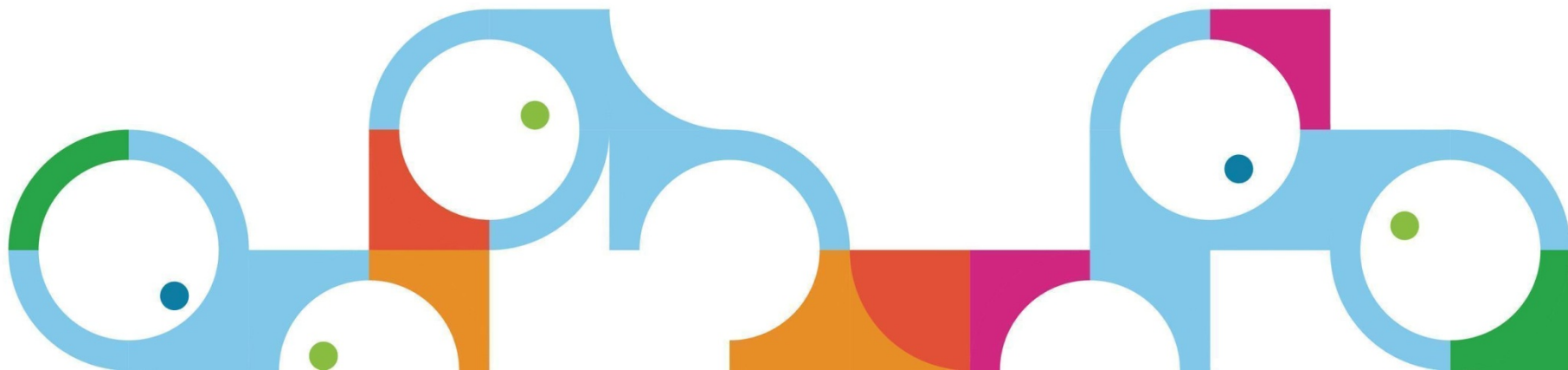


# 360°縱覽企業行動化架構

行動化部署、管理、開發 完整策略與實作考量

Global Technology Service

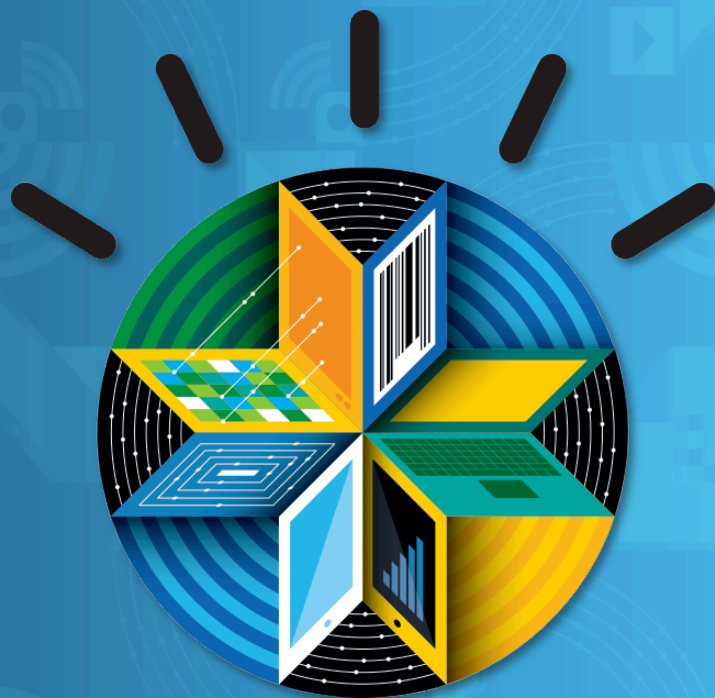


# AGENDA

企業行動化的 IT 挑戰

企業行動化策略佈局

企業行動化架構與方案



## 行動化設備已經全面性的影響企業的商業模式及 IT環境



### CIOs<sup>1</sup>:

**77%** 計劃開放 個人行動設備 存取公司資料及應用程式

**25+** 多數 CIO 預期計未來兩年會部署 25 個以上的 行動應用



### LOB:

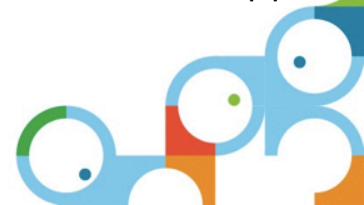
**客戶洞察力** 成為 CEO 最優先的議題 CEO<sup>3</sup>, mobile changes everything.

