



Enterprise Impacts and Benefits with Mobile Innovation

Lars-Olof Allerhed
CTO MobileFirst Europe
[@allerhed](#)

Innovate2013
The IBM Technical Summit



Enterprise Impacts and Benefits with Mobile Innovation

Lars-Olof Allerhed
CTO MobileFirst Europe
[@allerhed](#)

Innovate2013
The IBM Technical Summit





Mobile Adoption Continues to Explode



Mobile Is Changing Interactions Across Industries



1/3 of citizens **access** federal government website by logging in from phones or tablets



25% of all online **search** for travel comes from a mobile device



Mobile banking **transactions** grew at

138% CAGR from 0.3B in 2008 to 9.4B in 2012

And Ultimately Changing How Individuals Are Getting Things Done



47% use devices to read and write docs



62% use devices for work related email



41% use devices to access work related apps

These Trends Bring Business and IT Challenges

Business & IT Changes



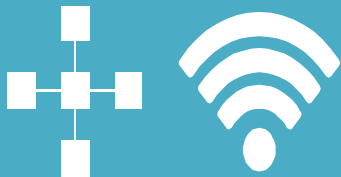
- Clients operate in a “4 screen” world
- New process and business designs required for transformation opportunities
- Rapid and disruptive innovation shortening time to value requirements

Privacy & Security



- Protection of privacy and confidential information
- Policies for client-owned smartphones and tablets
- Visibility, security and management of mobile platform requirements

Integration

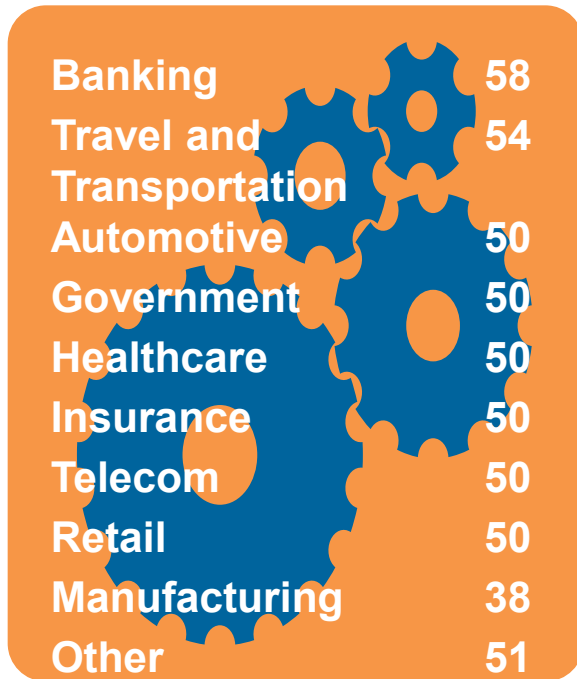


- Developing apps that integrate with information across the enterprise
- Infrastructure complexity from multiple device platforms
- Unique mobile requirements for employees/workers

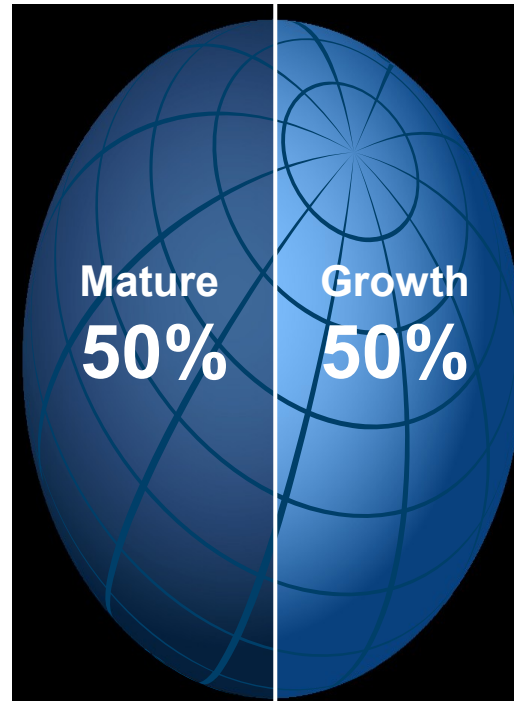
The Institute for Business Value and Oxford Economics Provides Insights into the Characteristics of Mobile Leaders

