

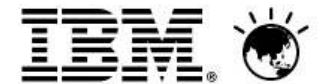
Pulse

IBM SolutionsConnect 2013

Mobilising The Enterprise

The IBM '6 Steps'

06/13/2013





What is Mobility?

....the mobilisation of corporate applications and data for anywhere and anytime access....

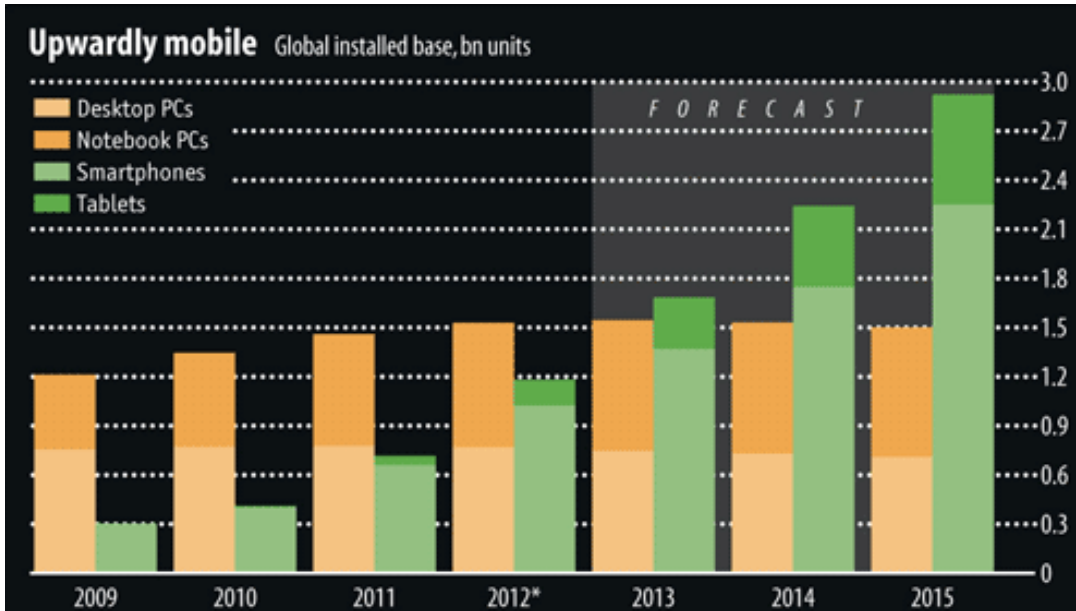
....the mobilisation of corporate applications and data requires transformations within the enterprise....

....transforming the enterprise for mobility, will transform how organisations do business....





Market Data on Mobility



SOURCE: Morgan Stanley 2013

Key Messages:

- As consumer device numbers grow so too does the ability to reach a huge audience in real time.
- Mobile 'apps' will be the preferred method of engagement with this large audience.

BY THE END OF 2012

MOBILE DEVICES WILL OUTNUMBER "TRADITIONAL COMPUTERS" 2 TO 1 IN A NETWORK

85 BILLION MOBILE APP DOWNLOADS

3/4 OF ALL MOBILE APPS DEVELOPED IN 2012 WILL BE INTEGRATED WITH ENTERPRISE SERVICES (Microsoft - Oracle - SAP)

OVER 80% OF ALL MOBILE APPS DEVELOPED IN 2012 WILL BE INTEGRATED WITH SOCIAL NETWORKING SERVICES

HALF OF ALL MOBILE APPS DEVELOPED WILL BE CONNECTED TO AND INTEGRATED WITH CLOUD APPLICATION PLATFORMS



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What's my mobile strategy for B2E?
B2B? B2C? M2M??

Does mobility mean I also
need to become a social
business?

How do I support a growing
mobile workforce?

How do I secure and
manage mobile
endpoints?

How do mobile devices
connect securely to the
corporate network?

How do I leverage
virtualisation and
cloud?

Can I migrate from laptops
to tablets for corporate
devices?

Should I support
BYOD?

How do I develop &
deliver mobile
applications?