CMOs 的 **#2** 優先議題是部署平板及 Mobile Apps<sup>2</sup>

<sup>1</sup>A report from McKinsey & Company: Based on a survey of 250 CIOs on their mobility strategies.

<sup>2</sup>IBM 2011 Global CMO study

<sup>3</sup>IBM 2012 CEO study



## 但是行動化的特殊性也讓 IT 面臨新的挑戰

### 業務及 IT 形態的改變

- IT 消費化 迫使 CIO 面對 BYOD 以提供員工選擇彈性
- Anytime, Anywhere, Any device 存取成為標準
- 社交, 互動 的需求及重要性越來越高

### 特殊的安全需求:

- “個人隱私” 和 “敏感資料” 的保護需求
- “自有設備” 下的安全管理

### 行動生命週期管理複雜度:

- 自有設備之生命週期管理
- 支援 多重設備平台 所需的基礎管理環境
- 行動 APP 特殊開發及部署模式以及和既有系統之整合
- 跨越 WAN/WLAN/WAN 環境的存取模式



### 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





## IBM 藉由擁抱 BYOD 逐步建立行動化的企業環境

- 425,000 employees worldwide
- 50% of employees work remotely
- 50% workforce has less than 5 years of service

*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

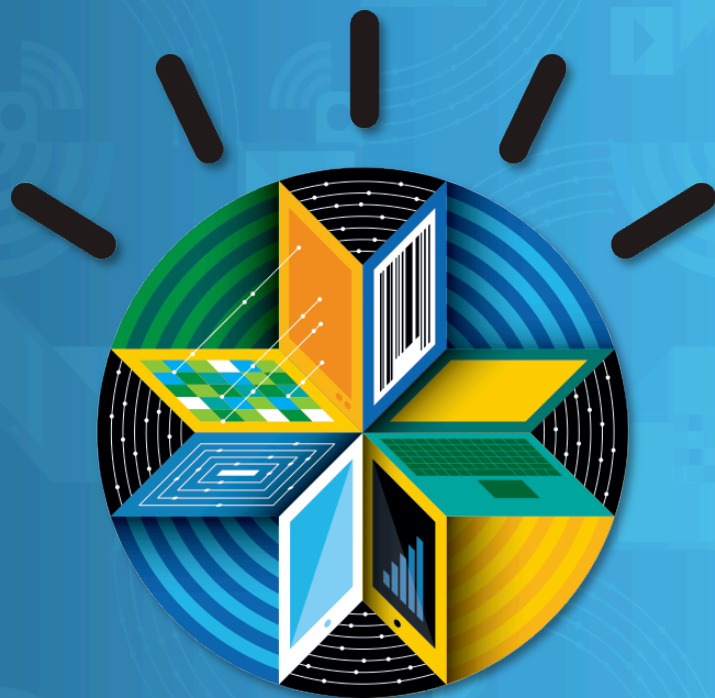
### How did IBM address the challenge?

1. Deploy a security-rich technology framework
2. Develop a strong usage policy
3. Educate employees
4. Support personally owned devices through social software

### Business outcomes:

- Increased employee productivity
- Increased employee satisfaction
- Reduced security risk and loss of corporate data for personally owned devices
- Over 120,000 employees using mobile devices for business with over 80,000 BYOD





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## 企業啟動行動化轉型的兩大佈局方向

### Social Business: From Liking to Leading

#### Activate the workforce

Improve productivity and unleash innovation by tapping into the collective intelligence inside and outside their organizations

