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Business without **LIMITS**

Extend Your Enterprise Applications to Mobile Devices

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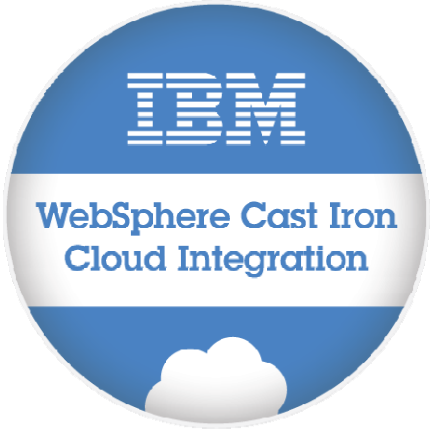
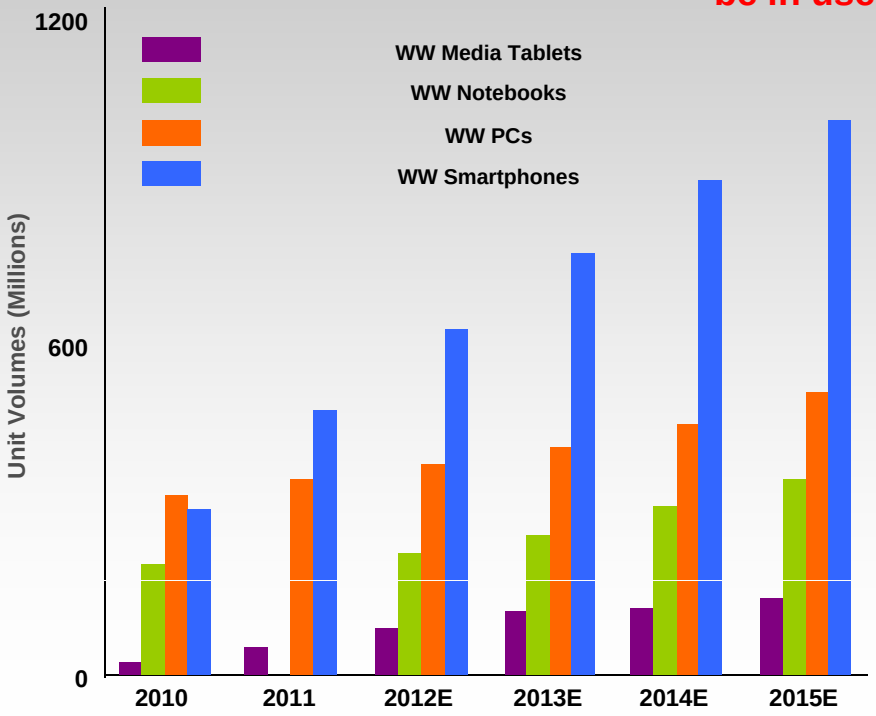


Mobile has now surpassed PCs.

Growth in Internet Connected Devices

10 Billion mobile connected devices are expected to be in use by 2020.



Source: Wells Fargo Securities, January 23, 2012
"Fostering the People: The Shift to Engagement Apps"

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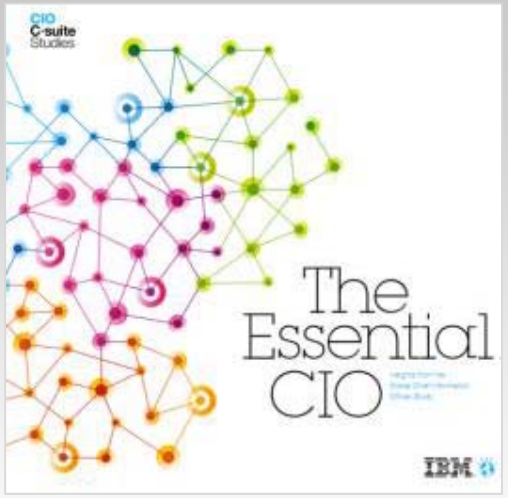
Mobile and Cloud are top spending priorities for CIOs[1]



Dramatic Growth in Mobile Devices

- Mobile data traffic exceeded voice in 2010[2]
- Shipments of Smartphones exceeded total PC shipments for the first time in 2011[3]
- 10 Billion mobile connected devices are expected to be in use by 2020[3]

[1] 2011 IBM Global CIO Study
[2] Wireless Industry News, August 26, 2010
[3] 2011 Economist

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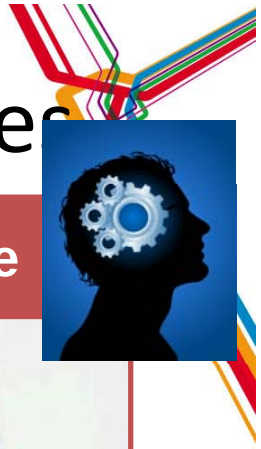
Mobile apps have moved beyond games



Business to Consumer

- Improved customer satisfaction
- Deeper customer engagement and loyalty
- Increased sales through personalized offers
- Customer service
- Competitive differentiator
- Improve brand perception
- Deeper insight into customer buying behavior for up sell and cross sell
- Improved buying experience with mobile concierge services

Business to Enterprise

- Extend existing applications to mobile workers
- Increased worker productivity
- Faster business processing
- Increased employee responsiveness and decision making speed
- Reduced fuel, gas, or physical asset maintenance costs
- Increase revenue through sales engagements
- Resolve internal IT issues faster
- Reduce personnel cost (utilizing personal owned instead of corporate issued devices)

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%)

Source: 2011 IBM Tech Trends Report
https://www.ibm.com/developerworks/mydeveloperworks/blogs/techtrends/entry/home?lang=en

Rapid Integration – A Major Advantage

Getting started with IBM enterprise mobile:

Build mobile applications

Develop multi-channel mobile customer experiences for a variety of devices and create web-based mobile apps

Manage devices and applications

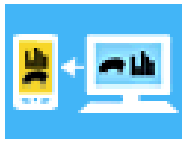
Manage applications and device policies on employee owned devices

Connect to and run backend systems

Efficiently connect mobile applications with enterprise application data

Help secure data, apps and devices

Offering security-rich network access and access to enterprise data and systems, building safe applications and a reliable mobile app platform



Transform existing capabilities

Increasing customer loyalty and workforce productivity with web content on their mobile devices

