



Getting to a MobileFirst Strategy





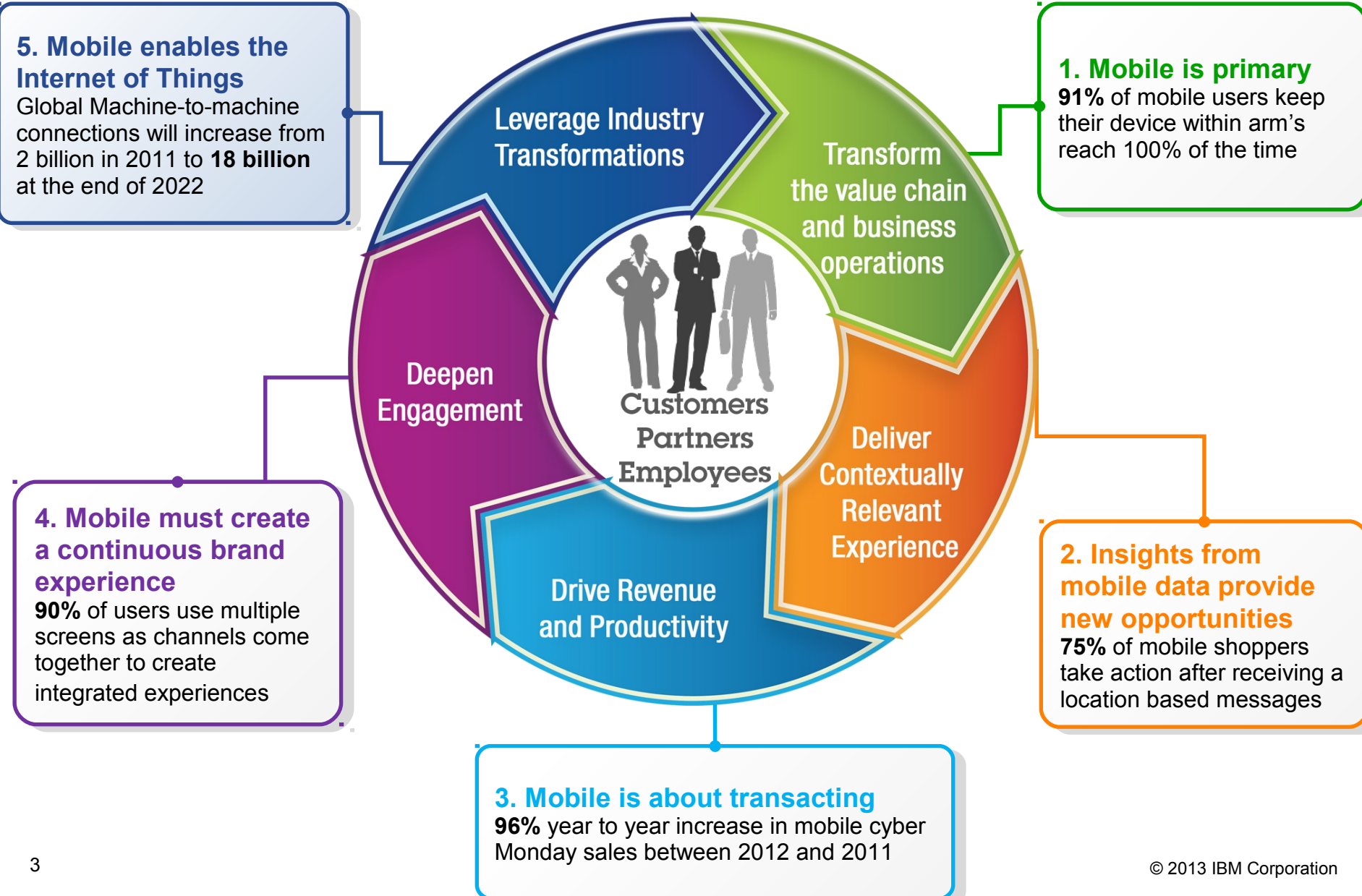
Our key themes today

(1) Mobile is transforming business processes

(2) Capabilities for a next generation digital platform

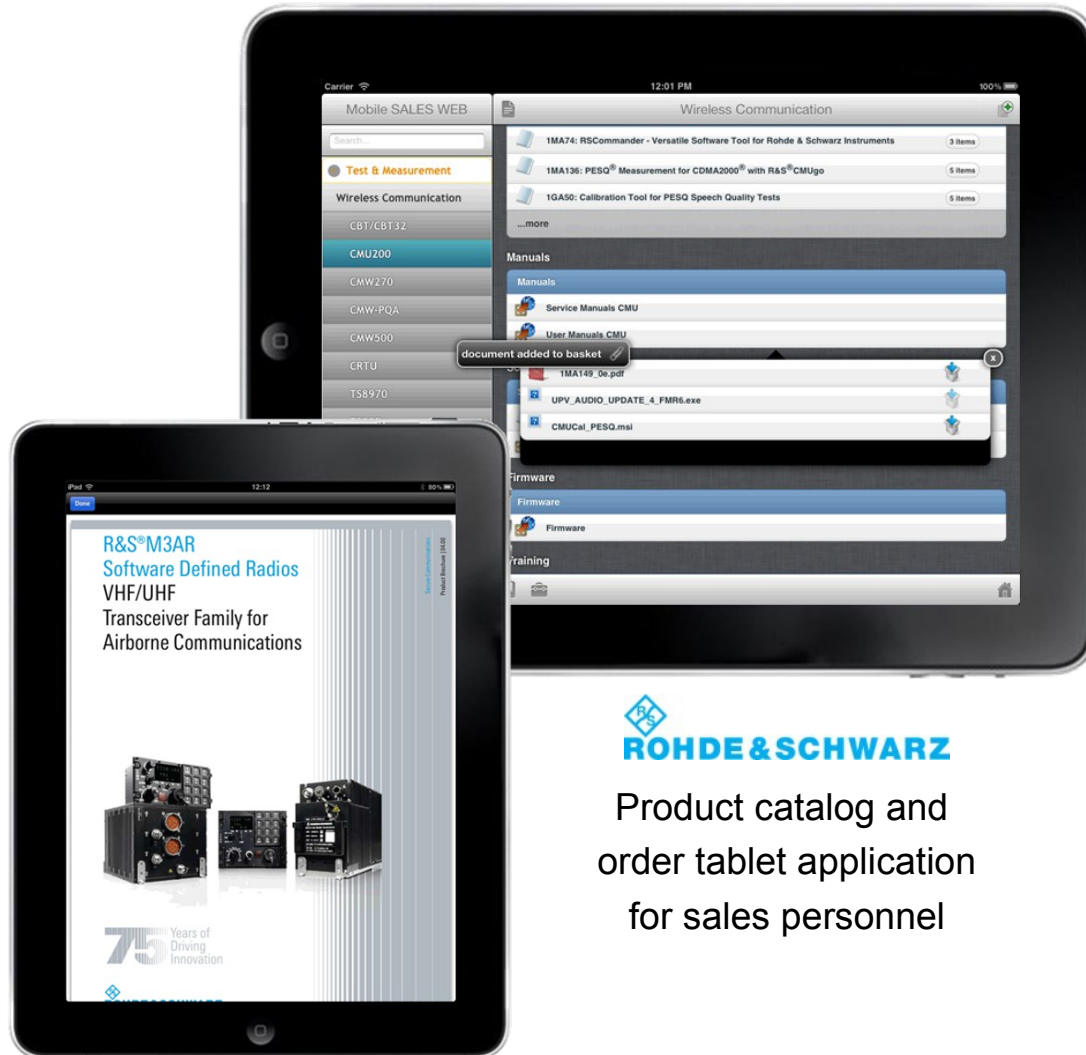


Five mobile trends with significant implications for the enterprise





Objective #1: Enhance enterprise productivity



- Enable anytime access to enterprise data and functions
- Design for mobile: leverage sensors, context, and convenience to accelerate productivity
- Leverage new form factors to optimize IT delivery for role-based needs of the workforce
- Attract new millennial talent to the enterprise

 **ROHDE & SCHWARZ**

Product catalog and
order tablet application
for sales personnel



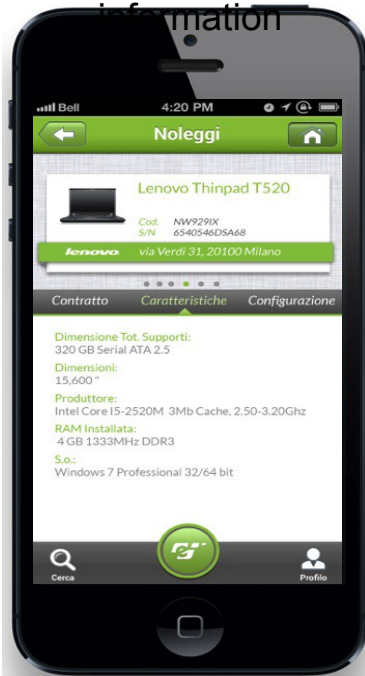
Objective #2: Transform processes for customer interaction