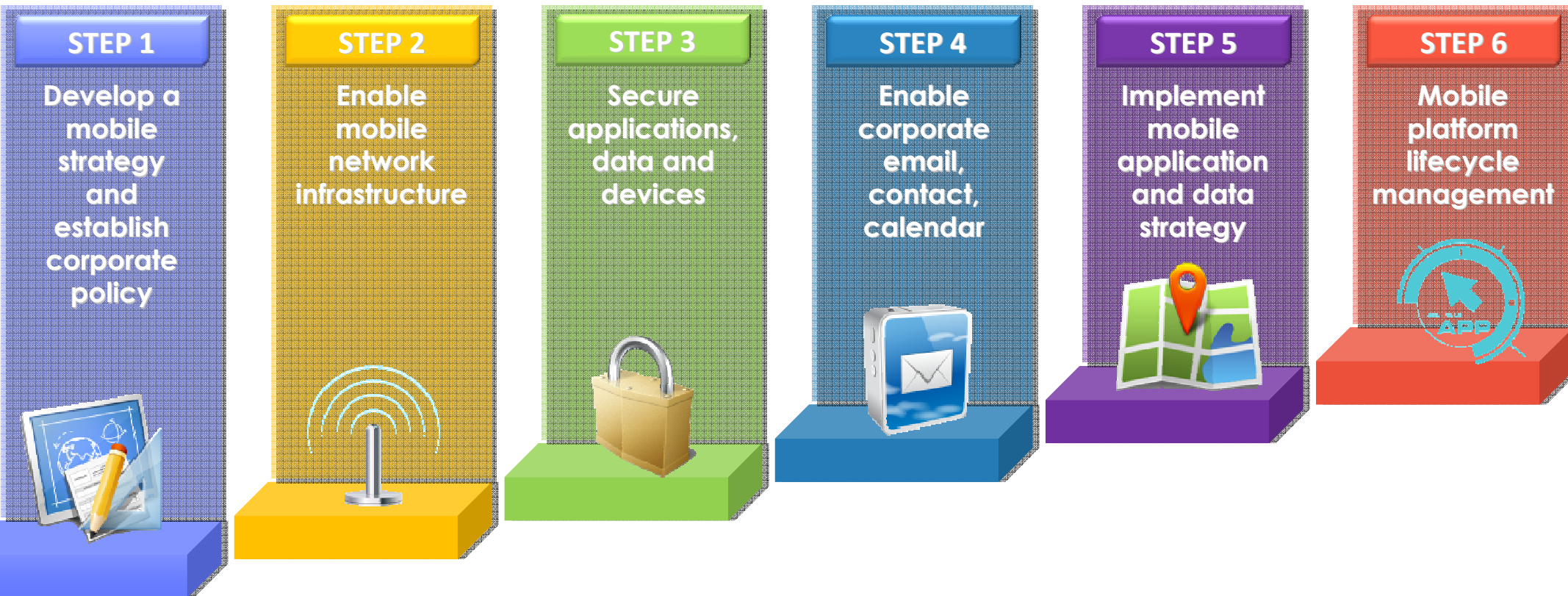
How do I reduce costs?

What's the business impact of NOT embracing mobility?



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Transformation to mobility requires an end to end enterprise approach...





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STEP 1

Develop a mobility strategy and establish corporate policy

What are the business challenges I'm trying to solve or enhance with mobility?

- Enhance my end user experience, and/or staff retention through BYOD or Corporate device choice?
- What B2C, B2B, B2E or M2M opportunities are presented? How will they be implemented?
- What applications or 'apps' do I need to mobilise or create, and make available?

How will mobility enable:

- A reduction in operating costs and /or cost of ownership
- Increased employee productivity
- Enhancements in customer service and /or customer convenience

Corporate policies:

- What devices or applications will be approved for use – how do I manage and secure these?
- What changes are required to technology acceptable use guidelines and policies?
- How do I support mobility and mobile devices (particularly user owned devices)?



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STEP 1

Develop a mobility strategy and establish corporate policy



Launched their first mobile app in 2009 with their strategy focussed on B2C (Business to Consumer) applications – Starbucks is a leader in connecting with their audiences via mobile channels.



B2C applications include store locators (using mobile location services), square wallet (mobile payment app) and consumer apps which enable everything from QR scanning for specials, to sending greeting cards to friends.

Starbucks' now sells an average of 1.6 cups of coffee per person through their strategy to simply implement free customer wireless in their stores.





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STEP 2

Enable mobile network infrastructure

Implement changes required on the corporate network to support mobility

- For corporate owned mobile devices and/or BYOD, is there adequate WiFi coverage ?
- Based on the established mobility strategy, does 3G/ 4G connectivity represent a primary or secondary connectivity option?
- Is network bandwidth adequate to accommodate the mobilisation of applications and data, and /or the influx of mobile devices?
- How will telecoms expenses be managed in BYOD scenarios?
- Is a VPN connectivity option required via corporate firewall?
- What additional resources or skills are required to support the network that supports mobility?
- What are the business impacts of a network failure, and what recovery or failover plans are therefore required?