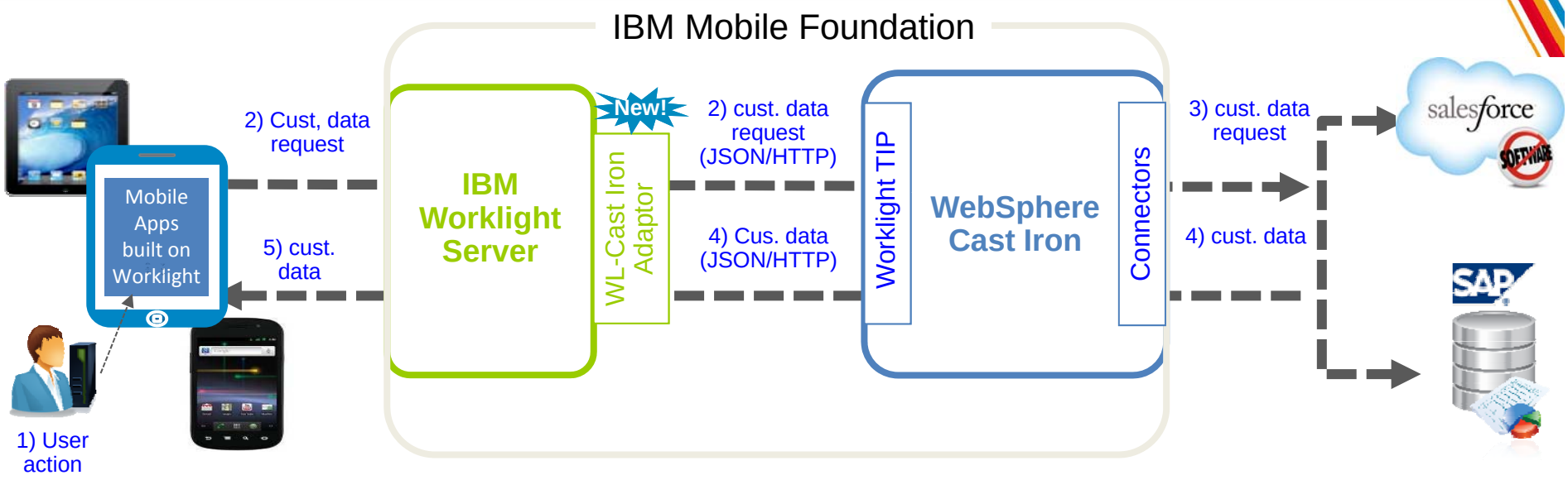
Extend to mobile

Engage people in your social business by extending social collaboration to wherever they work

Cast Iron Connects Cloud and On Premise Applications in Days

How it Works - Example

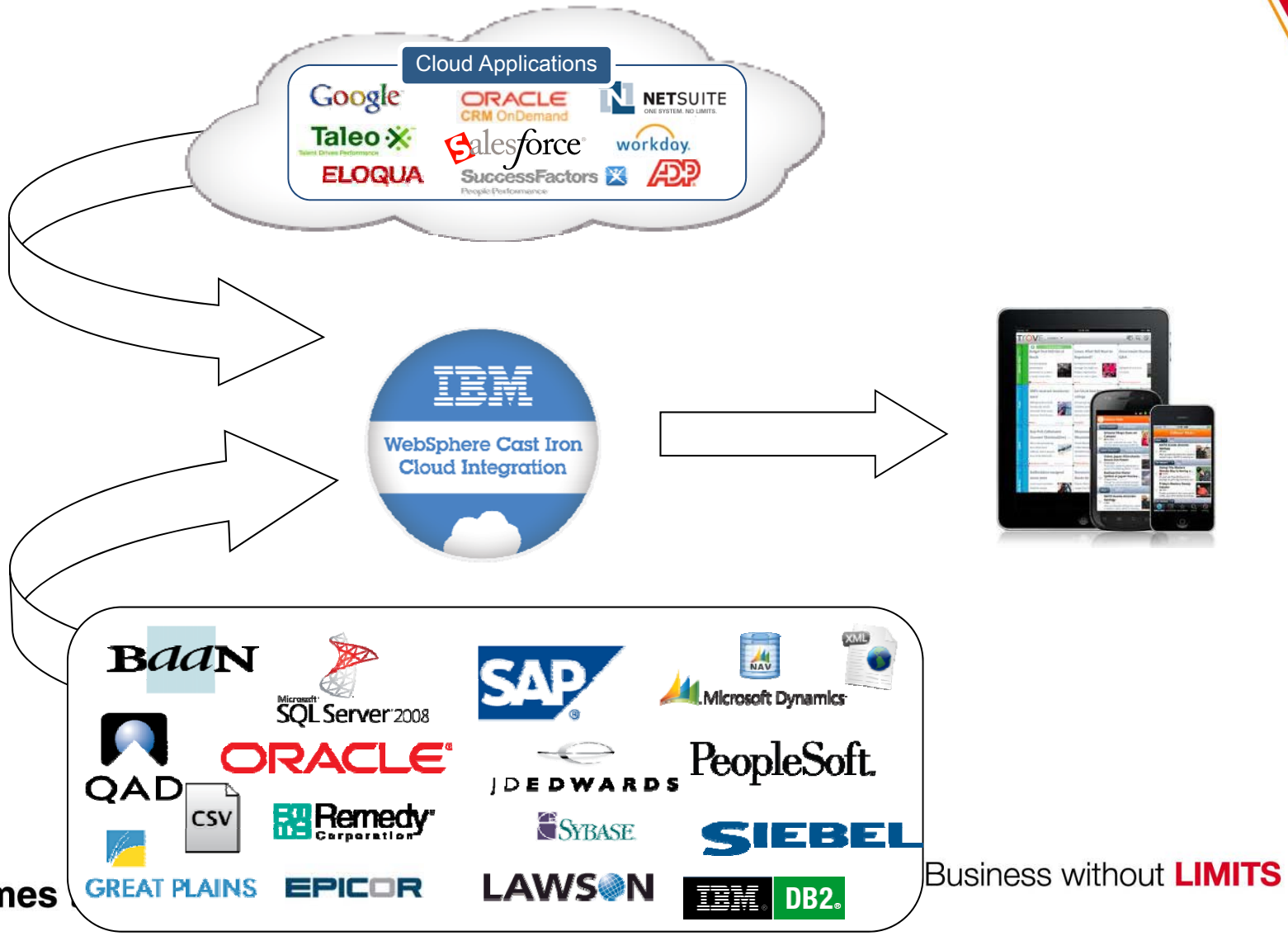
Scenario: Worklight Application makes request for enterprise data



- **Request from Mobile app for customer data from SAP & salesforce**
  - 1) User invokes action on Mobile application to request data
  - 2) Worklight Server invokes it's WL Cast Iron Adapter to send customer data request to Cast Iron
  - 3) Cast Iron receives request & invokes connectivity with salesforce.com and SAP to extract customer data
  - 4) Cast Iron sends customer to Worklight Server
  - 5) Worklight Server delivers data to Mobile application on the device

Rapid Integration – A Major Advantage

Simply the Fastest Way to Integrate Mobile Applications



Rapid Integration – A Major Advantage

Simply the Fastest Way to Integrate Mobile Applications

Why Cast Iron?

