Stay ahead.

Innovate2013

The IBM Technical Summit

開發者大會

BYOD at IBM:
BYOD不是夢！掌握企業行動商務全應用

IBM大中華軟體開發中心
行動協作應用開發經理
魏志宏 （Curtis Wei)

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Objectives

- Share the IBM internal story on becoming a mobile business
- Learn what worked…what didn’t
- The next steps of IBM’s mobile journey
- Engaging IBM to assist with *your* mobile deployment

IBM

- 435,000 employees worldwide
- 50% of employees are mobile
- 120,000 employees using smartphones and tablets with 80,000 BYOD

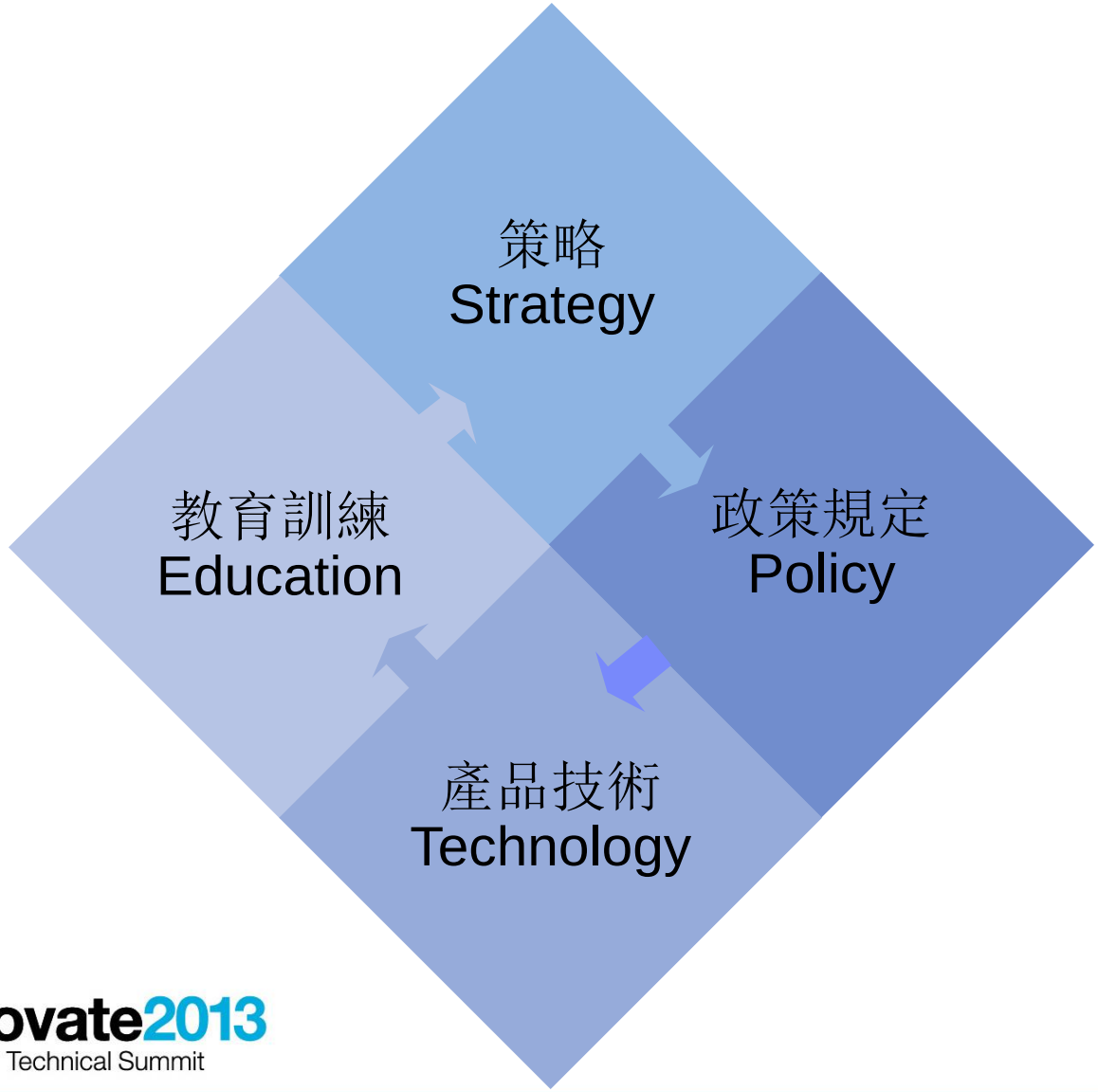
BYOD = Bring Your Own Device

- The use of personally-owned devices for business purposes including smartphones, tablets and laptop
- Impossible to stop BYOD – employees will "find a way"
- BYOD isn't new at IBM but expanding the list of mobile services is new

