

The logo features a large white 'X' shape. The word 'IBM' is positioned to the left of the 'X', and the word 'CITE' is positioned to the right. Below 'CITE' is the year '2014'. The background is a vibrant, multi-colored powder explosion in shades of yellow, green, blue, and pink against a black backdrop.

IBM

CITE

2014

Apple + IBM: Redefining the Mobile Enterprise

Tim Greisinger
Vice President, Smarter Cities and
Leader, Systems of Engagement
IBM Asia Pacific

Transforming the Mobile Enterprise

Tim Greisinger

Vice President, Smarter Cities & Systems of Engagement

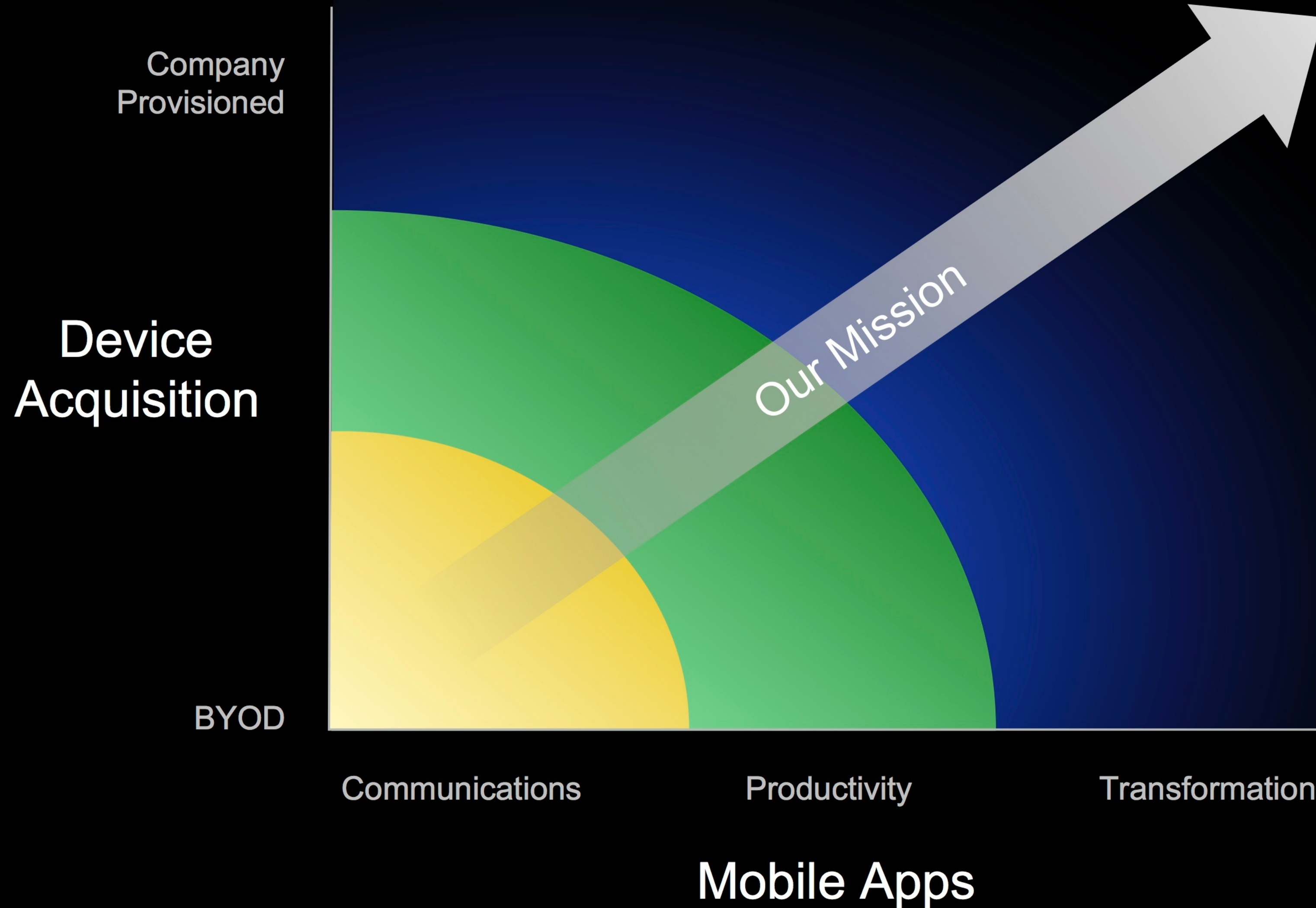
Enterprise apps exclusive for iOS

IBM software services

Procurement and lifecycle management

AppleCare for Enterprise

Redefining Mobility



Mobile Migration Can
Be a Long Journey

Where are you in the Mobile journey?

- a) Ad hoc/ Experimental
- b) Opportunistic/ Tactical
- c) Strategic priority
- d) Delivering competitive differentiation
- e) Mobile First across all channels