Example: *Elmec IT equipment lease management*

Scan equipment at client sites



Access administrative and technical information



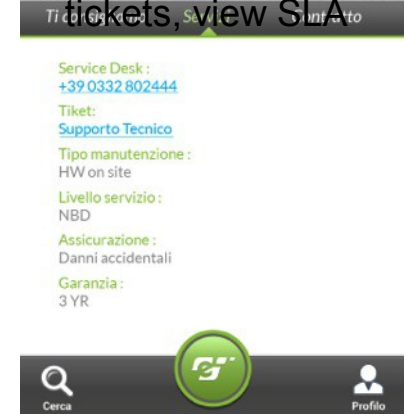
Find and fix location discrepancies ... (logged at B, actually located at A)



View contract terms, technical and configuration details



Call time-and-location aware support numbers, open support tickets, view SLA



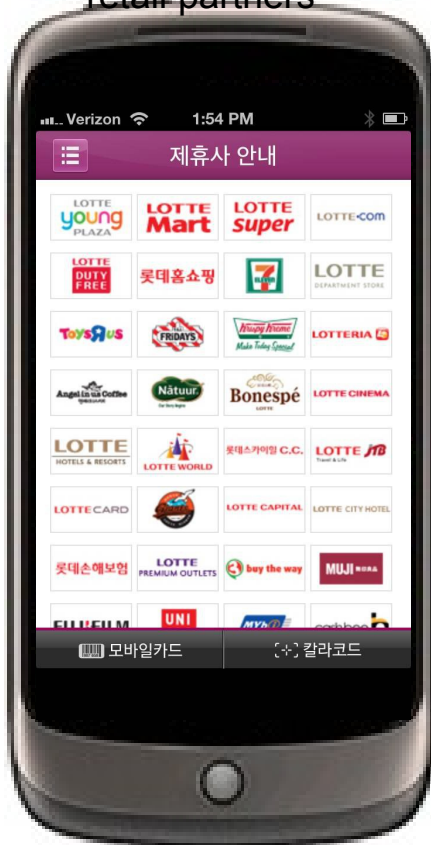
Ecommerce integration: View related products and special offers—place orders from smartphone





Objective #3: Extend the enterprise's business network in new ways

Credit card provider aggregates offers from retail partners



Offers are scoped by geo-location for “augmented reality” experience



- Instant access to information (orders, customer history, etc.) provide a more seamless experience to the end customer when multiple parties participate in a business process
- Provides new channels for 3rd party goods & services to surface to the end user [the “app store” analogy is everywhere!]

LOTTE



Workforce segmentation: driving the next level of productivity

With IBM as an example



Additional Personas: * IBM Office based employee * Work at home employee * Frequently travelers and acquisition employees * Employee with high technology adoption * Low technology adoption * Employees with accessibility requirements



IT delivery for mobile: how it differs from the web

Web	Mobile
Monolithic apps	Many task-oriented apps
Mouse & keyboard driven	Multiple sensors driven (touch, camera, GPS, etc.)
Least common denominator browser approach	(1) Many different endpoint combinations (type, OS, screen sizes, etc.); user experience highly tailored to the device
Centralized server execution	De-centralized intelligent endpoints
Centralized code distribution & controlled rollout	(2) Loss of control over distribution (e.g., app stores) and environment (e.g., client OS versions)
Trusted execution behind the firewall	(3) Code runs in an environment outside of the enterprise's control (consumers, BYOD)
Always connected	Many times offline or limited bandwidth
Optimized remote load	Optimized local responsiveness
Static context	Context (e.g., location, speed of travel) varies and is being exploited to create new experiences



Considerations for IT delivery of applications

- Business & IT must deliver a multi-channel experience (form factors, device types, and touch points) that is consistent, cost effective, and compelling
- Mobile experiences seamless cross device & service. How to enabling marketing, line-of-business, and customer support to deeply understand the customer experience *and improve it?*
- User & field driven development processes that ensure IT builds the right and most effective user experience (maximize user acceptance!)
- How to facilitating skills transition or access to talent so applications can be sourced cost effectively
- Open technologies as a means of protecting IT (and the business) from rapidly changing technology & delivery models
- Transforming an organization's innovation process & operational capabilities for rapid, repeated mobile delivery