#### Create a smarter workforce

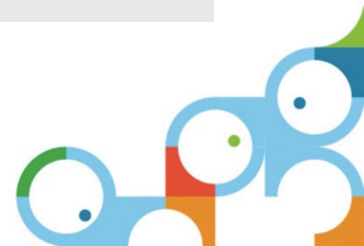
*“When the right people engage with the right community, they can change the way business works”*

#### Delight customers

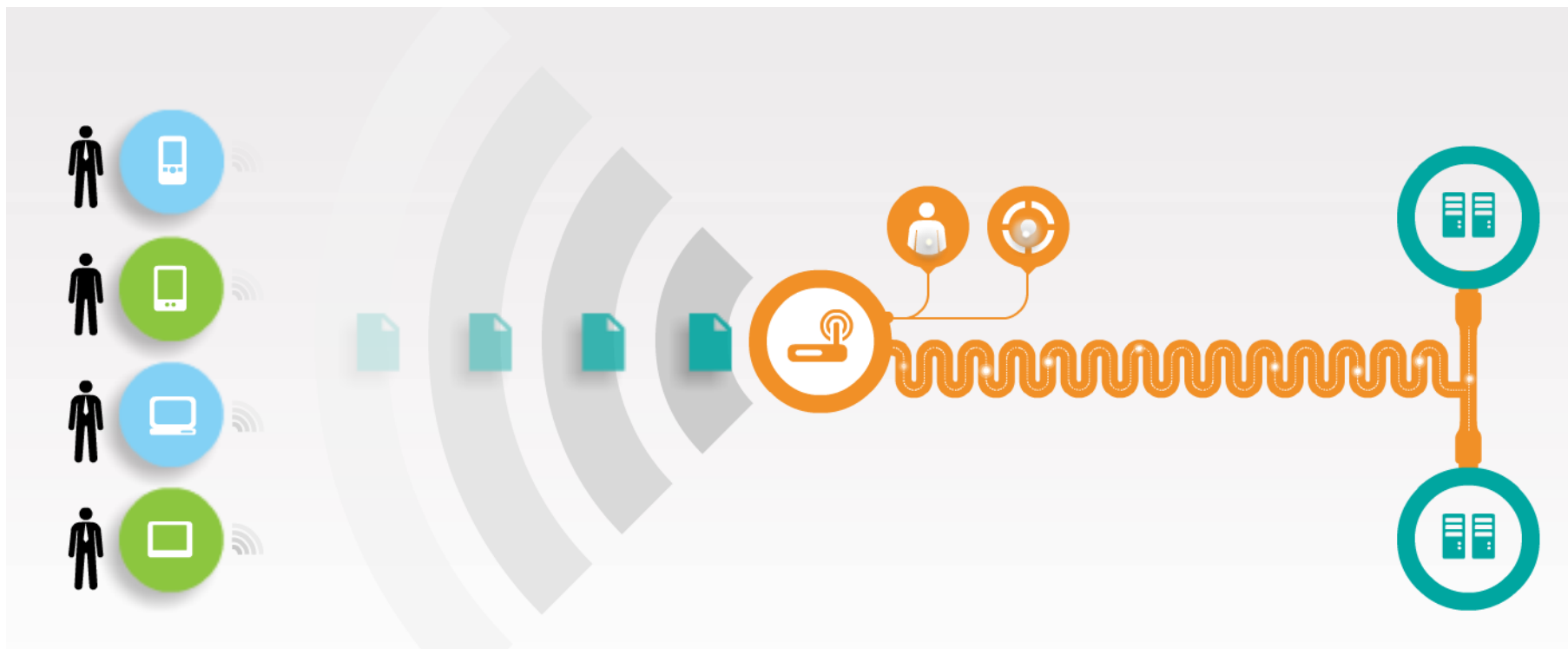
Increase loyalty, advocacy, and revenue by listening, analyzing, and acting upon new insights to anticipate individual customers needs

#### Create exceptional customer experiences

*“When customers are engaged on their own terms, you create more than a sale, you create an advocate”*