IBM's BYOD program "really is about supporting employees in the way they want to work. They will find the most appropriate tool to get their job done. I want to make sure I can enable them to do that, but in a way that safeguards the integrity of our business."

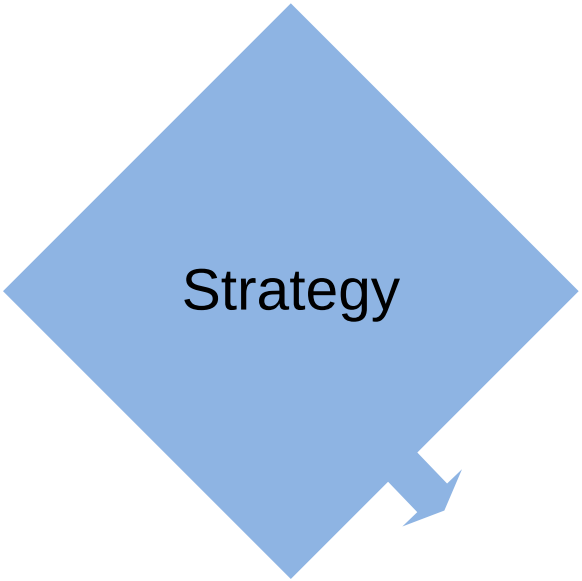
- IBM CIO Jeanette Horan

Becoming a mobile business



The mobile enterprise starts with defining a strategy

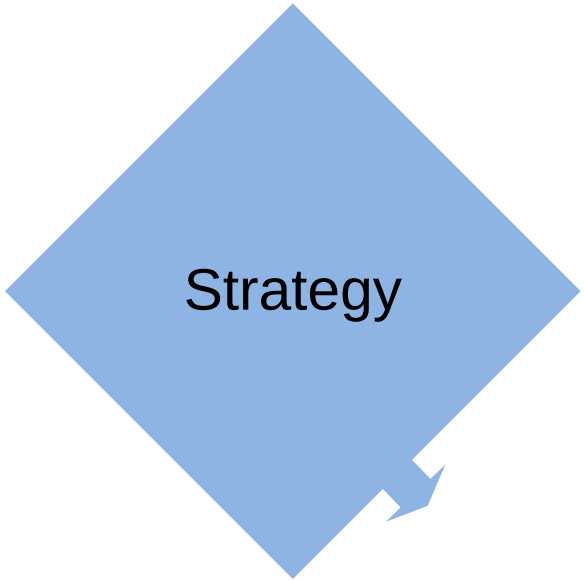
- 業務問題
  （Business problem）
- 對象和使用場景
  （Personas and use cases）
- 行動應用
  （Mobile applications）



企業至少要有兩個行動策略: B2E and B2C

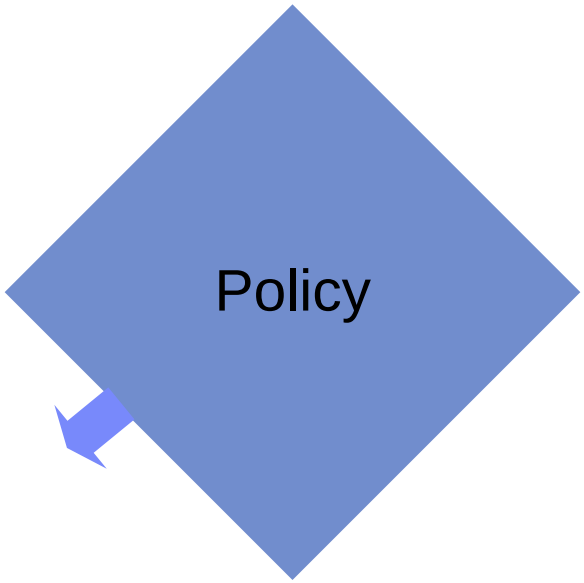
IBM’ s mobile strategy

- Embrace smartphones, tablets & BYOD
- Increase employee flexibility, productivity and satisfaction
- Security is a key requirement



