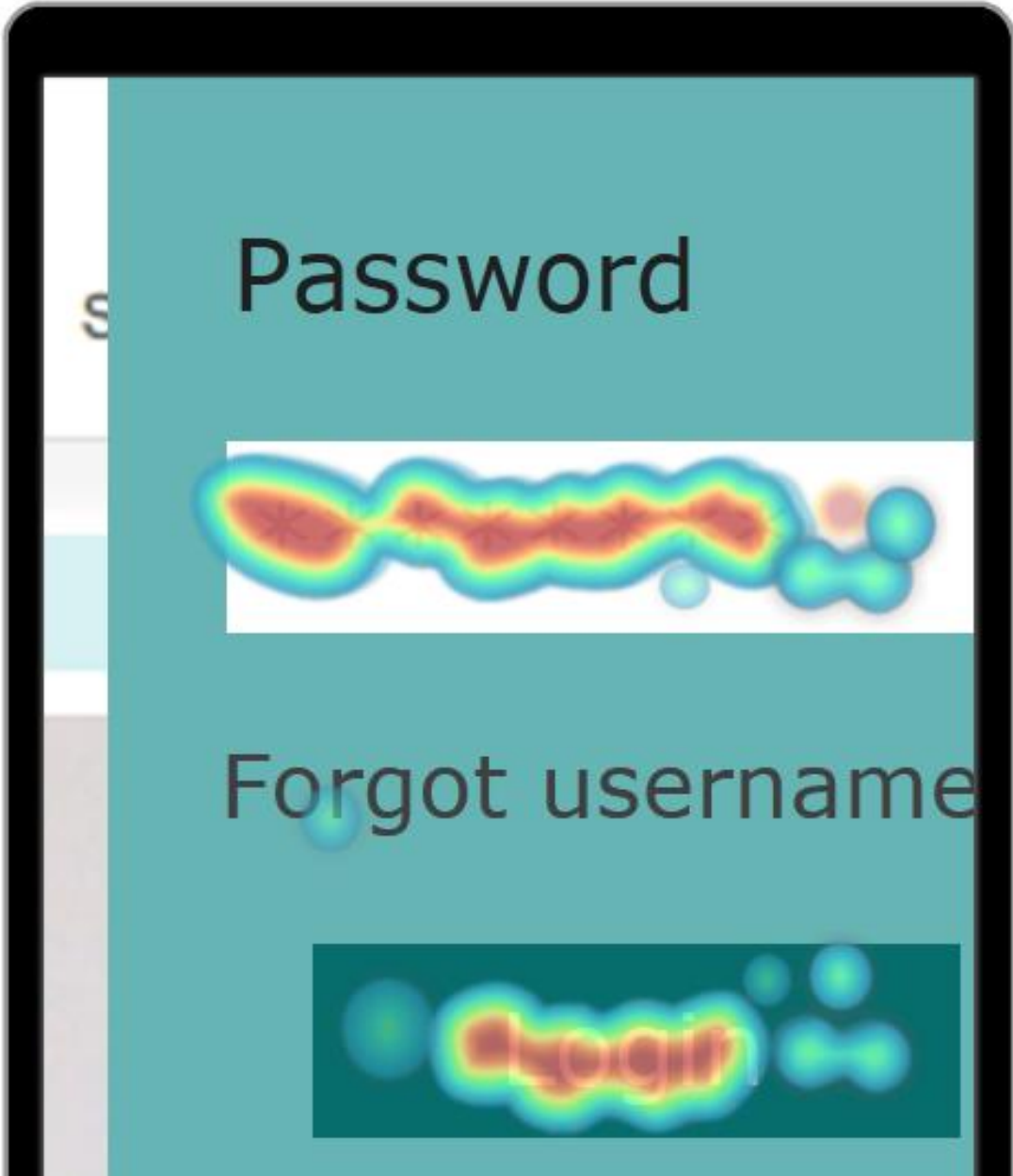
Email Address

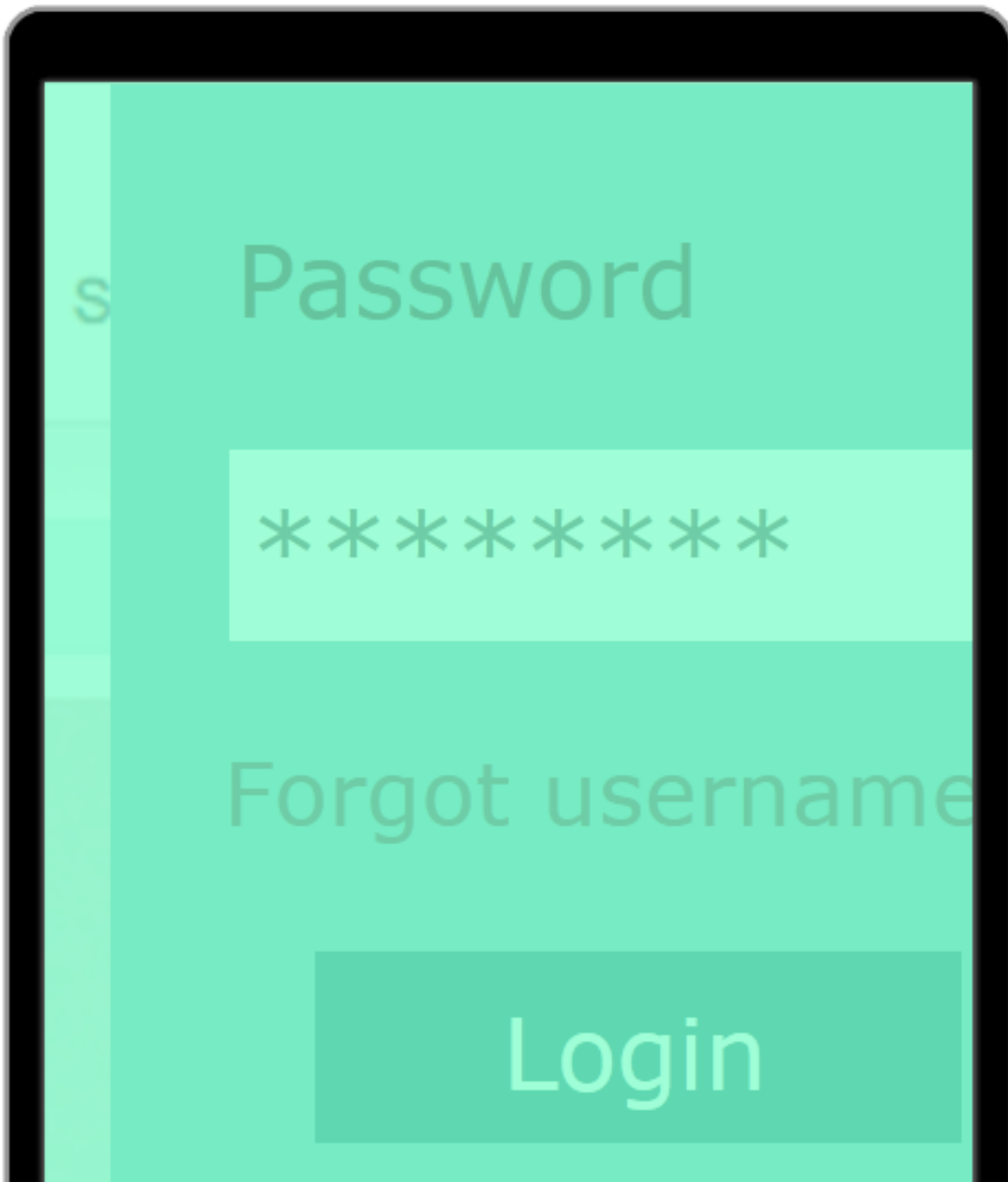
roblastname@gmail.com











Login Username /
Password Is Incorrect.
Please Try Again.

Login Account

Email Address

roblastname@gmail.com



Collaborate by email sample offending sessions to IT

Email Replay

Report > Session List > Page List

Show query strings

Session Summary			
TLTSID	3ECE27EB63405EA03DFE570DA44D9074	Session ID	22921
Page Count	8	Session Start	08/28/2013 00:30:20
Total Events	73	Duration	00:00:00
Connection Type	DSL	Cancelled Pages	0
Avg Round Trip	0.218 (s)	Avg Page Gen	0.210 (s)
Avg Network Trip	0.000 (s)	Avg View Time	0.000 (s)

Page	Events	URL	Status	RT Time	Net Time	Gen Time	View Time	Size
1		/spholiday	404	0.001	0.000	0.001	00:00:00	1
2		/store/	200	0.680	0.062	0.618	00:00:00	32
3		/store/index.php/olympus-stylus-750-7-1mp-digital-camera.html	200	0.824	0.040	0.784	00:00:00	46
4		/store/index.php/electronics/digital-cameras	200	1.055	0.049	1.006	00:00:00	56
5		/store/index.php/catalog/product/view/id/48/s/kodak-easysshare-c530-5mp-digital-camera/category/12/	200	0.880	0.040	0.840	00:00:00	46
6		/store/index.php/checkout/cart/	200	2.001	0.046	1.955	00:00:00	47
7		/store/index.php/checkout/cart/	200	1.457	0.042	1.415	00:00:00	47
8		/store/index.php/checkout/cart/	200	1.594	0.042	1.552	00:00:00	47



1 Mobile Analytics 

2 ***Responsive UI Design***

3 Mobile Application Delivery



Poll Question

Do you have a mobile content strategy?

- A. Yes
- B. No
- C. We are going to have one soon.