# 這些轉型需要一個足以支援行動化的基礎建設和維運環境



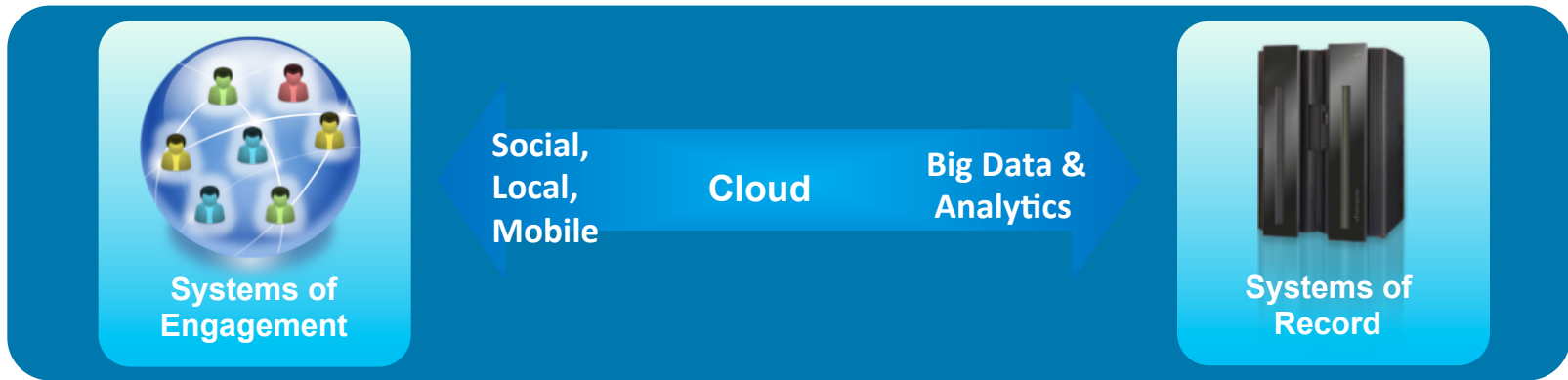
Device Management

Network Access  
and Security

Data Access and  
Application  
Management



# 以及能夠提供全新使用體驗並與既有營運系統整合之行動應用



*Transformational value from mobile will result from connections to systems of record*





## 企業達成行動化佈局所應思考的關鍵能力

### 啟動行動化業務轉型: Extend & Transform



**Extend**  
capabilities  
to mobile

**Transform** my  
business

- Mobile Strategy and Roadmap
- Mobile-enabled Business applications including analytics, commerce, and social business
- Mobile Analytics and Insight

### 強化行動化維運支援: Manage & Secure



**Manage** mobile  
devices and  
apps

**Secure** my  
mobile business

- Network & Data Security and Management
- App Management
- Device Lifecycle Management and Control
- End User Support
- Expense Management

### 建立行動化應用環境: Build & Connect



**Build** mobile  
apps

**Connect** &  
run mobile  
systems

- Building & Deploying Apps
- Mobile App Lifecycle Management and Testing
- Enterprise Data Access & Application Integration
- Mobile Enabled Enterprise network and wireless





# 將行動設備視為 PC 端應用的延伸 是快速啟動行動化的一種方式

"IBM holds a very enviable and strong position"

- Mobilizing the Social Workforce, Current Analysis, Sept 2012

Available on the App Store

**iPhone Apps** Bestsell

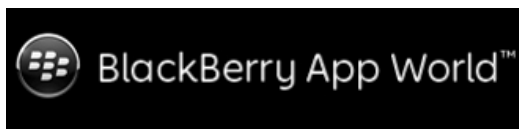
Download	Downloaded	Downloaded	Download	Downloaded	Download

**iPad Apps** Bestsell

Free	Free	Free	Free	Free	Downloaded	Download

Google play

	<b>IBM Sametime</b> IBM LOTUS / BUSINESS ★★★★★ (271) INSTALLED
	<b>IBM Connections</b> IBM LOTUS / BUSINESS ★★★★★ (121) INSTALLED
	<b>IBM SmartCloud Meetings</b> IBM LOTUS / BUSINESS ★★★★★ (31) INSTALLED
	<b>IBM Sametime Meetings</b> IBM LOTUS / BUSINESS ★★★★★ (2) INSTALLED