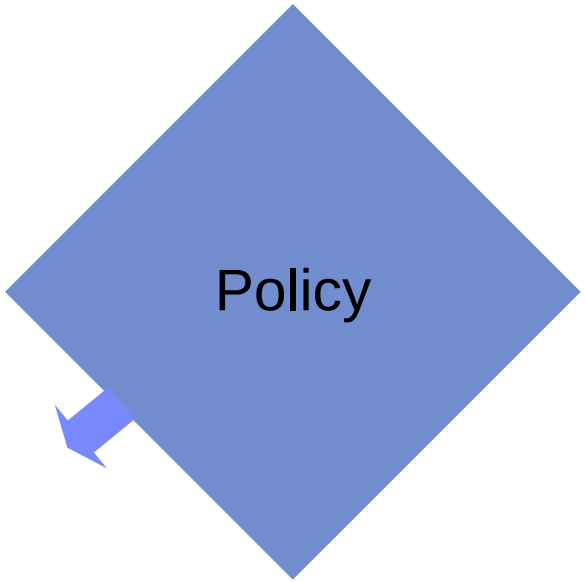
Written corporate mobile policy is essential

- Terms and conditions
- Corporate owned devices
- BYOD and data privacy
- Human resources, legal, procurement and reimbursement



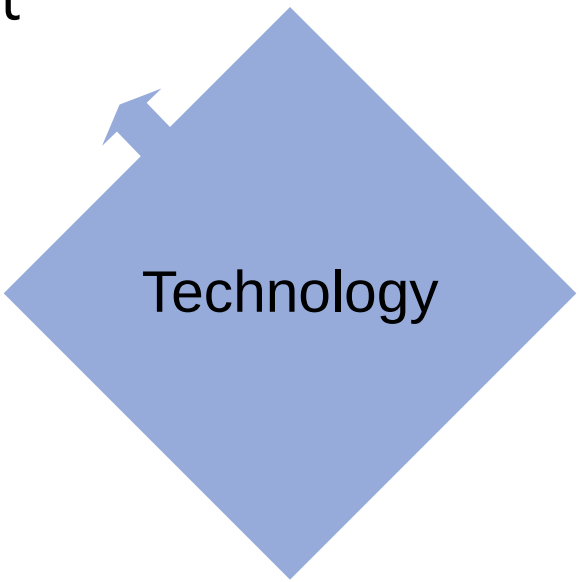
IBM’ s mobile policy

- Single policy for PCs, smartphones and tablets
- Corporate owned devices based on job role
- BYOD and data privacy addressed
- Human resources, legal, procurement and reimbursement represented



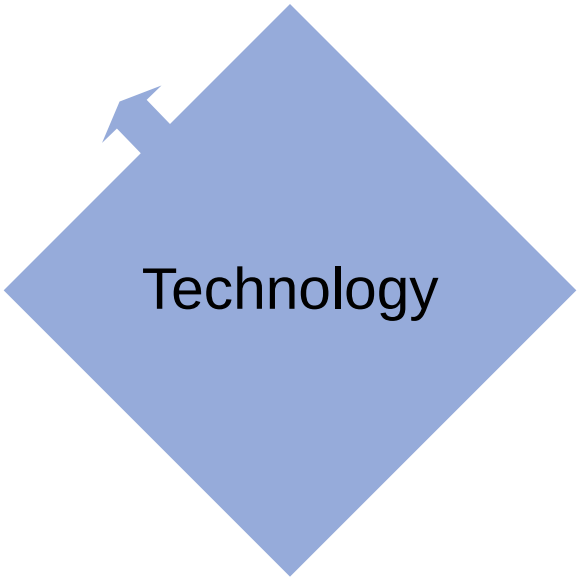
Technology implements and enforces corporate policy