1. Integrate IN DAYS
2. For Less Cost

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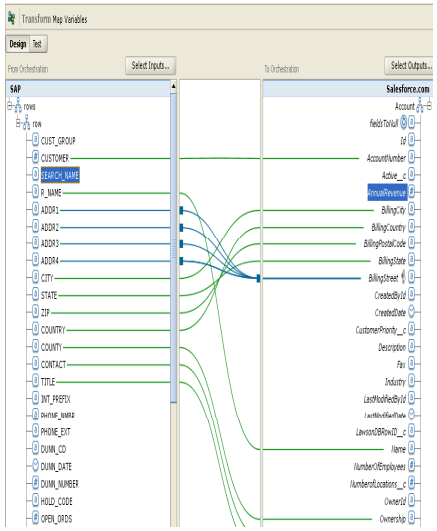
Integration in Days: Enterprise

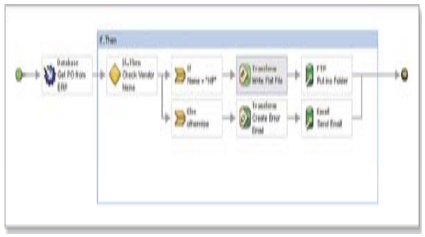
Company	Problem Solved	Project Endpoints	First Project Duration (In Days)
AmerisourceBergen Specialty Group	Customer credit visibility	Salesforce.com, Datawarehouse	21
SIEMENS	Sales order visibility	SAP, Salesforce.com	10
British American Tobacco	SOA integration, B2B, Purchasing	MQ Series, Siebel, Oracle, SAP, Flat-files	30
CALTEX	Customer master integration	Salesforce.com, SAP	20
AIMS	Insurance data	Salesforce.com, Web Portal	15
DOWJONES	360* view of customer	SFDC, 3 Ad. industry apps	29
EMERSON	Shop floor integration	MQ Series, SQL Server	30

Cast Iron Approach

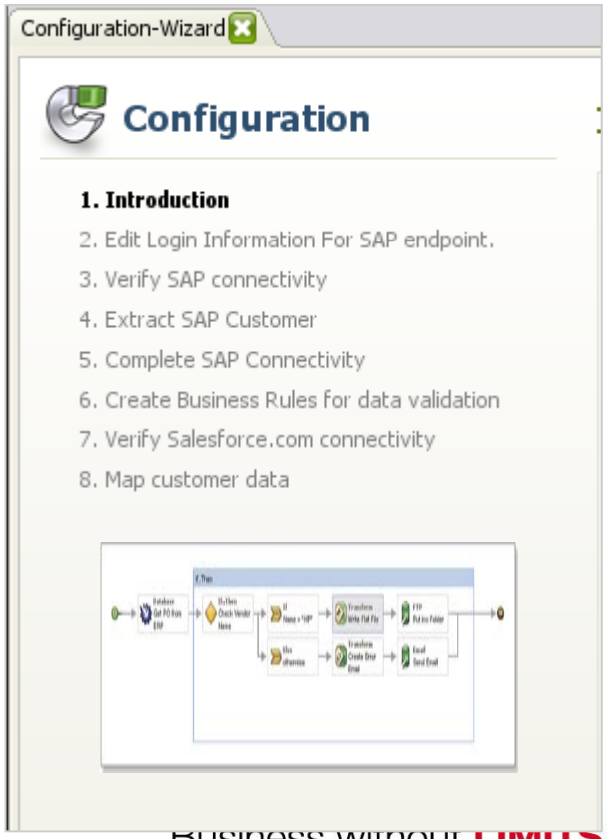
No Coding

Beyond Configuration



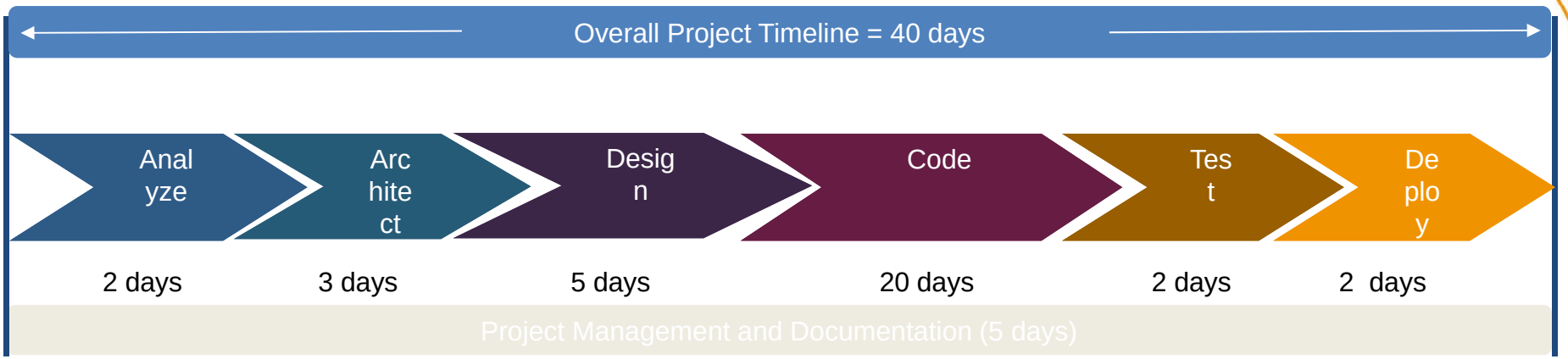


Preconfigured Templates (TIPs)