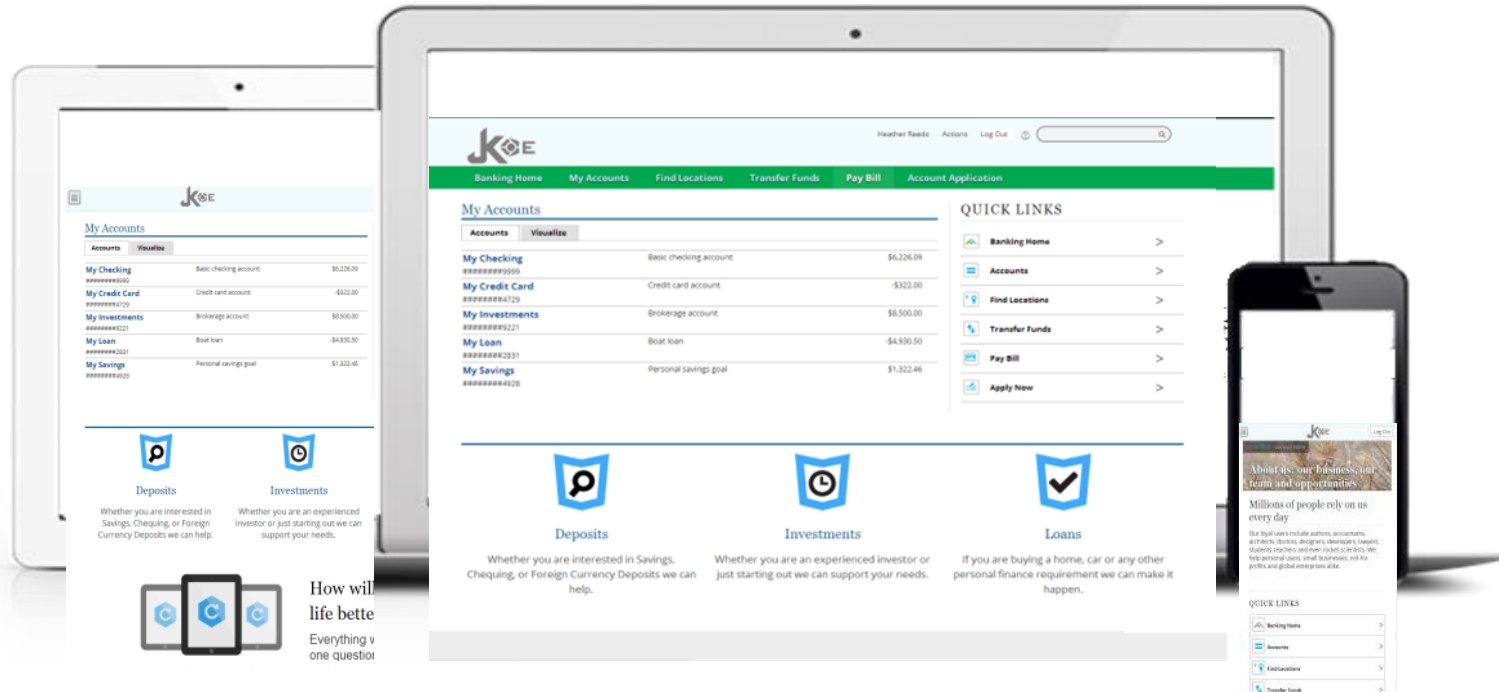
Poll Question

Have you identified key services and information to serve the mobile interfaces you will target?

- A. Yes
- B. No
- C. Can't say



Let's See How JKE Bank can Address this Business Problem...



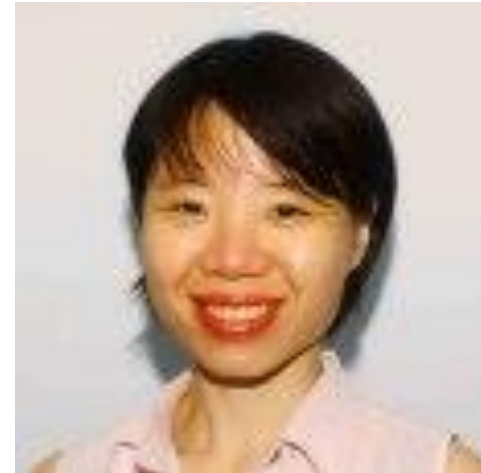
Responsive UI

Adaptive UI Design



Meet Sandra

She is a valued customer



She needs an Exceptional Digital Experience while banking anytime and anywhere



Her banking details on her laptop

The screenshot displays a banking website interface for 'KOE'. The user is identified as Heather Reeds. The main navigation bar includes links for Banking Home, My Accounts, Find Locations, Transfer Funds, Pay Bill, and Account Application. The 'My Accounts' section is active, showing a pie chart titled 'Balances for all accounts' with the following data:

Account Type	Balance
My Checking	\$6,226.09
My Investments	\$8,500
My Savings	\$1,322.46

Below the pie chart, there are three main service tiles: Deposits, Investments, and Loans, each with a brief description of the services offered.

QUICK LINKS

- Banking Home
- Accounts
- Find Locations
- Transfer Funds
- Pay Bill
- Apply Now

My Checking

Date	Type
06/24/2013 01:43 PM	All
06/24/2013 01:42 PM	All
06/21/2013 01:31 PM	All
06/21/2013 01:29 PM	All
06/21/2013 01:29 PM	All
06/21/2013 01:27 PM	All
06/21/2013 11:39 AM	All
06/21/2013 11:38 AM	All
06/21/2013 11:38 AM	All
06/21/2013 11:38 AM	All

My Accounts

- My Checking: #####9999
- My Credit Card: #####4729
- My Investments: #####9221
- My Loan: #####2831
- My Savings: #####4928



She starts a new account application at home

JKE Heather Reeds Actions Log Out

Banking Home My Accounts Find Locations Transfer Funds Pay Bill Account Application

Do Banking > Account Application

Please follow the steps below to open an account.

Account Application

Basic Information (1 of 4)

Last Name *	<input type="text" value="Reeds"/>	Primary ID Type	<input type="text" value="Drivers License"/>	Name On Card	<input type="text" value="Heather Reeds"/>
First Name *	<input type="text" value="Heather"/>	Primary ID Number *	<input type="text" value="123"/>	Date Of Birth	<input type="text"/>
Middle Name	<input type="text"/>	Additional ID Type	<input type="text" value="Social Security Number"/>	Nationality	<input type="text" value="Singapore (SG)"/>
		Additional ID Number	<input type="text" value="124"/>	Gender	<input type="radio"/> Male <input checked="" type="radio"/> Female


Welcome to the JKE Bank Account Opening Experience

This account application is just one of our digital services delivered ANYTIME and ANYWHERE.

But realizes she has an appointment...



An email to re-engage

	To:	Heather_Reeds@email.com,
	Cc:	
	Bcc:	
	Subject:	JKE Bank - Application Finished?


Default custom expiration date: 11/07/2014

Hi Heather,

We noticed your application for a new account was not completed. Would you like to continue the application?

If so we have preserved your data and you can start where you left off by clicking [here](#).

Thanks for banking with ~~JKE~~ Bank





Smartphone to enter details? No problem.

Do Banking > Account Application

Please follow the steps below to open an account.

Contact Information (3 of 4)

Home Phone: +65 6666-4444

Mobile Phone: +65 9999-4444

Primary Phone Choice: Home Mobile

Email Address 1:

Email Address 1 Confirm:

Email Address 2:

Email Address 2 Confirm:

Preferred Statement Choice: Electronic Paper

Back Next

Welcome to the JKE Bank Account Opening Experience

This account application is just one of our digital services delivered ANYTIME and ANYWHERE.

Do Banking > Account Application

Search Site

- Banking Home
- My Accounts
- Find Locations
- Transfer Funds
- Pay Bill
- Account Application**

Do Banking > Account Application

Please follow the steps below to open an account.

Contact Information (3 of 4)

Home Phone: +65 6666-4444

Mobile Phone: +65 9999-4444

Primary Phone Choice: Home Mobile



Sandra can complete the details on-the-go and get aided by her GPS on the closest branch where she can finalize process.

The screenshot shows a mobile banking application interface. At the top, there is a 'Log Out' button. Below it, the 'Bank Locations' section features a 'Find Nearby Locations' button and two tabs: 'List' (selected) and 'Map'. A list of five locations is displayed, each with an icon and details:

- Branch 2394.0 miles**: 399 Ke Yuan Road, Zhangjiang Hi-Tec... *Shanghai Get Directions*
- ATM 2395.0 miles**: 1st Floor Simulated Location *Shanghai Get Directions*
- ATM 2395.0 miles**: 1st Floor Simulated Location *Shanghai Get Directions*
- ATM 2396.0 miles**: 1st Floor Simulated Location *Shanghai Get Directions*
- ATM 4069.0 miles**: NH02, Level 2 601 Pacific Highway *St. Leonards Get Directions*

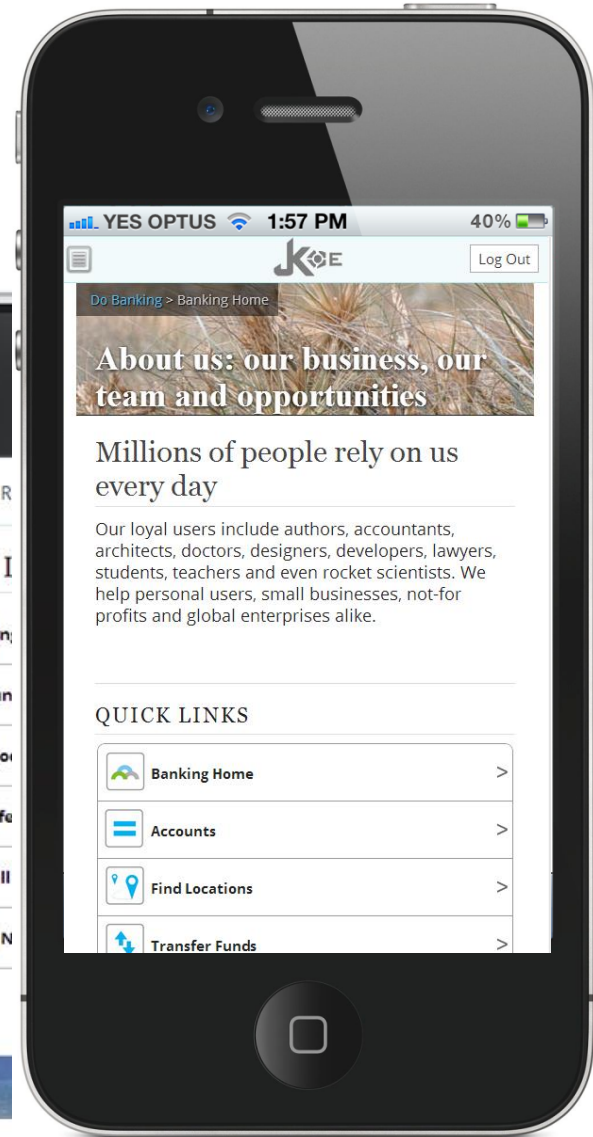
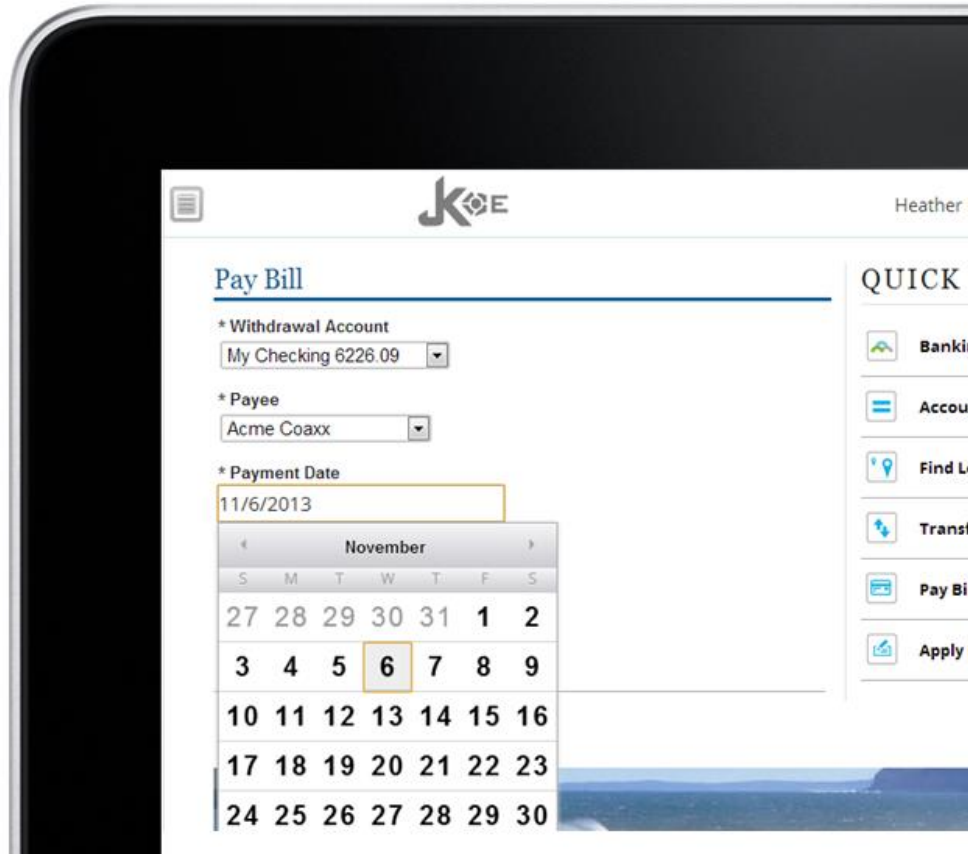
Below the list is a 'QUICK LINKS' section with five items, each with a right-pointing arrow:

- Banking Home
- Accounts
- Find Locations
- Transfer Funds
- Pay Bill

The screenshot shows a GPS map application interface. At the top, there is a search bar containing the coordinates '31.230393, 121.473704 (Branch)'. Below the search bar are navigation controls: a compass, a location pin, a list icon, and a refresh icon. The map displays a street view of Shanghai, with a red location marker 'A' placed on the map. The map shows various streets, including Beijing West Rd, Changshia Rd, and Renmin Ave, and landmarks such as People's Square and the Shanghai Museum.



Sandra is never stopped from accessing JKE Bank. Mobile access is anytime and anywhere.





Quick interlude...let's see it in action

The screenshot shows a web browser window with the URL `csuite.demolotus.com/wps/myportal/banking/Do-Banking/My-Accounts/!ut/p/a1/jzBNboMwEIWv0lygM-G3LN0QAQkKSQgSeFPRxKW02KDEog2`. The page features the J&E logo and a navigation bar with links: Banking Home, My Accounts, Find Locations, Transfer Funds, Pay Bill, and Account Application. The main content area is titled "My Accounts" and includes a table of account balances and a "QUICK LINKS" sidebar.

My Accounts		
Accounts	Visualize	
My Checking #####9999	Basic checking account	\$6,226.09
My Credit Card #####4729	Credit card account	-\$322.00
My Investments #####9221	Brokerage account	\$8,500.00
My Loan #####2831	Boat loan	-\$4,930.50
My Savings #####4928	Personal savings goal	\$1,322.46

QUICK LINKS

- Banking Home >
- Accounts >
- Find Locations >
- Transfer Funds >
- Pay Bill >
- Apply Now >

Deposits

Whether you are interested in Savings, Chequing, or Foreign Currency Deposits we can help.

Investments

Whether you are an experienced investor or just starting out we can support your needs.

Loans

If you are buying a home, car or any other personal finance requirement we can make it happen.



Meet Garland

He is a Channels Representative



He needs the bank to have the right message for the right channel



Garland needs to make his content appropriate for the channel with targeting features

The screenshot shows a banking website interface with a navigation bar and a main content area. A 'Targeted Spot' dialog box is overlaid on the right side of the page. The dialog contains the following information:

- Targeted Spot** (with a close button 'x')
- Content:** People rely on our mobile banking services every day
- Actions:** Edit | Replace
- Display:** Display this content item to selected segments.
- Content Properties:**
 - Segments:**
 - User must match all selected segments to view this content
 - Smartphone User** (with a 'Remove' button)
 - Add Segment...
- Buttons:** Done, Cancel

Two blue arrows are present: one points from the main content area of the website to the 'Targeted Spot' dialog, and another points from the 'Smartphone User' segment in the dialog to the 'User must match all selected segments' checkbox.



Garland configures the targeting in WYSIWYG interface and inline to the page

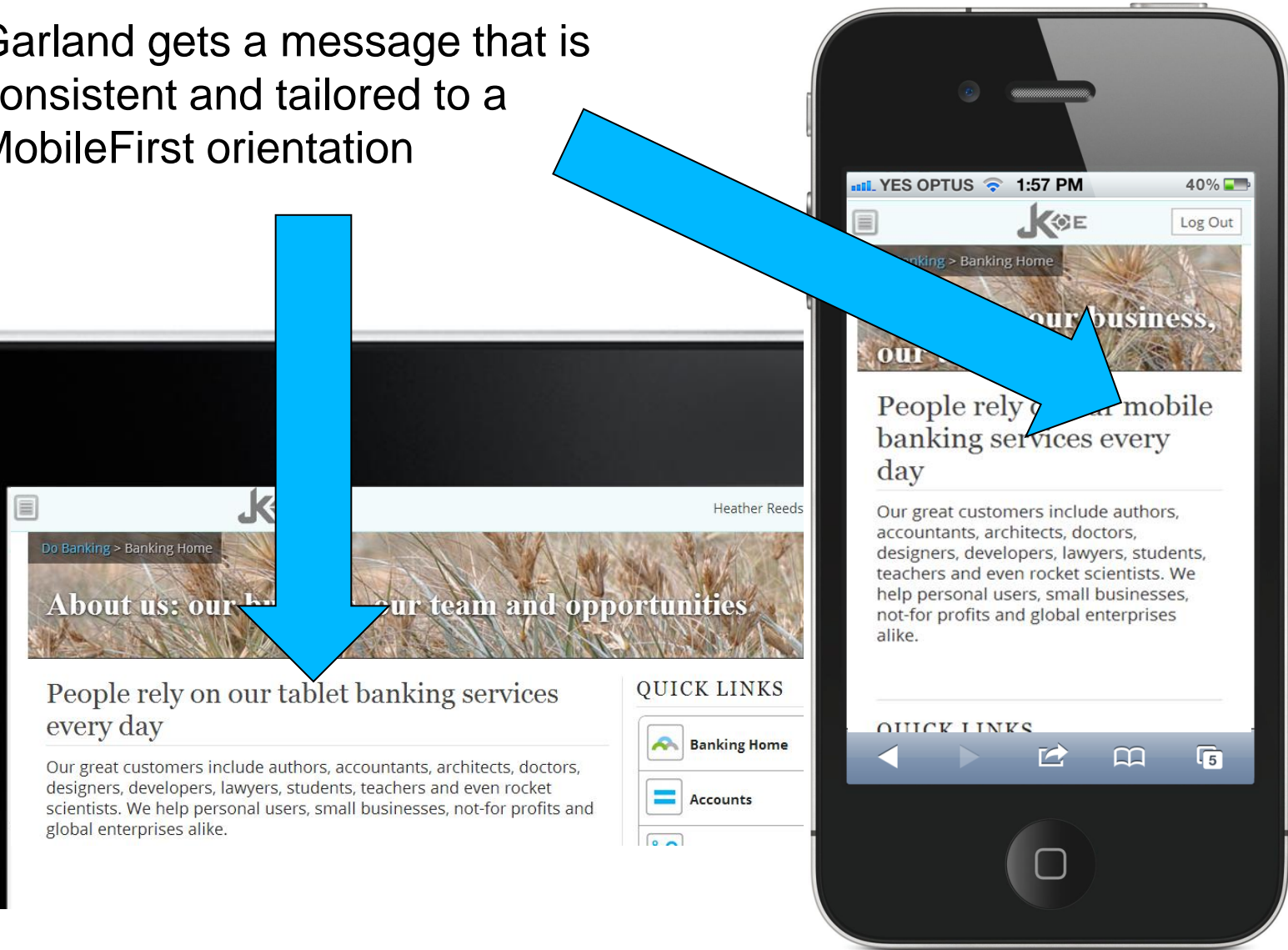
The screenshot shows a user interface for configuring content targeting. At the top, there are navigation links: "Transfer Funds", "Pay Bill", and "Accounts". Below these is a banner image of wheat with the text "team and opportunity". A modal window titled "Targeted Spot" is open, showing the configuration for the banner. The modal includes a "Content Display" dropdown set to "Targeted", a "Targeted Spot" title, and a "Show content to selected segments using targeting rules. Learn More" link. Below this is an "Appearance" section set to "Default" with a "Replace with" dropdown. The "Targeting Rule" section contains three rules:

- People rely on our mobile banking services every day** (Expanded): Displays to users that match any of the following segments: **Smartphone User** (highlighted with a red box).
- People rely on our tablet banking services every day** (Expanded): Displays to users that match any of the following segments: **Tablet User** (highlighted with a red box).
- People rely on our banking services every day** (Default Content): Display this content to users that are not in selected segments.

At the bottom of the modal are "Save" and "Cancel" buttons. The background page shows the text "ces every day" and "architects, doctors, designers, rocket scientists. We help personal enterprises alike."



Garland gets a message that is consistent and tailored to a MobileFirst orientation