- Endpoint management
- Data & application management
- Encryption
- Network access
- Anti-malware
- Authentication



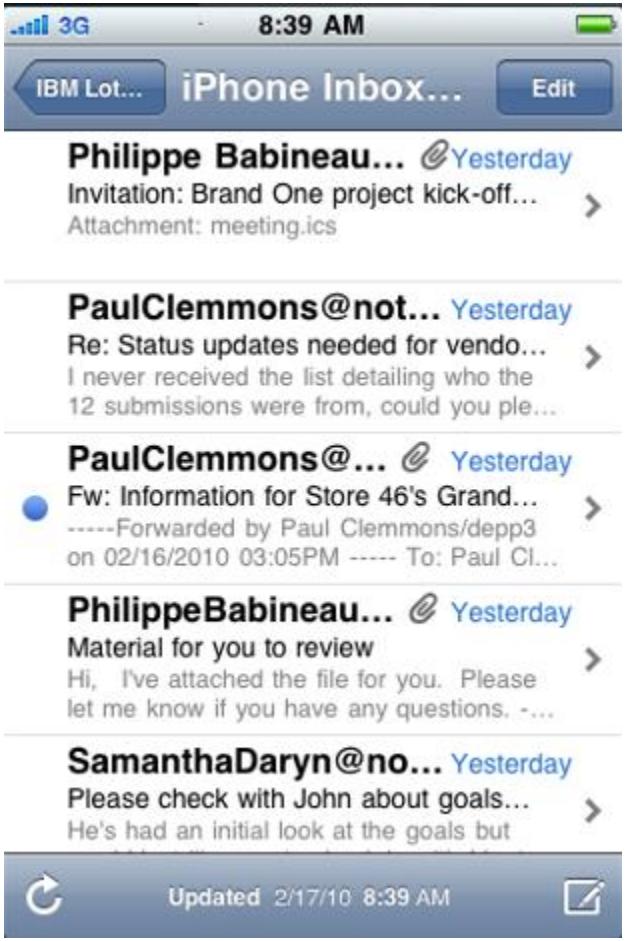
Mobile technology in use inside IBM

- BlackBerry Enterprise Server
- IBM Notes Traveler
- IBM Endpoint Manager
- IBM Sametime Mobile
- IBM Connections Mobile
- IBM Meetings
- IBM Mobile Connect
- Custom mobile applications



IBM Notes Traveler

- Two way-synchronization of email, contacts and calendar
- Support for Apple iOS, Google Android, Windows Mobile and Symbian. Windows Phone coming soon!