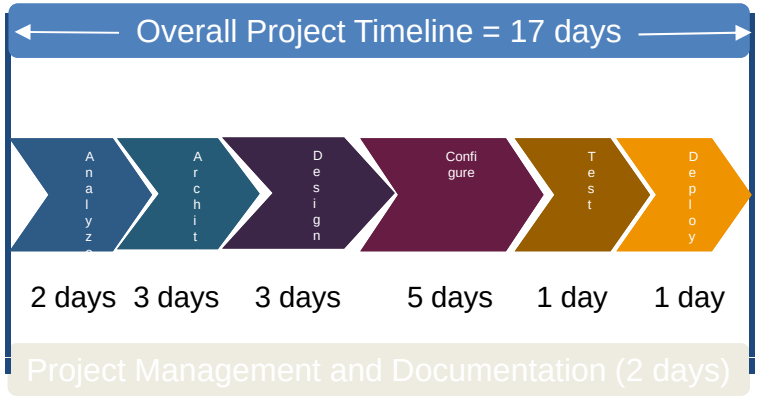


Cast Iron vs. Custom Code

Integration using custom code*



Integration using Cast Iron*



* Based on avg. of five customer examples

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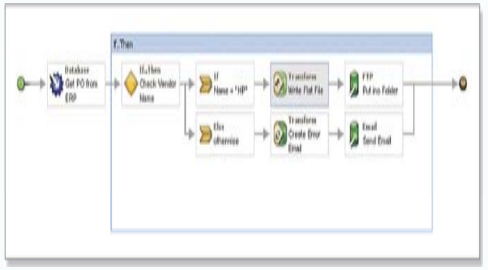
12

Cast Iron vs. Custom Code

Custom Code				
Brittle	Not scalable	Skills-dependent	No Error Tracking	

CAST IRON SYSTEMS INTEGRATE IN DAYS				
Robust	Extensible	User-friendly	Full Error Tracking	 **80% Savings due to "configuration, not coding"**

What's Happening With My Customer?

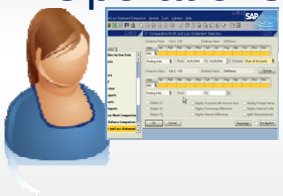
What's Happening With My Customer?