IBM Traveler





## 長遠的企業行動化轉型則應考慮業務模式之改變

From



- 簡單的學習及資料分享
- 收發 Email, 行事曆同步, 社交網路
- 基本的交易: 商品購買

To



進一步擁抱改變商業模式的機會:

- **Engage:** 任意地點, 任意時間的交流/協同運作的機會
- **Transact:** 更多可以在"行動"過程中進行交易的可能性





## 行動化轉型可以優化員工效率的或提升客戶體驗

### ■ 建立一個更智慧的工作環境:

- 有效利用行動設備的特殊性提升生產力：Location, Instant Access, Messaging
- 藉由客制化的 APP 建立與工作流程之整合
- 透過企業內之管道發佈行動應用
- 有效管理設備及建立安控以保護企業資料

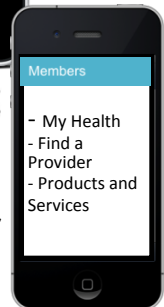
### ■ 提升客戶體驗以擴大營收/服務:

- 運用行動設備的功能提供更好/立即的服務
- 提供 多管道 但是一致的 使用者體驗：Web, Mobile Web, Mobile Hybrid, Native App
- 透過 Public App Store 發佈/更新行動 APP
- 有效瞭解客戶使用行為或喜好作為改進或提供新服務之基礎

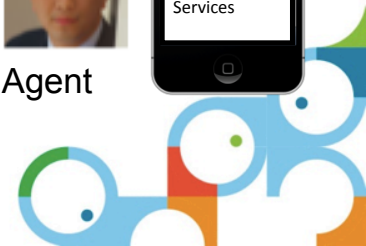
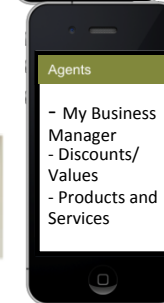