Management & security problem areas for mobile

Develop and Communicate Formal Mobile Strategy, Policies

1 BYOD: Efficiently acquire, deploy, secure, manage, and de-provision devices



2 Security Intelligence: Protect devices from malware, data theft



PUBLIC WIFI



INTERNET



TELECOM PROVIDER

3 App Protection: Test, deliver and manage security-rich apps



MOBILE APPS



WEB SITES

4 Mobile Traffic: Manage and optimize enterprise networks



PRIVATE WIFI



SECURITY GATEWAY

5 Asset & Expense Management: Actively manage corporate device purchases, service contracts, usage



6 Secure Access: Manage users and access to enterprise apps and data



Deliver an Adaptive Security Posture



IBM MobileFirst Offering Portfolio



Strategy & Design Services

Industry Solutions

Banking Insurance Retail Transport Telecom Government Healthcare Automotive

IBM & Partner Applications



Application & Data Platform



Management



Security



Analytics

Devices

Network

Servers



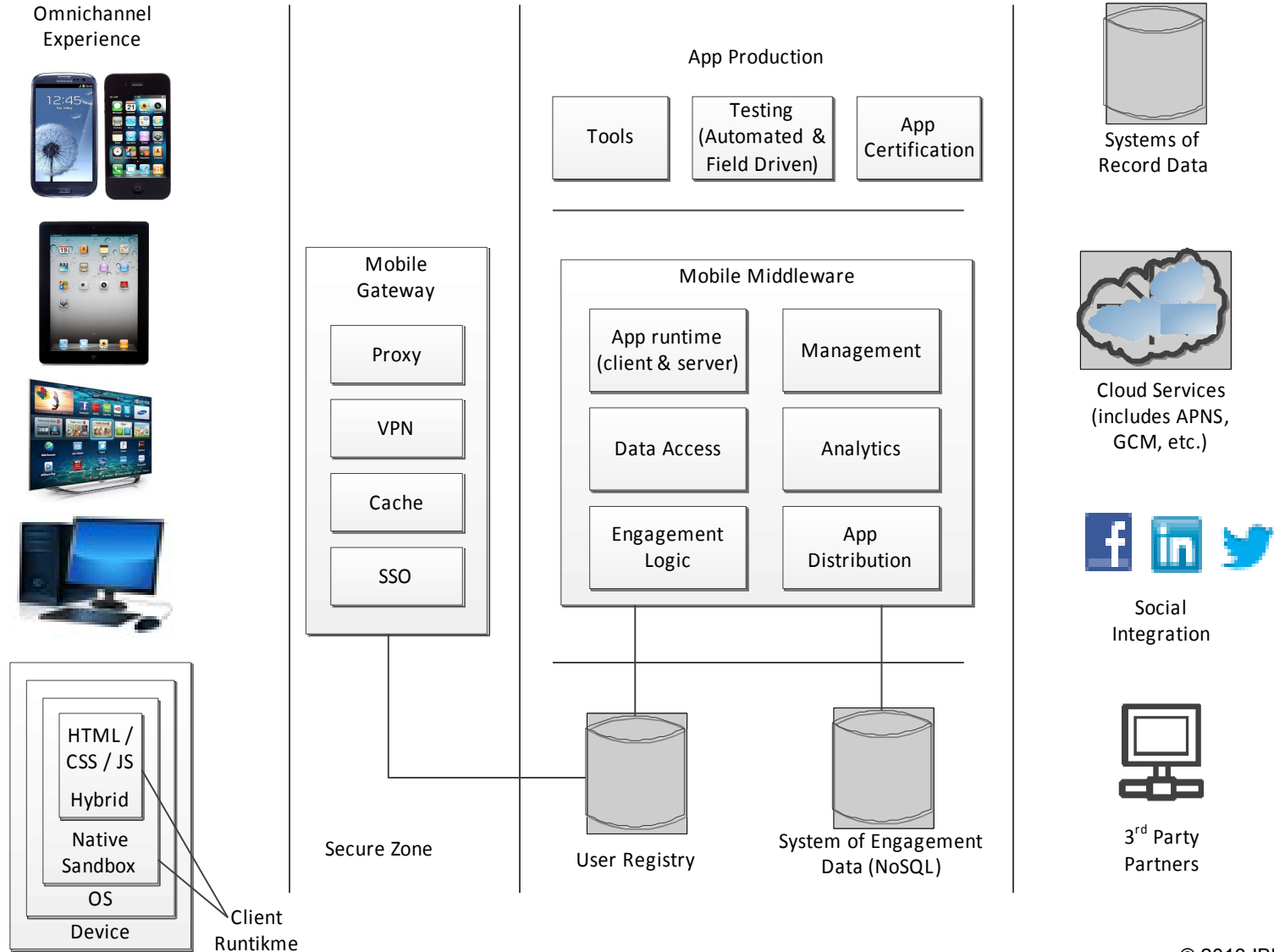
Cloud & Managed Services



Development & Integration Services



What a mobile architecture looks like





The IBM mobile application development lifecycle



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