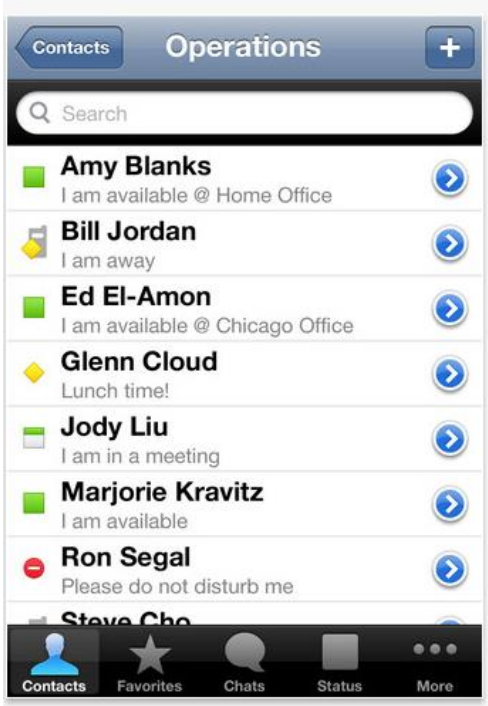


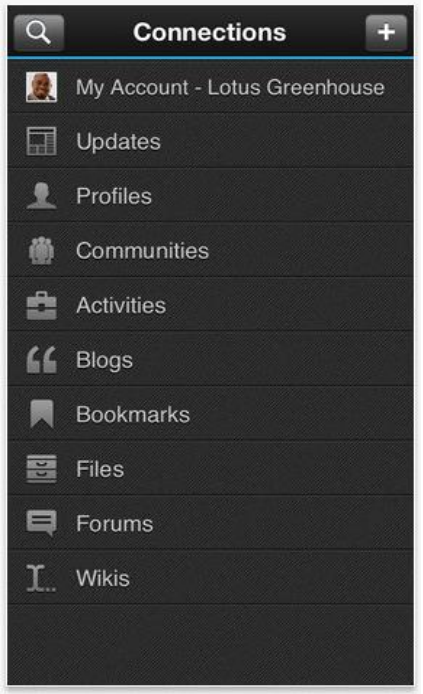
IBM Endpoint Manager

- Mobile Device Management (MDM) for smartphones, tablets, PCs and servers
- Compliments IBM Traveler with advanced management including jailbreak detection, anti-malware compliance and compliance with corporate security policy

IBM Sametime and IBM Connections

- Instant messaging
- Social business
- Moving beyond e-mail



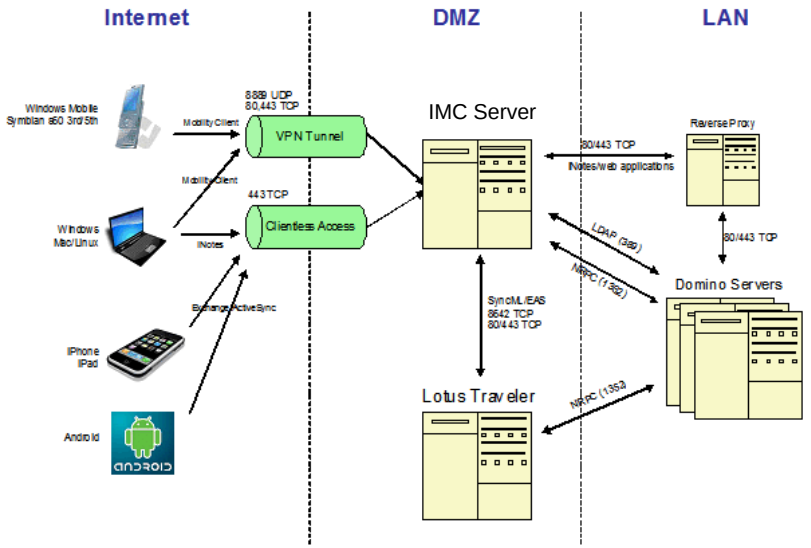


IBM Mobile Meetings

- Easy to join meetings on the go
- Support for Apple iOS, Google Android
- SmartCloud and Sametime on-premise meetings

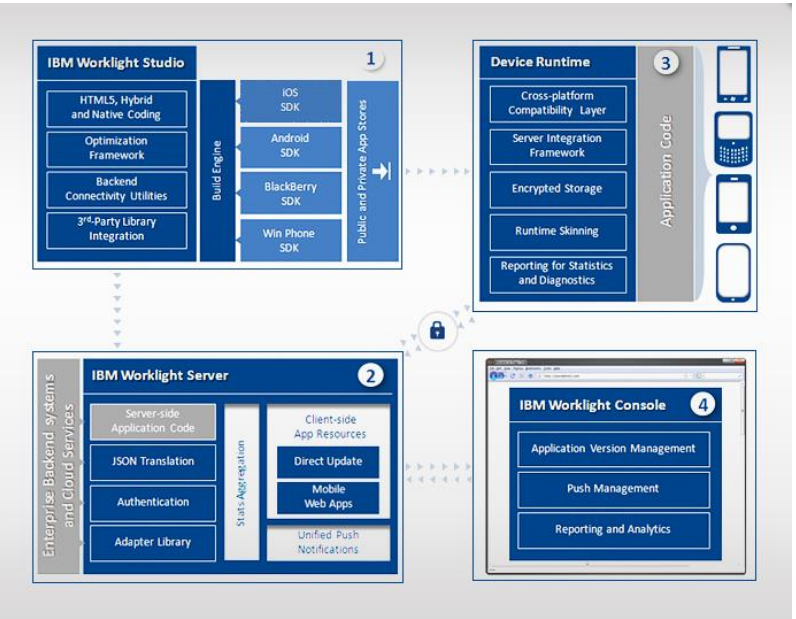
IBM Mobile Connect

- Secure Virtual Private Network (VPN) solution
- Connects smartphones and tablets on the public Internet with Traveler and Domino mail servers on the corporate network
- Invisible to end users: superior end-user experience
- Used for Lotus Traveler, IBM Sametime and IBM Connections