1

Mobile Analytics



2

Responsive UI Design



3

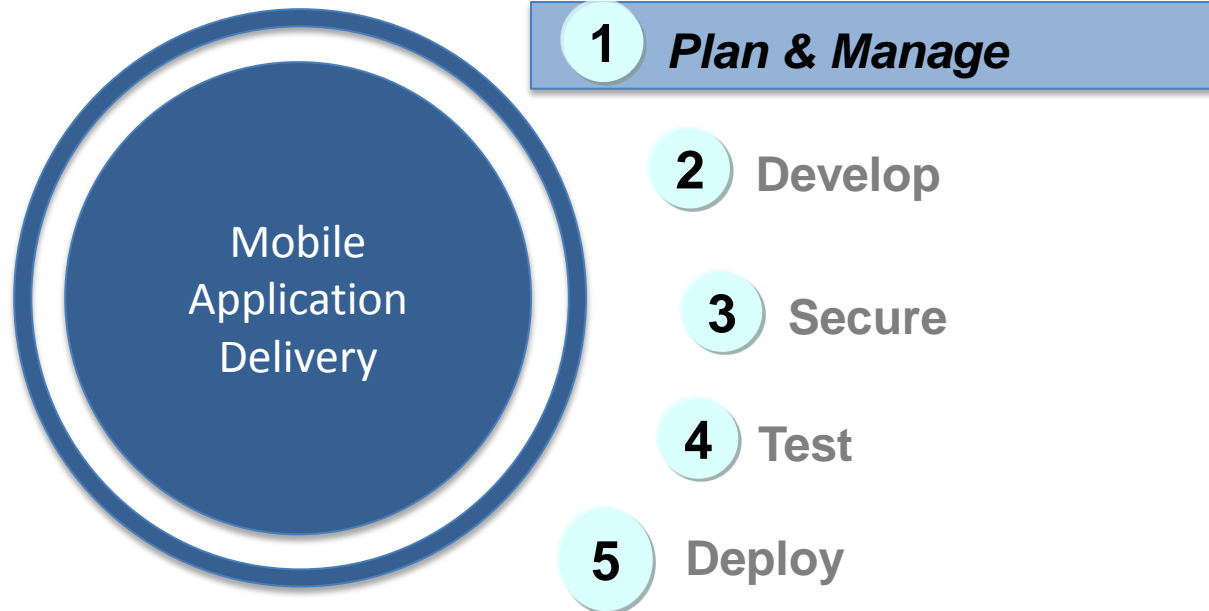
Mobile Application Delivery



Poll Question -4

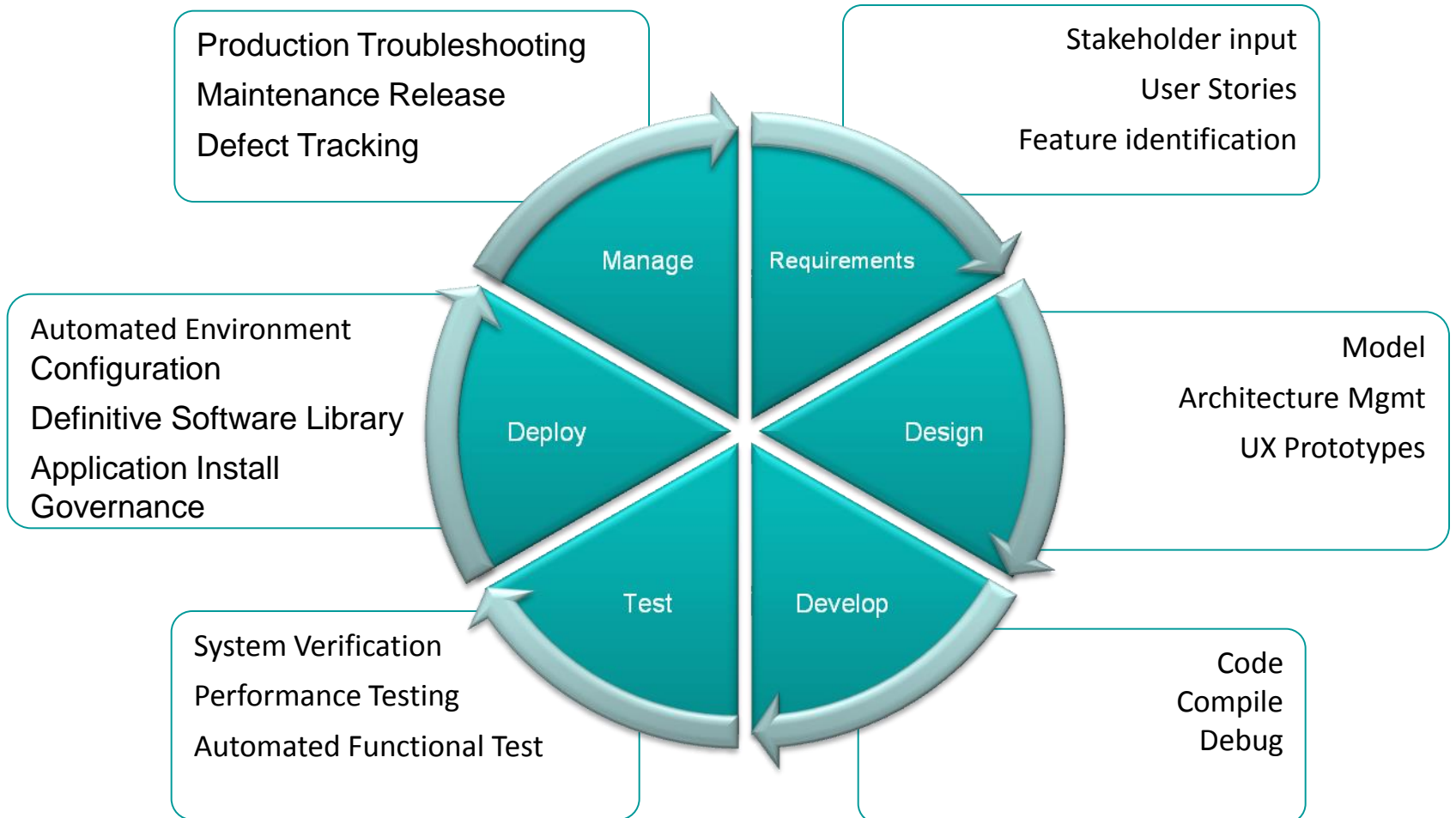
Mobile Application Developers in my organization :

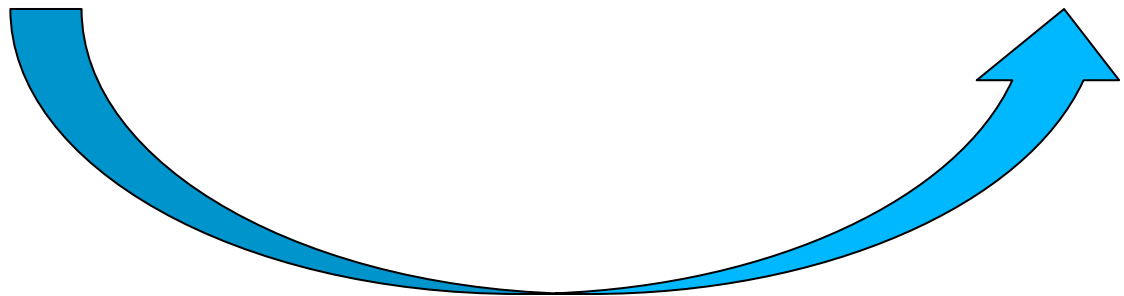
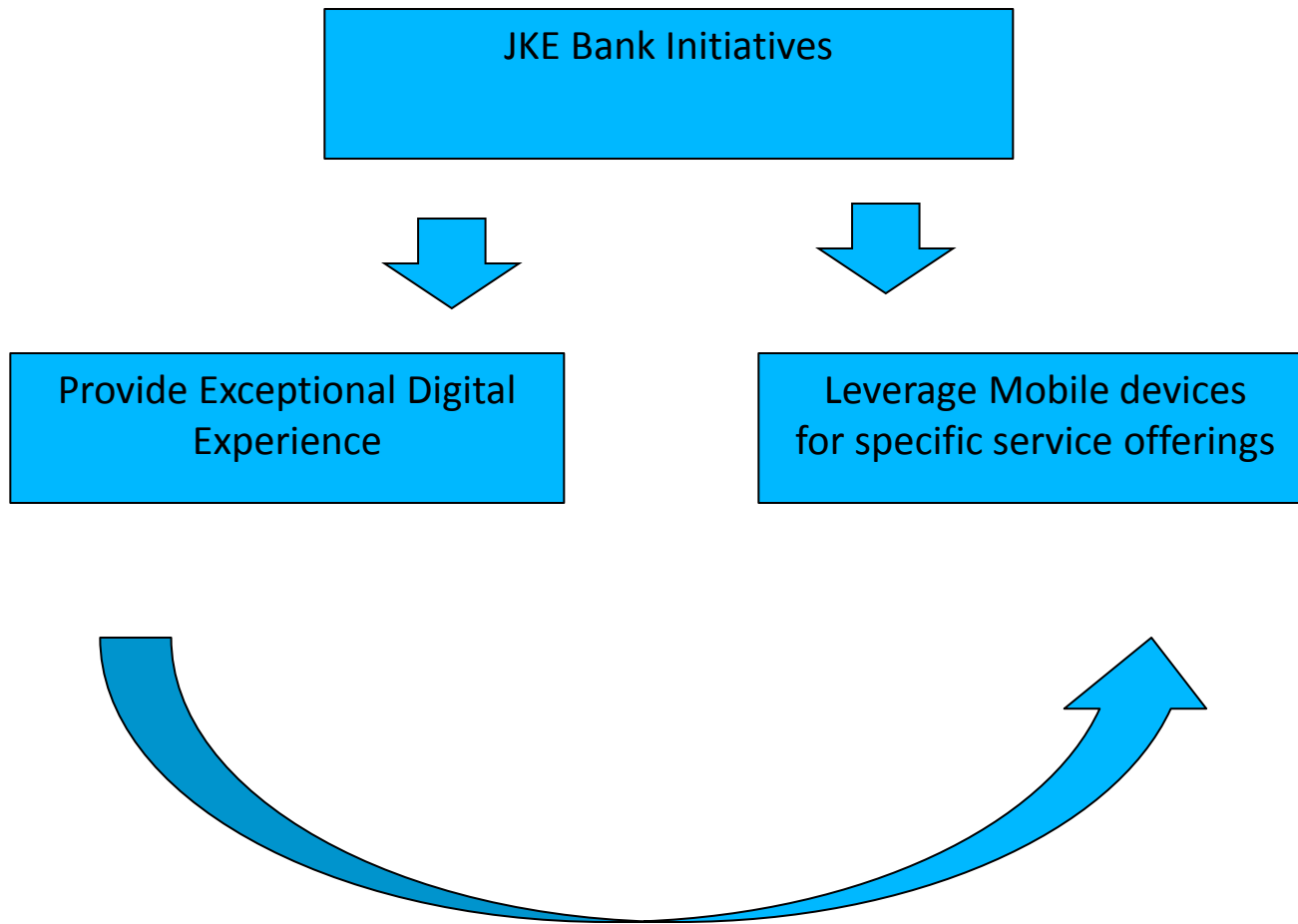
- A. Less than 5
- B. Between 5 -10
- C. More than 10





