# Mobile Imperatives for Public Sector

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# MOBILE IMPERATIVES

## For Public Sector
## Mike Spradbery – SWG Mobile Lead
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# DON'T MISS THE PARTY

## Demand is Now – Ubiquitous Presence

# The Mobile Opportunity

## 49%

UK adults using mobile internet

## 55%

Of all retail internet time via mobile

## 96%

Year on Year growth of mobile retail

# Demand Spreads to All Sectors

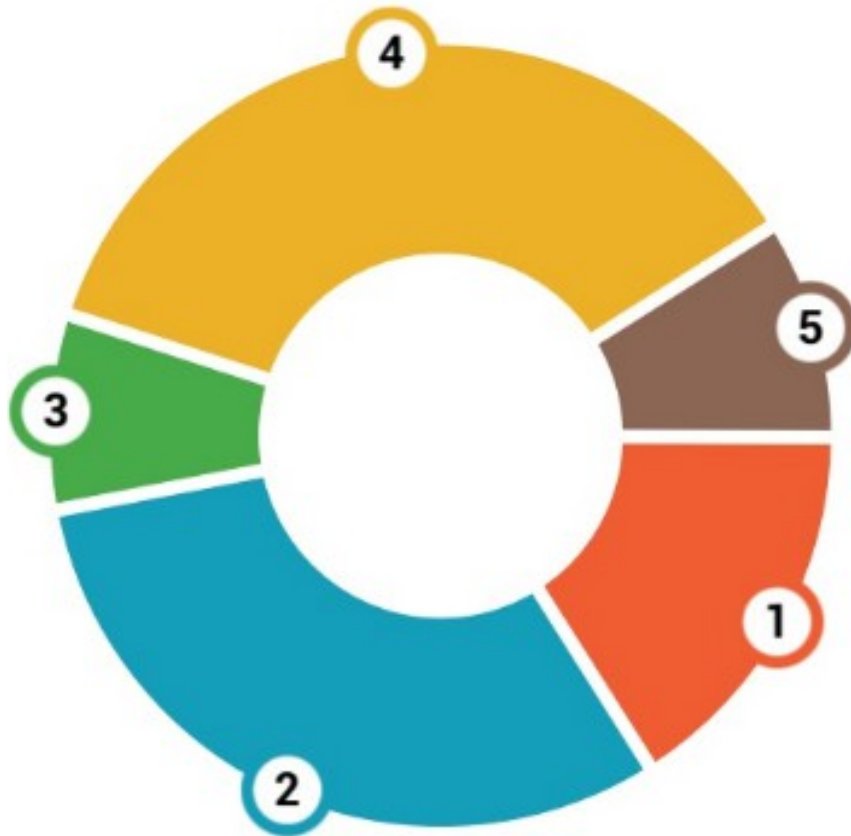## Public Sector Mobile Web Access

# UNEXPECT THE EXPECTED

# Build for Flexibility – Future Proof

# Q4 2007 Market Share

| | | |
|---|---|---|
| (1) | Palm | 16% |
| (2) | RIM | 31% |
| (3) | Symbian | 8% |
| (4) | Microsoft | 36% |
| (5) | iOS | 9% |

# Q2 2013 Market Share



| | | | |
|---|---|---|---|
| ① | Android | 79% |
| ② | iOS | 13% |
| ③ | Windows | 4% |
| ④ | Blackberry | 3% |
| ⑤ | Other | 1% |