IBM Worklight

- Develop custom native, web, HTLM5 and hybrid applications
- Support for multiple platforms including Apple iOS, Android and Windows Phone
- Components include Studio, Runtime, Server and Console



IBM Mobile Portal

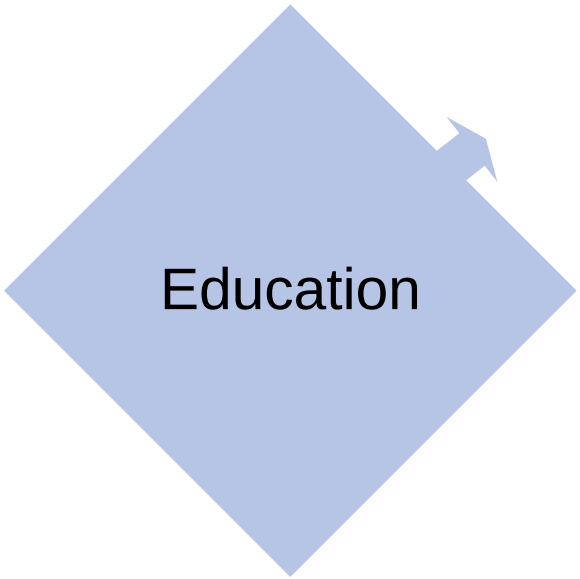
Responsive Web Design, RWD

開發行動企業入口

透過瀏覽器、手持裝置，檢視入口網站相關資訊及圖表

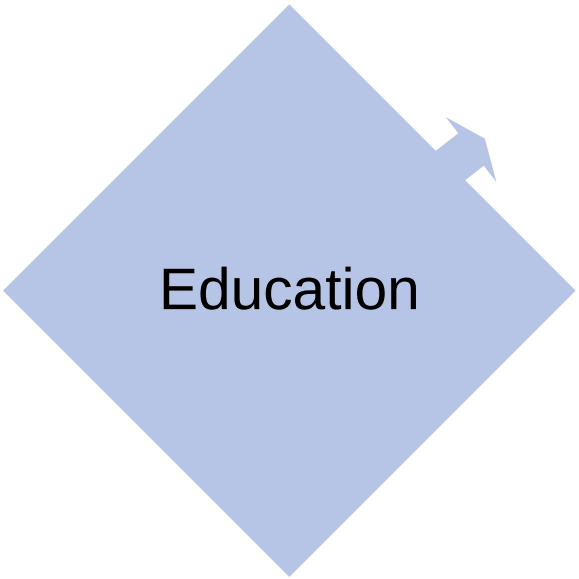
Employees are the weakest security link and education is essential

- Identifying cyber security threats
- Protecting corporate and client data
- Safeguarding devices
- Data and security incident reporting
- Build a "culture of security"