Multichannel Software Development is MORE than Coding

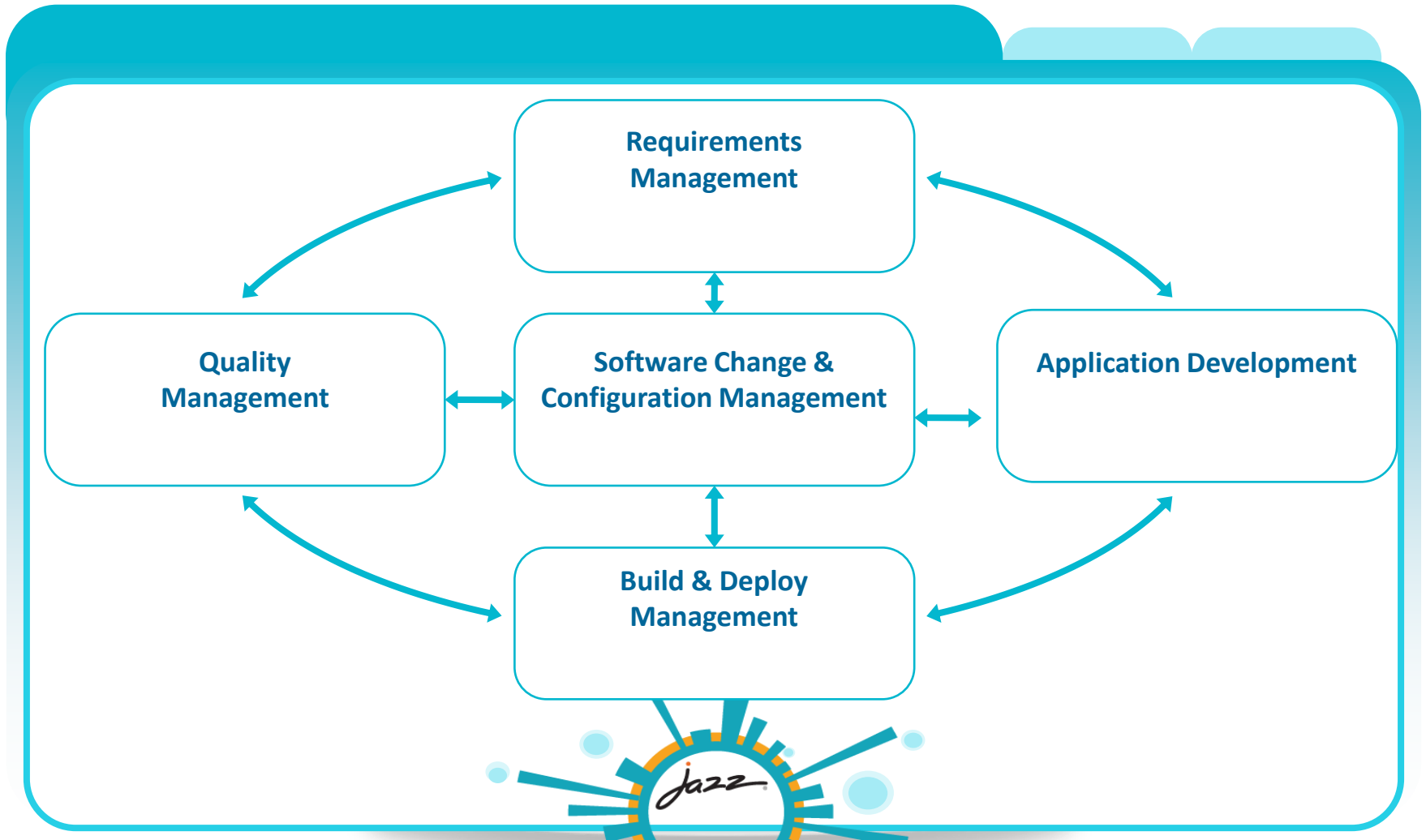




Continuously Build and Deliver Application

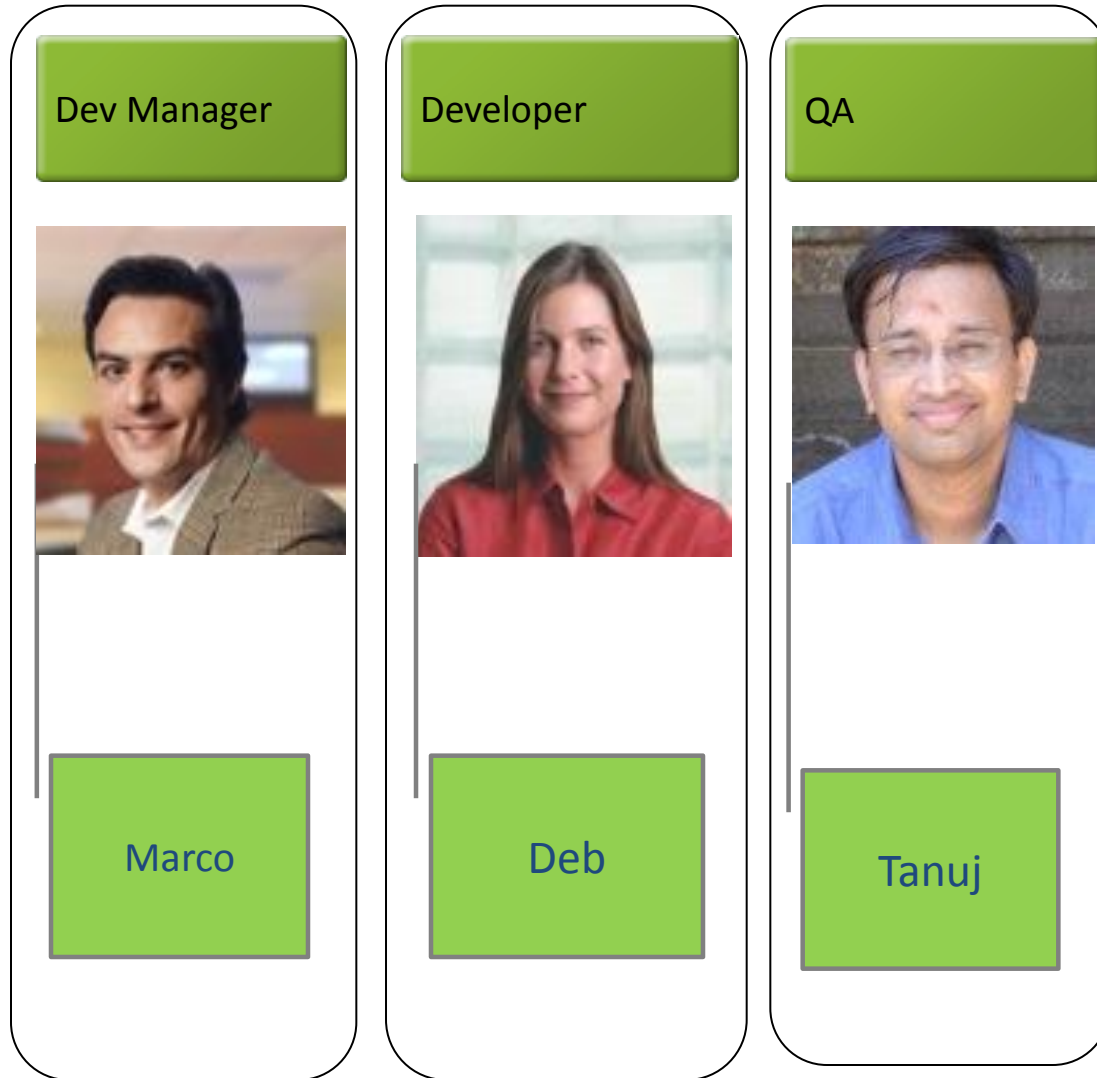


IBM Solution for Application Delivery on Multichannel





Building Exceptional User Experience on Multiple Channels





Continuously Build and Deliver Application

Scene 1

- It has been noticed that there are many users who are struggling with the mobile application because there are several dozen charities to choose from.
- There also have been request from many that they would like to donate to charities that nearby to their location so that they can contribute to community – aligned to a requirement previously captured but not yet implemented.
- Both the initiative has been passed on to development to incorporate into the **next release of the mobile application**.
- The development manager **Marco** looks at the new request and passes it on to a Business Analyst. Business Analyst documents the complete requirements document.
- **Marco** approves the requirement after a review and gives it to user experience designer.
- The UI designer creates UI Sketches. **Marco** approves the UI Sketches and assigns the **Deb** to implement the story.



1 Plan & Manage ✓

2 *Develop*

3 Secure

4 Test

5 Deploy



Poll Question

Do you have a standardize Mobile Application platform for developing enterprise Mobile application ?

- A. Yes
- B. No
- C. Can't say



Leverage Mobile Devices for Services offerings

Scene 2

- **Deb** gets a notification of a new task on her dev environment. She looks at Use Case requirements, User Sketches, Traceability links and understands the impact of the change. Deb accepts the task and provides an estimate of the effort.
- **Deb** checks out project file from source control configuration , builds the UI , codes and does unit testing. Deb also checks the vulnerability of the application code that she is writing.
- **Deb** then delivers the modifications to merge with code of other people.



IBM MobileFirst Platform: Build, Connect, Run, Test

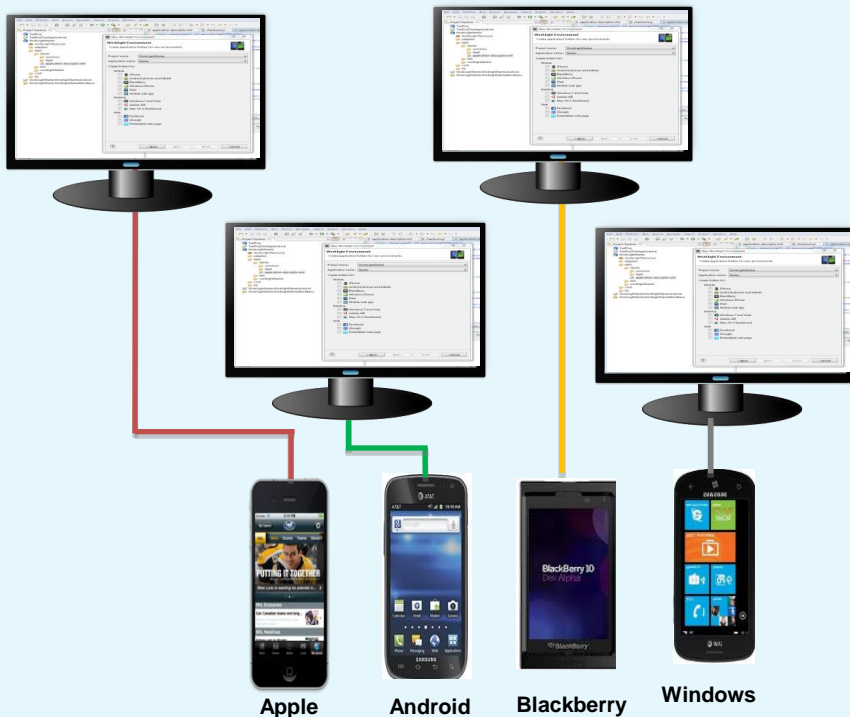




Multi-platform Development with a Shared Codebase

From the complexity of many...