Survey Respondent by

Industry

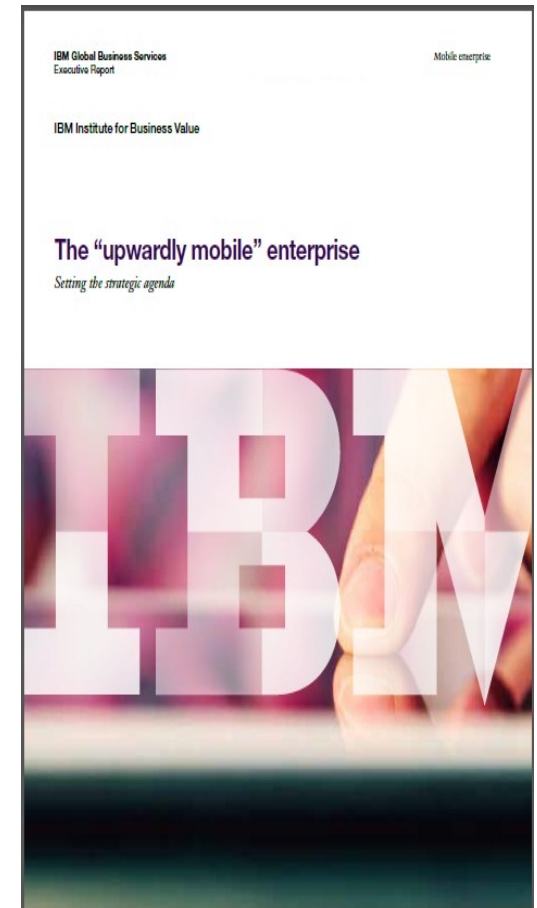


Market



Read the report:

<http://ibm.co/ibvmobile>



The study represents 601 mobile strategy experts

¹Research was conducted by IBV and Oxford Economics in 1Q13



ibm.com/mobilebiz



The Findings Give Us Insight into the Things that Mobile Leaders Are Doing Differently

They **BUILD** apps that unlock core business knowledge for mobile uses

They secure and manage the mobile enterprise to **OPTIMIZE** performance

They use insights to **ENGAGE** their customers wherever they are

They use mobile to fundamentally **TRANSFORM** the way they do business

1

They BUILD apps that unlock core business knowledge for mobile uses

Those indicating that they excel at integrating existing systems with mobile

63%

Mobile
Strategy
Leaders

[vs]

34%

All
Others

“Users do not forgive you for having something that works on the website but doesn't work on the iPhone app.”
Chief Architect, Travel services company



2

They secure and manage the mobile enterprise to OPTIMIZE performance

Those indicating that they are effective at addressing mobile data security issues

90%

Mobile Strategy Leaders

[vs]

55%

All Others

“Our main challenges are data, security, privacy, and intellectual property risk. As vehicles collect more and more data, we will be challenged with determining the owner of the data and what is personal versus private. Director Strategy and Planning, Global IT, Automotive”

3

They use insights to **ENGAGE** their customers wherever they are

Those indicating that they are effective at taking action based on mobile data

73%

Mobile Strategy Leaders

[vs]

36%

All Others

“Make sure the voice of the customer is heard by the engineer”

Senior Advisor, Consumer Electronics company

4

They use mobile to fundamentally TRANSFORM the way they do business

Those indicating that mobile is fundamentally changing the way their organization does business

81%

Mobile Strategy Leaders

[vs]

39%

All Others

“ If we don't invest in mobile, over time we will reduce our ability to acquire new customers and make acquisitions; our customer metrics will decline. ”
Head of Group Digital Deployment, Banking

The Mobile First Enterprise Sets An Agenda to...

BUILD

Develop and run mobile applications

OPTIMIZE

Integrate mobile into the fabric of the organization

ENGAGE

Connect with customers in context

TRANSFORM

Create new value at the moment of awareness

Rohde & Schwarz cuts mobile development costs by 60 percent. The **IBM Worklight** platform facilitates rapid mobile application development



Develop and run applications



Challenges

Rohde & Schwarz wanted to create a mobile enterprise infrastructure that would help it support multiple devices and create applications for customers, partners and employees

Solution

Using the IBM Worklight mobile platform, the organization can develop and deploy hybrid HTML5 applications to deliver content across multiple mobile platforms.