IBM Mobile Education

- Digital IBMer
- IT Help Central
- IBM Connections



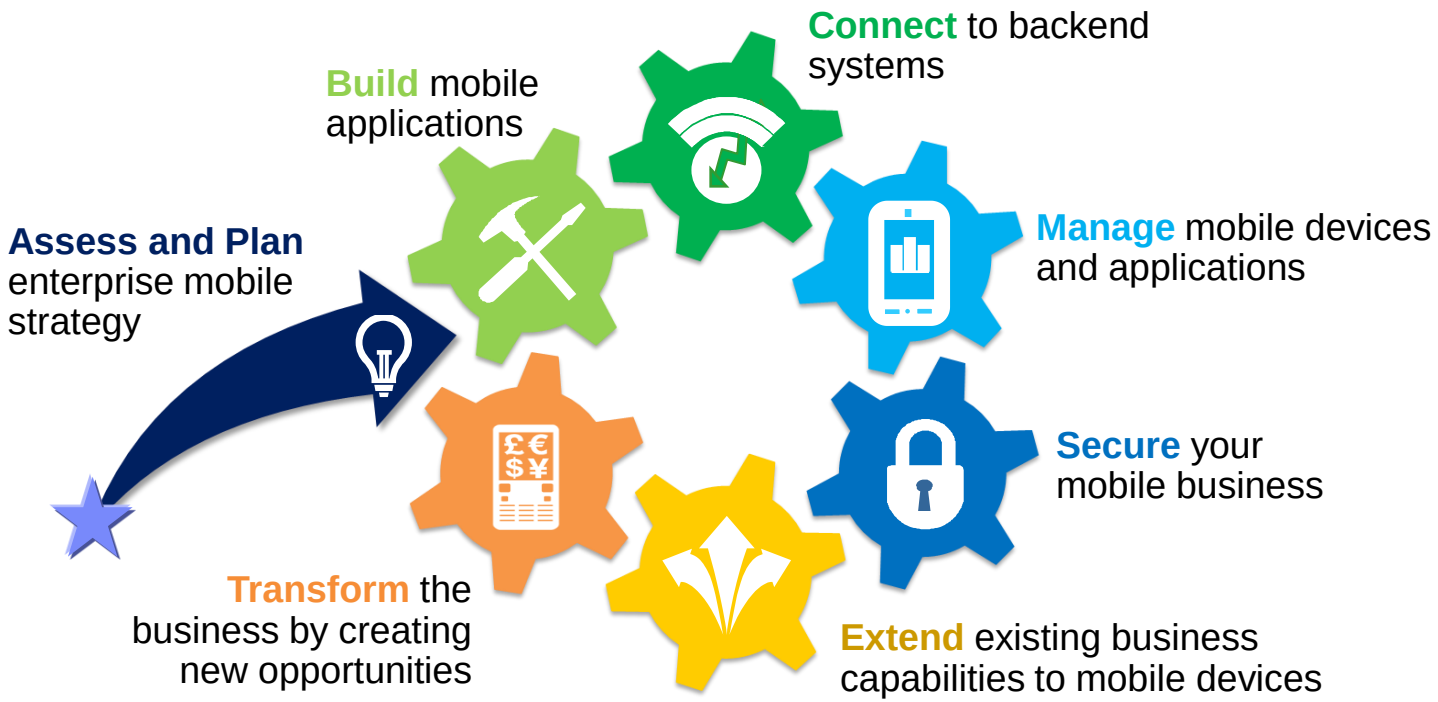
Key lessons learned

- Don’ t try to boil the ocean – walk before you run
- Open and frank communication with employees
- BYOD doesn’ t result in cost savings

The next steps of IBM’ s mobile journey

- Increasing infrastructure capacity to support more users
- More mobile applications
- Network access control and corporate wi-fi enhancements
- Containerization

IBM offers products and services to address the complete mobile lifecycle



IBM MobileFirst offering portfolio

For more information

IBM mobile services
ibm.com/services/mobility

IBM mobile software
ibm.com/software/solutions/mobile-e

YouTube videos
youtube.com/ibmmobileenterprise

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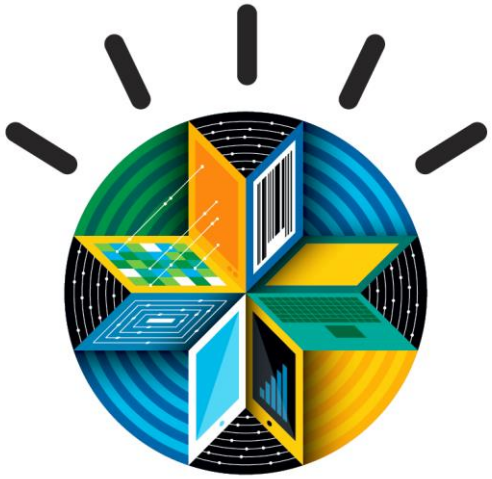

THANK
YOU