- Multiple sets of tools & frameworks
- Four codebases to develop and maintain



To the simplicity of one

- One development environment
- One codebase to develop and maintain

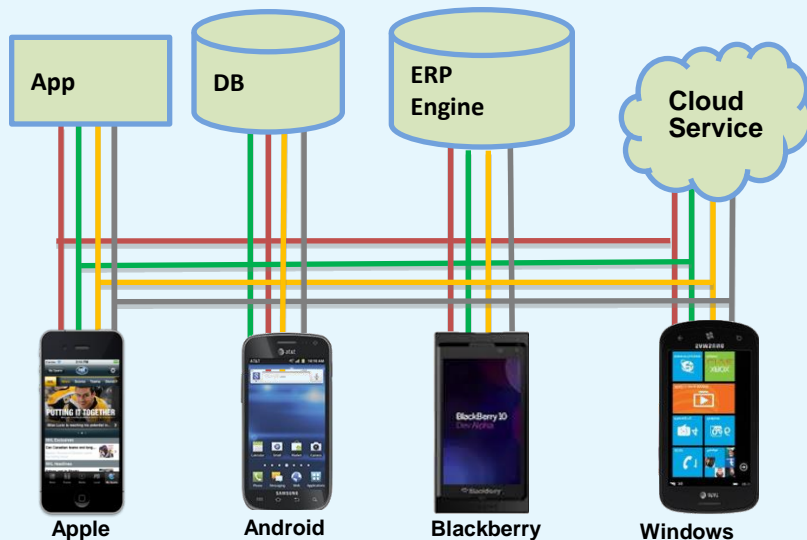




Controlled Back-end Integration

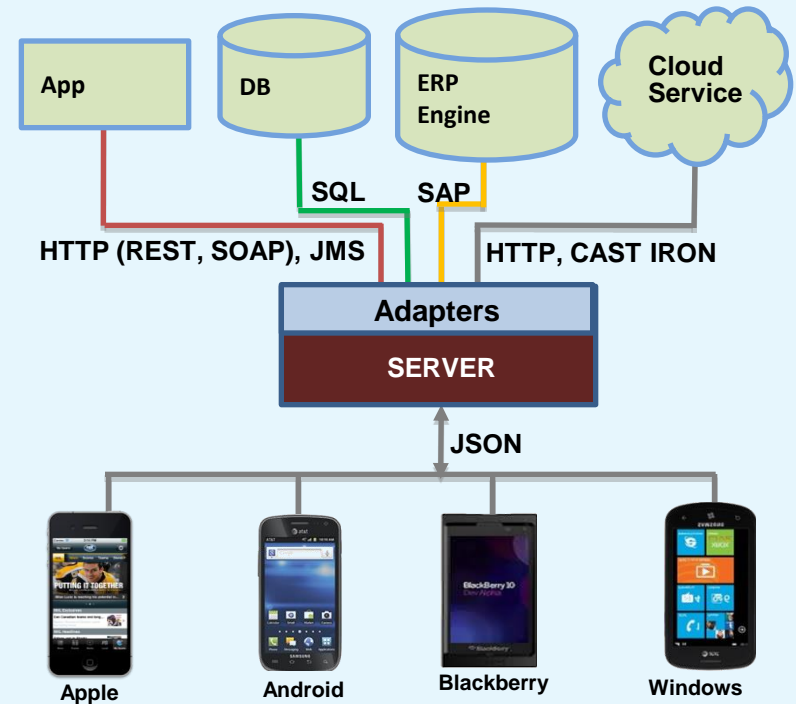
From multiple point-to-point integrations

- Multiple sets of integrations to enterprise resources to build and maintain
- YOU manage caching, synchronization and end-to-end encryption



To streamlined, transparent access

- Transforms enterprise data into mobile-friendly, JSON format
- The server manages update, data synchronization and end-to-end encryption





Rich Mobile Simulator for Hybrid Applications

The screenshot displays the 'Mobile Browser Simulator' application. The browser window shows the URL `http://localhost:8080/_MobileBrowserSimulator/index.html?webpage=http://localhost:8080/apps/services/preview/dojo/iphone/1.0/d`. The page title is 'Mobile Browser Simulator' with a subtitle: 'The Mobile Browser Simulator displays mobile web pages in a variety of mobile browser sizes and shapes.'

Control elements include:

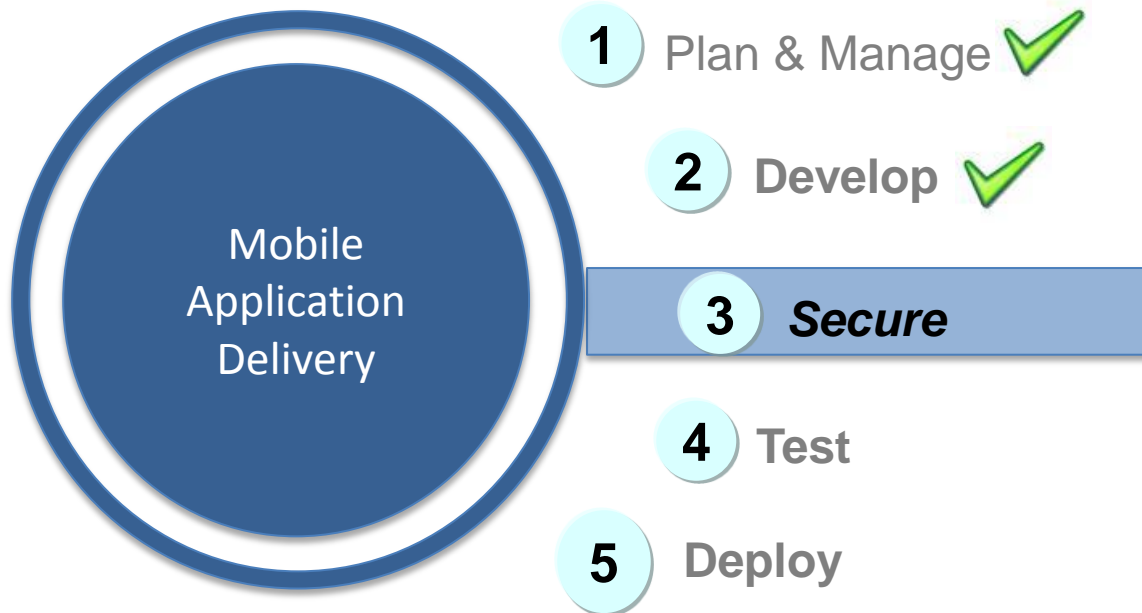
- Webpage: `http://localhost:8080/apps/services/preview/dojo/iphone/1.0/default/dojo.t`
- Buttons: 'Go', 'Add Device', 'Scale All Devices: 100%', 'Enable Useragent Switching' (checked), and 'Cordova'.
- Device selection: 'Apple iPhone 3GS' and 'Apple iPhone 4 and 4s'.
- Actions: 'Rotate' and zoom icons for each device.

The left sidebar contains a 'Cordova' section with expandable categories:

- Device
- Events
- Accelerometer
- Battery
- Camera
- Capture
- Compass (expanded, showing 'Heading: 352.296' and a compass graphic)
- Contacts
- File
- Geolocation
- Network

Two mobile device views are shown side-by-side, both displaying a mobile application interface with a Twitter icon, an RSS icon, and a list of items: 'IBM Innovate', 'Mobile', and 'Jazz'. The 'Jazz' item includes a logo with Arabic script.

At the bottom of the simulator window, the text reads: 'Simplify first step of testing during development'.





Poll Question -6

What is your current approach to testing the security requirements for mobile applications?

- A. Perform a manual test on infrequent basis
- B. Testing using outsourced pentest services on periodic basis
- C. Incorporated into SDLC through automated tools
- D. No specific testing specifically for security use cases



IBM MobileFirst's Approach to Security



Device Management

Security for endpoint device and data

Network, Data, and Access Security

Achieve visibility and adaptive security policies

Application Layer Security

Develop and test applications

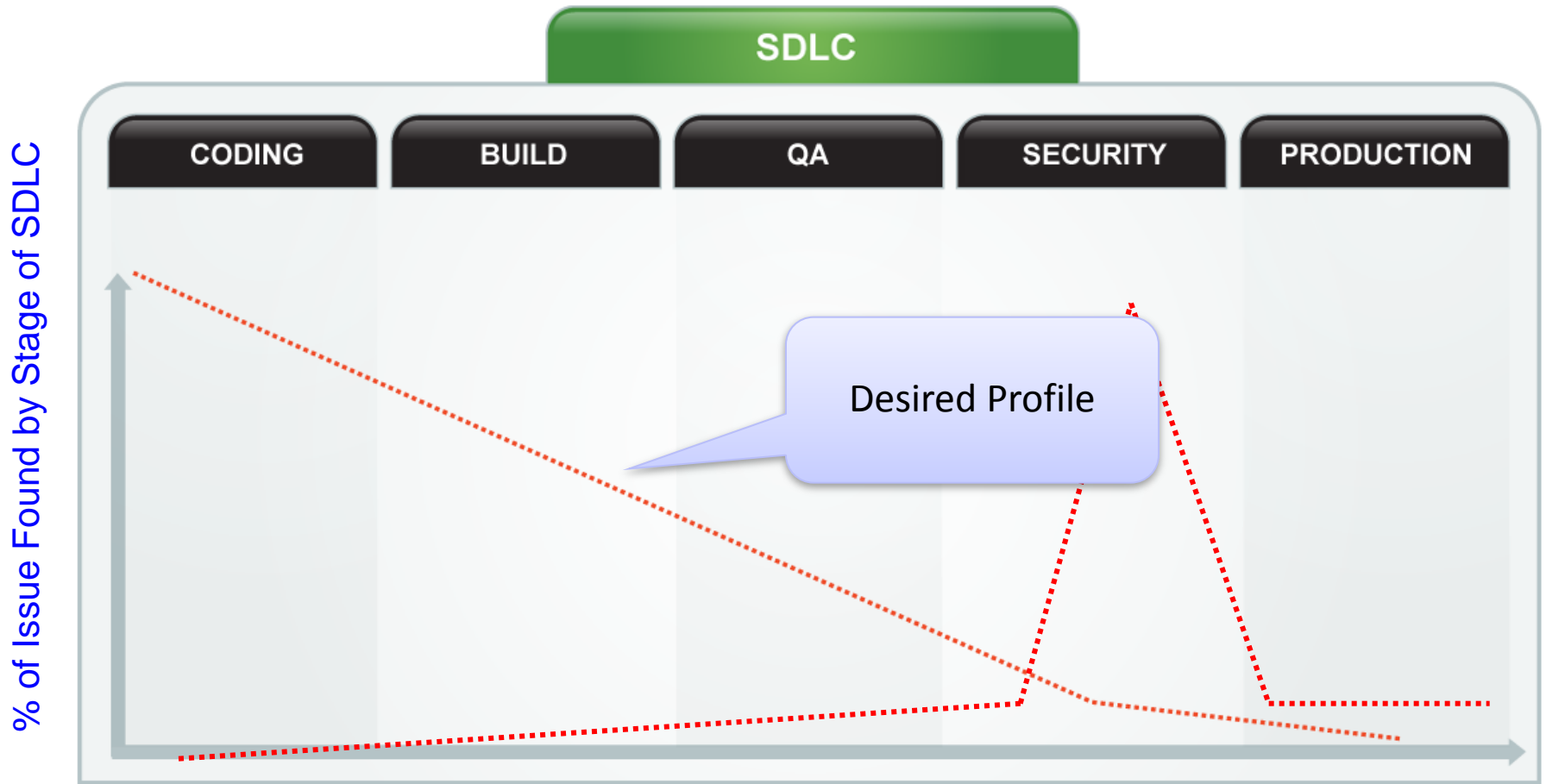


Security Testing within the Application Cycle





Security Testing within the Application Cycle





IBM MobileFirst Security: Make Application Secure by Design

Advanced Security Assessments

Dynamic Analysis

- Analysis of a running/ deployed application
- Key requirements
 - Threat coverage: WASC, OWASP Top 10, etc
 - Web Services/ SOA
 - Web 2.0 & Rich Internet Applications