Marketing

Account Team

Shipping

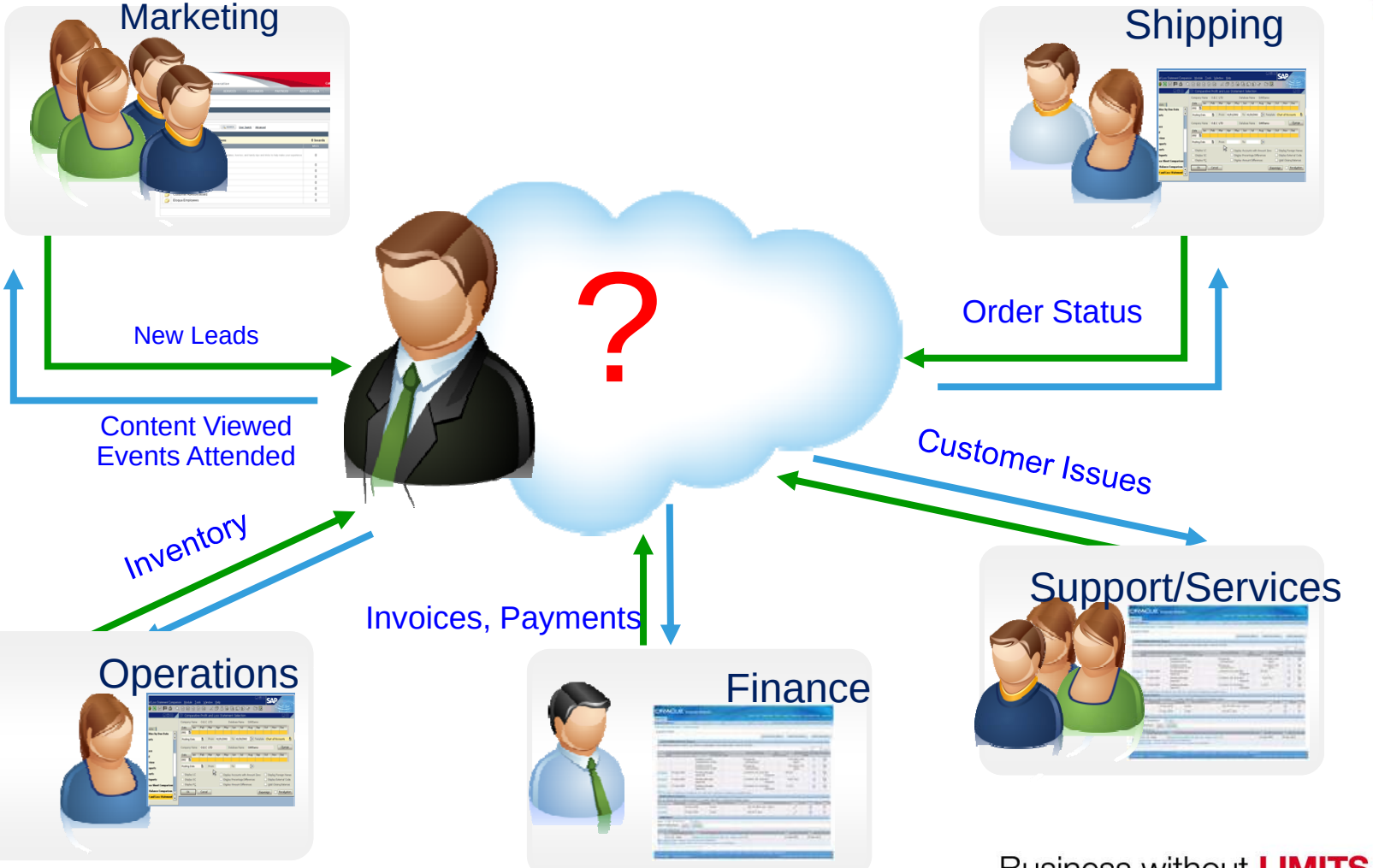
Operations



Finance

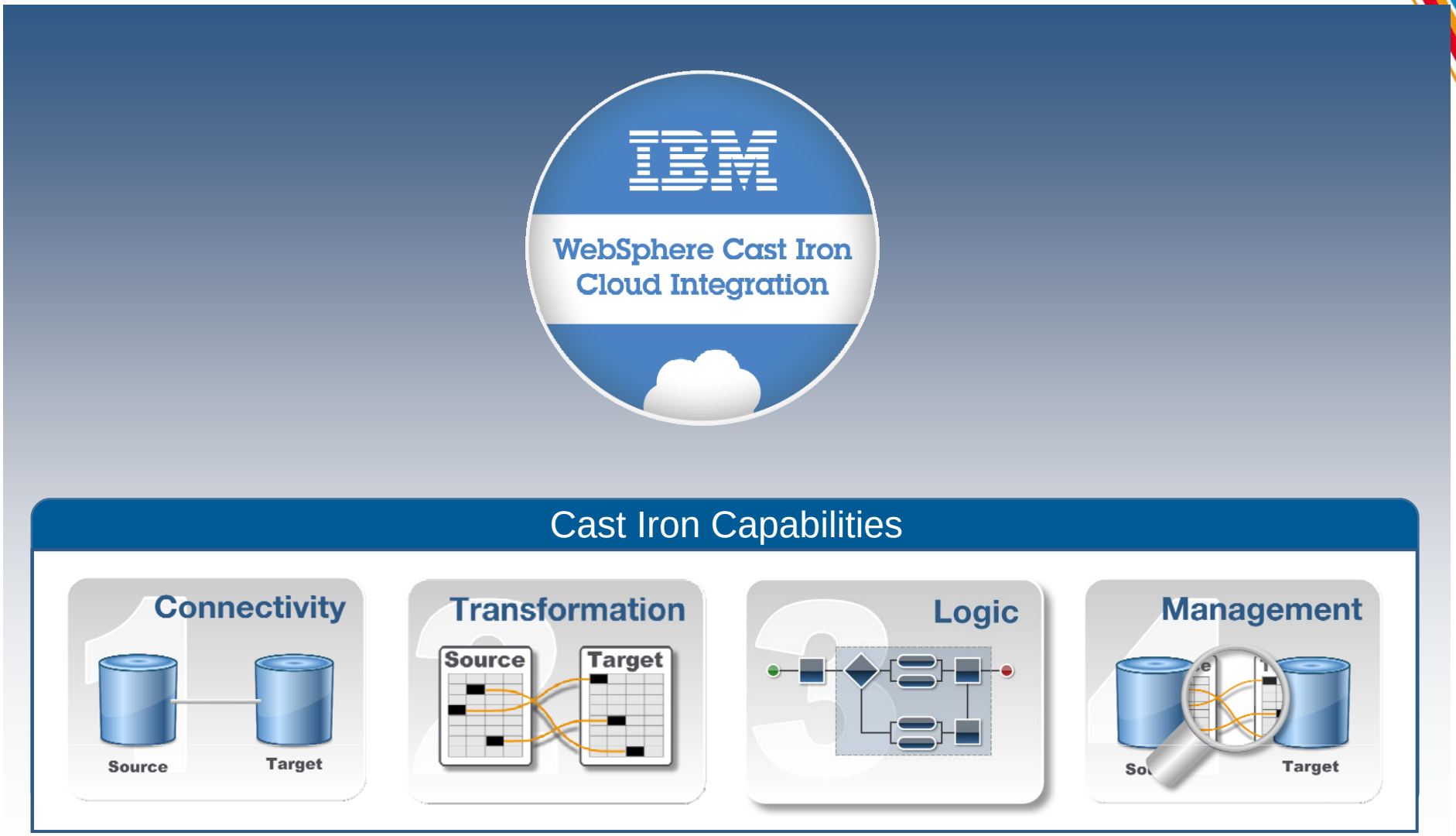
Support/Services

What's Happening With My Customer?

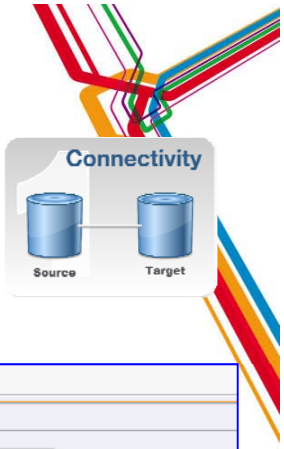


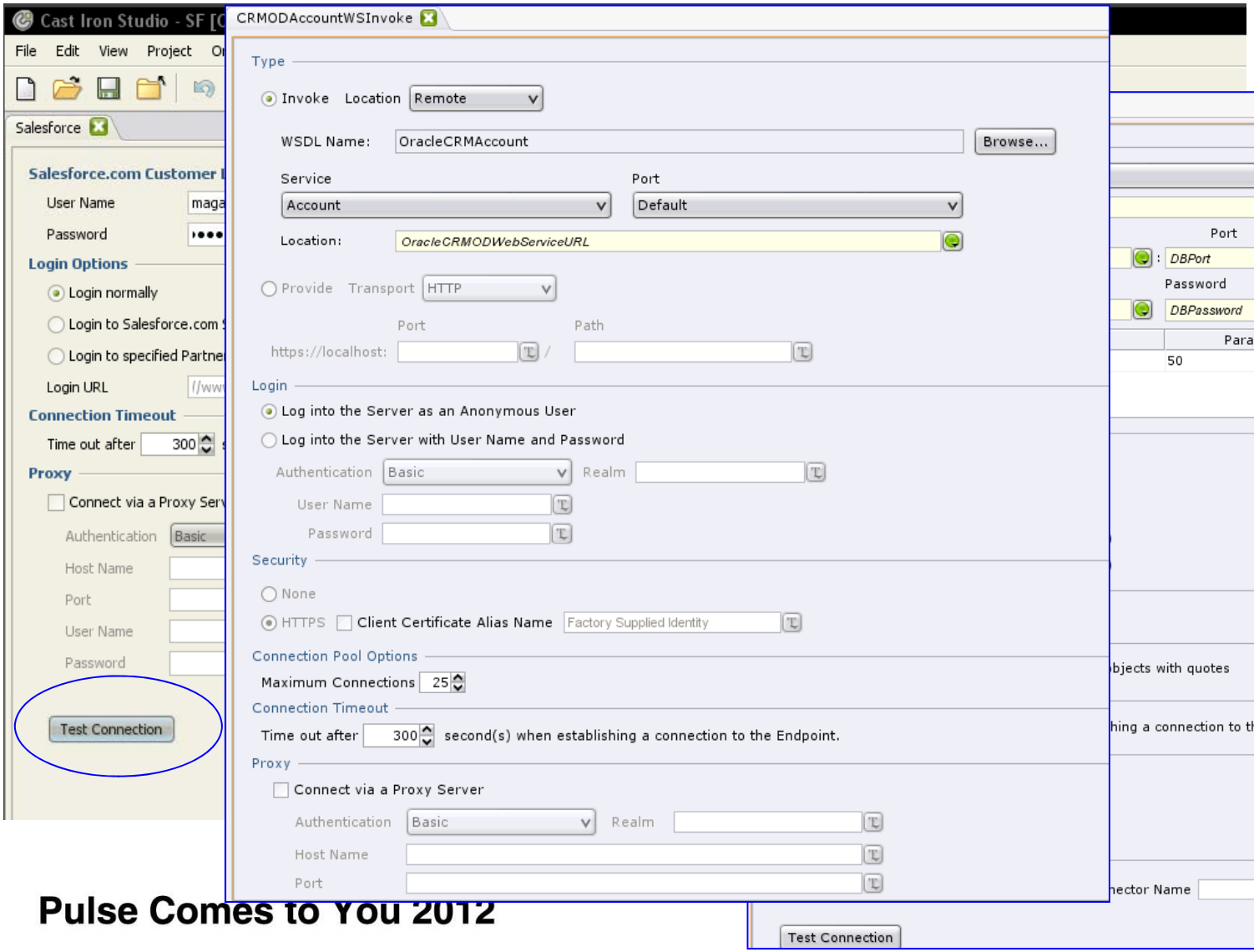
360° View With WebSphere Cast Iron Cloud integration