The network must be ready to support the mobile end user experience with performance, availability and ease of access



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STEP 3

Secure applications, data and devices

How do you address the top security concerns associated with mobility:

- Lost or stolen mobile devices
- Data leakage through the mobilisation of applications and data
- Unauthorised access to corporate resources
- The spread of viruses and malware
- In BYOD scenarios, how is work and personal data separated and managed?
- How do you secure the network as defined in 'Step 2'
- What policies or tools are required to lock or secure mobile devices?
- How are applications and data on a mobile device secured?
- How is access to malicious sites and 'free' apps blocked?
- How do you detect and manage 'jailbroken' or 'rooted' devices





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STEP 3

Secure applications, data and devices



SOURCE: Bit9 – DEC 2012



SOURCE: Bit9 – DEC 2012

What are the potential business impacts of BYOD and /or corporate owned devices being exposed to system permissions?



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STEP 4

Enable corporate email, calendar and contacts

STEP 1



STEP 2



STEP 3



- ✓ Mobility strategy established defining our business and operational objectives
- ✓ Network Infrastructure required to support the strategy implemented
- ✓ Security tools and policies required to remove the risks associated with mobilising applications and data is in place

Applications and data can now be 'mobilised' – IBM recommends the messaging /collaboration layer first:

- Synchronisation of email, contacts and calendar
- Via messaging middleware (as defined under Step 1)
- Messaging middleware options include Lotus Traveller, Microsoft Activesync, Blackberry 10 Enterprise Server
- Native and third party messaging options also available



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STEP 5

Implement mobile application and data strategy

Mobilising applications and data as defined in the mobility strategy – application /data mobilisation can take various forms:

- Native access to existing enterprise applications (published virtualised applications)
- Access to 're-purposed' applications – using existing application backend with mobile device front end or interface (e.g. SAP, Oracle)
- Development of new applications specific to mobility platforms and devices
- Hosting or access to cloud based applications and /or data

Considerations:

- Buy vs build
- Re-engineering or building apps that leverage non traditional features such as camera, locations services, phone and scanning now available with mobile devices
- Future development based on 'mobile first'

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STEP 5

Implement mobile application and data strategy



Native app to mobile app transform



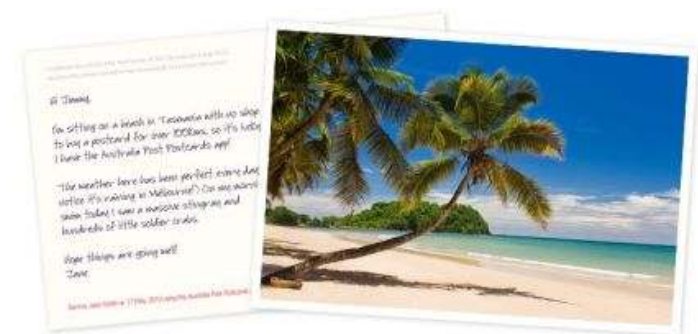


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STEP 5

Implement mobile application and data strategy

New application opportunities which leverage mobile device features





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STEP 6

Mobile platform life-cycle management

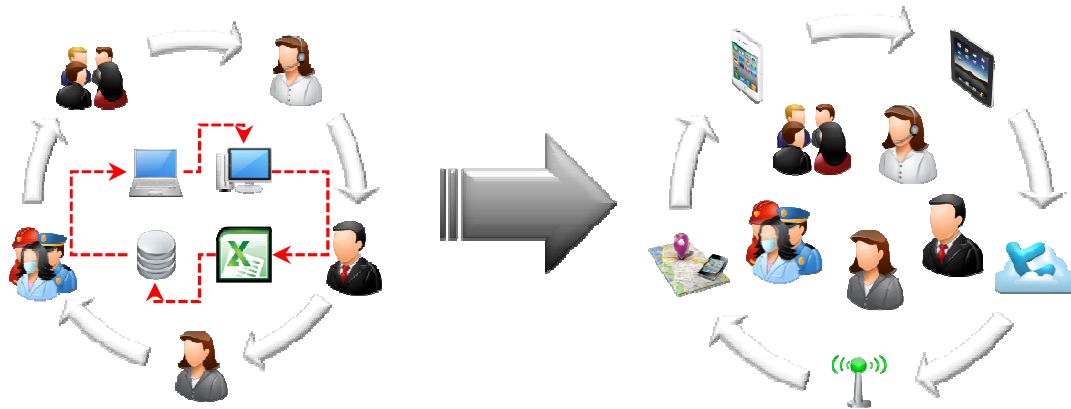
On-going management and maintenance of the mobility enterprise:

- Manage and maintain mobile application updates
- Manage and maintain performance of the mobility platform
- Leverage data mining to understand use of the platform, and therefore enhancements that could translate into higher productivity, revenue and customer satisfaction.
- Constant review and assessment of Steps 1 to 5





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The technology must be designed and customised for the business and user objectives and not the other way around





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Q&A