Static Analysis

- Scanning source code for security issues
- Key requirements
 - Application/language support
 - Ease of use for non-security users (developers and build managers)

Runtime & Hybrid Analysis

- Glass box testing with runtime analysis
- Automated correlation of static & dynamic results
- Key requirements
 - Precise & Actionable results
 - Broad threat coverage

Collaboration & Governance in Application Lifecycle

Security testing, shared results, assign ownership



Track corrections and integrate with development systems



1 Plan & Manage ✓

2 Develop ✓

3 Secure ✓

4 *Test*

5 Deploy



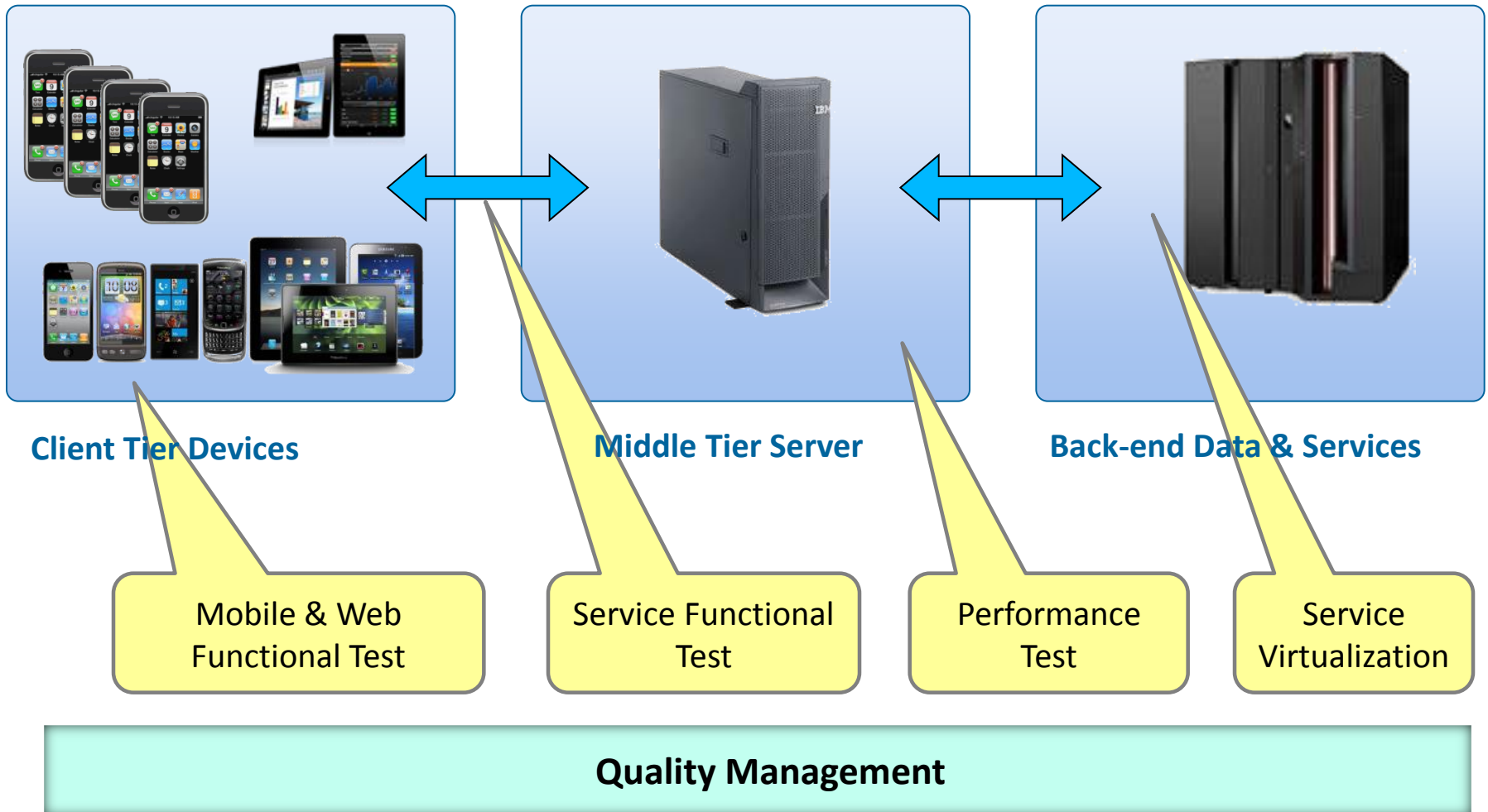
Leverage Mobile Devices for Services offerings

Scene 3

- **Tanuj** now needs to test the application which is already built and deployed on the server.
- **Tanuj** does the regression testing of the mobile application on various devices. Tanuj also uses **MQA** (Mobile Quality Assurance)
- **Tanuj** then rechecks by running the automated test scripts and approves of the quality
- The application is ready to be deployed

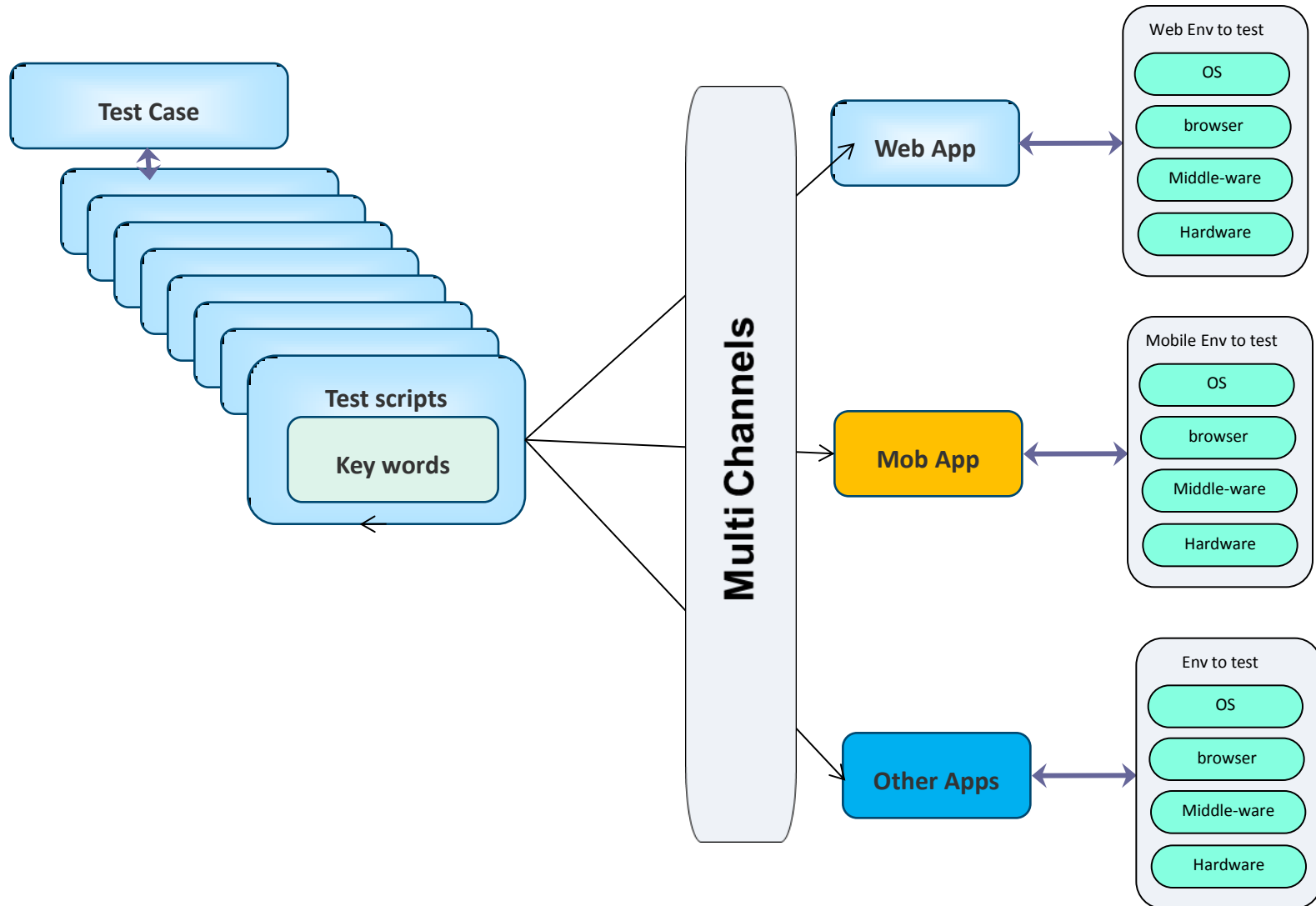


Testing the End-to-end Mobile and Web Solution





Meeting the Challenge of Multichannel Testing





Mobile Test Automation with IBM Rational Test Workbench

■ Mobile Test Automation

- Support for native, and hybrid applications running on Android and iOS
- Natural language test and visual test editing
- Simplified IDE and mobile device clients for test authoring, execution, and reporting
- High-fidelity capture and replay of multi-touch events

■ Eclipse Client integration

- Mobile Test Automation
- Support for Selenium web GUI test automation
- Multi-channel test scenarios
- Integration with Rational Quality Manager and the IBM Worklight mobile development platform

■ End-to-end mobile testing

- Testing of middle-tier and back end-services
- Virtualization of middle-tier and back-end systems
- Performance testing of your integration infrastructure





IBM Rational Test Workbench mobile test automation support

Platform Support	Android version 2.2 to 4.2 iOS version 6.x
Application Support	Native Applications and Hybrid applications using jQuery Mobile
Runtime Target	Android on physical devices and emulators iOS on iPhone/iPad emulator
Test representation	Natural language with visual editing using application screen shots
Advanced features	True object recognition with verification of any object property Support for localized strings Simplified data-driven testing

Introducing IBM Mobile Quality Assurance (beta)