Member

Personalized experiences



Agent

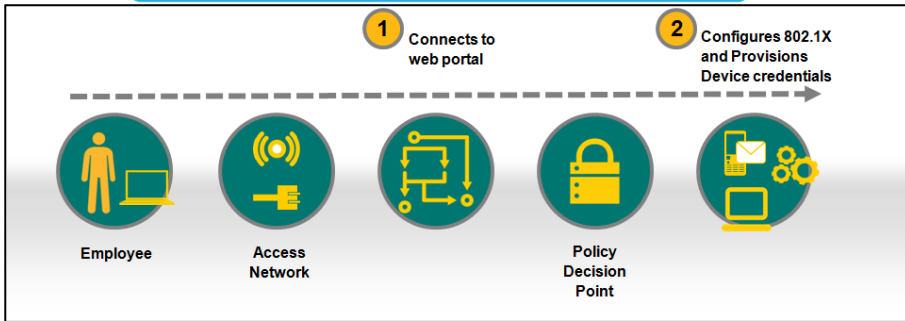




# 行動化之管理應涵蓋設備本體及網路存取管理

**1** Network services are used to onboard the device

**2** MDM services are used to manage the device

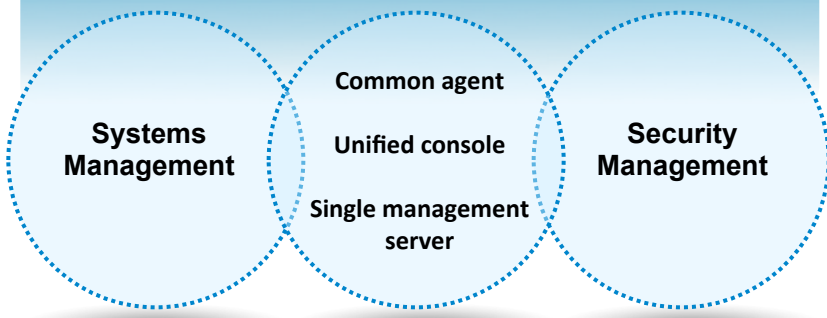






# 將行動設備及其他終端設備納入考慮可以更簡化管理

**Managed = Secure**



**Endpoint Management**



Desktops, Laptops, & Servers



Smartphones & Tablets



Purpose-specific Endpoints

**Implement BYOD with confidence**

**Secure sensitive data, regardless of device**

**Handle multi-platform complexities with ease**





## 行動化的應用及開發有其特殊之處

### Mobile apps are different.

- **Instant Access:** 更高的立即存取預期
- **Run on unstable networks:** 隨時可能中斷
- **Always on** : 隨時處於存取狀態
- **Smaller footprint:** 幾次點選就要完成作業
- **Smaller Screen Multiple Source:** 在小型螢幕上呈現來自多重來源之資訊, Local or Cloud
- **Touch and Slide:** 以點、滑 為主的操作模式

### Management is different.

- Application 的管理, 派送, 版本管理自成一系: 原生方式必須受各生態系統的 AppStore 控制
- AppStore 服務條款對 B2C, B2E 的 APP 管理可能造成限制

### Development is different.

- **Short Development cycle:** 更短的開發週期
- **More Devices:** 功能, OS, UI 特性各自不同
- **More development approaches:** Web, HTML, Native
- **More Choices:** third-party, open-source tools, frameworks and libraries

### Security is different.

- **Greater risks:** 更容易因為隨時存取, 容易攜帶的狀況影響安全
- **Greater authentication challenges:** 在 Content 來源混搭的狀況下更難以管制