Source: Gartner
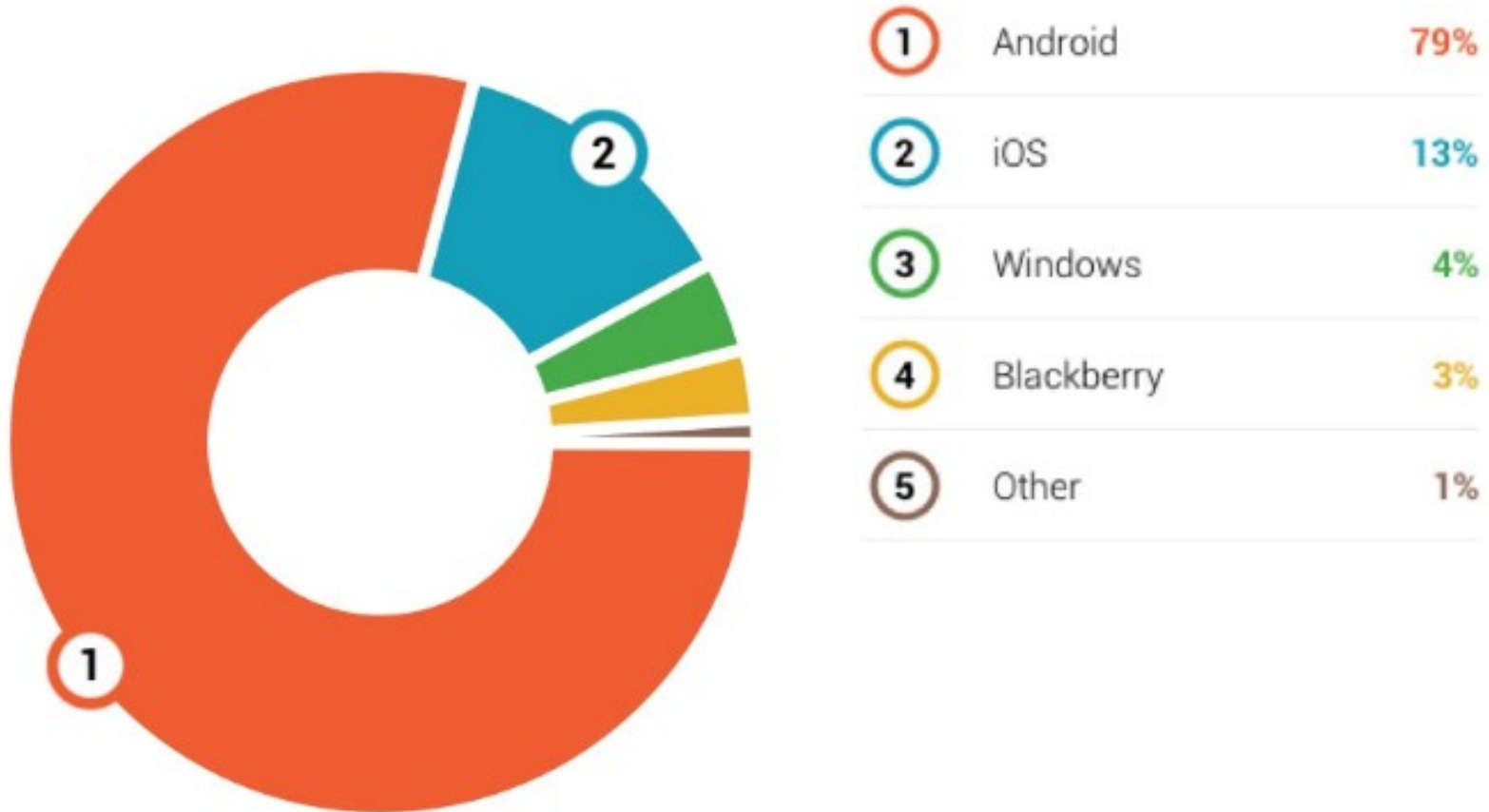
# A JOB WORTH DOING

## Architect for Enterprise – Assure Quality

# CONSIDERATIONS

Scalability

Security

Availability

Performance

Integration

Insight

# Manage Risk and Security

## £66bn

Annual cost of mobile security threats to UK SMEs

## 1m

Android-based questionable and malicious apps

## 74%

People use smartphones at work
(58% in restaurant)

# USERS USERS USERS

## High Expectations, Low Patience – Delight & Engage

# Deliver Something Special

**No. 1** **1h45** **Thin**

Reason people switch banks: poor mobile experience

Average time spent on tablets per day

Context
Entertainment
Testing
Feedback
Engagement

# IBM MobileFirst

The Leading Mobile Platform for Business

# IBM MobileFirst Portfolio

**Strategy & Design Services**

**Development & Integration Services**

## Industry Solutions

Banking | Insurance | Retail | Transport | Telecom | Government | Healthcare | Automotive

## IBM and Partner Applications

## Application & Data Platform

**Management** | **Security** | **Analytics**

Devices | Network | Servers

## Cloud & Managed Services

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# Thank You

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