ROI not fully justified

Competing priorities

Security risk

Unable to convince stakeholders

Delayed timeline

Vision unclear

Unable to justify spend

Resource constraints



Values not aligned

Lack of influence

CapEx reductions

No process redesign

Poor integration

Low user adoption

Unreasonable deadlines

Drop Outs



One and Done



Succeed and Replicate



Enterprise-Wide Adoption



Legal



Sales



Finance



Field Service

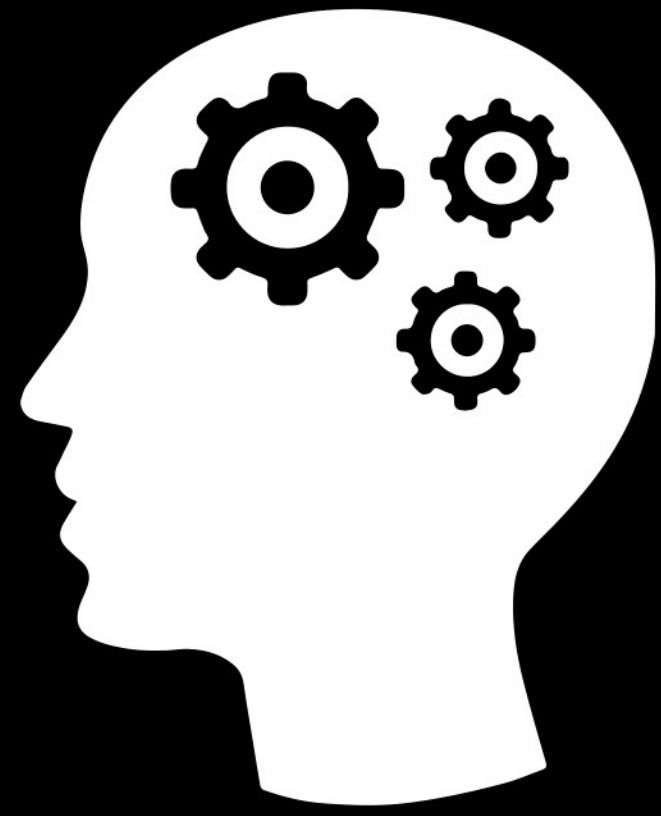


Engineering



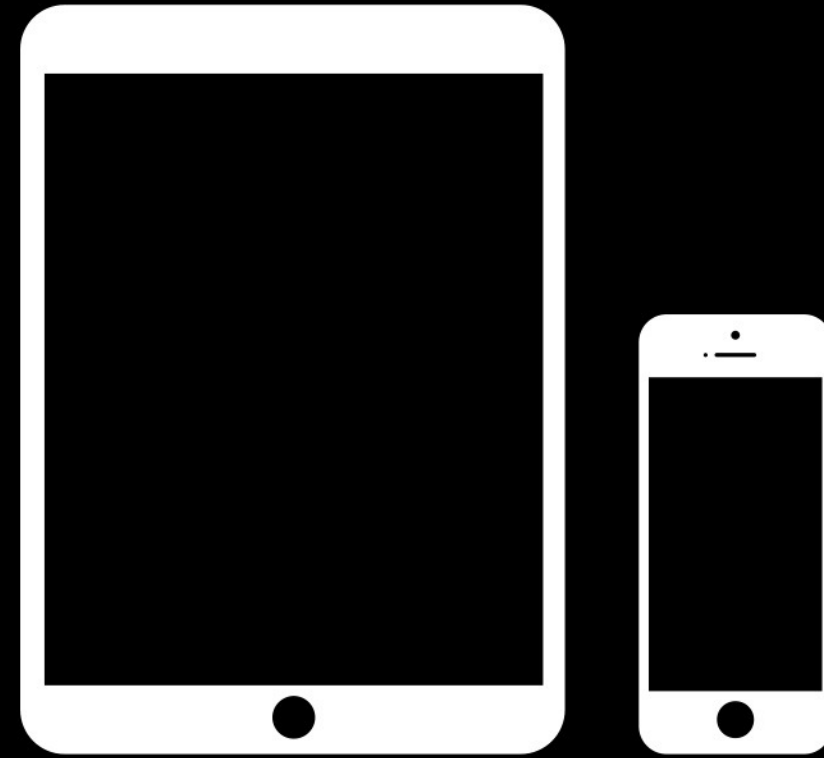
Human Resources

Imagine the collective
knowledge and power of
an *entire* enterprise, at your
employee's fingertips.



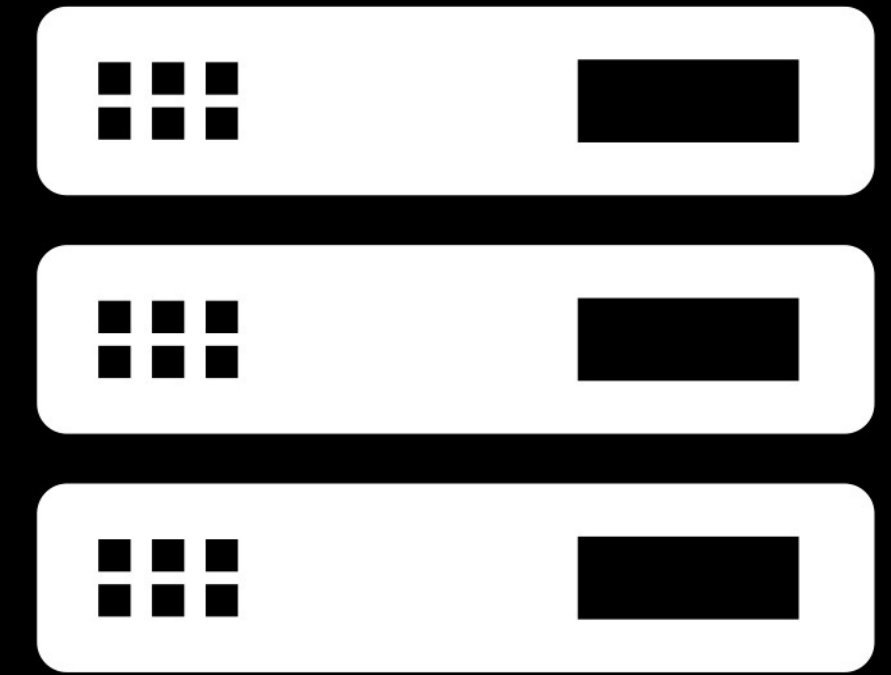
Analytical
Insight

+



iPad and
iPhone

+



Enterprise
Systems

Litmus Test

- ✓ Solves industry pain point
- ✓ Powered by analytics
- ✓ Made first for mobile
- ✓ Empowers employee