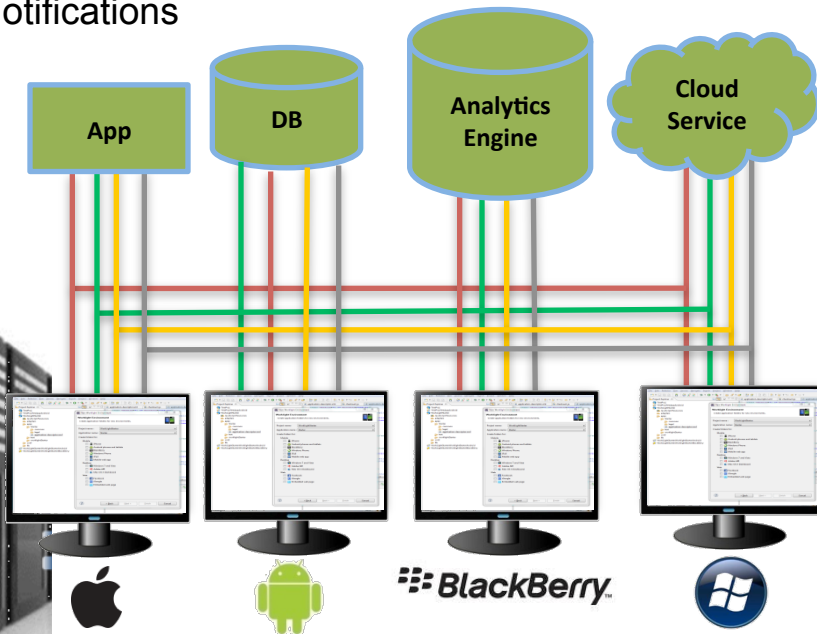




# 傳統的開發模式在行動化環境下將產生更大的複雜度， 透過行動化應用管理平台可以有效簡化行動開發

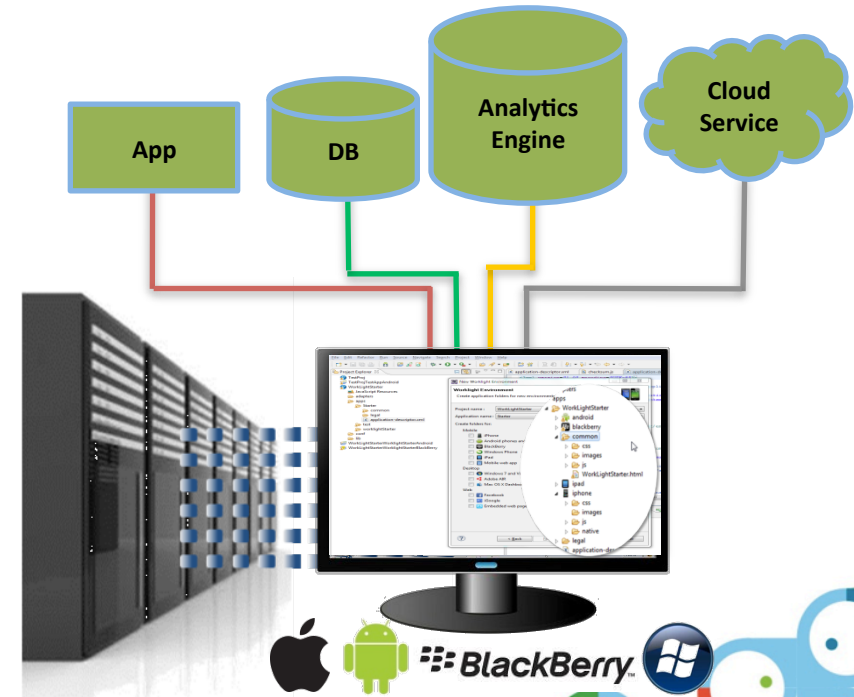
## From the complexity of many...

- Multiple sets of back-end integrations to build and manage
- YOU manage caching, authentication and single sign-on, service interruptions and push notifications



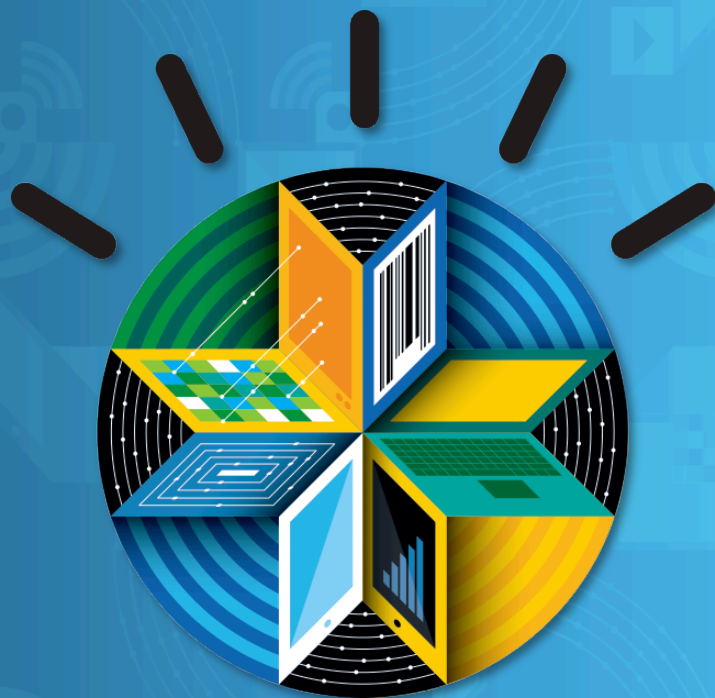
## To the simplicity of one

- One adapter per resource
- Worklight Server manages caching, authentication and single sign-on, service interruptions and push notifications



IBM Worklight

With Worklight



## AGENDA

企業行動化下的 IT 挑戰

企業行動化策略佈局

企業行動化框架與方案



# IBM Mobile First 提供全面之企業行動化架構





# 針對企業行動化轉型關鍵能力所提供之解決方案



**Build** mobile apps  
**Connect &** run mobile systems



**Manage** mobile devices and apps  
**Secure** my mobile business



**Extend** capabilities to mobile  
**Transform** my business

## IBM Mobile Foundation



IBM Endpoint Manager for Mobile Devices

## IBM Social & Analytics



IBM Connections, SameTime, Domino, Tealeaf

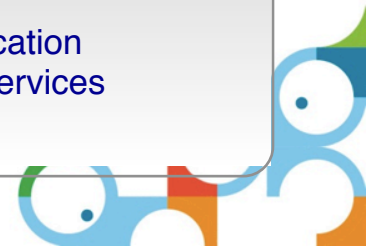
## IBM Mobile Services

Mobile Infrastructure Strategy and Planning

IBM Interactive Design

Mobile Enterprise Services for Managed Mobility

Mobile Application Innovation Services





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