Cast Iron Solution Overview

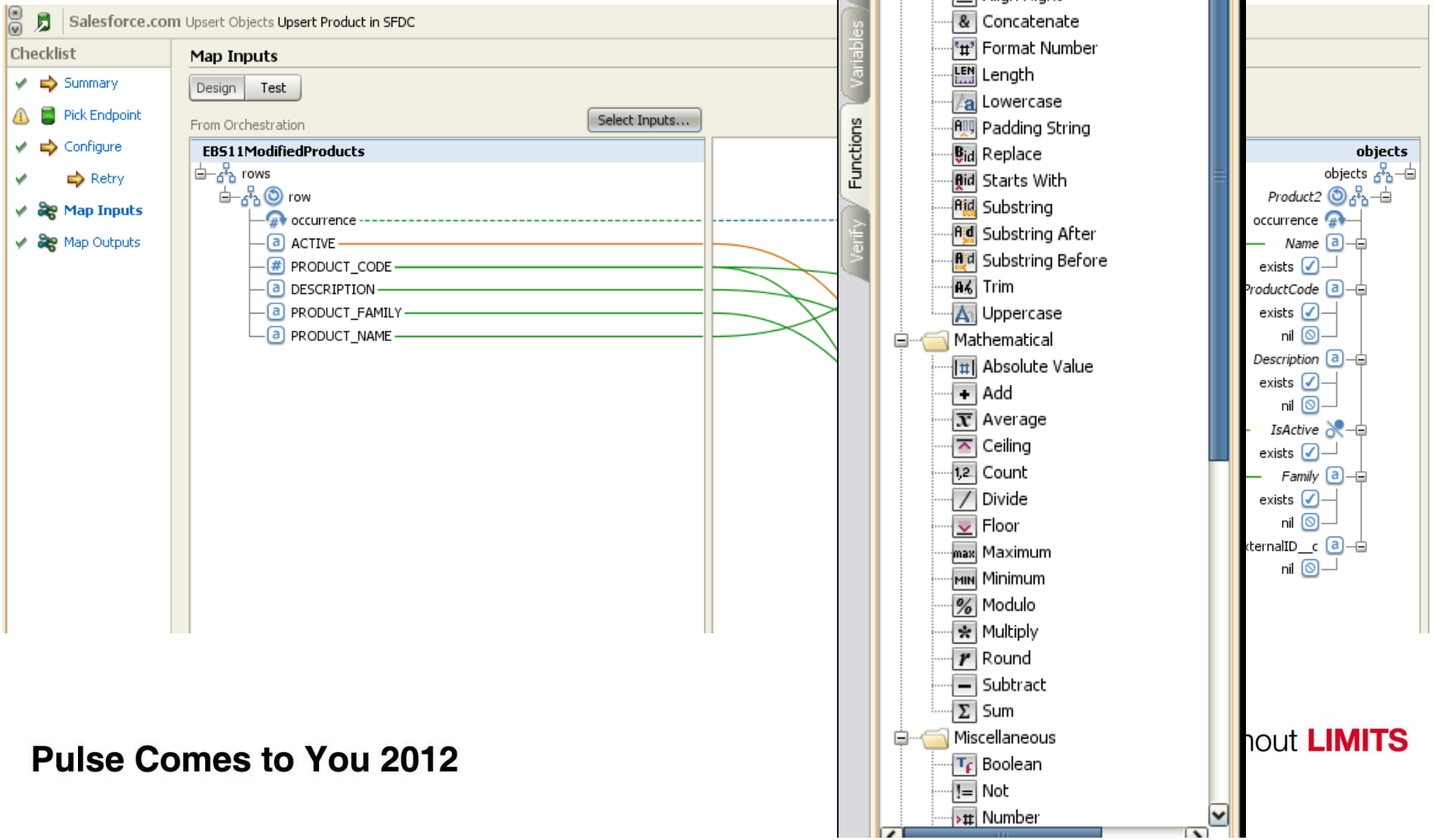


Endpoints


Connectivity
Source
Target


Cast Iron Studio - SF [C
File Edit View Project
Salesforce
Salesforce.com Customer
User Name
Password
Login Options
Login normally
Login to Salesforce.com
Login to specified Partne
Login URL
Connection Timeout
Time out after 300
Proxy
Connect via a Proxy Serv
Authentication Basic
Host Name
Port
User Name
Password
Test Connection
CRMODAccountWSInvoke
Type
Invoke Location Remote
WSDL Name: OracleCRMAccount
Browse...
Service
Account
Port
Default
Location: OracleCRMODWebServiceURL
Provide Transport HTTP
Port
Path
https://localhost:
Login
Log into the Server as an Anonymous User
Log into the Server with User Name and Password
Authentication Basic
Realm
User Name
Password
Security
None
HTTPS
Client Certificate Alias Name
Factory Supplied Identity
Connection Pool Options
Maximum Connections 25
Connection Timeout
Time out after 300 second(s) when establishing a connection to the Endpoint.
Proxy
Connect via a Proxy Server
Authentication Basic
Realm
Host Name
Port
Port
DBPort
Password
DBPassword
Parameter Value
50
objects with quotes
hing a connection to the Endpoint.
nector Name
Test Connection