Continuously deliver high quality mobile applications



What's New

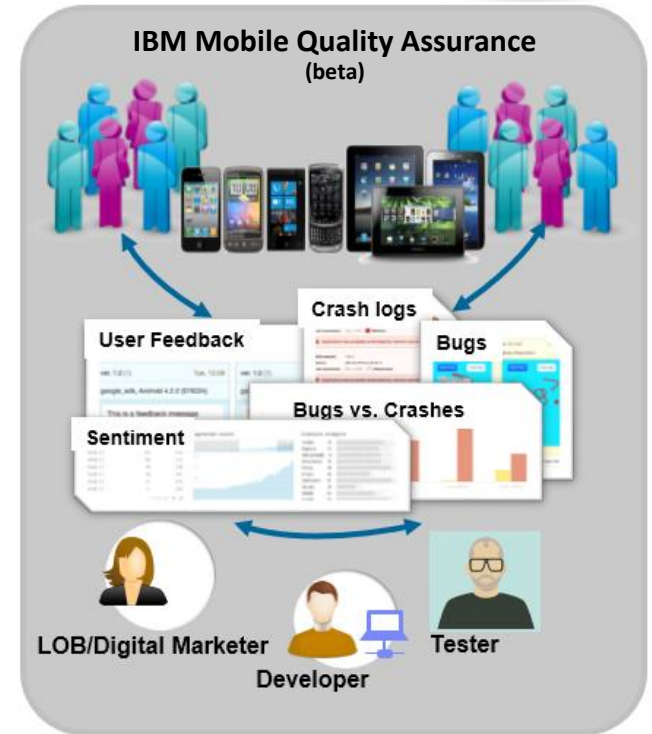
- End user feedback and quality metrics available at every stage of development
- App quality assurance in a fragmented and complex environment

Features/Business Value

- **Evidence-based prioritization** – enable business and IT to collaborate on mobile strategy and user experience
- **Over the air app distribution** – get the latest in the hands of testers as soon as it is available
- **Frictionless bug reporting** – spend every minute on testing latest and greatest builds, not the hassles
- **In-app crash reporting** – rapid understanding of why an app fails
- **Sentiment analysis** – mine app ratings and reviews to extract actionable feedback before they go viral(coming soon)

Client Benefits

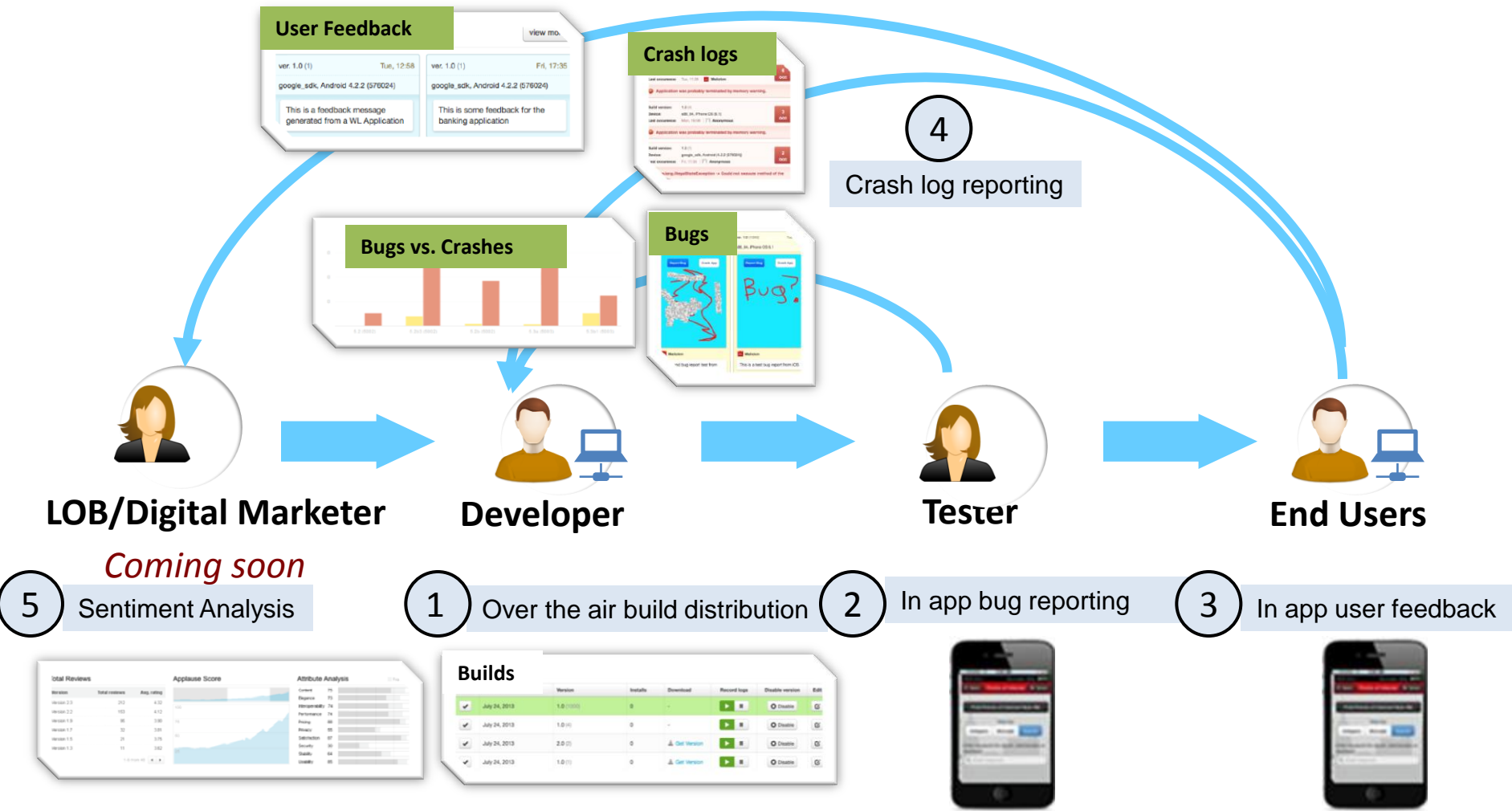
- **Improve mobile app quality** with holistic visibility into user experience, including bugs, crashes, feedback, and user sentiment
- **Proactively manage quality risks** through rapid assessment of issues and reduced cycle time



"What you are talking about doing is fantastic. You have a very powerful approach here and it will drive a lot of what people will want to do in the market"



Mobile Quality Assurance features that support the Use Cases





1 Plan & Manage ✓

2 Develop ✓

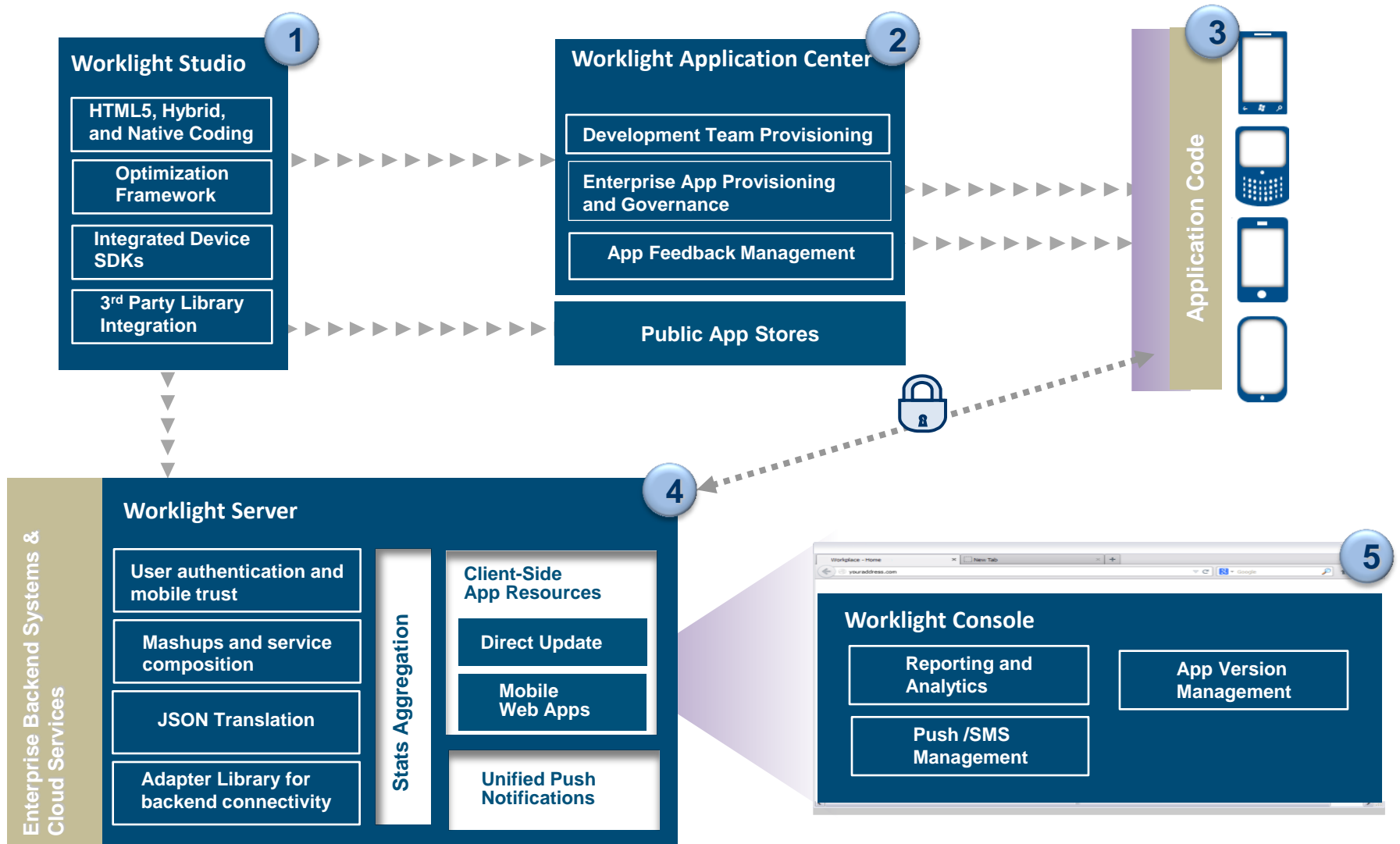
3 Secure ✓

4 Test ✓

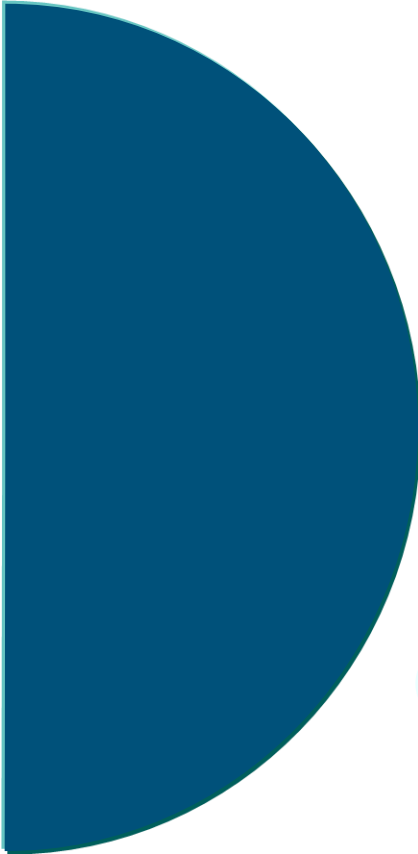



5 *Deploy*



IBM Mobile Application Deployment





- 
- 1 Mobile Analytics 
 - 2 Responsive UI Design 
 - 3 Mobile Application Delivery 



IBM SolutionsConnect 2014

A New Era of Smart



Thank You