Benefits

Reduces multiplatform development costs by 60 percent when developing for five platforms



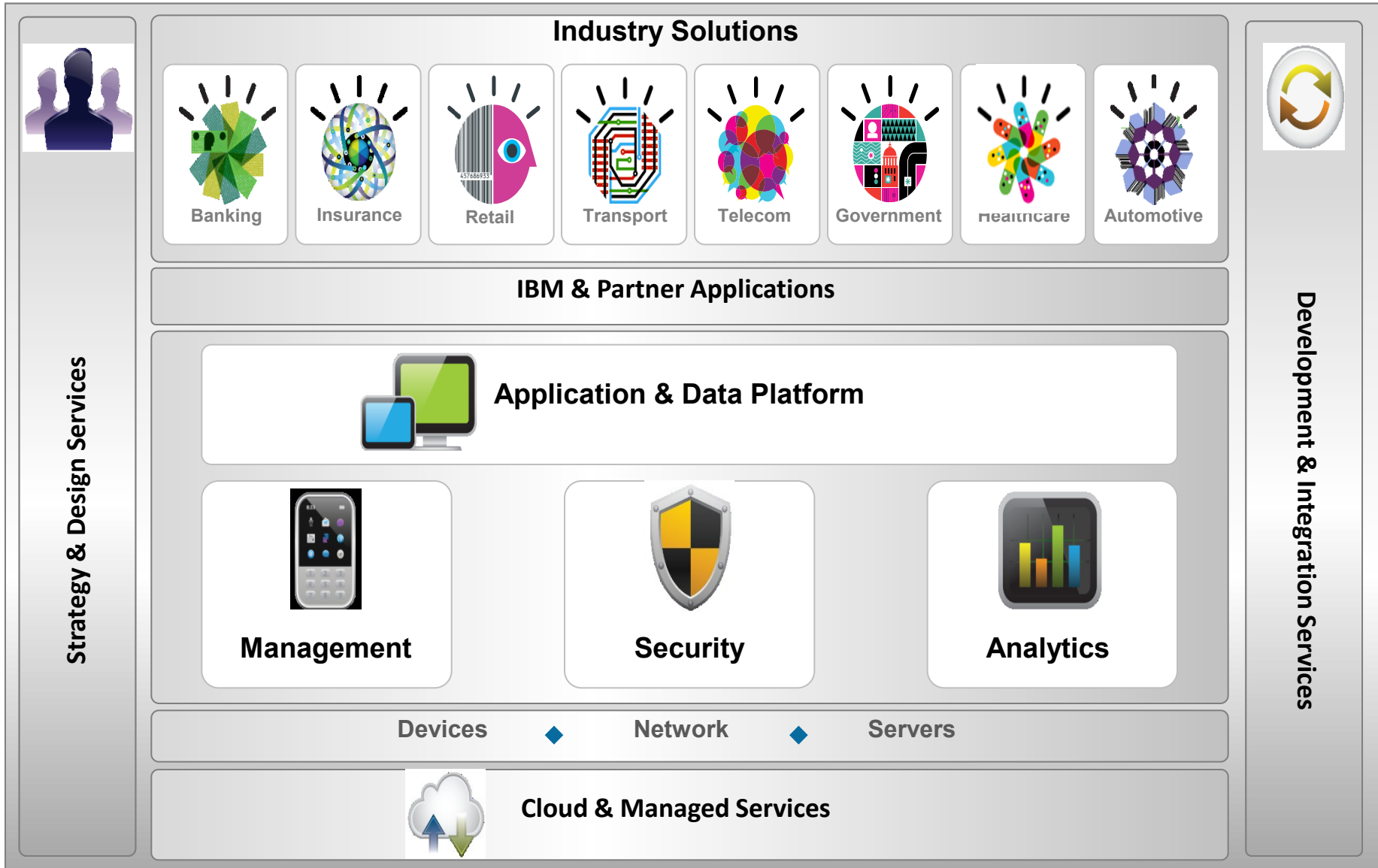
ibm.com/mobileapp





Where do IBM fit in to all of this?

IBM MobileFirst Offering Portfolio



Three Ways to Engage with IBM MobileFirst

1

Download the IBV mobile study:
<http://ibm.co/ibvmobile>

2

Sign up for a free Mobile Agenda Workshop
ibmmobile@us.ibm.com

3

Join the conversation and learn more:

- www.ibm.com/mobilefirst
- [#IBMMobile](https://twitter.com/IBMMobile)
- facebook.com/IBMMobile