Transformation ca



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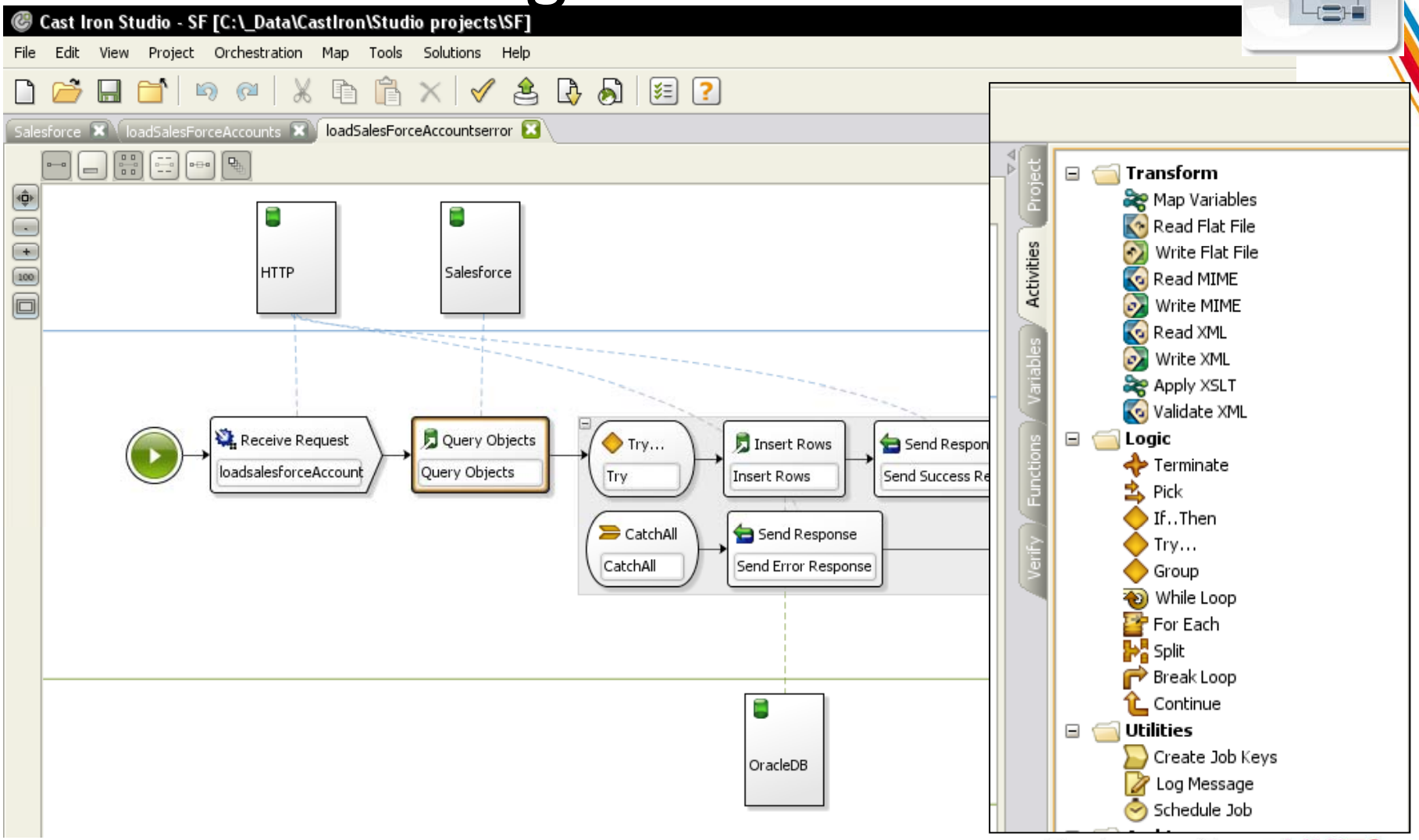
Logic features



Web Management Console (WMC)

Dashboard

CAST IRON | Web Management Console

User:admin

Dashboard | Deploy | Monitor | Manage | Staging | Set Up | Logout | Help

My Projects | Recent Projects | All Projects

Start/Stop	Project	Running	Completed	Errored	Total
	40FlatFileDataQuality	0	4	2	6
	DatabaseBasics	0	0	0	0
	HTTPBasics	0	1	0	1

Resource Utilization

100 %
80 %
60 %
40 %
20 %
Time (minutes)

Critical Alerts

Encountered fault of type (datab...
Exception processing SingleTable...