**Mobile Ops
and Supply Chain**

Smarter Retail Workforce

Mobile Wealth Manager

Smarter Transportation

Spend Analysis and Management

Mobile Asset Management

Mobile Flight Crew

Airline Pilot Planning

Mobile Asset Management

**Workforce
Maintenance Worker**

Mobile Sales Agent

**Social Enabled
Product Innovation**

Smarter Workforce

Public Health

Social Learning Platform

Mobile Underwriter

Border Reviews and Inspections

Mobile Mining Operations

Mobile Customs Inspector

Mobile Service Agent

In-Store Associate

Mobile Field Service

Merchandising and Supply Chain Mgt

Corporate Banking

Dealer Sales Support

Mobile Risk Management

Treasury Management

Mobile Field Services

Mobile Performance Mgt Dashboard

Mobile Claims Adjuster

Mobile Emergency Response

B2B Commerce

Digital Small Business Banker

Performance Management Insight

Mobile Teller

Mobile First Responder

Mobile Salesforce

Mobile Demand Insight

Retail Knowledge Management

Mobile Sales Agent

Mobile Sales Force

Enterprise Solutions for iOS

**IBM MobileFirst
for iOS
Solutions**

**IBM MobileFirst
for iOS
Software
Services**

**IBM MobileFirst
Supply,
Activate and
Manage**

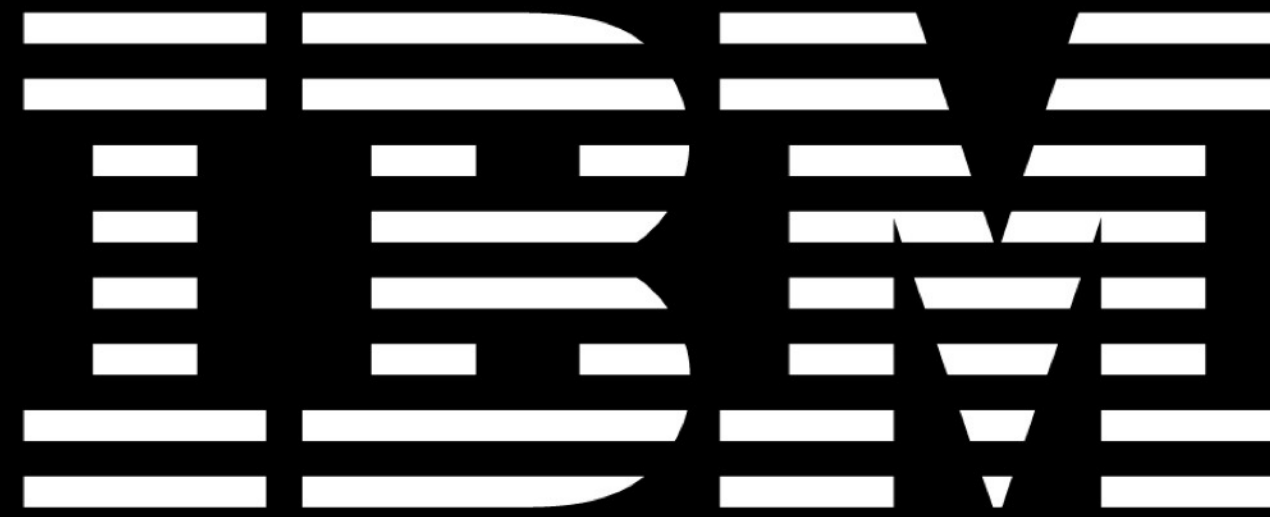


AppleCare
for Enterprise

Transformation Starts Now



+



The image features a central white logo consisting of a large 'X' shape. The text 'IBM' is positioned to the left of the 'X', 'CITE' is to the right, and '2014' is centered below the 'X'. The background is a dark, black space filled with vibrant, multi-colored powder (yellow, green, blue, pink, red) that has exploded from the center, creating a dynamic, starburst-like effect. The powder particles are fine and densely packed, giving the explosion a soft, ethereal quality. The overall composition is balanced and visually striking due to the contrast between the bright colors and the dark background.

IBM

CITE

2014