My Jobs | Recent Jobs | All Jobs

Key Search | Current List | My Jobs | 1 to 7 of 7

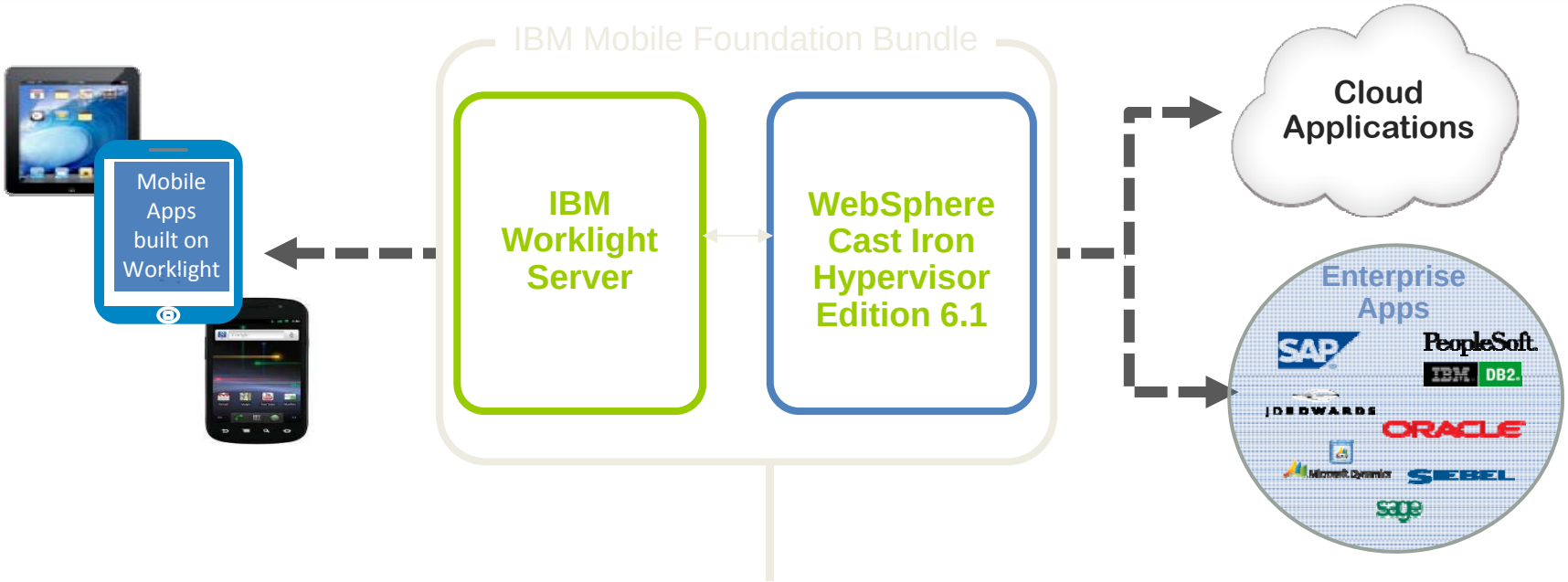
Projects	Orchestrations	Status	When	Key/Job ID
40FlatFileDataQual	loadStagingTable	Completed in 6.26s	17 Jul 2008 08:51:27 PM	99874B72A25083DF0B0E73
40FlatFileDataQual	loadStagingTable	Errored	17 Jul 2008 08:47:52 PM	A8998D0A5155AF476CA74C
40FlatFileDataQual	loadStagingTable	Completed in 3.94s	17 Jul 2008 08:43:34 PM	8DEF92EA17197CFE98C589
40FlatFileDataQual	loadStagingTable	Completed in 11.63s	17 Jul 2008 08:35:25 PM	8CA0FEA838F862A0399E5C
HTTPBasics	Hello	Completed in 0.19s	15 Jul 2008 06:55:43 PM	BC1E4592DEB7E21E5A344C
40FlatFileDataQual	profileData	Completed in 12.82s	15 Jul 2008 05:10:48 PM	9072A2E054765838258F747
40FlatFileDataQual	profileData	Cancelled	15 Jul 2008 05:08:52 PM	B3D59E225B0B592FEE271E

Project Summary

3 Projects (3 started)
19 Orchestrations (19 running)
7 Total Jobs
0 running
5 completed
2 errored

IBM Mobile Foundation – Worklight (WL) & Cast Iron Bundle

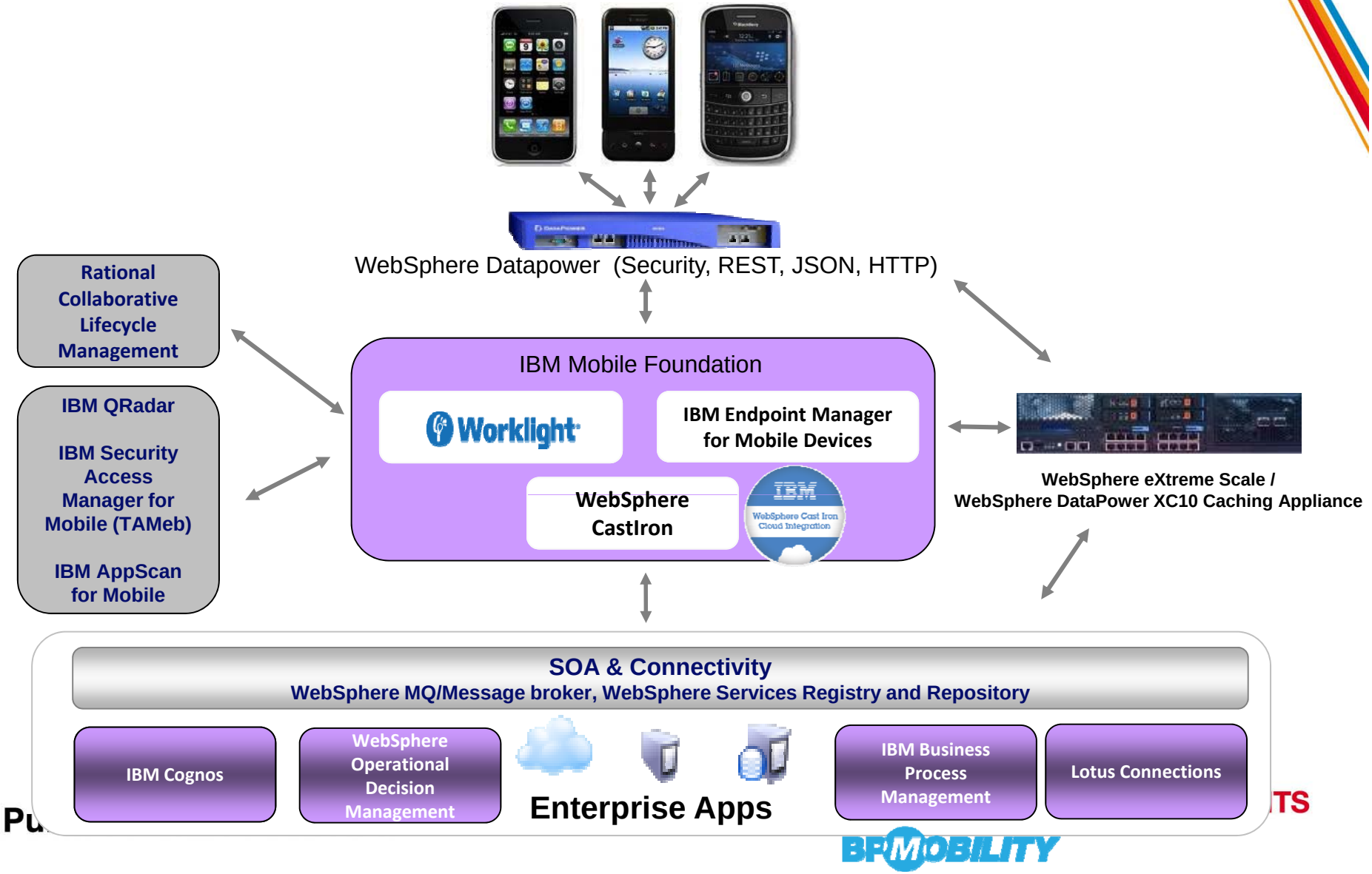
Connects Worklight Apps with Cloud & On Premise Applications in Days



IBM Mobile Foundation

Enterprise Edition	Consumer Edition

IBM Mobile Foundation: Build, Connect, Run & Secure



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Thank You